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JUL 16 1941

The Billboard

The World's Foremost Amusement Weekly

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LESLIE HOWARD and INGRID BERGMAN

In a Scene From David O. Selznick's

INTERMEZZO

"A Love Story"

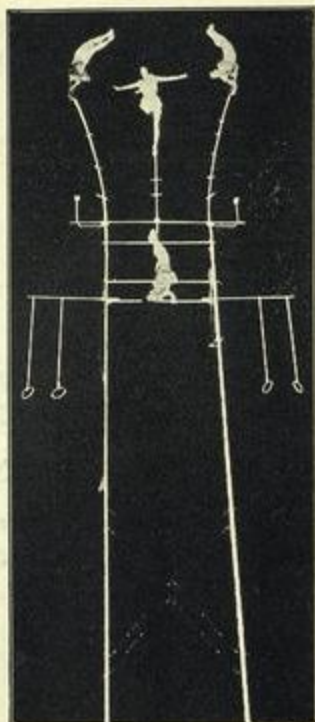
Released Thru United Artists Corporation

The theme song, "INTERMEZZO," published by Edward Schuberth & Co., Inc., New York

ACE OF THRILLERS

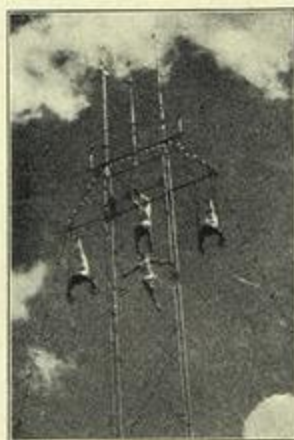
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120 FT. HIGH
The
HIGH ACT
That Is
DIFFERENT!



Only act doing a double
one-arm handstand

Featuring
The ORIGINAL and
ONLY
DOUBLE SWAYING
CRISS CROSS
PERCHES



Add a spectacular attraction to your program—
one that will help to draw big crowds every day.

The Four Aerial Apollos are establishing new
records for thrill and entertainment value at
every stand. The act is built for both the large
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FOR 1941.



Sensational,
Thrilling Com-
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RINGS • TRAPS
IRON JAW
20 FT. BREAK-
AWAY
HANDSTANDS

CHARLIE ZEMATER

54 W. RANDOLPH ST.

CHICAGO, ILL.

JACK BRICK—Owner and Manager



A Complete
Show in
One Act.
Ask for and
Get This
ACE OF
ATTRACTIONS

STEM CLUBS' \$60,000,000

Morton Signs 4-Year Shrine Circus Contract

CINCINNATI, July 12.—Bob Morton, of the Hamid-Morton Circus, informed *The Billboard* today by wire that he had just signed what he terms the largest Shrine circus contract in history. The contract is a four-year one with the Aleppo Shrine Temple, Boston, the third largest Shrine Temple in America.

The first Hamid-Morton production at the Gardens will be given this year, September 29-October 5, and will be September's first circus in 15 years. Morton said 100,000 tickets would be put on sale at once.

Kid Labor Bill Up Again in Wash.

WASHINGTON, July 12.—A child-actor amendment to labor laws is due to come up in Congress Monday (14). It would liberalize the statutes to permit children above 14 years old to do two shows per day but not more than 24 hours' work per week. A perennial proposition, theater men here look with indifference upon its possibilities because it is designed for child prodigies on the concert stage rather than theater or vaudeville. At present no child under 18 can work professionally unless limited by very strict regulation, and by no condition may work at night.

A similar bill passed the House during the last session of Congress but died in the Senate. Local clubwomen painted a picture of exploited children supporting luxury-fattened parents should the law pass and as result the pressure against the measure killed it. No observer here was willing to bet on success of this year's draft either.

Petrillo Orders "Must" on Anthem

NEW YORK, July 12.—James C. Petrillo, American Federation of Musicians' prexy, ordered that *The Star-Spangled Banner* be played by AFM members at the beginning and end of every musical program. The order goes into effect immediately and continues until further notice.

On radio shows the anthem will be played before studio audiences, unless the sponsor wishes it to be played on the air. All programs, Petrillo said, will start five minutes earlier and end five minutes later. The musicians will play the number on their own time.

Jack Rosenberg, Local 802 president, estimated that the anthem will be played about 20,000 times weekly in his jurisdiction.

Auto Distrib Shows Still on Upgrade

CHICAGO, July 12.—Abe Schiller, Detroit booker, was in town this week buying acts for a number of General Motors parties he set in his city. He says that manufacturers, in order to retain the spot will of their distributors, are now entertaining more than ever. Distributors have been discouraged the last couple of months, unable to get cars for orders at hand.

Schiller has been doing a selling job in Detroit, pointing out to various manufacturers that all work and no play will not produce the best results from their employees. Detroit is one of the busiest enterprise-program cities.

One of the big Schiller parties set for this month is being given by Hudson Motors for 400 distributors.

Unannounced "Beauties"

ATLANTA, July 12.—Bain may have cut down on the Fourth of July crowds at Lakewood Park, causing a halting in the auto racing, but it didn't stop the fireworks (races were held the following Sunday). They were plenty hot—and uncheduled.

Each year on July 4 "Miss Atlanta" is picked. The judging went thru in usual style. One girl was wearing a red, white, and blue bathing suit, which made an impression on the crowd but not on the judges. She was eliminated. The title and loving cup went to blond Anne Moss.

The girl in red, white, and blue started weeping. She was Edna Ross (no kin to Betty). She decided to express her opinion. She flung a few right. It landed square on the jaw of Mike Benton, emcee and president of the Southeastern Fair. Then she threw a left at Tommy Reed, manager of the Fox Theater and one of the judges. It caught him on the ear. Both admitted seeing stars and swore off judging beauties in the future.

Minne AGVA Threatens Strike On Wage Demands; Cincy Local Settles Claims, Changes Scale

MINNEAPOLIS, July 12.—Strike notices against four night clubs have been filed with the Minnesota State Labor Board by Twin Cities Local 3, American Guild of Variety Artists, Ted Brown A.G.A., executive secretary and business agent, announces.

Niteries are Happy Hour, Curly's, Delaney's, and the Anglesy Cafe. Demands being made, said A.G.A., are a weekly minimum of \$35 for principals and \$27.50 for chorus girls. Present rate of pay ranges around \$16 for chorus girls and \$16-\$17 for principals. It is expected that settlement will be made at about \$22.50-\$25 for chorus and \$30-\$32.50 for principals.

Jack Irving, secretary of the Chicago AGVA local, was to have arrived here

Figure Based on Tax Receipts; November Best Month for Clubs, August Worst; '41 Sets Tax Peak

NEW YORK, July 12.—Next to November, which is the biggest month for night club business, February and March draw the most money, based on tabs of \$2.50 or more. The worst months are usually August and September, with May and July next, according to figures of the Bureau of Internal Revenue on collections of the 1½ per cent tax on bills of \$2.50 or over in night clubs throughout the country. New Year's Eve is, of course, the biggest money night for night clubs everywhere, but the generally poor business the earlier part of the month prevents December from being the top month.

Midtown New York City, Chicago, and Los Angeles areas spend more dough for night clubbing (based on federal figures on taxes on tabs of \$2.50 and over) than other sections of the nation.

The midtown New York area (which in-

cludes the theatrical district) paid the government the following taxes on tabs of \$2.50 or over: \$478,108 in 1935; \$521,147 in 1937; \$491,822 in 1938; \$514,511 in 1939, and \$558,790 in 1940.

Since the 1940 tax figure of \$558,790 represents 1½ per cent on night club tabs over \$2.50, midtown New York City night club patrons spent a taxable \$37,282,667 that year. An estimated minimum of \$20,000,000 was spent on tabs of less than \$2.50 (not taxable), which means the night club belt of New York grossed at least \$60,000,000 in 1940.

An idea of the big business done by local clubs is given by Billy Rose's Diamond Horseshoe. The DH grossed \$862,000 its first year, 1939, and \$942,000 the second year. It uses \$600,000 worth of food and liquor stock a year. Rose said recently that his now defunct Casa Manana grossed "between \$1,250,000 and \$2,500,000" during 1938. The French Casino under Clifford C. Fischer grossed almost \$2,000,000 a year during its peak.

The internal revenue bureau of this district (Third New York District) has collected more than \$2,500,000 in back taxes from night clubs during the past two years. This figure includes social security and admission taxes. The bureau makes collections from some night clubs once a month.

"Hellza" Set for Coast

CHICAGO, July 12.—When Hellzapoppin closes its engagement at the Erlanger it will jump direct to Los Angeles for a limited stay, then play one-nighters up the Coast to San Francisco. July 19 is tentatively set as the closing date here, but time may be extended two weeks if business warrants. Weekly gross has dropped to around \$19,000. Sam Stratton closes today as business manager of the company and is succeeded by Rubin Rabinovitch.

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Midwest, Southern Hotels Using More Talent; Name Bands Scarce

CHICAGO, July 12.—The Midwest and Southwest picture for night club and hotel floor talent is the brightest in seasons due to improved employment conditions and the scarcity of top name bands available for location jobs. Better times have not as yet boosted biz to any remarkable degree in the larger, more expensive niteries, but trade has improved in neighborhood cafes.

The leading State in the Southwest now begging for good talent is Texas, according to local bookers. Music Corp. of America, among other offices, recently made a State-wide survey and discovered that hotels are switching to heavy shows, due to the diminishing number of box-office bands available for long hotel runs. Orchestras of the Duchin, Kysner, and Lombardo caliber prefer shorter runs and locations (the shorter the better) and want more one-nighters and theater dates where the band prices are more profitable.

Bruce Carter, managing director of the Rice Hotel in Houston, Tex., is buying more acts than ever before. The spot recently switched its dining room to a more prominent floorshow policy, using only semi-name bands for show and dance purposes. MCA supplied the last couple of bills. For an experiment starting July 11, Carter is bringing in the show from the Roosevelt Hotel, New Orleans, for a run. If ideal clicks, hotel may continue to use intact floor bills.

The Roosevelt line-up includes Margie Knapp, Bob Bromley, Evelyn Price, and the Burns Twins.

H. Fuller Stevens, head of the Adolphus Hotel in Dallas, was in town recently looking over talent. He said the city is experiencing an entertainment boom due to the defense program and the many near-by army camps. The Adolphus will hold its current leg show another month and then take on a regular floorshow. The near-by Baker Hotel (Dallas) continues with a show and band policy, with future plans calling for more costly acts to meet the increasing competition.

Another Texas spot doing well is the Plantation Club in San Antonio, which has doubled its business this year.

Locally, the Palmer House has increased its budget for acts due to the trouble of nabbing big bands. The hotel's Empire Room which, as a rule, uses top orchestras, is playing Skinny Ennis for the summer, with Grif Williams to follow September 4. While both bands boast of local reps, they do not compare with the Duchin and Lombardos the hotel customers have been trained to expect.

Chez Paré, top niterie here, also boosted its talent for the current show by siphoning the bandstand appropriation. Boyd Rabin, local outfit, opened Friday (4) with a show headed by Milton Bertie, who is reported getting \$3,000 a week.

Lamb-Yocum Icer Peevied at Agent For Booking Rival

CINCINNATI, July 12.—Lamb-Yocum Ice Parade of 1941 winds up six weeks at Jimmy Brink's Lookout House, Covington, Ky., Monday (14) and moves to Westwood Gardens, Detroit, for four weeks, with options opening July 12. Larry Funk's orchestra, with Soste Harris, vocalist, moves along with the icer.

The ice revue, booked here by the Frederick Bros. Music Corporation, pulled top-notch business, but the announcement in the midst of the run that the Fredericks had booked another ice revue, *Caravadeo on Ice*, into the Netherland Plaza Hotel here didn't help matters and, serving to "sore up" both the Lookout House management and Rube Yocum and Gladys Lamb, who hold a year's contract with the Fredericks (See LAMB-YOCUM ICER on page 18)

AC Hitler Expose Feature Leaves Personnel Stranded

ATLANTIC CITY, July 12.—All showmen here had a big July 4 week-end except H. Vincent Jackson. He hired Convention Hall for a show to have been headed by a heavily billed Mrs. Bridget Hitler, purported to be Adolf Hitler's sister-in-law, who was prepared to give the lowdown on her brother-in-law Adolf's habits, characteristics, and alleged sex life.

Jackson booked the show into the hall for July 4 or 5, but instead of giving a show the troupe was stranded, including 31 girl musicians and actresses. It was canceled when Jackson, said to be Mrs. Hitler's manager, stated that she failed to show up. However, it was learned that Jackson's show had many behind-the-scene by-plays not conducive to putting on a show.

First, Mayor Taggart said that emphasis on Hitler's sex life was taboo. Then officials of the musicians' union said that while they had no jurisdiction over out-of-town musicians, they strongly suggested that the band make sure it gets its money first. On top of that, press agents here hurried in advance started gunning for their pay before doing more work. Upshot of the fiasco was that the hall remained dark, and several night club operators got up a collection to get the stranded performers back to New York.

Ice Skaters Crash Victims

GLENWOOD, Ia., July 12.—Four professional ice skaters, returning from their homes in Oakland, Calif., to New York, were injured in an automobile accident near here July 8. Most seriously hurt was Merrill Baxter, who suffered a brain concussion and other injuries, and Ethel Stout, leg injuries and shock. Both were taken to Mercy Hospital, Council Bluffs, Ia. Others injured were Lloyd (Skipper) Baxter, driver and brother of Merrill Baxter, and Nell Rose.

CITY CALLED HEAVEN

WINDOW CARDS

14x22 Card, \$4.00 per 100;
17x20 Card, \$5.00 per 100;
22x28 Card, \$9.00 per 100.
250 bumper price, \$3.75.

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WILL COMPENSATE
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Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

GEORGE CHURCH—tap dancer caught recently at the Versailles, New York night spot. Taps in the classical vein, and does difficult routines with ease and grace, despite a football build. His spins are tops and his routines imaginatively conceived. Has also appeared in a number of legit musicals. A good-looking lad, he's an excellent bet for screen tests.

For LEGIT MUSICAL

ROBERT SHILTON—baritone heard with the Major Bowes unit at the RKO Theater, New York. Has an excellent voice (offered a stand-out rendition of *Figaro, Figaro* when caught) with plenty of power and fine technique. Tall and with nice appearance, he should fit easily into a legit opera.

Atlanta "Blackout" Ended by Rain

ATLANTA, July 12.—General rains over the Northeastern mountain sections of Georgia over the week-end caused sufficient rainfall for the relaxing of the blackout on Atlanta created by a power shortage.

Theaters and night spots were given permission to turn display lights back on and turn up cooling systems.

For more than a month the blackout, a volunteer arrangement whereby power consumption was cut one-third, had affected the downtown business area at night.

Harris to Grant Agency

CHICAGO, July 12.—L. G. (Bucky) Harris, formerly assistant production manager for NBC's central division, has joined the Grant Advertising Agency, Inc., as production manager of all of the Grant offices, including Chicago, New York, Dallas, Mexico City, and Monterey, Mexico. Harris, who has an extensive background in vaudeville, minstrelsy, and other branches of show business, has been with NBC since 1933. He handled the *National Farm and Home Hour* for eight years; *Singing Lady*, five years; *Today's Children* (Pillsbury), two years; the *Weems Reef the Sand show* (General Mills), 50 weeks, and the Al Pearce, Horace Heidt, and Pot of Gold shows. His first duty in Mexico will be to organize the Mexican offices of Grant Advertising, S. A.

"Ice-Capades" Rehearsing

ATLANTIC CITY, July 12.—Ice-Capades of 1941 goes into rehearsal at Convention Hall this week for a July 25 inaugural, run continuing thru September 1. Tickets go on sale Tuesday (15), ducats scaled at 85 cents, \$1.10, and \$1.65. New musical on ice, again to be staged and directed by Radio City Music Hall's Russell Markert, will include a company of 75, including 36 in the chorus.

Headliner will be Belita, and supporting stars will be Vera Hruba and Lois Dvorshak, with the featured principals Red McCarthy, Dench and Stewart, the Thaelis, Robin Lee, Joe Jackson Jr., the Benois, Serge Flash, Al Surette, and Jackson and Lynam.

Scene effects, lighting, and costumes designed by H. Mahler will bring production costs up to \$50,000.

Next Move Is ASCAP's---NBC, CBS; MBS Sees Business Boom in Fall

NEW YORK, July 12.—Radio-music situation this week showed no signs of lessening tension, NBC and CBS both reporting that the next move was up to the American Society of Composers, Authors, and Publishers. ASCAP, meanwhile, sent out its royalty checks for the quarter ended June 30, the total hitting \$1,000,000, of which \$500,000 went to approximately 1,200 writers and \$500,000 to 139 publishers. This is a normal ASCAP royalty. ASCAP asserted at the BMI royalties totaling \$150,000, pointing out that if the E. B. Marks catalog was included in this payment (on the basis of \$250,000 a year or about \$62,000 for the quarter) the checks for the smaller pubs would total only about \$87,000. Spokesman for Independent Music Publishers' Association, comprising member pubs of BMI, also indicated that if the Marks and Ralph Peer royalties were subtracted from the total \$150,000 the remaining money for pubs and writers was very small indeed.

BMI stated that the pubs and writers would be well satisfied with the royalties for the second quarter, pointing out that the smaller BMI pubs in recent weeks have had 5 out of 10 tunes on the Hit Parade.

Business of MBS
Mutual Broadcasting System, queried as to whether it had traced any marked business increase to the signing of the ASCAP pact May 11, stated it was too early to tell—but that the real test would come in the fall, in the event CBS and NBC had not yet signed. Since the MBS-ASCAP pact, MBS has added only one musical show, the *Mary Small program* for Spod cigarettes. Another musical is understood coming. MBS will really try to shoot the works on sales in the fall.

Reports that film publishing houses are becoming increasingly jittery floated around Tin Pan Alley all week, but no decided crack in the ASCAP pubs' solid front is discernible as yet. It is pointed out, however, that clause in the ASCAP consent decree permits pubs to make their own deals with music users provided that ASCAP is the collection agency. Pubs shortly after the decree, however, avowed their intention of stick-

ing with the Society rather than going out to do business solo.

Mechanicals
Outlook for the future on mechanical royalties was understood to be worrying the ASCAP pubs, who have suffered greatly on mechanicals since the radio-music war. Reason is that radio for some time now has been using non-ASCAP music on a lot of its transcriptions, both library service and commercials, and is obtaining same at a rate cheaper than the old rates of 35 cents for pope, 50 cents for show tunes, and \$15 per year for permission to record on library service.

Lahr, Lester Temporary Subs on Kraft; Changes

NEW YORK, July 12.—Walter Thompson agency will use Bert Lahr and Jerry Lester temporarily to fill in the Bob Burns spot on the Kraft Music Hall. Burns' last shot on the show occurred Thursday (10). He is scheduled to do a fall series for Campbell's Soup.

King Crosby has cut short his vacation and will remain on the Music Hall for the July 17, 24, and 31 dates. Don Ameche subs for Crosby when the latter takes his summer leave.

Cal Kuhl is now producing the Kraft show. Bob Brewster having been switched to the agency's Old Gold program.

WPEN's English Program

PHILADELPHIA, July 12.—Giving meaning to an earlier pronouncement that all live talent on the station would get pay envelopes instead of bows, Arthur Simon, WPEN general manager, has given the go sign to the station's first English language dramatized show, and promises more to follow. Initial shot is skedded for three quarter-hour spots each week and calls for an on-the-spot dramatizations of significant news headlines. Episodes, taping off this week, is tagged, *It Happened Today*, and is slated at 8:45 p.m. to keep it timely. Entire production is under the direction of Gene Kerna. Spot script is penned by Bob Bloomfield, head of station's continuity department.

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52

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Double Coupons.
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TALENT WOOLING E. T.'S

Lang-Worth, AMP Nix Phony Names on Disks; Artists Losing Fear of Sponsor's Wrath

NEW YORK, July 12.—Transcriptions have come of age as a vehicle for name talent, and e. t. companies and artists are insisting increasingly upon use of performers' correct names on platters. The turnabout has been long in coming, but developments in the past year definitely show that a changed point of view is entering the business. Situation is most noticeable in transcription libraries, many of which have been using name bands under phony monickers for years. Lang-Worth and Associated Music Publishers, two of the leaders in the industry, now refuse to contract bands and artists under disguised names. Together with this change of heart on the part of the e. t. companies, talent agents have begun to bombard the waxes for dates, result being that such companies as Lang-Worth and AMP, who had long struggled under the handicap of phony monickers, are now able to cut transcriptions with such artists as Woody Herman, Larry Clinton, Will Bradley, Shep Fields, Tony Pastor, Gene Krupa, Charley Barnett, Ray McKinley, Del Courtney, Mal Hallett, Pat Waller, Charles Magnante, Johnny Long, D'Arango, Johnny Messner, Buddy Clark, Dick Robinson, Ruby Newman, Clyde Lucas, Al Goodman, Blue Barron, John Kirby, and Dick Rodgers.

The Billboard last year carried a story listing the pseudonyms under which artists appeared on transcriptions. In deference to a few waxes, however, it can be pointed out that some companies have always used correct names. NBC-*Theatrical*, for instance, states this has been its policy since its inception. But the names are easier to get. *Theatrical* library now includes Charley Barnett, Horace Cugat, Al Donahue, Shep Fields, Horace Heidt, Sammy Kaye, Vincent Lopez, Russ Morgan, Tony Pastor, Jerry Seay, and others.

Reason for use of phony names was fear that the artist might lose a commercial radio spot in the event a sponsor was hostile to the artist's appearance on transcriptions over a few hundred stations. However, it is pointed out by e. t. companies that artists on phonograph recordings use correct names—and nothing has been done to stop this form of competition.

All Gravy, Not Hay

According to e. t. execs, including Ben Sevin of AMP and Ralph Wentworth, talent agents have become increasingly aware of e. t. jobs as an additional and lucrative source of income—particularly when a band or artist is laying off, or has a few open days between engagements. E. t. work pays a scale higher than that of any other category, providing for \$18 an hour with leader getting double. A three-hour session nets the men \$54, which is nearly as much as a week's salary in some hotel spots. In addition, e. t. studios do not insist on special arrangements, but use whatever the band has in stock. Therefore, the take is all gravy.

Another angle entering into the money picture is the fact that contracts for e. t. jobs are non-exclusive, that is, a band waxing for AMP or *Theatrical* can also cut disks for other companies. R. T.

"Good Will"

LOWELL, Mass., July 12.—John J. Anthony's *Goodwill Hour* had the wrong effect on a Lowell couple. It was revealed last week when Richard Haley was brought into court on charges of assaulting his wife, Mildred.

Police said the couple were at home listening to the program and one of the participants brought up a question of how to handle children by a previous marriage. The question hit home to the Haleys, both of whom have been married before, and both of whom had children by their first marriages.

One word led to another and the Haleys wound up telling it to a judge.

firms currently prefer this situation because they are fearful of a talent war, which would mean higher prices and bonuses.

Relations between talent and phonograph record companies have become freer in recent years, with the result that many recording artists are under no wraps in securing e. t. jobs. Check-up at some of the record companies indicates that a "gentlemen's agreement" exists between artists and their recording companies, under which agreement the artist must not play on transcriptions the same tunes he has cut on records.

Another angle is the rapid turnover in the name band business, which has resulted in recording companies giving contracts specifying the cutting of only four or eight sides—as a test until the selling power of the band is ascertained. A solid name band may get a one-year contract with a guarantee of 52 sides; but extremely long-term contracts are getting to be the exception. In the old days, bands were frequently tied up for five years. Looser and shorter-term contractual relations between record company and band, together with band's greater desire for and appreciation of the e. t. plug, is regarded as one of the greatest boons the e. t. business has had.

CBS Adds Scriptorers

NEW YORK, July 12.—Columbia Broadcasting System has revamped its script department. Albert R. Perkins has been appointed assistant director to William Spier, and three new writers have been added.

Newcomers: Sylvia Berger, Jean Holloway, and Harold Isaacs.

Advertisers, Agencies, Stations

NEW YORK:

Low Walker Jr. now on the announcing staff of WBYN, Brooklyn, N. Y. . . . Gertrude Bly, Bert Lebar's secretary at WHN, recuperating from an appendectomy. . . . Arthur Perles assigned to handle CBS's short-wave publicity, working under Edmund A. Chester. . . . Eastern Steamship Lines has signed a 20-week contract with WQXR for 21 spot announcements weekly. N. W. Ayer set the business. . . . Lever Bros. has renewed its half-hour spot on CBS for 1941-42. Edward G. Robinson's *Big Town* series, normally in the 8-8:30 p.m. slot, will be replaced for the summer by *Grand Central Station*. Ruthrauff & Ryan is the agency. . . . Coca-Cola has added six CBS stations to its hook-up for *The Minute That Refreshes* program. Total is now 113 stations. . . . Serutan sponsoring Jay Sims's *Behind the News* on WOR, placed thru the Raymond Specter Agency. . . . Clever piece of promotion for CBS's *Clevidis* and *David*. Kate Smith replacement, was sent out this week in the guise of a marriage party invitation. Piece read, "Mrs. Amelia Brown requests the honor of your presence at the marriage of her daughter, Claudia, to David Naughton on Friday, over the Columbia Broadcasting System."

. . . Vivian Brown Glaser of WHN leaves on a vacation July 18. . . . Rhea Diamond of WNEW vacationing. . . . Maurice English, war correspondent returned from France, has joined NBC's International Division. . . . H. Arthur Gilbert, formerly of WHN, has gone to WAAT, Jersey City, for an engineer's post. . . . Ed East, for the first time in two years, is taking a vacation. His *Kitchen Quiz* on WJZ will be off the air until September. His *Breakfast in Bed* on WJZ will continue under another emcee. . . . NBC-*Theatrical* added 15 subscribing stations as of July 1.

CHICAGO: **T**HE Foreman Company has been appointed national representative for KPJM, Grand Forks, N. D. . . . Riley Jackson, WIND announcer, will be married

War No Problem to WPEN

PHILADELPHIA, July 12.—Since the European conflict caught up with Russia, staff announcers at WPEN have no fears when the war bulletins bring such words as Dnepropetrovsk, Radashkovich, Zaleski, and similar nightmares. When station curbed its foreign language schedule, Polish announcer Stan Moderski was given a regular berth on the announcing staff. Being an expert on the Slavonic tongue, Moderski is tutoring the staff in the proper pronunciation of the tongue-twisters.

Columbia Schedules First Weekly Tele Program in Color

NEW YORK, July 12.—Columbia Broadcasting System inaugurates a weekly colored telecast Thursday (17). Program will be *Country Dances*, regular CBS black and white tele show, which is particularly fitted for color telecasts. Show goes on at 8:30-9:30 p.m.

Program, directed by Tony Miner, carried an announcement on this week's show (July 10) stating that it would henceforth be given in color. This is in line with Columbia's announced intention of carrying on its color experiments in view of the Federal Communications Commission's encouragement of color experimentation.

While no other CBS tele shows in full color have been scheduled, CBS stated this week that it intended to carry more colored tele in the near future.

Country Dances presents Adrian Hull as "caller" and has a bevy of guests appearing each week to illustrate American and foreign dances.

August 2 in his home town, Clinton, Ill. . . . Dave Ross, son of David Ross Sr., CBS announcer, has joined the staff of WRBM-CBS and is using the microphone name of Ross Davidson. . . . The Alfred P. Sloan Foundation has made available \$48,505 to the University of Chicago for educational broadcasting during the next year. . . . Nestlé's Milk Products Company, thru Leon Livingston agency, and the American Cigar & Cigarette Company, thru Ruthrauff & Ryan, have signed new contracts to sponsor a part of the WRBM Musical Clock broadcasts. . . . Ahmase Dorney is new secretary to William Ray, manager of the NBC Central Division press department. . . . New Quaker Oats show, negotiations for which are expected to be consummated early this week, probably will be *The Brewster Family*, with an all-Chicago cast. . . . Harry C. Kopf, general manager of the NBC Central Division, off on a fishing trip to Wisconsin. . . . Parker Pur Company has signed a new contract for the *Sunday Morning Sun* show program on WRBM, thru the Auspitt & Lee agency. . . . Jewel Tea Company, thru McJunkin, has contracted for a series of 36 one-minute live announcements on WMAQ over a period of 12 weeks and 25 announcements on WENR. . . . The Kellogg Company, thru Kenyon & Eckhardt, has renewed its schedule of one-minute transcribed announcements on WENR for seven weeks. . . . John J. Gillin, manager of WOW, Omaha, a Chicago NBC visitor.

LOS ANGELES:

JACK TEMPLE has joined the staff of KDBS, Santa Barbara, as production manager. . . . Los Angeles Yellow Cab Company will sell its taxi service from August 5 to October 30 with 26 one-minute transcriptions to be used twice weekly over KFI. Set by Rufus Rhoades & Company. . . . Lewis Allen Weiss, vice-president and general manager of Don Lee, left yesterday (12) for Washington and New York on a business trip. . . . KFI, thru Newport & Associates, recently consummated a deal with Pioneer Build-

Threatened AFRA Strike Off Pending Cincy Negotiations

NEW YORK, July 12.—Threatened AFRA strike set for today did not come off on schedule, although AFRA was all set. George Heller, AFRA exec in New York, stated that Cincinnati MBS station, WKRC, secured an injunction restraining American Telephone & Telegraph Company from cutting the MBS wire. Therefore, MBS could not cease feeding shows to WKRC. According to Heller, AFRA lawyers have been trying to get an order vacating the injunction, but when queried later this afternoon Heller stated he had just spoken to Cincinnati and things looked much better for a settlement by tonight.

Heller was asked if the union might not strike against the entire network in the event negotiations are unsuccessful and in the event AFRA could not vacate the restraining order. He declined to say what the union's move would be in such a case.

MBS is in the middle, because it is under contract to its affiliate and must feed programs to that station. In addition, MBS had recently grabbed off a nice chunk of business from Blackett-Sample-Hummert Agency, the first time the agency had given anything to MBS, and MBS is fearful of losing future business.

MBS execs in New York feel that no matter what the outcome some good will result from the fracas, because provision will be made against a network getting caught in the middle on future occasions. NBC and CBS are closely watching the situation for this reason.

CHICAGO, July 12.—After conferring here for two days behind closed doors, Mutual stockholders adjourned Wednesday evening without having reached any decision on the strike at WKRC, Cincinnati. Fred Weber, Mutual general manager, and Hubert Taft Jr., head of WKRC, were here for the conference. Emily Holt, of AFRA, came on from New York but did not meet with Mutual, and left Wednesday night for Cincinnati to confer on the situation there.

Local 802 Confabs NBC, CBS on Tele

NEW YORK, July 12.—Notwithstanding the fact that the American Federation of Musicians has had a television scale in its books for the past 12 months, Local 802, AFM, this week contracted NBC and CBS in order to work up a detailed contract covering use of musicians on tele. According to Jack Rosenberg, jurisdiction over NBC and CBS tele, as well as that of other telecasters operating within the metropolitan area, will fall to Local 802 rather than the national AFM office.

It is considered likely, however, that the scale already set up by the AFM will be used as a basis for negotiation. AFM has stated that its scale (published in the July 5 issue of *The Billboard*) is subject to change at any moment.

This, probably, is the moment.

execs of Los Angeles to sell property over the station. Deal runs from July 6 to September 28, calls for 13 one-minute transcriptions to be used one week. . . . Jim Burton, production chief at KHJ and the Don Lee network, is vacationing at Laguna Beach. . . . Herb Wixson, KHJ account exec, has returned from a vacation at Van Nuys. . . . Position of promotion manager of KPFA, San Francisco, left open by Gary Kriedt, who soon leaves for Manila to open a printing and publishing business, has been filled by Boyd Rippey. He is active in advertising circles, serving as president of the San Francisco Junior Advertising Club. . . . NBC Hollywood office has sold 40 one-minute electrical transcription spots, five a week, for Kerr Glass Jans on KDKA, Pittsburgh. Series to run eight weeks and began July 7. Raymond R. Morgan Agency handled the deal. . . . Milton Weinberg Advertising Com- (See ADVERTISERS on opposite page)

ORK FINANCIERS PURGED

Lou Levy Takes Over Jenkins Pop Catalog As Independent Firm

NEW YORK, July 12.—Lou Levy, head of Leeds Music and manager of the Andrews Sisters, this week bought the popular music catalog of the Jenkins Music Company, Kansas City, Mo., one of the biggest music houses in the country. The Jenkins pop library, one phase of the firm's activities, which include sheet music jobbing and musical instrument selling, contains about 400 copyrights, among them 12th Street Rag and Piccolo Pete, as well as numerous hillbilly hits that have sold copies in seven figures thru the Midwest.

Catalog went to Levy for a reputed \$30,000, and will be set up as an independent firm under the name of Kaycee Music Company, Inc. Acquisition of the catalog enables Levy to fulfill the trade talk about his owning the "Little Three" among publishers, as against Jack Robbins' Big Three of Robbins Music, Peist, and Miller Music, Leeds, the recently established Pan American Music Company set up by Levy to handle mostly Cuban material, and now the Kaycee firm round out the Little Three tag.

Also relinquishing the pop song publishing end of its business, Jenkins Music continues as one of the largest music jobbers and dealers in the field. Pop catalog has not been inactive recently. Transferred "Round My Heart" having enjoyed considerable sectional popularity not long ago as recorded by several top phono artists.

Welk's Quartet of Holiday One-Nighters Takes \$3,320

CHICAGO, July 12.—Lawrence Welk grossed \$3,320.52 on four one-nighters during his holiday week-end travels in the Midwest. On July 3 the take at Crystal Ballroom, Coloma, Mich., was \$1,132.20, paid by 1,284 people. At the Crystal Palace, Dubuque, Ia., Welk took in \$682 July 4. Admission was \$1.

On July 5, 1,453 persons turned out to see him at the Coliseum, Davenport, Ia., and paid \$1,293.17. Welk played a Gibson, Minn., ballroom July 6 to 770 people for a gross of \$712.15.

Johnny Long Held Over to Sept. at Hotel New Yorker

NEW YORK, July 12.—Johnny Long and his band this week got an extension of their contract in the Ice Terrace of the Hotel New Yorker here that will carry them thru September 1, with a further option beyond that. Long opened July 10, booked originally for three weeks, with the run extended another three weeks after that.

Holdover ticket until the fall was awarded because of the excellent job being done in the room and because of the customers' favorable comments about the band, here playing its first important hotel location. Long opened with a Latin revue from Monte Proser's now-closed Copeckabana nitery, which floorshow gave way to an ice extravaganza last week.

Friml Jr. Gets MCA Pact

BEVERLY HILLS, Calif., July 12.—Rudolf Friml Jr. and his band were signed to a long-term contract here Wednesday (9) by Music Corporation of America. Deal was set by Larry Barnett.

MARION CONNOLLY, former secretary to Paul Southard, sales manager of Columbia Records, is now secretary to Bruce Miller, who recently moved over from General Foods to Benton & Bowles, Inc., to head a new division in the agency's publicity and public relations department.

No Rest for Resh

DETROIT, July 12.—Benny Resh, ork director at the Bowery well-known night spot, is celebrating his fourth anniversary there this week, playing without a break in a record engagement.

No Room-to-Room Network

PHILADELPHIA, July 12.—It's all right for a p.-a. system on the stand when local musicians play dance dates, but the microphoning is no go if the music buyers start pumping the band's music into another room.

Union has uncovered practice on club and private dance dates of band's music being picked up by a p.-a. system from one room in the establishment and carried into another room. Practice has been most prevalent in hotels, organizations thus doing away with a relief band when the crowd overflows into an adjoining room.

Musicians are now ordered to stop playing if tootling is amplified from one room to another.

New Office, Record Pacts for Dawn Ork

NEW YORK, July 12.—George Hall's deeding of his ork to his vocalist, Dolly Dawn, turned out to be more than just a baton switching. Hall will manage the band, but all previous recording and booking contracts bearing his name have been junked, and Miss Dawn has signed new ones with different firms.

Contract with Okeh records was dropped, and a deal picked up with Bluebird calling for four test sides with an option for a contract. Ork under Miss Dawn's name was also signed by General Management Corporation, with Hall's old contract with Music Corporation of America being canceled.

Band is now at Roseland here for a six-week run, and copped record honors on the July 4 opener, topping all previous Roseland Fourth by 700 persons. Admish was 77 cents. Hall threw a shindig Tuesday (8) at Roseland for the press boys, and "officially" handed the baton over to Miss Dawn.

DUE TO an error, Daddy was omitted from the listing of MBS plugs in Songs With Most Radio Plugs in the Music Popularity Chart in last week's issue of *The Billboard*. It should have been listed in fourth position, with eight plugs for the week ending Friday, July 4.

AFM Nixes Changes in Job Contract Asked by Bookers

NEW YORK, July 12.—Three of the larger band booking offices were handed a flat "no" this week to changes they had proposed to their new standard Form B job contract. Music Corporation of America, William Morris agency, and Consolidated Radio Artists sent letters to the AFM some weeks ago in which were listed several changes deemed necessary for a smoother functioning of the new job agreements. The AFM exec board, with but a few minor exceptions, turned down the proposed changes.

Whether or not the three offices involved intend pressing the matter further could not be discovered. However, there were some legal points which they considered highly important, and it was expected that on these a fight might be waged with the AFM.

MCA specifically asked for the inclusion of a clause which would excuse that office from any obligations imposed under and by virtue of the Federal and State Unemployment, Instrumental and Social Security Acts. Exec board of the AFM merely said it did not approve of such a clause. MCA also wanted the wording "Management MCA" to appear on all advertising of its band properties. The AFM said "no."

Both MCA and Morris office asked for changes which pertained to deposits and payments. More specific wording was necessary, they said, in these clauses. The AFM board, however, flatly stated that no change could be made in the form of the contract. Morris asked that

Band Angels' Wings Clipped in New AFM Ban on Incorporation and Outside Financial Backing

NEW YORK, July 12.—Executive board of the American Federation of Musicians announced this week that it had adopted a resolution prohibiting bands from incorporating co-operatively or making any agreement which directly or indirectly sells or transfers their earnings or any financial interest to employers, promoters, booking agents, personal representatives, or anyone else not in the band.

Rumors have been afloat for some time that the AFM was contemplating this move, but its adoption at this time came as a surprise to the trade. The resolution was not brought up at the recent Seattle convention, and this led the management office to believe no action was imminent. Subject came up during the closed sessions of the AFM exec board after the convention, and the board unanimously passed the resolution on financial backing of bands, setting September 15 as the day it will take effect.

The resolution and the subsequent

Jimmy Dorsey Good With 2,011 at Akron Dansant

AKRON, O., July 12.—Jimmy Dorsey pulled 2,011 paid admissions at Summit Beach Park Ballroom June 25. Most ticket sales were in advance at \$1.10 each. Door price was \$1.35.

Door price, in charge of band bookings at the park, said the Dorsey gross was very good, considering Gene Krupa's appearance at Moonlight Ballroom, Myers Lake Park, Canton, less than 20 miles away, the previous night. Krupa, a district favorite with the younger dance set, took away some of the Dorsey proset, most of the kids not being able to stand the tariff of two big bands on successive nights.

Larry Clinton is the next name in at the Akron park ballroom.

a clause he inserted which would make the employer of the band liable for the cost of window cards and one-sheets. This was ruled out by the board.

CRA also had a list of hoped-for changes, including prohibiting the employer from canceling, relieving of any responsibility on CRA's part if the employer defaulted on the contract, etc. All failed to receive favorable consideration from the board.

The contracts are already in effect and are being used by all booking offices, but new Social Security interpretations (see other story on SS) and impending tax bills in Congress have no doubt caused the bookers some worry, and their efforts to get the AFM to change some of the legal lingo in the contracts stem from this legislation.

Rapps File Bankruptcy

CINCINNATI, July 12.—Rudy Wright Rapp, who headed the firm which until recently operated the Sign of the Drum nitery here, and her husband, Barney Rapp, orchestra leader, Tuesday (8) filed voluntary bankruptcy petitions in District Court here. Mrs. Rapp listed indebtedness totaling \$22,519.37, of which \$16,478.41 represents claims of unsecured creditors, and assets valued at \$305. Rapp, listing the same indebtedness and some individual indebtedness, reported claims of creditors totaling \$23,255.82. He listed no assets.

laws enforcing it do not stipulate what is to happen to financial deals and band corporations in force when September 15 rolls around. Chances are that they will be allowed to expire within a reasonable length of time. The confusion and flogging which are bound to follow on the heels of the AFM's deadline for these contractual liquidations will be terrific.

It was too early this week to get reactions from band offices and leaders on what they thought of the new set-up, because most of them had not received official instructions from the AFM. Immediate problems to be considered by offices and bandmen were, of course, the actual legal and mechanical devices which will be entailed in dissolving such corporations and buying up the stock held by "outsiders." Many promoters throughout the country who have financial stakes in orks or ork leaders will have to go into huddles with their properties and attempt an ironing out of who owns who how much.

The AFM's new edict will also have a big effect on orks which have just incorporated among their own sidemen and do not have stock issued to parties either have to buy up the interests held by the men or sell his part to a bandman with enough scratch to take over. Loans, I O U's, promissory notes, etc., will no doubt take the place of much of this other paper.

Bands just getting launched will find a tougher row to hoe in the face of these new money restrictions. Scaring up "angels" will be out. If band offices want to finance a new ork, such financing will have to be in the form of a loan and charged off against future commissions.

Entire ruling also gives rise to the thought of how it will be enforced. The AFM has already experienced many headaches enforcing such rulings as banning the kicking-in of leaders on removing wire changes. Now with band financing soon to be confined to an individual leader carrying his own financial load, the AFM will need more investigators than the FBI.

Harry Link Sets Unusual Tie-Ups On Good Will Song

NEW YORK, July 12.—Some unusual stunts are to be employed by Harry Link and Peist, Inc., in plugging the Al Lewis and Larry Stock-Vincent, Rose compo, Under Blue Canadian Skies, into popularity. Tune was inspired by the good-neighborly policy in effect between this country and Canada during the present world crisis, and Link, general professional manager for Peist, which is publishing the number, has arranged to have it depicted by D. Leo Tolstau, chief of the department of transport, as the song to exploit Canada as an all-year vacation spot for American tourists.

Canadian Pacific and Canadian National Railways, Canadian Colonial Airways, Canada's radio networks, and Canadian hotels, niteries, and theaters have signified their intention of co-operating in the promotion of the song. Novelty manufacturers are making special banners and pennants to read, "Enjoy Life Under Blue Canadian Skies." Large message stickers bearing the same legend will be put on travelers' bags by hotels, resorts, railway and airline firms.

Two special broadcasts are planned, one by a Canadian band, playing the ditty while flying over the U. S.-Canadian border, the second to emanate from the new Rainbow Bridge at Niagara Falls, with a quartet of steelworkers singing the tune.


WEEK ENDING
JULY 11, 1941


SONGS WITH MOST RADIO PLUGS

Following are the 15 songs with the most plugs on MBS and on NBC and CBS. Due to the MBS-ASCAP contract, Accurate Reporting Service, source previously for all plus data, now lists only MBS plugs, having temporarily dropped NBC and CBS from its recapulation. MBS listings below, therefore, are supplied by Accurate, taking in plugs between 5 p.m.-1 a.m. daily for week ending Friday, July 11, while NBC-CBS totals are furnished by the office of Research-Radio Division, College of the City of New York, including broadcasts from 8 a.m.-1 a.m. daily for week ending Friday, July 11.

For duration of this situation, which can be considered temporary until such time as NBC and CBS sign with ASCAP, "Independent" songs (WIN, WMCA, WNBC) will not be listed. Networks' New York outlets used for this recap are WOR (MBS), WJAZ (NBC), and WABC (CBS). Film tunes are designated by "F," musical production numbers as "M."

MBS PLUGS			
Position Last This Wk. Wk.	Title	Publisher	Plugs
1	AURORA	Robbins	13
2	MARIA ELENA	Southern	9
3	HUT-SUT SONG	Schumann	9
4	DADDY	Republic	9
5	DON'T CRY CHERIE	Shapiro-Bernstein	8
1	I FOUND A MILLION-DOLLAR BABY	Witmark	6
4	MA, I MISS YOUR APPLE PIE	Loeb-Linsauer	6
3	YOU'RE DANGEROUS	Santly, J. & S.	5
5	I GUESS I'LL HAVE TO DREAM THE REST	Block	5
5	I'LL NEVER LET A DAY PASS BY	Famous	5
6	BEAU NIGHT IN HOTCHKISS CORNERS	Berlin	4
6	KISS THE BOYS GOODBYE	Famous	4
6	LOVE ME A LITTLE LITTLE	Mayfair	4
6	TALK OF TWO CITIES	Harmy	4
6	GORGIA ON MY MIND	Southern	4

NBC-CBS PLUGS			
Position Last This Wk. Wk.	Title	Publisher	Plugs
4	MARIA ELENA	Southern	40
5	THINGS I LOVE	Campbell	40
2	HUT-SUT SONG	Schumann	39
3	DADDY	Republic	33
11	TIL REVELLE	Melody Lane	32
6	JUST A LITTLE BIT SOUTH OF NORTH CAROLINA	Pergle	31
2	INTERMEZZO	Scheberth	28
12	MY SISTER AND I	BMI	27
7	YOURS	I. B. Marks	25
8	DO I WORRY?	Melody Lane	25
9	LET'S GET AWAY FROM IT ALL	Embassy	24
10	GREEN EYES	Southern	23
7	IT'S SO PEACEFUL IN THE COUNTRY	Regent	21
12	BOOGIE-WOOGIE PIGGY	Mutual	20
12	I WENT OUT OF MY WAY	BMI	20

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

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

NATIONAL		EAST		SOUTH	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	DADDY	1	DADDY	1	DADDY
2	MARIA ELENA	2	Maria Elena	2	Maria Elena
3	HUT-SUT SONG	3	Hut-Sut Song	3	Hut-Sut Song
4	HUT-SUT SONG	4	Hut-Sut Song	4	Yes Indeed
5	INTERMEZZO	5	Intermezzo	5	Intermezzo
6	YES INDEED	6	Yes Indeed	6	Yes Indeed
7	GREEN EYES	7	Green Eyes	7	Green Eyes
8	YOURS	8	Yours	8	Yours
9	THINGS I LOVE	9	Things I Love	9	Things I Love
10	MY SISTER AND I	10	My Sister and I	10	My Sister and I

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	THE HUT-SUT SONG	1	The Hut-Sut Song	1	Maria Elena
2	MARIA ELENA	2	Daddy	2	The Hut-Sut Song
3	INTERMEZZO	3	Intermezzo	3	Intermezzo
4	DADDY	4	Maria Elena	4	Daddy
5	THE THINGS I LOVE	5	The Things I Love	5	My Sister and I
6	MY SISTER AND I	6	My Sister and I	6	Just a Little Bit South of North Carolina
7	JUST A LITTLE BIT SOUTH OF NORTH CAROLINA	7	Just a Little Bit South of North Carolina	7	Amapola
8	AMAPOLA	8	Until Tomorrow	8	Green Eyes
9	GREEN EYES	9	I'll Be With You in Apple Blossom Time	9	The Things I Love
10	YOU ARE MY SUNSHINE	10	Til Reveille	10	Do I Worry?
11	DO I WORRY?	11	Green Eyes	11	You Are My Sunshine
12	UNTIL TOMORROW	12	Yours	12	I'll Be With You in Apple Blossom Time
13	THE BAND PLAYED ON	13	Two Hearts That Pass in the Night	13	New San Antonio Rose
14	YOURS	14	C'Bye Now	14	Til Reveille
15	TIL REVELLE	15	Everything Happens to Me	15	Til Reveille

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

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

GOING STRONG	
MY SISTER AND I. (8th Week)	Jimmy Dorsey, King Sisters, Benny Goodman.
INTERMEZZO. (7th Week)	Cuy Lombardo, Benny Goodman, Wayne King, Woody Herman.
MARIA ELENA. (6th Week)	Jimmy Dorsey, Wayne King, Tony Pastor.
DADDY. (6th Week)	Sammy Kaye, Andrews Sisters.
THE HUT-SUT SONG. (5th Week)	Horace Heidt, Freddy Martin, King Sisters, the Jesters.
JUST A LITTLE BIT SOUTH OF NORTH CAROLINA. (3d Week)	Gene Krupa, Mitchell Ayres, Dick Todd.

COMING UP	
THE THINGS I LOVE.	Jimmy Dorsey, Barry Wood.
GREEN EYES.	Jimmy Dorsey.
GOODBYE DEAR, I'LL BE BACK IN A YEAR.	Horace Heidt.
BLUE CHAMPAGNE.	Jimmy Dorsey.
BOOGIE-WOOGIE PIGGY.	Glenn Miller.
YES, INDEED.	Tommy Dorsey.
KISS THE BOYS GOODBYE.	Bea Wain, Tommy Dorsey.

Orchestra Notes

By DANIEL RICHMAN

Of Maestri and Men
TOMMY DORSEY has a new saxist in **BRUCE SNYDER**, fresh out of the University of North Carolina. . . **VAUGHN MONROE** spent two days last week taking a screen test for 20th Century-Fox in New York. . . **IRV ROSENTHAL** takes up drumming duties with the Monroe orchestra. . . and ditto **IRVING CUTLER** with Larry Clinton. . . **LARRY STEWART** joins Abe Lyman's crew as vocalist. . . Two new tootlers go into the Jack Teagarden band, **FREDY KELLER** replacing Seymour Goldfinger (who has gone with the draft) on trombone, and **MYRON SHEPPLER**, bass and vocals, going in for Arnold Fishkin. . . **JEAN BROWNE** is Ted Weems' new chipper. . . **CHARLIE BARNETT** adds the Cherokees to his line-up, a seven-piece band, within-a-band that takes its name from one of Barnett's best-seller disks of some months ago. . . **BOBBY BURNETT**, just returned to the Barnett fold after experimenting with a small combo of his own, will be one of the key men among the Cherokees. . . **LOU BRESEE** spends the July 24-31 week at the Totem Pole Ballroom, Boston. . . **TED STRATER** gave his boys a week off and took a trip to St. Louis to visit his mother. . . **MITCHELL AYRES** adds a fifth man to his brass section. . . **JOHNNY BOND** is his name, and he comes from a local crew in Connecticut. . . plays trumpet, hot valve trombone, and sings scat stuff. . . batoniers around the country, particularly those with recording contracts, are beginning to look forward to seeing *The Billboard's* third annual Talent and Tunes on Music Machines Supplement, which is due out the end of September. . . **LES BROWN** had his stay at Augie Husar's Log Cabin in Armonk, N. Y., extended. . . **OLEN GARR** opens the 24th at the Hotel St. Anthony, in Dallas for four weeks. . . **WAYNE ENGLE**, first trumpet with Mel Marvin for the past five years, switches to Art Mooney's outfit.

Midwest Murmurs

TINY HILL closes at Melody Mill, near Chicago, on the 30th, and leaves on four one-week dates before giving his boys a vacation of a fortnight. . . **HENRY BUSSE** is set for a four-weeker at the Edgewater Beach Hotel in the Windy City as of September 5. . . **MARGIE POWELL**, joined Mark Russell's aggregation at the Southern Mansion, Kansas City, Mo., to supply the warbled choruses. . . **JUAN PINEDA** is back in Chicago after a couple of years in Florida. . . he returns, however, to Southern climes next December 15 to open at

Lou Walters' Latin Quarter in Miami. . . **LOUIS JORDAN** draws another holdover ticket at the Capitol Lounge in Chicago. . . **DICK ROGERS** returns to the Centennial Gardens, Sylvania, O., on the 26th for two weeks. . . **DEL CASINO** starts a monther at the Roosevelt Hotel in New Orleans on the 18th. . . **FREDY FISHER**, at Old Vienna in Cincinnati, landed his fourth holdover. . . **JERRY SHELTON**, accordionist who recently completed a concert tour with Veloz and Yolanda, opened with a new four-piece combo at the Glass Hat in Chi's Congress Hotel. . . **PIERSON THAL** is staying at the Broadroom Hotel, Colorado Springs, Colo., thru August 27. . . **ROSS COLE** opened at Sams Hare's newly acquired Club Delis (formerly Club Cherie) near Evanston, Ill., last week. . . **CARLOS MOLINA** comes into the Rumba Casino, Chi., on the 23d, succeeding Eddie LeBaron.

Atlantic Whisperings

MIKE NIDORF is lending an attentive ear to **HEIBY WOODS** at Hunt's Ocean Pier, Wildwood, N. J., with an eye on pacting the new maestro with GAC, which will mean for the band three August weeks at Buckeye Lake (O.) Pavilion. . . **ELLEN MITCHELL**, one-time **PHIL SPITALNY** songbird, replaces **NIRMA CORDOVA** for the chattering with **LEO LOCO** at Benjamin Franklin Hotel, Philadelphia. . . Log Cabin Inn, Washington Crossing, N. J., unshatters its ballroom this week with **KIP HARBOUT** for the harmony. . . Philadelphia loses two more instrumentalists to name bands, fiddler **AL DATZ** going with **VINCENT LOPEZ**, and drummer **BOY WES DEAN** with **JOHNNY MCGEE**. . . **CARL QUAY** reopens General Warren Inn, Malvern, Pa. . . **ED MARTINI** for the music making at Mary Hubbard Inn, Berlin, N. J. . . Bombay Gardens, Philadelphia, brings in **JIMMY GORHAM** for the July-August stretch. . . **JIMMIE PRESTON** puts to rest at the Cotton Club in Lawndale (N. J.) Amusement Park. . . **DICK WHARTON**, current at the Blue Room, Beach Arlington, N. J., set to return in the fall to the Hotel Philadelphia in that city. . . **JERRY DELMAR** has her girls summering at Inlet Hotel, Angleses, N. J.

Krupa, Monroe Hypo Buffalo One-Nighter Biz Following Slump

BUFFALO, July 12.—Name band one-nighters have taken on new importance in these parts in the past few weeks, with two of the most important suburban summer amusement spots clicking solidly with big bands. Gene Krupa rolled in an all-time high at Crystal Ballroom, Crystal Beach, Ont., while Vaughn Monroe scored nicely at Celoron Pier Marine Room, Jamestown, N. Y.

Krupa hit the jackpot with 3,760 persons on June 28, first name band at this spot since 1939 summer. Ducaats were priced at 85 cents advance and \$1.10 at the door per person. Estimated that gross take ran close to \$3,500, leaving plenty of gravy for all concerned. Next band in is expected to be Jimmy Dorsey in late July.

Monroe did very well for Celoron Park on a one-nighter July 4, when he drew an approximate 1,500 persons. Figure is in the money-making bracket and considered good for an initial name band of the season, especially in view of competitive events. Tickets were priced \$2 advance and \$2.50 at the gate per couple. Total take ran close to \$1,750, which allows the management to stay well on the black side of the ledger.

Al Donahue is set for July 19 here; Frankie Masters and Alvino Rey are slated to follow. Glenn Miller is definitely scheduled for a return date after last year's success, when he drew 3,500.

All-Girl Sepia Ork Takes \$800 on 2 DuPree Dances

PHILADELPHIA, July 12.—International Sweethearts of Rhythm, all-girl sepia band coming up from Piney Woods, Miss., for a holiday dawn dance at Strand Ballroom here Friday (4), were held down by rainy skies. Race prom was promoted by Reese DuPree, who considered himself lucky enough, in view of

Benny Lets His Hair Grow But Boogie Beats Dell Bell Solid

PHILADELPHIA, July 12.—Already establishing himself as a serious student of Mozart, Debussy, and Prokofiev, Benny Goodman once again invaded the inner sanctums of the symphony set. Only this time as a triple-threat man, wielding his licorice stick for Mozart's *Concerto for Clarinet in A-Flat*, making his long-heralded symphony-conducting bow directing Stravinsky's *Tango*, and finally, making with the swing, which is what brought out the mob in the first place. And it was a mob that Goodman attracted to the Robin Hood Dell, outdoor summer sanctum of the men of the Philadelphia orchestra Thursday (10).

In a strict artistic sense, maybe Jose Iturbi, who created the advance furor by curling his Castilian lip at the Tocantini of the rug-cutters, wasn't such a musical snob after all. It would be far better to let the jazz leaders and symphonic maestros to swing separately. But from the standpoint of the box office, and the Dell is direly in need of a few more Bennys at the box office if the long-range hope to complete their season with Beethoven and Bach, Goodman hit the money gong. Cash registers were really jingling.

100 Box-Office Tune

To make for the biggest Dell crowd of the season, topping the earlier draw of Alec Templeton and Paul Robeson for 8,500 cash customers, Goodman accounted for 8,500 cash customers. Benches accommodate only 6,500 with the grassy slopes absorbing the overflow. And at the double admission of \$1 and \$1.50, draw is estimated as meaning a gross bordering on \$10,000. Apart from the cash customers, the amplified music was carried to about 3,000 hepteters lining the fence and slope outside the Dell proper. And about another 1,000, mostly of the night previous, during the intermission by scaling the cemetery fence adjacent to the Dell. Park guards and ushers arrived too late to stop them.

As for the concert itself, symphonic portion proved Goodman the master of Mozart's concerto, with polished grace and a purity of clarinet tone encompassing the technical difficulties of the concerto which exhausts the possibilities of the solo instrument. And apart from his musical perfection, his sincerity and modesty in reading the tome brought greater hushes from the 90 symphony men who marveled at his ability than

from the thousands anxiously waiting for Benny to make with the five.

Stoki Safe

Edwin McArthur, Metop conductor who pinch-hit for Iturbi because he saw in Benny a golden opportunity to expose the j-bugs to some highbrow music, meant well with Warner's *Lohengrin*, *Prelude to Act 3*, Liszt's *Les Preludes*, and Weber-Berlioz's *Insatiation to the Waltz*. However, it was the band that makes with the heavy beats they wanted, and they weren't satisfied until they got it. But not before Benny made his conducting bow.

No question but that Goodman is more at home with his clarinet than with the baton. He used a pencil for the downbeats instead of the long stick, but Stravinsky's modernistic *Tango*, presumably music, was too much for both Goodman and the gang out front. Stokowski, Iturbi, Ormandy, and Bruno can breathe easier now. As Benny, himself, summed up his conducting debut later, "I felt kinda funny."

Cats Cut Stage Rug

Everything was accepted with patience, but when the Goodman band took over, the mob let loose with its reserved adoration at Benny's first lick off the stick for *Let's Dance*. And by the time they hit into their final number, giving it eight to the bar for *Roll 'Em*, the stage which graces such soloists as Yehudi Menuhin, Jascha Heifetz, and Lily Pons, found itself rocking with the footwork of overenthusiastic Dell patrons who found greater delight in shagging it out.

Goodman shared the instrumental spotlight with two solid septas, skin-buster Sidney Catlett bringing *Sing, Sing, Sing* back to life, and Cootie Williams' trumpet grooving for *Supperman* and *Dear Old Southland*. *Don't Be That Way* and *Intermezzo* further showcased the swingers with vocalist Helen Forrest in excellent voice for *The Man I Love* and an indigo *The Sun Comes Down*.

No time remained to bring on Goodman's "experimental jazz laboratory," as the sextet was belted to the Dell patrons in advance. And the short band concert hardly satisfied the sharp appetites. It's much in order, and would make good business sense, to bring back the swingers for another concert. But keep the symphony for another night.

CITY CALLED HEAVEN

Barnet Good and Bad On Two Race Dances

ANNAPOLIS, Md., July 12.—Charlie Barnet, the pre-July 4 holiday attraction at near-by Carr's Beach June 29, established a new attendance record for the Sunday afternoon beach concerts at this race resort. Playing from 3-7 p.m., it's no dancing here, unless the Harlemites shuffle on the strand. At a 55-cent gate, Barnet brought out 7,095 live fans to make it a record gross of \$3,832.75. Topped the record established last summer at this time when Count Basie accounted for 5,127 paid admissions. Concert was promoted by Reese DuPree, Philadelphia race dance promoter.

However, Barnet did not fare as well the same evening when he played for a race dance in Turner's Hall in Washington. Gate hit only \$650 when approximately 1,000 dancers turned out at 65 cents per. Evening prom was promoted by Archie Smith, manager of Sparrow's Beach, sister resort adjoining Carr's Beach, in association with Dizzy Vance, vet Washington dance promoter.

the weather, in getting in 733 dancers at 50 cents a head, although the total made for a weak \$336.50. Dance started Thursday midnight and continued until 4 a.m. Friday. Band was well received.

On July 4, also for DuPree, gals played at Waltz Dream Ballroom, Atlantic City. Band again hit by rain and only 600 turned out, but higher tariffs upped the gate. Ducaats peddled at six bits before 11 p.m. and 85 cents after that to make for \$470. With \$800 in the till for the two stands, DuPree just about broke even. Both dances heavily baited.

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NAME ORKS "TAKE FIVE"

Formerly Unheard-Of Vacations Now Being Taken by Top Maestri

NEW YORK, July 12.—Name ork leaders are coming around to the philosophy that money isn't everything, and the you-can't-take-it-with-you axiom on life is causing many of them to grab off lengthy vacations this summer. Various new complications in their personal affairs, such as the army draft, higher taxes, and tilted living costs, have decided the boys in favor of a little relaxation and health overhauling before it is too late.

Tommy Dorsey is set for a four-week sista beginning July 23. The siphon artist will have his tonsils plucked first, then cruise off the New England coast on a friend's yacht. A month off by a band of the Dorsey caliber cuts a heavy slice out of the leader's yearly income, and neither is it has to Music Corporation of America, which handles Dorsey's bookings.

The Bob Crosby ork will be out of circulation for about three weeks between July and August. It's the first time off for over three years, and Crosby says it's time the boys got around to their homes to catch up on their shut-eye and vitamins. Russa Morgan is another to put away his baton for a week as he spends two disbands his outfit next week for two weeks.

Bobby Byrne and Guy Lombardo are laying plans for 1941 vacations. Raymond Scott is on one now, and many others in the name class are busy studying their advance bookings to see if there isn't a spot where they can kiss the podium good-bye for a few days or weeks.

Loss of side men to the army recently has been giving plenty of food for thought. Leaders admit now that "it can happen here," and are not too happy over the prospect. They've seen, too, the high score of the Grim Reaper along the one-nighter highways. The late Hal Kemp's fate caused many name leaders

to pause in their mad rush for fame and lucre.

Band leaders have about the same occupational lifetime as that of baseball pros, and this knowledge has caused many of them to make all the hay they could while their names were ripe. But in the face of today's chaotic world, bandmen who can work 52 weeks a year are figuring what's the use. A year in the army would squelch all of this, or, if they do reach the age of 40 still swinging a baton, the chances are 10 to 1 that their health won't permit anything more strenuous than a couple of hours a day in a rocking chair.

Besides giving themselves a break, vacationing name leaders are also helping the lesser and middle names in their struggle for more money and a higher rung in the ladder. Booking offices are forced to look deeper into the barrel to fill their date books, and the band leaders who have enough enforced vacations throughout the year anyway will jump at the chance to fill engagements formerly signed by the Dorseys, Scotts, Lombardos, et al.

Herby Woods Better's Dorsey Wild'd Top

WILDWOOD, N. J., July 12.—All-time high established for Starlit Ballroom of Hunt's Ocean Pier by Jimmy Dorsey when he attracted 3,900 dancers last year on the Sunday preceding Labor Day was shattered this year by Herby Woods, who topped Dorsey's take on July 4, and then came back the following evening (5) to better the night before. Woods broke in his hand here last season, and is a heavy resort fave.

Since the ballroom provides the pier's only live attraction for the evening sessions, pier managers Guy Hunt and Bill Gerst credit the bands with the entire night trade. With prices at holiday level of 75 cents, Woods jammed the ballroom on Friday night with 4,200 hoofers for a gate of \$3,150. On Saturday 4,700 paid the six-bit tariff for a take of \$3,525, making a total of \$6,675.

Ballroom was dark Sunday night. According to Hunt and Gerst, Woods's draw represented about 40 per cent of the pier's total attendance for the three-day holiday, which set a new high with 23,585 paid admissions.

Good Holiday Business in Des Moines Totals \$2,887

DES MOINES, Ia., July 12.—Getting a break in the weather which has hampered outdoor dance spots this summer, Fourth of July business in this territory found some nifty grosses.

At Tom Archer's Val-Air here, Les Hite pulled in \$632 July 3 with a dawn dance. A total of 1,630 dancers paid 40 cents, plus taxes, July 4 Ted Pio Rito followed with 1,636 customers at 38 cents, plus taxes, for a \$948 gross.

At the Riviera Ballroom at Riverview

"Door Still Open" in Union-SS Negotiations Over % Bookings

NEW YORK, July 12.—"The door is still part way open," an American Federation of Musicians spokesman said Thursday (10) in referring to the APM's plan to prohibit orks from working percentage engagements. Booking office chiefs expect to meet again next week with APM President James C. Petrillo in the hope of finding a way out which will still please the Social Security Board but without forcing the APM to put all band dates on a straight price policy.

Meantime Sam Ansell, the APM's Washington attorney, is working on that end in an attempt to convince SS authorities that a band leader is still not an employer despite the fact he is often hired on a contract calling for a minimum guarantee plus a percentage of the

Fine Thing

PHILADELPHIA, July 12.—Local musicians' union provides three public telephones in its assembly room for the convenience of members. And while the phones are consistently in use, especially on booking days, Mondays and Thursdays, Bell Telephone Company is none too happy about the gross its telephone booths give. As a result, notice has been posted that some of the musicians are committing a criminal offense that will be prosecuted to the full extent of the law if they are apprehended.

Telephone company beefed to union that too many members were using slugs.

Charge Jimmie Grier With Holding Out on Band Jobless Fund

LOS ANGELES, July 12.—Jimmie Grier, ork leader, was charged here last week in a misdemeanor complaint with three counts of violating the State Unemployment Insurance Act. It is charged that Grier failed to contribute approximately \$4,000 to jobless insurance since January, 1940. Accusations were filed in municipal court by Deputy City Attorney Donald N. Redwins. Charge was based upon testimony from six members of Grier's band that deductions had been made from their salaries ostensibly for the fund.

Affidavits submitted by auditors of the State Employment Commission showed that no money had been received from Grier for more than a year. Redwine said, Case, he added, has been pending for months, and action was withheld on supposition that payments would be made. It was only after efforts had failed to have Grier make some definite arrangement for payment that the warrants were issued.

Crosby Weak on Pleasure Beach Experiment; Kaye OK

BRIDGEPORT, Conn., July 12.—Managing Director Perry Rodman of Pleasure Beach Ballroom here experimented with a name band for the mid-week dance on Wednesday (2) instead of the usual local band, bringing in Bob Crosby, who did very poorly, drawing only 700 customers at 77 cents each, grossing a weak \$339. The Ringling circus, plus a hot night, didn't help matters any.

Rodman announced that he will stick to local bands during the week, confining name band dates to Sundays and holidays. On Sunday (6) Sammy Kaye drew a nice crowd of 1,943 persons and, with the admix upped to \$1.10, the gross totaled \$1,147.30.

Park here Bob McGrew pulled 1,287 paid customers at 50 cents per, plus taxes, on the July 3 dawn dance, and repeated with almost the same number of customers at the same price the following night.

Miller Breaks Marks In Topeka, Lincoln; \$7,500 on Two Dates

TOPEKA, Kan., July 12.—Dancers here and in Eastern Kansas shot the works on Glenn Miller, turning in a splendid 2,750 attendance at Meadow Acres Ballroom here Tuesday (1). Playing his first date here, Miller broke all records at the two-year-old spot, where Jimmy Dorsey drew the previous top house of 2,380 year ago last February.

Despite week-night date, crowd waited patiently till 10 o'clock to start the four-hour sprint. Miller broadcast his regular CBS Chesterfield show at Kansas City, Mo. (70 miles away) same night, and sped here under police escort to start dance on time.

Practically all tickets went at big \$1.75 per person advance sale price (including tax); only 33 customers paying \$2.25 door levy. Passes were out.

LINCOLN, Neb., July 12.—Glenn Miller pulled nearly 3,000 dancers, without room to dance, into the Turnpike Casino here June 30. While the official gross was kept secret, at a scale of \$1.15 and \$1.45 advance and \$1.85 at the door the take must have been around \$3,500. This shatters records for both attendance and shekels. Paul Whiteman had been the biggest money maker, and Herbie Kay had sardined most people in the place, before Miller's one-nighter.

Charlie Barnet is next on Manager R. H. Pauley's summer policy of names only. Set for July 15.

Upped Material Cost Sets Decca Phono Price Rise

NEW YORK, July 12.—Increased cost of materials was the reason given this week by Decca in revising its price list on phonographs. List range now goes from \$9.95 to \$77 for the various models. The increase figured a tilt of from \$1 to \$5 on 11 different models.

RCA-Victor has not released a new price list on its phonos and radio combinations, but has intimated that when the new models come out all will have raised prices. The RCA list will be out July 25.

Many of the materials used in phonos and radios set as low on the government's priorities list, and costs of these to "non-essential" branches of industry have necessarily gone up.

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Oberstein Hints at New Recording Plan

NEW YORK, July 12.—Eli Oberstein said this week that he would have an announcement soon on his future plans, and intimated that it would mean his returning to the record biz.

For the past few weeks Oberstein has not been at his desk at Consolidated Radio Artists, and CRA proxy Charlie Green says he has not heard from Oberstein during that time so does not know whether Oberstein is still connected with CRA.

Meanwhile, Oberstein has been conducting his affairs from the now-defunct U. S. Records office, and has his CRA phone calls shunted over to that number. He would not say whether his new plans involved another new record company.

Hershey Park Ballroom Pulls Well With 3 Names

HERSHEY, Pa., July 12.—Hershey Park Ballroom drew fine gates over the July 4 holiday, week-end. Barrier Jimmy Dorsey pulled 3,485 admixts to the name-band spot.

Grosses were: June 21 Dorsey took \$3,290.92, Friday (4) Benny Goodman drew crowd of 2,584; gross, \$2,392.36, Saturday (5) Vaughn Monroe had gate of 2,068; gross, \$1,570.

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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—Foxy Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By DANIEL RICHMAN

OSCAR DE LA ROSA (Victor 27503)

Dame De Tus Rosas (Give Me Your Rosas)—Bolero; VC. **Sensations—Conga**; VC. The latest addition to the ranks of Latin American bands recording their particular south-of-the-border styles is De La Rosa, a favorite in New York nighties. This orchestra's output is more in the strictly authentic Latin style than some of the synthetic imitations of Pan-American music poured on wax, and as such it has a good chance to attract the more faithful lovers of the rumba-conga-samba cut.

Hiding under the Spanish title of the A side is the melody by Ernesto Lecuona that has been serving recently to hold together the Americanized lyric known as *Two Hearts That Pass in the Night*. Since this outfit's basic (and practically only) appeal is to real, not phony, Latin music addicts, it was a little unwise perhaps to use as one of the songs on an initial disk a number that despite its ancestry has become identified with pop dance bands playing it in regulation four-four style. As framed in bolero tempo here, however, it's interestingly done, and contrasts effectively with the pop version.

Reverse reveals a subtle conga beat that is not in the customary well-defined groove used by American bands on this type of rhythm. More authentic, the beat as employed here will be a disappointment to superficial one-two-three-kick fanatics, but astute devotees of this sort of music will like its genuineness and the colorful way the number is scored and played. Luis Rijos sings both vocals in Spanish.

For coin phone operators in a general sense, these sides offer nothing. They are too authentic to appeal to the average dance-band fan, and while they can do well in machines catering to the Latin trade, in a widespread way they won't mean much.

FREDDY MARTIN (Bluebird B-11211)

Why Don't We Do This More Often?—FT; VC. **Piano Concerto in B-Flat**—FT.

MARTIN, whose record stock has risen considerably with his successful version of *The Hut-Sut Song*—which was the one disk that came closest to hitting the real spirit of the song itself—has another outstanding side in the splendid adaptation of the piano by the artist's renowned B-Flat Piano Concerto on the B side of this platter. Hardly commercial, it's nevertheless one of the most interesting examples of adapting a classical work into modern dance tempo to come along recently.

What makes it particularly outstanding is the trick that has been accomplished in preserving the original classical vein almost intact, and at the same time carrying the thing along at a danceable pace. It leans more to the classical side, with the rhythm more flowing than solidly beaten out, but it nevertheless can be danced to without much effort. Ray Austin rates a low bow for a thoughtful, intelligent arrangement that features Charles Bealick on piano in a performance of concert stage strength and character. Particularly beautiful are the strings and piano on the ending.

The A side reverts to the pop vein for a cute ditty that has Eddie Stone for a personable vocal, and the smoothness of the Martinites for a smart instrumental performance. Up to the ending the side isn't particularly outstanding, except for the subtle quality of its interpretation, but the vocal rideout is amusing and well done. Interpolated remarks from the band boys supply the laughs, and they make for a fine tag.

The B side is the notable one here, but it is in a style that can mean little or nothing to operators. Very much in the classical vein, despite its dance arrangement, it is far off the beaten pop song track, and it is hard to see the average nickel-dropper going for its serious music overtones and interpretation. Reverse is better for the phono, but it takes too long to get to its most interesting part—the ending—and up until then it offers not much out of the ordinary.

DINAH SHORE (Bluebird B-11204)

Jim—V. I'm Thru With Love—V.

Miss Shore has in the first side of this latest release a potential follow-up to her *Yes, My Darling Daughter* hit. A torchy ballad in the style of the famed Jerome Kern *Bill*, if not up to that classic in musical or lyrical quality, it's a number that is right up Dinah's alley. Her velvet smooth warbling does things to the song that make it sound, in her interpretation, anyway, as if it's got the stuff to land alongside *Bill* in the standard music hall of fame. An out-of-tempo verse is followed by only one chorus in slow tempo, with some extremely lovely string backing from Paul Westlein. Reverse is another smart interpretation, this time of the old Matty Malneck torch hit of some years ago. This is lovely singing, with the utmost warmth, depth, and color.

"Jim" shapes up as an exceptionally potent bet for the machines. Torch songs are always acceptable, and this one comes long enough after the initial success of the unforgettable "Bill" to make it an unusual number in the midst of the many current stereotyped ditties. Miss Shore's phono popularity was set with "Darling Daughter," and her performance here, coupled to a particularly likely song, is very apt to repeat that click. Side A overshadows the reverse, but there is nothing wrong with that one, either, for operators.

(See ON THE RECORDS on page 69)

As the summer swings into its middle stretch, *The Billboard* is starting the machinery that has resulted for the past two years in the special Talent and Tunes on Music Machines Supplement which appears at the end of September. Editorial content of interest and significance to everyone connected in any way with the record business is now being prepared, and this year's supplement—the third annual one—is already shaping up as the best so far.

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.

Russ Morgan

(Reviewed at the Edgewater Beach Hotel, Chicago)

A GOOD, all-round band that has always been suitable for top nighties and hotel rooms, Morgan's music is smooth and sweet most of the time, and even when an unorthodox arrangement is aired it is seldom loud or brassy.

Outfit is well equipped musically and vocally. Instrumentation includes five rhythm (two bull fiddles), five brass, four sax, and three fiddles. Add to this Morgan's occasional support on a trombone and some pleasant vocalizing. His regular singers are Phyllis Lynn, a cute blonde with a sweet voice who joined the cack in January, and Clarence Meller and George Henry, both doubling from the band. Phil Campion, one of the bass men, joins the boys for trio work, and their song salesmanship is worth listening to.

The boys play in fine harmony, readily recognized by customers either at the tables or on the dance floor. Morgan makes a smart looking and versatile leader, displaying musical knowledge in the way he handles shows and dance sets. The novelties, dotted generously throughout an evening, smack of originality and are thoroughly entertaining.

An unusual feature with the band is Jana, sketch artist, who pencils the contours of dancing couples in record time. The drawings are free. *Hontigberg.*

Vincent Lopez

(Reviewed at the Grill Room, Hotel Telford, New York)

THE old Nola artist is still candle-holding with the better commercial orks. Addition within the last year of a three-fiddle section has tempered the Lopez band somewhat, pulling it in from the grating swing orbit. Besides the violins, there are four brass, four reed, and three rhythm. An extra piano is on the stand, with Lopez doubling between it and the baton.

It's still a swing aggregation, however, and with plenty of danceability. Ork's library is nicely paced with pop jumpers, ballads, and semi-classics. Arrangements on most of these are good, too. Fiddle trio is worked in neatly and gets plenty of choruses.

Anne Barrett and Sonny Skyler hit the

lyrics, gal taking the low-down killers and Skyler piping the ballads. Latter's work is particularly smooth and popular with the diners and dancers. Miss Barrett's effectiveness appears a little too forced at times, but her vocalizing is okay for the swinger-dingers.

Lopez's piano work is as ever, but the maestro has cut down on his time at the bench to do more fronting. Band makes a good appearance in navy blue uniforms, and boys give their work plenty of enthusiasm. *Humphrey.*

Jimmy Walsh

(Reviewed at Casino Gardens, Ocean Park, Calif.)

WALSH is well known in Southern California, having played this spot on several occasions. He's back again with a band of local musicians formed about three months ago that makes no claim for the sensational but fills well the aim of playing of good danceable and listenable music.

Outfit goes in for the commercial side of the business, and supplies the type of music that swells receipts in box offices. Using an instrumentation of four reeds, four brass, and four rhythm, band leans to the sweet side. Walsh, Pat Kelly, third sax, and Jimmy Freshair, pianist, do the arranging. Nelson Hall, guitarist, handles vocals on ballads, and Muriel Sberman, a plumpish, baby-faced blonde formerly with Sonny Kendis and Larry Punk, does a good all-round job of piping.

Walsh fronts in addition to doing a sweet job on trombone. Jimmy Hardy handles hot trumpet, and well; Don Morris is featured on tenor sax. Vocal quartet, including Walsh, Miss Sherman, Hall, and Morris, does rhythm tunes up brown.

Outfit makes a nice appearance, and Walsh knows the showmanship needed to put it across. When emceeing, he has a line of banter that will put any dancing audience in a good humor.

Abbott.

George Morrison

(Reviewed at the Cass Mansons, Denver)

DIFFERENCE in this seven-piece outfit and other average colored combos lies in the fact that it has sweet leaning; also it offers a good variety of five, this is for the most part tempered by sweet sending. Reason for this unusual angle is the violin of the leader, past master at fiddling.

This outfit has been working these parts for 10 years and has always put out a nice brand of danceable tempo. Personnel includes Arthur Smith, piano; Arthur Edward, bass; Willie Hunter, drums; Leonard Chadwick, trumpet and melophone; Zaris Thalley, alto sax, and Charles Cooke, electric guitar.

Thalley handles the vocals, most of which are in the ballad class. Morrison works his fiddle in every number, and his versatility is such that he does well on any type tune. Band works full most of the time, with lead-offs going to either violin, trumpet, or alto. For a small but versatile group, Morrison turns in a commendable job. *Trackman.*

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

Milt Herth

(Syracuse Hotel, Syracuse, N. Y., NBC-Blue Network, Tuesday (8), 12:30-12:55 a.m.)

IT'S difficult to interpret just what is meant by the billing "Milt Herth and His Herth-Quakes," but whatever it is, the Herth trio is still a unique musical combo, and the maestro's finger and pedal gymnastics on the electric organ still make for swell listening. On this remote the library was well balanced, and Herth's special arrangements for drums, piano, and organ were unusually good. He knows how to blend the eighty-eight and his juke-box, with either taking the lead, and some of the effects on the latter give the trio a backing almost equal to a full instrumental set-up.

Herth has added a singer since opening at this hotel spot. Name is Bob Preston, and he specializes in the ballad department. Has a fair voice, but didn't seem to work in too well with the trio accompaniment. But the 25 minutes added up to a good hunk of listening for the tuner-inner, with everything from swing tunes to rumbas.

Jack Coffey

(Jenkinson's Pavilion, Point Pleasant, N. J., Mutual Network, Wednesday, (9), 11:45-12 noon)

IN THE 15 minutes caught of the Coffey work there was certainly nothing to irritate the average listener. However,

neither was there anything to set the musical remote off from any one of several others to be heard almost nightly. Brand of stuff toolied was commercial to a schmalzy point. Ork plays it all on the sweet and smooth wing, with an electric guitar cutting in for a lot of bridge chords. Pop ballads were used to the exclusion of everything else.

Beverly Elaine and a fem trio tagged Three Smart Girls held down the work on the lyrics. Led billed as Colonel Cass did an okay vocal on one of the ditties. Coffey announced his own program and the vocal choruses, doing a good job and offering a relief from the stock stuff of a radio announcer.

BURLINGTON, Wis., July 12.—Royal Palm on Brown's Lake opened July 4, featuring Orville Bathke ork. Spot offers music nightly and Sunday afternoons. Bands booked include Ray Herbeck today, Anson Weeks July 19, Marvin Dale July 26, and Lawrence Walk in August.

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Shamokin, Pa.

Scenic Artists Mull Demands

NEW YORK, July 12.—Their contract battle with the League of New York Theaters still at a stalemate, the United Scenic Artists meet at their local headquarters Monday night (14) to review the status of negotiations.

Asking for a contract change for the first time in 15 years, the AFL affiliate threatens a delay in the start of the theatrical season unless an agreement can be reached. The union, smarting under the alleged loss of about \$100,000 in defaulted payments during past years (although never from any League member), has demanded that "full payment in advance" be stipulated in the contract. Previously, the designer received a third of his fee when the contract was signed, a third midway between the signing and opening dates, and the remainder after the first public performance.

Further union demands include a clause stating that if a designer's work be unsatisfactory during the first seven days, he can be discharged but must be paid off at the rate of \$25 a day for his working period. Also asked by the union is that a costume designer, at \$75 a week, be employed on every show, period or modern, for at least seven days, and that property man, electrician, and carpenter be on the job for a week before opening date.

Indianapolis Stock Closes; Will Reopen

INDIANAPOLIS, July 12.—A "noble experiment" in the theater ends tomorrow (13) when B. F. Keith's Theater closes after a run of eight weeks with a stock company. James Daggett, of Indianapolis, who has managed the venture for the last two weeks, since Martin Burton, of New York, withdrew from the partnership, has announced that he plans to reopen Keith's in September and will present weekly plays thruout the winter with "name" players from Broadway in the leading roles.

Daggett and Burton opened their summer season with *George Washington Slept Here*, followed by *Pursuit of Happiness*, *Susan and God*, *The Male Animal*, *Night of January 18th*, *Spring Meeting*, *Amphitruon*, and as a finale, *Gentlemen Prefer Blondes*, which was on for two weeks.

Attendance never was what the producers hoped it would be, although there was an appreciable gain each week. An old theater, Keith's had air-conditioning which could not compare with the subarctic temperatures of the movie houses. As a result, when new capital, reportedly \$10,000, was obtained the stipulation was made that the theater be closed until cooler weather.

New Cirk Planned; To Work Out of Chi

CHICAGO, July 12.—Plans are on foot to establish a legit circuit that will embrace the medium-sized cities of the Central and Midwestern States, to be operated much on the order of the Theater Guild tours. A corporation to operate the circuit has been organized in New York, where headquarters will be maintained, but all casting is to be done in Chicago.

At present considerable secrecy surrounds the circuit plans, and the names of the backers have not been revealed. Representatives have been in Chicago making preliminary plans for talent and lining up houses.

"Sky" Plays L. A. Return

LOS ANGELES, July 12.—*Cabin in the Sky*, presented by the New York company, which closed a two-week run at the Philharmonic Auditorium about a month ago, is coming back to town at the Biltmore Theater, about a half block away from the Auditorium. Show opens July 21 for a limited engagement.

Top for matinee is \$1.50 and evenings \$2.50.

New Milford Tries Fantasy

NEW MILFORD, Conn., July 12.—Mr. Timkins, a new fantasy or expressionistic drama by David Carroll, will be tested at the Theater-in-the-Isle here as the fourth offering of the season. Hudson Paussett will stage the piece, which will open July 16 and run thru the 19th.

BROADWAY RUNS		Performance to July 12 Inclusive.	
Dramatic		Opened Perf.	
Arcade and Old Lass (Fulton)	Jan. 10	211	
Respectful People, The (Lippincott)	Apr. 21	96	
Charade (Booth)	Feb. 12	174	
Corp Green, The (National)	Nov. 26	263	
Life With Peter (Snyder)	Nov. 8, 30	792	
Man Who Came to Dinner, The (Music Box)	Oct. 16, 30	728	
My Sister Blanche (Biltmore)	Dec. 26	228	
Secrets (Plymouth)	Mar. 23, 24	542	
Watch on the Rhine (Booth)	Apr. 1	110	

Met Set Again for Dallas; Profit of 5G Last Season

DALLAS, July 12.—President Arthur L. Kramer of the Dallas Grand Opera Association announced Monday that the 1942 season of the Metropolitan Opera Company in Dallas has been underwritten for \$100,000. This is a slight advance in the 1941 opera guarantee of \$157,750.

Definite dates for the Dallas engagements have not been set, but tentative dates are April 16, 17, and 18.

The Dallas Opera Association has had three years of box-office success with the Met. Of the three years, 1941 reached the top gross, \$78,008; 1939 grosses were \$72,494, and in 1940, \$71,862.

The 1941 opera season showed a profit of \$5,927. The financial guarantees for the Metropolitan's local engagements have not cost backers—local business firms—a penny to date. The 1939 season showed a profit of \$194, and 1940 netted \$3,719.

Fair weather with no rain gave the seven performances of *Countess Maritza* a week's fair sailing and good attendance for every performance. Edward Roecker's third successful Dallas appearance has developed the young baritone into a real

Indianapolis Takes 127G; Expects More Next Season

14 shows, with Saroyan play and "Pins" the only flops—Hepburn, Lunts lead—Theater Guild tie-up for next season looks good—1,000 subscriptions so far

INDIANAPOLIS, July 12.—Katharine Hepburn, Alfred Lunt and Lynn Fontanne, and *Hellzapoppin* were the biggest noises in English's Theater box office last season, a look at the grosses for the 14 attractions played by the house from October to April reveals. Vincent Burke, manager, released the figures before Hepburn, in *The Philadelphia Story*, and the Lunts, with *There Shall Be No Night*, tied for the money lead at \$15,000 apiece for four performances.

Next was *Hellzapoppin* (the Billy House version), which rang up \$14,000, also in four performances. Clifton Webb, in *The Man Who Came to Dinner*, attracted a happy \$11,500, followed closely by *DuBarry Was a Lady*, with Bert Lahr, with \$11,000.

Cabin in the Sky, the Ethel Waters musical which closed the season for English's, brought in \$9,200, just a shade ahead of the \$9,000 gross which Tallulah Bankhead in *The Little Foxes* rang up as the second attraction of the season. That hoary perennial, *Tobacco Road*, which was here for its customary Christmas stand, did a surprisingly good \$8,800, which is above what it did the last two years when it played here at about the same time of year.

Gertrude Lawrence in *Skyline* opened the season with an auspicious take of \$8,500. A week's engagement of Dante, the magician, was good for \$7,000.

Elliott Nugent in *The Male Animal* was only fair, with \$6,200. *Arsenic and Old Lace*, booked in on short notice, just got a good start when it had to leave for Chicago, where it is still going great guns; as a result, its gross of \$6,500 was little more than a token of what it might have done had the management had more time to work on it.

The season's disappointments, from the box-office standpoint, were *Time of Your Life*, with Eddie Dowling, which did a meager \$3,500, and the new version of *Pins and Needles*, which took in a sorry \$2,400.

As a result of a contract signed with the Theater Guild, English's expects an even better season than the one just past, which ranked with the best of recent years in number and quality of attractions. The sale of Guild subscriptions has been going like hot cakes, with nearly 1,000 reservations made thus far.

Total take for the 14 shows during 1940-'41 was \$127,200.

Philly Skeds '41-'42 Shows

PHILADELPHIA, July 12.—Shubert's Forrest and Locust Street theaters continue to point for a banner legit year next season. With almost a half dozen plays tentatively scheduled, and the new season's start two months away, first play of the fall season for the Forrest was definitely set this week—Katharine Cornell in *The Doctor's Dilemma* September 8 for a single week. House expects to open earlier with Al Jolson's *Hold On To Your Hats*, although booking is still in pencil. To the expectants are added two more. *Meet the Experts* is promised as one of the early starters for the Locust Street, and for the Forrest *Hellzapoppin*, with Olsen and Johnson, promised last season, is skedded for three October weeks.

Slight Changes in "Colony"

SALISBURY, N. C., July 12.—The Lost Colony opened last Thursday (3) at Manteo. Author Paul Green, in Manteo working with the cast, gave the play a few new lines. He is putting a greater emphasis on the new world as a land of opportunity. The changes will not be noticeable to the casual hearers, but there will be more democracy this year than ever. The leading players, the narrator, and most of the singers are back.

Nagel in Barter's "Forest"

SALISBURY, N. C., July 12.—Robert Porterfield's Barter Theater group from Abingdon, Va., presented Robert Sherwood's *Petried Forest* on the stage of the Appalachian Theater at Boone July 7. Conrad Nagel and his daughter appeared in two of the leads.

FROM OUT FRONT

Critical Weltschmerz

BY EUGENE BURR

LAST season, among sundry other evidences of critical stupidity, the boys who write reviews displayed a growing tendency to judge all plays in terms of current events. Increasingly, the question seemed to be to them—to some of them, at least—not how good a play might be, but how closely it tied in with current events in Europe. It was a tendency that reached a climax at the season's end when a gentle little comedy called *The Happy Days* was presented. This corner happened to like *The Happy Days*, but would by no means threaten to break off diplomatic relations with anyone who failed to like it; there was plenty wrong with it. The point was, however, that a number of the boys went out and panned it on the ground that a play about adolescent love was unimportant in view of the holocaust in Europe. That was the basis of their "critical" opinion.

Certainly, few people in America can remain emotionally unaffected by the forces loosed in the world today. But just as certainly, no play should be forced arbitrarily to bow to those emotional reactions. If the critic is unable, because of his horror at European events, to judge a play on its own terms, he should at least have the honesty to resign as an evaluator of plays.

The boys who practice this new and rather startling critical technique, however, seem somehow to be just a bit proud of it. Judging an art-form in terms of current events and passing interests of the day, they seem to feel that their "reviews" are frames wherein to display their deep and magnificent sympathy with suffering humanity. They never realize that all they're really displaying is their essential critical dishonesty.

THE question of a theater based on current events has been dealt with in this precinct frequently. Back in the distant days when I started reviewing plays I maintained that the primary purpose of the drama, of any art, is to provide an escape into higher, more ordered realms for those tired of the muffling boredom and tragic futility of mere living. It is a position that nothing has yet changed. It doesn't mean that the theater must be all tracks and seacharins, all honeyuckle and roses; the escape provided by a *Lower Depths* may be just as valid, just as soul-cleansing, as that provided by an *As You Like It*. Even when art is an intensification of life it remains an escape, for it achieves an intensification impossible in the realm of mere living.

Allied with this is the axiom that all true art is timeless rather than timely—that it deals with the fundamentals of human life rather than with the ephemera of living. Its essential subject-matter is made up of basic emotions and relationships, rather than of passing events. Thus, for this corner's money, Philip Barry's plays dealing with the eternal relationship between men and women are far more "important" than plays dealing with conditions that will have disappeared utterly in 50 or 100 years.

Possibly the thing that has chiefly misled a number of our reviewers is the ridiculous theory that the world events now taking place are somehow climactic, that they affect the course and quality of those basic emotions that are the true subject matter of art. Actually, of course, that is sheer poppycock. Current events are no more climactic than those of the Napoleonic campaigns or, for that matter, the slightly less obvious events of the industrial revolution. They may alter the conditions of living, but they will not affect those fundamentals that are the concern of all true art.

But even if they were climactic they would be material for the arts only when expressed thru fundamental relationships and emotions—and such expression is

(See FROM OUT FRONT on page 16)

Summer Try-Out

"La Belle Helene"

(Westport Country Playhouse)
WESTPORT, CONN.

A swing version of "La Belle Helene," based on the opera by Jacques Offenbach and A. P. Herbert, designed and directed by Stewart Chaney. Music by Herbert Kipping; dances directed by Demetrius Vilas and Felicia Sorel; costumes by Madame Karaska. Cast includes Anne Brown, Helmiere Harrington, Kelsey Pharr, Rosetta Le Noire, Joe Attles, Avon Long, Lawrence Wisnomani, John Garth III, James Banner, and others.

This all-Negro cast in a new swing version of *La Belle Helene* is a real novelty. In two acts and eight scenes, production moves along at a fairly rapid pace. Altogether the cast is capable, Anne Brown as Helen, Queen of Sparta, and Helmiere Harrington as King Menelaus, her husband, both seasoned veterans, stand head over heels above the rest. The story is well known—the romance between Queen Helen and Paris of Troy, and their flight and return. Dialog is plenty spicy, and has great audience appeal.

Miss Brown reads her lines well, and also has an excellent singing voice and knows how to get her numbers over. Harrington's comedy antics click softly, and he makes the most of every opportunity offered. Avon Long, Bobbie Johnson, and James Banner, three clever lads, work themselves into a lather with some well tapping routines. The specialty team of Al Bledger and Mabel Hart in their *Loose Fantasy* is worth a rave, and so is Rosetta Le Noire's warbling.

Altogether the book is replete with many good numbers, the best of which are: *Oh God of Love*, *A Virtuous Wife*, and *Leda's Daughter*, there are no outstanding tunes. Dance routines of mixed ensemble were excellent, but were a bit handicapped by small stage here.

Show needs lots of polishing up, a bit of touring in the hinterland, and then Broadway, where it should be one of the highlights of the coming season.

Samuel A. Lefkowitz.

SUGAR'S DOMINO

(Continued from page 4)

menudous changes should be anticipated in the talent market.

Television is not being and, of course, cannot be ignored. It will become more and more an integral part of our lives in proportion to the advances being made technically and commercially. The technical progress of television will undoubtedly be followed neck and neck with additional money being piled into its coffers by sponsors. Again we remind those who might be tempted to hesitate too long that the time to do something about television is now.

As a protagonist of living entertainment we do not fear television. We welcome it. We realize that new names and new followings will be created by the infant medium. This will mean new hope for many who are now suffering economically because of radio's limitations. It will mean a more intensified demand for living entertainment because of appetites whetted by television showmanship. Television represents everything good and nothing bad for the branches of the show business we espouse. Even radio will benefit in more ways than the bulk of its present contingent of field marshals possibly visualize or care to talk about. Television will mean the recruiting of showmanship for both branches of electronic entertainment. It may mean that the balance of power in the talent marts of the airwaves will be shifted from Lexington Avenue's advertising agencies to what is still called Broadway; in other words, the show business. All of us hope so.

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Dallas Ops Still Going Strong

DALLAS, July 12.—Completing the third week of Dallas opera season, Rio Rita made the grade again for the Schubert production staff. Only two of the week's performances were rained out and an average attendance of 3,500 directed the five remaining performances.

The three completed weeks of the Dallas Rio Rita schedule were judged to be entirely satisfactory at the box office. Nancy McCord did the feminine name part in approved prima donna style. Robert Shaver was popular as the affable Texas Ranger. Roars of laughter greeted the antics of Ben Blue and Jack Sheehan, an expert comedy team. Doris Watson was splendid in polishing off the comic theme.

The dancing numbers of Rio Rita met with the highest audience approval of the entire local opera season. Kitty Scoble's acrobatic interpretation of Kid Captain was outstanding. Ruthana Boris and Espana Cant were enthusiastically received in well-performed solo numbers.

The chorus and ballet, recruited mostly from local talent, having had three weeks' experience, came thru with finished performances. The musical scores were expertly handled by Pierre DeReeder, directing an orchestra made up almost entirely from the Dallas Symphony Orchestra.

Hampered by threatening rain, a good crowd greeted the first performance of *Countess Maritza* Thursday (3). Martha Errolle and Edward Roecker scored nicely.

Frank W. Wood.

LAMB-YOCUM ICER

(Continued from page 5)

Bros. to book their ice unit. Yocum stated last night that he would seek to cancel the contract on the basis of the *Casalcade* booking. Yocum booked the Westwood Gardens on his own. The Lamb-Yocum ice played the Netherland Plaza for eight weeks last season.

The Lamb-Yocum ice parade of 1941, which will remain intact for the Detroit date, includes Gladys Lamb, Rubie Yocum, Ronny and Boots Roberts, Buddy Lewis, Betty Wharton, Walter Ridge, Adele Henny, and the Murry Twins. The *Casalcade* unit, which began an indefinite stand last night on the Netherland Plaza's own ice tank, highlights Fran Johnson, Gene Reichel, Gordon Leary, Marian Flaig, and the De-Leers, femme foursome.

NEW YORK, July 12.—Bill Frederick, of the Frederick Bros.' office, said yesterday that the Lamb-Yocum contract with his office does not prohibit it from book- ing other ice shows. Frederick continued that the revue is under contract to his office and that all dates must be played thru it. He said that the revue was recently submitted to the Westwood Gardens by his office, but didn't know whether it had been o.k'ed. He said it was possible that the date might have been confirmed by the Chicago office.

FROM OUT FRONT

(Continued from page 15)

all but impossible until some sort of perspective is achieved. It can hardly be achieved now, while the crash of nations echoes in our ears. An example of the fatuity of plays dealing with the current cataclysm is offered by Robert E. Sherwood's *There Shall Be No Night*. Now, just a little more than a year after its production, its silly, over-hyped emotionalism and its underhanded, ridiculous interpretations of "fact" must be obvious even to those who were stupid enough to be taken in by it at the outset.

Without the necessary perspective offered by time—with art-works based not on eternal verities but on personal bias, hysterical emotionalism, and sometimes political favor-carrying—there is a dangerous and unavoidable tendency to descend to sheer propaganda—propaganda that will be as embarrassingly phony 30 years from now as *The Kaiser*, *The Beast of Berlin*, is today. Is that what the critics want? Prety obviously, some of them do. Fifth columnists in the theater, they seek to betray its ideals in order to further alien aims and biases of their own.

OBVIOUSLY enough from the foregoing, this corner feels that current events, far from being the only acceptable and admirable subject matter for a living and intelligent theater, are dangerous and usually stultifying materials. Yes—and this is the chief point—I have yet to condemn a play simply on the ground that it deals with current events. If I ever do, I should immediately be liquidated as a reviewer. Plays, no matter what their subject matter, must be judged on their own terms, and on their artistic or theatrical achievements. *The Watch on the Rhine*, for example, very definitely deals with current events; yet it does so in such a way as to minimize the dangers of bias and to rest its powerful effect upon truths that are eternal rather than of passing moment. It's my guess that *The Watch on the Rhine* will be just as effective, just as true to the inner life, 50 years from now as it is today.

The boys who insist on current significance, on the other hand, make no attempt to judge a play as a play; subject matter is, increasingly, their sole criterion. A play like *The Happy Days*, which has nothing to do with the current world cataclysm, is damned simply because it deals instead with the eternal problems of brotite adolescence. That, I submit, is downright dishonesty. The boys who think they are showing their tremendous humanity in their attitude are merely being treacherous both to the theater and to themselves.

Cowbarn Notes

Dulcy replaces *Crosses the Summer* as the July 13 showing at the Maverick Theater, Woodstock, N. Y. The latter moves up to a first of August date. . . . Definitely set for July 30 at the Greenwich Summer Theater in Blauvelt, near Nyack, N. Y., is *The Little Foxes*, with Linda King in the star role. . . . Gordon Gray, William Draper, Sidney Basser, and Edmund Evans appear in the July 30 opening of *Room Service* at the Cross Roads Theater, Ballays Cross Roads, Va. Howard P. Wentworth handles the direction. . . . July 16-19 marks the run of *Jupiter Laughs*, third bill of the fifth season for the Boothbay Playhouse in Maine. Mischa Piskos is cast in the lead. . . . A new play, *Thank Your Stars*, by radio script writer Leola Buebel, tries out at Cochen Community Playhouse, Cochen, N. Y., the week of July 21. . . . Moss Hart stars in the play by him and George S. Kaufman wrote, *The Man Who Came to Dinner*, at the Cape Playhouse, Dennis, Mass., the week of July 14. Doris Nolan, John Haysward, Teddy Hart, and Edith Atwater head the supporting cast. . . . Henry Hull and A. P. Kaye will be in the Barrie comedy, *Dear Brutus*, presented at Marblehead, Mass., the week of August 4. The following week Alexander Woolcott, Harpo Marx, and Fay Wray will be featured in *The Yellow Jacket*.

Paul Robeson will bring Eugene O'Neill's *The Emperor Jones* to Marblehead, Mass., for the week of July 14, under the auspices of the North Shore Players. James Light will direct, and Harold McGee will have the role of the Cockney trader, Smithers. . . . Opening the eighth week of summer stock at Glen Rock Playhouse in New Jersey for Paul Vroom and Frederick Calvin will be the Kaufman-Hart comedy *George Washington Slept Here*, with J. C. Nugent and Cora Witherspoon. . . . For the week commencing July 14, the Valley Players of Holyoke, Mass., will present as their third offering of summer stock *The Male Animal*, featuring John O'Connor and Miss Jackson Perkins. . . . *Is Life Worth Living?* goes into the Peterborough Players Theater Wednesday evening, July 16. Edith Bond Stearns does the directing. Bertrand Mitchell the production. . . . John Culbertson plays *Dracula* in the show of the same name scheduled for July 16-20 at the Bridgeport Playhouse, Bridgeport, N. Y. . . . *Outward Bound* will be the attraction at the Cape May Theater, Cape May, N. J. Featured performers will be Michael Whalen, Barbara Read, Edna Archer Crawford, and Jane Middleton. . . . Pay Baker has been engaged for leading roles in a season of summer stock at the Monomoy Theater, Chatham, Mass. . . . Erin O'Brien-Moore takes over Tallulah Bankhead's role in *The Little Foxes* at Newport's Casino Theater the week of August 5. . . . Milton Stiefel presented

Charles Butterworth in the Kaufman and Hart comedy *George Washington Slept Here* at the Ivoryton Playhouse, Ivoryton, Conn., beginning Monday evening, July 7.

Barn Studio, Buck Hill Falls, Pa., managed by Louis Day Jr., teed off with *Lady Letters*, with summer plans calling mostly for one-act plays. . . . Hedgecroft Theater's School of Acting at Moylan-Rose Valley, Pa., starts July 7 under the direction of Jasper Deeter. Meanwhile, the Hedgecrovians are preparing their eighth annual Show Festival, to run from July 21 for two weeks. As usual, a show play new to the repertory will be presented July 26. G. B. S.'s birthday. . . . Eagles Mere (Pa.) Playhouse, directed by Robert K. Adams and Harry Gresham, started its season of 10 plays with the Royal Family, featuring Bertha Creighton; following with Kay Warren in *Skyline*, Millard Mitchell in *Mr. and Mrs. North*, James Bell and Joyce Arling in *The Male Animal*. . . . Green Hills Theater near Reading, Pa., following *See My Lawyer* this week, lists Noel Coward's *Tonight at 8:30*, *Criminal-at-Large*, and *On Borrowed Time*. . . . Greta Theater, Mount Greta, Pa., has the A. E. Scott *Greta Players* opening Thursday (10) with *Thine the Menonite Maid*. . . . The Mountain Playhouse, Jenners-town, Pa., has Director Paul A. Foley playing the Erwin lead in *Three Men on a Horse*. . . . Deer Lake Theater, Orwigsburg, Pa., offers *Out of the Frying Pan*, directed by Anthony Parella, for this week. . . . Grove Theater, Nungonia, Pa., managed by Royal C. Stout, has *Getting Gertie's Garter*. . . . Earle Mayo Players at Dorney Amusement Park, Allentown, Pa., revive *The Show Off*. . . . Avon Players bring *Peg of My Heart* to Willow Grove (Pa.) Amusement Park. . . . The New Theater, Philadelphia, opened its summer seasons of its Drama Workshop on Monday (7). Milton Remoff conducting the course. . . . Cape Theater, Cape May, N. J., continues with *Pymonion*, starring Michael Whalen. . . . Garden Pier Theater, Atlantic City, has Philip Holmes in *The Male Animal* for its second production.

Nancy's Private Affair is the second week's attraction at the Yardley, Pa., Summer Theater, directed by Nat Burns. Cast includes Irene Brodowski, Louise Buckley, Laurence Hayes, Kurt Richards, Kathryn Cameron, Mary New, and Wendell Corey. Completely remodeled and with sets designed by Barry Mansfield, the Yardley is doing good business. Following *Nancy*, it is presenting *Rain*, with Josephine Dunn.

Season schedule for Casino Theater, Newport, R. I., which opens July 14, playing Tuesday thru Saturday evenings with Thursday matinees, will be: July 15, *Paris*, with Beverly Roberts and Mildred Natwick; July 22, *The Male Animal*, with Alexander Kirkland; July 29, *The Oracle*, with Karen Morley, Mary Sargent, and Prof. Thomas Crosby, of Brown University; August 5, *The Little Foxes*; August 12, *Mr. and Mrs. North*, with Lois Hall and Hume Cronyn; August 19, *The Firebrand*, with Edward Trevor; August 26, *The Man Who Came to Dinner*, with Edward Massey and Adrienne Ames. Eleanor Farrington and Edward Massey are producers for Casino this season, and Sara Stamm is business manager.

Louis Calhern has sent word along to the Bucks County Playhouse, New Hope, Pa., that he would like to spend his vacation there after the Detroit run of *Life With Father*. Meanwhile, the New Hope playhouse carries on with Hume Cronyn and Halla Stoddard in *Golden Boy* for the current week, with Mr. and Mrs. North opening next Monday (21).

Portrait Players bring *Pymonion* next week to Willow Grove (Pa.) Amusement Park, while Dorney Amusement Park, Allentown, Pa., has the Earle Mayo Players carrying on with *Apron Strings*. . . . Theater Truise Players, housed at Deer Lake Theater, Orwigsburg, Pa., revive *Dracula*. . . . A. E. Scott's Greta Players at the Greta Theater, Mount Greta, Pa., follow with *Three Live Ghosts*.

MEX. CITY NOT FOR CLUBS

Waiter Shortage Hits Chi Clubs; To Open Theater-Cafe Late in Fall

CHICAGO, July 12.—Shortage of good waiters and other help, plus unsettled financial problems left by the last management, will delay the reopening of the 3,000-seat Theater-Cafe until late in the fall, according to Harry Eager, who recently bought the spot. Eager is planning a lavish talent policy at low admissions to attract the masses. Leo Salkin, of the William Morris office, now booking Eager's 5100 Club, is slated to book the Theater-Cafe.

Sam Hare, once a well-known nitery operator here, returned last week, buying the Club Cherie from Al Cowdry. He renamed it Club Della, its tag in 1929 when he operated it with J. C. Stein (now MCA pres) and used name bands. The official opening is set for Thursday (17), altho Ross Cole's five-piece band came in July 5. A show and an augmented band will be used.

Milt Schwartz and Al Greenfield have turned the Rumba Casino into a profit-making venture. The boys lost money on their afternoon dance sessions for two weeks after the club's opening, but

enough patrons are now showing up to make this innovation worth while. The second show comes in July 23 and will include Carlos Molina's band, George Tapps, Gail-Gail, Gloria Gilbert, Philippe de Flores, and the Pan-American Dancers.

The Hi Hat closes for some five weeks Saturday (19) for redecorating. Billy Gray, emcee, will top the reopening show.

Hidegarde has been drawing big biz at the Drake Hotel's Camella House and is staying over thru July 21. Singer is set for two three-month periods at the Savoy Plaza, New York, opening October 17 and March 15 of next year. A. S. Kirkeby, president of the hotel, is back from a four-week visit to California and is conferring with Tommy Smyth, of the William Morris Agency, on attractions. Room stays open all summer.

Club Alabama, closed for several weeks since losing its liquor license, is slated to get going again Tuesday (15). Gene Harris will again operate it, and the Book & Hyman office will book.

Club Talent

New York:

AARONS AND GLANTZ, table tennis players at the Rainbow Room, will make a Grantland Rice Sportlight.

Chicago:

JOHNNY HOWARD will top the new 885 Club show July 29. . . . FREDERICK BROS.' Music Corporation set the Sfer-Spaglied Ice Revue, recently in Mexico City, at the Muehlebach Hotel, Kansas City, Mo., for six weeks, starting Friday (11).

EVELYN FARNEY closes at the Rumba Casino Tuesday (23) and opens the following Friday at Shea's, Buffalo. . . . CHARLES K. FREEMAN, producer, is in town looking over night club talent for his forthcoming musical, which is slated to get its first test in the Loop.

JOAN MERRILL, singer, is a late addition to the new Rumba Casino show coming in July 23.

WILLIE SHORE is staying over at the Chase Hotel, St. Louis. He is set for Paramount, New York, in October; his date at the Chez Paree here is still not closed. . . . JEAN MODE signed for 12 weeks at the 406 Club. Other bookings in that club include Edith Evans, Margie Kelly (July 21) and Claire Scott, nee Hazel Walker (August 4). Carrie Finnell will return August 4 after filling a two-week date at the Cat and Fiddle, Cincinnati. Set by Sammy Clark. . . . MARION COLBY and the Conrads open at the 885 Club July 29. . . . BILLY GRAY set for the first fall show at the Hi Hat. Opened at the Tic Tac, Milwaukee, Friday (18).

THE STADLERS open at the Edge-water Beach Hotel August 8, setting the Albino back two weeks. . . . THE DUKANOS started a two-week run at the Meadowbrook Country Club, St. Louis, Friday (11).

Philadelphia:

BILLY MAPLES and Fats Adkins, last at Flinders Grill, go to Henrie's, Cape May, N. J., for the summer. . . . BETTY AND FREDDY ROBERTS and Barbara Blaine new at Benjamin Franklin Hotel. . . . SALLY OSBORNE first firm emcee at Cadillac Tavern. . . . JANE AND ADAM DIGITANO return to Club Ball. . . . FRANKIE RICHARDSON prepping for a comeback as a black-face comic and singer. . . . MERLOUBELLE TRIO make their local bow at Irving Wolf's Rendezvous. . . . ROSE VENUTI new at the New 20th Century.

Cincinnati:

EDITH EVANS, after winding up two weeks at Primrose Country Club, Newport, Ky., July 20 for Leo Salkin, of the William Morris office, jumps to Chicago to open the following day at the 606

From Madrid to Broadway

NEW YORK, July 14.—Senor Wences, ventriloquist; Frankson, magician, and Pablo Williams, acrobat-dancer, were youngsters on the same vaude bill at the Teatro Remea in Madrid 17 years ago.

This week Wences is playing Loew's State Theater, Frankson is featured at the Starlight Roof of the Waldorf-Astoria Hotel, and Hermanos Williams Trio, of which Hermanos Williams is standard-bearer, is doubling between the Starlight Roof and the Radio City Music Hall.

Gypsy Rose Lee Big; Shutta, Logan Okeh At Bowery, Detroit

DETROIT, July 12.—Value of names to a spot that has built its reputation upon them has been strikingly evident in recent weeks at the Bowery here. Going back four weeks, Oil Lamb drew about 9,000 people, above average, but far from outstanding for this big spot. While Lamb's work was tops, and the rest of the show was balanced with standard acts, Lamb lacked enough drawing power to set the attendance soaring, according to manager Frank Barbato.

Ethel Shutta followed, drawing 13,000, among the top dozen draws at the spot. Frances Page followed, attendance dropping to 9,000. Because of her show value, she was held over, the second week dropping off to 8,000.

Ella Logan, with more name power in this section, last week drew 11,000, while Gypsy Rose Lee broke opening-night records this week.

Attendance at the Bowery has continued heavy despite summer heat. Spot does not have complete air cooling, but packs them in on the novelty value of the long show plus names.

Miami Clubs Do Good Biz; Want Names; Won't Pay

MIAMI, July 12.—Miami cafe ops are devoting their heads to lack of talent rather than lack of business. Kitty Davis's Airliner is packed. Benny Gaines is jubilant over business at the Dempsey Pago-Pago Room, with Helen Morgan as the feature. Max Johnson, at the Wit's End Club, wears a seasonal smile. Bill Jordan's Bar of Music, strictly a seasonal spot, opened a week ago with entertainment as usual, operating in the summer for the first time.

On the other side of the Bay, the Drum is struggling to keep open with a mediocre show, because it's the best it can get. Jimmie's Bar had to resort to amateur contests. Winky Grober, at the Club Ball, admits his show isn't the worst in the world, but shrugs his shoulders with "What can you get here this time of the year?"

Miami won't pay expensive talent, however. Inexpensive acts are in demand, with plenty jobs waiting.

VALDEZ AND PEGGY are in their fifth week at the Beach Club, Connaught Lake Park, Pa.

BARBARA AND BARRY LESLIE have been handed a holdover at Northwood Inn, Detroit. . . . EARL AND JOSEPHINE LEACH are on a holdover at Jack Lynch's Walton Roof, Philadelphia.

WHITSON BROTHERS set for the Beverly Hills Country Club, Newport, Ky., September 12. . . . PATTI CRANFORD, with Freda Sullivan, and Cordano and Cortina opened the season Friday at the Lake Spofford Hotel, Lake Spofford, N. H. . . . FOUR BLUES to the Radio Room, Hollywood, for 10 months. . . . JOSEPHINE DEL MAR, late of Meef the People, opened at the Villa Venice, Chicago, July 10. . . . LANDRE AND VERNA current at the Hotel Washington, Indianapolis.

Club for Sammy Clark. . . . MEL EICHER, former assistant manager at the Gibson Hotel Rathskeller, has joined the staff at Beverly Hills, Newport, Ky. . . . MAE MACK, after 10 months at the Lookout House, Covington, Ky., as singing pianist, begins a four-week vacation.

SIMONE SIMON'S opening at Jimmy Brink's Lookout House, Covington, Ky., originally slated for July 15, has been postponed several weeks due to a movie commitment. . . . EDITH EVANS, Peppie and Peanut, and the Manhattaners, six-girl line, are new at the Primrose Country Club, Newport, Ky. Joe Rio continues as emcee. . . . QUICO AND NINA, guitarists, are new stragglers at Hotel Netherlands Plaza, replacing Jack and Jill. . . . GEORGES AND JO ANN move into the Lookout House, Covington, Ky., July 13. . . . LARRY O'BELL is working local niteries for Morris Jones and Al Dauro.

Atlantic City:

FRANCES FAYE inked in for August at Frankie Palumbo's Renault Tavern. . . . JACK HUTCHINSON added at Phil Barr's 500 Club. . . . ALAN GALE returns for a second season at T-K-9 Club. . . . JOHNNY LEARY, emcee at Renault Tavern, joins the army at Fort Meade, Md., Friday (18). . . . BEVERLY WHITE takes the top spot at the Little Belmont. . . . CIRO RIMAC a holdover at Hotel President's Round-the-World Room.

Hollywood:

DOROTHY LEWIS is up and around, fully recovered from a sprained tendon in her ankle suffered on the last day of shooting on ice-skating sequences for her film, *Ice-Capades*, on the Republic lot. . . . RAOS RAGLAND is winding up work on *Whistling in the Dark* at MGM. . . . MacFARLAN AND BROWN are back in club work after appearing at the Firemen's Circus in the Rose Bowl in Pasadena. . . . TOMMY GLEASON and the Royal Guards, now at the Biltmore Bowl, will head east. . . . SLIM AND SLAM play the Paramount for a week in August with Earl Hines' band. . . . BILLY BURT is working at Warner's with Al Johnson and Eddie Cantor in *Minstrel Man*. . . . PAUL RAVEL, of Beverly and Ravel, is on the Paramount lot in *Hold Back the Dawn*. Team recently closed at Jimmy Contratto's Trisnon in Southgate.

Here and There:

MARGIE KNAPP opened Friday (11) at the Rice Hotel, Houston, Tex., after four weeks at the Roosevelt Hotel, New Orleans. . . . JOHNNY STRONG current at the Casino, Lake Chautauque, N. Y., and doubling at Shea's Theater, Jamaica, N. Y. . . . RICA MCKININ to open at the Latin Quarter, Cape Cod, Mass., July 27.

Million Natives & Tourists—But One Good Nitery

By FRANKLIN BRISTOL

MEXICO CITY, July 12.—Just why Mexico City, a capital with a population of well over a million (not counting a regular influx of dollar-laden tourists) should lack first-rate nitery entertainment is a real puzzle. Havana, a comparatively small town, has a large number of night spots; there are some 1,200 clubs in New York City, but in Mexico City there is just one night club worthy of the name. Many Mexicans will tell you they "don't like" (and people) who don't go in for night life; but closer to the truth is the fact that tourists and the upper middle class people have virtually no places for amusement. At present there is only one passably good nitery featuring a floorshow, El Patio. Two other spots, the Hotel Reforma Roof and Hotel Waldorf's Cocoon Grove, offer entertainment but have made few attempts to book in really good talent.

Downtown Mexico City is devoid of any Scorshow spots outside of two or three cocktail bars or supper clubs which occasionally bring in singers. Other "night clubs" cater exclusively to men and have house girls who get commissions on drink sales. The dozen or so clubs of this character are cheap in every conceivable sense of the word. Nevertheless, they do good biz. Leading and cleanest spot of this type is the Walkiki, which uses considerable U. S. talent. A fairly good dance band holds forth here and at least some of the girls are good looking.

Fail To Cash In

No club here makes a conscientious attempt to cash in on local color as a tourist come-on, yet all are looking for tourist trade. The Latin American motif could be played up to tremendous advantage in this capital, but house orks and their leaders are moot lax in this respect. Instead of showing in frills and giving out a bona fide Latin American dance bands selling swing on the side, the musicians appear drably dressed and seem intent on slavishly imitating U. S. five outfits—to make the tourists feel at home, one would assume. Few orks here can play swing creditably. However, all are better than average in the rumba-conga and allied rhythms.

That Mexico City could support more good clubs is attested by the overwork business enjoyed by El Patio, which often closes its doors before midnight to keep out excess crowds Saturdays. El Patio is a good-sized place and has a cover amounting to about \$125.

Lack of business perception and confidence would seem to have kept Mexican capital out of the nitery field. American investors who have sent out feelers in this direction have withdrawn them on learning about the high guarantees to labor enforced by the Cardenas administration and which still are, by and large, incorporated in the Federal Labor Law. It can be safely said that Article 124 of the Ley Federal de Trabajo has done more to keep capital out of Mexico than any other factor. Under this ruling, the unionized personnel of any business establishment may claim three months' salary following dismissal or upon the rescinding of a work contract by a worker. It only being necessary to prove to the satisfaction of the labor courts that the employer showed "lack of probity or honesty" or that he had made the worker "victim of acts of violence," had "threatened him," or in any way had been "guilty of general bad treatment against the worker, his wife, father, sons, or brothers." Many places were closed up tight and draped with a red and black strike flag for months at a time during litigation on these and even vaguer issues. While an employer could fight back in the courts, he found himself at a big disadvantage when labor leader Lombardo Toledano was in power.

Better Outlook Now

Now, with Toledano and Cardenas out and the friendlier Camacho government in, prospective night club operators can look the field over with greater confidence.

Ben Marden's Riviera, Fort Lee, N. J.

Talent policy: Production floorshow staged by Gower Hale at 8, midnight, and 2; dance and show band; Latin band. **Management:** Ben Marden, owner; Carl Erbe, press agent. **Prices:** Dinner from \$3.50; \$4 Saturday and holidays.

The third show of this season is a pleasant affair that plays all right, but that can't help suffering when compared with the Tucker-Richman-Lewis show of last year. Ben Marden has been having a tough time getting names. Those available wanted prohibitive salaries, and those within reason have other bookings. Marden hopes to have Tony Martin, Sophie Tucker, and Joe E. Lewis later in the season.

Meanwhile, the 50-minute show that opened Thursday (10) is composed of standard turns, including Helen Kane, making a comeback; Gower and Jeanne, doing a quick return after their success on the opening show here; veteran Everett Marshall, and the Whitsons. The Whitsons, four men, follow the opening tap scene by the 30 Hale girls. The Whitsons are a lively, fast foursome whose Bixie acrobatics, comedy touches, clowning, and skill and strength displays are punchy all the way. A strong novelty turn whose last local night club date was the Rainbow Room.

Miss Kane, still pleasantly chubby, brought reminiscences of the hoop-oo-oo craze with songs associated with her name. She is still a good performer, although her style is no longer a novelty. The Hale girls, in charming riding habits, prance charmingly thru eye-pleasing formations, and then Gower and Jeanne open with their sweeping waltz, followed by a zingy fox-trot affair, their straight and swingy version of Rachmaninoff's *Prelude*, and encoored with their satire of vaudeville hoofing of 1910. Good-looking team with unconventional routines. Drew a big band.

Everett Marshall's pleasing baritone voice, plus snugging and grooving, got him thru *Donkey Serenade*, *High on a Windy Hill*, *Shanty Home on the Mississippi*, and *That's Why Darkies Were Born*. He looks more and more like Wendell Willkie (or vice versa).

Closer had the Hale beauties (16 chorus and 14 show) doing a Latin affair while sporting fruit-basket headresses and beautiful costumes, with the strains of Begin. The *Saguine* providing the flashy well-lighted finish.

Pancho's band played the show well, and its dance rhythms leave nothing to be desired. Fausto Gurbello and eight men also provide dance music, emphasizing rumbas and congas. A fine outfit.

Last week the club drew 10,000 people and had been averaging 8,000 to 9,000 a week since its season's opening. This is record business. Three Saturdays ago it drew 2,603, which compares with the 1,786 top Saturday during the spectacular Richman-Tucker-Lewis run.

Paul Denis.

★

Thanks to—

Billy Vine
Honeychile Wilder
April Ames
Karen Cooper
Dick Satterfield
and His Orchestra
and the
Management
of the Hurricane
New York
for their fine co-operation
from
TRULY McGEE
Director of the Hurricane
Show

★

Night Club Reviews**5100 Club, Chicago**

Talent policy: Show and dance band; floorshows at 10:15, 12:30, and 2:30. **Management:** Harry Eager, owner and manager. **Prices:** 75 cents minimum Saturdays and holidays only.

A prosperous neighborhood night club, competing successfully with the more elaborate Loop spots by offering good shows and friendly service at reasonable prices. Eager is one of the more progressive operators (he recently bought the Theater-Cafe, which he plans to reopen in the fall), with an open eye for innovations.

Current show, Anolcy is responsible for the nightly near-capacity business. Danny Thomas (formerly Amos Jacobs, of Detroit) has been a big emcee click here for some 45 weeks, and the management gives him credit for much of the increase in biz. Another crowd-drawing feature is Mark Fisher, veteran singing band leader, who had made a name locally during vaude's heyday.

Thomas is a young, beak-nosed comic who has a winning way of gaining attention and holding it. Has a likable personality and his delivery of song parodies in Yiddish accent is really funny. The customers here eat out of his hand.

Fisher still punches out a song (standard or pop) with impressive force. He is spotted in the show (did King for a Day, *Amapola*, and *My Sister and I* when caught) and also sings during dance sets.

Normally a line of six Bobette Whitley Girls and two acts augment the shows. Last week an extra act was added due to the holiday week-end. The girls do three stock routines—military, swing, and Spanish. Pair flash.

Mary Beth Sires, blond singer, has a sweet voice and can get by very nicely by keeping her vocal register at an even level. Her high notes don't belong. Stayed on for a Latin medley, *I'll Take Romance*, and *Excitely Like You*, and garnered good response.

Reynolds and Roberts, two boy skaters, exhibited several good tricks and for a flash do band-getting head-and-ankle spins. Past turns. The Dancing Burtons do weak comedy work because most of their bits are on the obvious side. The woman's contortion movements are stressed in each number.

Fisher's eight-piece band plays suitable show and dance music. Leader's long experience assures this spot better than average music service.

Spot has had some trouble getting satisfactory instrumental combos, so Eager installed a music machine, used during the lull periods. Sam Homborg.

Baker Hotel, Peacock Terrace, Dallas

Talent policy: Dance band; singers. **Management:** J. Fenton Baker, manager; M. La Roy, room manager; Hayden Hudson, publicity. **Prices:** Admissions, 75 cents weekdays, \$1 Sunday and holidays; dinners from \$1.50; no drinks served. Room capacity, 750.

The only downtown dine and dance sanatorium with an outdoor floor. A good convention season and the influx of business from the big defense program here have given the room healthy business. With Glen Gray's top flight Casa Loma orchestra on tap, room has had no trouble holding on to the exclusive patronage.

Gray's fine band and excellent dance rhythms fit pleasantly into the hotel's swanky outdoor terrace. The management booked its talent budget when it opened its summer season with Joe Reichman's crew, and topped it again with the current Gray engagement. With Gray as the polished emcee, Pee Wee Hunt and Kenny Sargent as singers, and the Casa Loma rhythms, dancers have all they could desire for an evening of pleasant entertainment. Band provides the evening entertainment, a luncheon engagement, and an NBC broadcast each day.

In addition to his excellent sweet rhythms, Gray occasionally cuts loose with a bit of five, usually with Corkey Cornelius on the hot trumpet. Band's heavy sax and trombone sections, four each, give tone and color to its wide selection of pops as well as variety to its heavier pieces and Latin numbers.

Sargent does a stand-out job with the vocal chorus.

Pee Wee Hunt's cast singing brought the crowd up cheering. He got lots of handclapping on *Between the Devil and*

the Deep Blue Sea and *Little Man With the Hammer*. Other applause-getting tunes were *Whatcha Know Joe* and *Old Frank W. Wood*.

Sebastian's Cafe Donovan, Sacramento, Calif.

Talent policy: Five-piece orchestra, floorshows. **Prices:** Drinks from 25 cents; dinners from \$1.25. **Management:** Frank Sebastian; Marc Clemens, press agent.

Patth Bacon and her fans, biggest name ever to play a Sacramento night spot, made a normally dull Fourth of July week-end a big one for Cafe Donovan. Booked in for one week, she was held over thru July 15.

Emceed by Paul Putnam, good-looking bull fiddle plucker and band leader who also sings, shown opened with Duke Jordan, imitator of famed band leaders. With a guitar and his mouth he gave reasonable facsimiles of Busse, McCoy, Ted Lewis, Lyman, Fats Waller, etc., and came back for three encores. With a bit better make-up and little more personality, he should go well in any spot.

Wynters and Angelina, ballroom team which has played this cafe most of the summer, followed with a smooth dance number. Their wardrobe is excellent and their dancing graceful. Putnam sang two numbers and was well received; then came Bacon.

She danced an interpretative ballet called *The Death of the Bird of Paradise*. Superbly done, but got comparatively small applause, the locals not appreciating.

Second time out, tho, she did a modified strip as Putnam sang to a customer at a table. Gag caught on well, with applause bringing her back for more and more strip, with Putnam (back turned to dancer) pretending they wanted more verses of *Jeanette With The Light Brown Hair*. Bacon does a fan dance first and third shows, which are better received than her ballet and strip.

Putnam's five-piece orchestra dishes up danceable music, with Carol Swesey featured on the trumpet.

Sebastian, pleased with Bacon success, intends to book more names rest of the summer and fall—is talking about Fifi D'Orsay and Sally Rand, the latter for State fair time, August 29-September 7.

No little part of the current show draw is due to Marc Clemens, who, as first press agent Sebastian has hired in Sacramento, worked hard despite policy of both local newspapers against publicity.

Kirt MacIver.

Sea Girl Inn, Sea Girt, N. J.

Talent policy: Dance band. **Management:** Ben Conitts, owner and manager. **Prices:** Dinner up to \$1; \$1 minimum after 9:30 p.m.

Located only a few miles below Asbury Park on the shore, this spot attracts considerable patronage of the younger set type that has made Glen Island Casino in New Rochelle, N. Y., and Frank Dalry's Mt. Gretnoke in Cedar Grove, N. J., profitable ventures.

Physically more eye-appealing than most places of its type, the Inn is offering as its main attraction Shep Fields and his new music, and opening night (9) business indicated a successful run for the remainder of the Fields engagement. Band is set for four weeks.

Inn is open all year, but uses acts only occasionally during the cold months. Jack Swarden occupied the podium last summer, and Ben Bernie started this season Decoration Day, Mike Riley taking over after that until Harry James' July 4 week-end stint. Fields' new band presents marked contrast to the outfits preceding it, and table comments opening night revealed strong interest in the unusual instrumental set-up.

Junking his former "Rippling Rhythm" style several months ago, Fields is playing his first location here with his new brassier all-reed aggregation. Line-up is nine reeds (saxes, clarinets, flutes, piccolo) and four rhythm, and the absence of trumpets and trombones is unnoted by intelligent, thoughtful scoring (largely by Lew Harris) that has made the most of the instruments involved. Always rich and colorful, the band plays ballads exceptionally prettily, and yet has the strength to ride wing-strocs with plenty of drive and lift.

Vocals are handled by Dorothy Allen and Pat Poy, the latter making his band singing debut and revealing an excellent ballad voice that should improve as he

gains in assurance. Miss Allen is okeh on the rhythmic output.

Only other entertainment is in the bar, Carroll Tate playing a heavy handed piano in typical bar style. Food and drinks are good enough and moderately priced, and Ben Conitts makes a genial host as well as a shrewd operator.

Daniel Richman.

885 Club, Chicago

Talent policy: Shows at 8:45, 11, and 2; show and dance band. **Management:** Joe Miller, manager. **Prices:** No cover or minimum; dinner from \$1.50; drinks from 50 cents.

Rogers and Morris, night club lunatics, have been topping this show for some three months and business since their arrival has been big. The good food served here has always been an attraction, but seldom have 885 Club entertainers proved as much of a draw on their own. It is explained by the fact that people today want to laugh and these two lads know how to produce them. They use fright wigs, peltz, beards, and dozens of props to make themselves look ridiculous and to bolster their particular type of boisterous entertainment. It is screwy but funny. Some of their acts includes singing, impersonations, and dancing, all on the eccentric side.

Another funny feature in this show is pint-sized Jerry Bergen, who is now working with Algra Varron, hefty soprano, whose contrasting size results in a belly-laugh entrance. When caught Bergen portrayed a Spanish singer, assisted by Miss Varron. Some of the staff is reminiscent of the Willie Howard quartet bit but the sight is just as amusing.

Show is augmented by the singing of Fifi de Villerte, who concentrates on pop tunes, and the dancing of Delores and DeVago, who pleased with a waltz and rumba. Nice execution considering the stamp-sized floor.

Julio Garcia's five-piece band fills this small room with rhythmic music. Instrumentation consists of piano, drums, bass, trumpet, and accordion. Johnny Honnet, veteran Rush Street pianist, takes care of the intermissions.

Sam Homborg.

Bowery, Detroit

Talent policy: Dance and show band; floorshows at 8:30, 10:30, and 12:30. **Management:** Frank Barber, manager; Peter J. Iodice, booker. **Prices:** Admission 55 cents weekdays, 75 cents Saturdays and Sundays; drinks from 45 cents.

Typically long Bowery show, consisting of practically five straight hours of entertainment, rather than three versions of the same show. Stricter adherence to a timetable would keep the show from dragging. However, most of the crowd was kept interested anyway.

Three Rio Brothers have a long turn with some nice pantomime work, melodrama-style stuff, a speech by Hitler in a Chaplin, a series of rather crude off-color gags that got laughs, and a finely executed wooden-soldier style tap. Their finale is a Mexican dance satire, each man in a costume in which he appears astride a horse.

Jack Ponds, who does a dance bit with his partner Claudette in the earlier show, sings *Just a Gigolo* and invites several girl patrons to dance with him in succession, with award of a bottle of champagne to the one winning scoldism. This number consumed too much time, deriving most interest from comparison of the girls picked.

Oopsy Rose Lee, who is what the customers were waiting for, opens with a recitative song about stripping, in the sly pretense that it's all aesthetic. She works neatly and coyly, doing a satire thrust on the conventional burlesque strip routine—largely by the difficult means of pantomime. She alternately humors and tantalizes the audience and has a style abetted by a very cute facial expression and winking that gives her a pert individuality.

Donn Arden line of 16 girls has a nice number on carnival motif, each girl in a different costume from topped ringmaster to Red Indian, with each doing a specialty. Their finale is a patriotic tap, while Johnny King, dramatic tenor, sings *God Bless America* on the bill but not in the particular show caught; were Jay Howard doing a mask number and Paddy Cliff, vocalist. H. F. Rees.

CITY
CALLED
HEAVEN

Hotel President, Round-the-World Room, Atlantic City

Talent policy: Two rumba bands for show and dance; floorshows at 7:45, 12:30, and 3. Management: Bob Friedberg, owner; Harvey Lockman, manager; Herb Frank, *maitre d'*; Mitt Shapiro, *show press agent*. **Prices:** Dinners from \$1; drinks from 50 cents; no cover, no minimum; opening night prices—dinner, \$5; supper, \$2.50 minimum.

In former years, this Boardwalk hostelry depended on a name band for the draw. But this season, with youthful Harvey Lockman taking over management of the room, emphasis goes on the floorshow. Room is a perennial clinic because of its location and its lush environs, appealing to the snootier set.

It's like feeding a baby candy in providing rumba excitement for this club's clientele. Lockman goes all the way south-of-the-border and brings in a Pan-American Revue. Is the only room in town depending entirely on Latin talent. And the performers are tops.

Roster tees off with Cirio Rimac's standard band-and-show unit. Apart from playing music for dancing, Rimac provides the major portion of the floor offering. With Cirio as emcee, show gets under way with a rumba riot led by Charlie Boy Rimac teaming with Chiquita Maria, a cute trick.

Estrelita Pena puts the Mexican hat to excellent use for shaking the tootles. Carries on with *La Cucaracha*. Cirio and the band vocalizing. Fast pace continues with Charlie Boy and Chiquita demonstrating in expert fashion.

Alexra Camargo, Brazilian beauty of the bombshell variety, show stops, with her native song surges punctuated by hip swaying obligatos. Had to oblige with four ditties before she could beg off.

Cirio brings out the entire troupe for a purely Panama finish. Clocked at 30 minutes, it's an amazing how much show Cirio manages to pack in. It's fast and fanciful, heavy on showmanship and color, and leaves nothing to be desired.

Also added to the show, joining after the opening supper show caught, are the Cheena De Simone Dancers, Latin troupe of three mixed teams.

Dinner shows also have Phyllis Baker, seven-year-old songstress, protegee of Belle Baker. (State labor law prohibits late evening appearances.) Also entertaining are Miss Penny Davis, who tutors patrons in rumba and conga, and Madame Marrelle, psychic.

Exactly the best of the small rumba combos to hit these parts is Juanita, cute Cuban miss, and her rumba band (6), with Michael Amador for the more fiery song selling.

Bob Friedberg, hotel owner, also has the Brigantine Hotel at the other end of the resort. He operates a Treasure Island Room at that hostelry with the Adrian Rolini Trio and Pedro Albani's rumba band. M. H. Ordenker.

Taft Hotel, New York

Talent policy: Dance band. Management: Al Lewis, manager; Albert Hauser, press agent. **Prices:** Dinner from \$1.

Vincent Lopez opened a 12-week-and-option run here last week and seems to have the kind of band this big grill room needs. Lopez's being a veteran ought to please this transient patronage that probably recalls Lopez as a standard music personality.

Lopez fronts nicely, displaying his rondo figure, and takes occasional runs on the piano to prove his old dexterity is still there. Tenor Sonny Schulyer, author of the current hit, *Just a Little Bit South of North Carolina*, takes some of the vocals, doing a nice job. And blond Anne Barrett warbles pleasantly, being especially strong at rhythm songs.

The band has four brass, four reeds, three fiddles, and three rhythm, excluding Lopez's occasional piano work. The brass holds back to let the violins come out for the sweetish numbers and the band as a whole does a balanced job on dance rhythms. The music doesn't drown table conversation. And glee club effects brighten up some of the numbers.

This is Lopez's first Taft engagement and the first William Morris booking in this spot the past 11 years, according to the management. Band sirs from here seven times a week over NBC Red, including a short wave to South America Monday nights.

Food, liquor, service good.

Paul Denis.

Case Wants Return Match; Christenberry Dignified

NEW YORK, July 14.—When the Astor Hotel's managing director, Bob Christenberry, was voted best publicized hotel man of the season in *The Billboard's* Annual Hotel Publicity Poll, he dislodged last year's winner, Frank Case of the Algonquin.

Thereupon, Case took pen in hand and wrote *The Billboard* that "being a guy who likes to know what's going on around, I read *The Billboard* and so I know that Christenberry put the K. O. on me. Bob is a good, clean fighter and game. I did the best I could. Hello, mom, I'll be right home.

"Seen later in his dressing room, Case said 'I want a return match. I hurt my right in the first round and a couldn't punch. Christenberry is a good friend of mine and I don't want to say anything against him, but I can lick that schlemiel the best day he ever saw.'

The news of Case's demanding a return bout got around to the Astor Hotel but Christenberry wouldn't be baited into saying anything tough. As winner, he rested on his dignity, commenting "Naturally I hope to retain the distinction the coming year, but if I must be dislodged from the title, I can think of no finer figure as my successor than Frank Case."

Columbus Club Expands

COLUMBUS, O., July 12.—Stone's Gay 90s here, managed by Sam Cohn, will be enlarged and remodeled in August and will also boost its talent budget to include a line of six and several acts each week. Three shows a night, with a weekly change.

Ernie Creech, of the Sun office, will continue to book the club. Charles (Dome) Williams, present emcee, also will hold on.

Chester Alexander Back

MIAMI, July 12.—Chester Alexander, booking agent who left early this spring to enter partnership with Sammy Kessler in a cafe enterprise at Masego Park, Long Island, has returned here to reopen his agency.

Alexander, upon his arrival here, was immediately drafted by Bill Shanno, chairman of the United Service Organizations Committee, to put on a USO benefit show.

Miami Beach Club Expands

MIAMI BEACH, Fla., July 12.—Padcock Club has reopened under the same management, Tom Williams, who recently returned from long illness in St. Francis Hospital, is back with the Padcock as manager.

Club has canceled all shows until further notice.

Vallee-Hope-Martin-Crosby Club In Jam With West Coast Cops

LOS ANGELES, July 12.—Issuance of a new show permit to the Pirates' Den, night spot in which Rudy Vallee, Bob Hope, Tony Martin, Bing Crosby, and Johnny Weismuller are interested, was held up Tuesday (8) by the police commissioner after a report that a patron had been mishandled for complaining of an overcharge of \$9 for three beers.

Comptroller Van M. Griffin sent the complaint to the board with the explanation that the party did not wish to be identified. It was later reported that the "party" was a Superior Court judge. Story is that he met two friends at Union Station in Los Angeles and they were on their way home to Beverly Hills. When they entered the Pirates' Den, the complaint said, the bar was filled and the waiter instructed them to sit at a table. After a beer around they were given a check for \$9. It was added that before he could call the police, a bouncer thru him on the floor. Bill was reduced to \$1.50.

A representative of the Pirates' Den said there is a minimum of 50 cents on drinks and a minimum at the tables of \$1.50 on weekdays and \$2 on Saturday and Sunday. This episode is said to have happened on a Saturday night. Cards on the tables indicate the minimum charges

Follow-Up Night Club Reviews

AMBASSADOR EAST, PUMP ROOM, CHICAGO.—Maggi McNellis, young, vibrant, and good-looking, comes up the Pump Room with quite a build-up, and her cordial reception by the class trade appears to justify it. She has a rich, occasionally husky voice and puts her numbers across with charm. At show caught some of her songs were of slow tempo and failed to bring out the best qualities of her voice, but, on the whole, they won warm applause. Among her best numbers were *Daddy, Make Believe, and More Than You Know, If I'm Good, a sophisticated number, and I Could Write a Book* also were well received.

Emil Pett's band, with violin, sax, bass, piano, accordion, and guitar, provides excellent accompaniment and also furnishes music that pleases the terps. Bert Allerton, who entertains at the tables, has an amazing repertoire of legerdemain, prestidigitation, and mental effects. Green.

HURRICANE, NEW YORK.—Billy Vine continues to build here, doing a strong comedy and emceeing job and still getting his biggest laughs with the crying drunk bit. His breast-bouncing bit was his one dip into the blue when reviewed. He should watch this tendency, as he's funniest when he's clean.

Karen Cooper, replacing Joy Hodges, is a good-looking brunet who sings rhythm songs in vigorous style. Did *Great Day, If I Could Only Write a Book, and When The Men Is Dead, Okeh* and seems to be on the way.

Holdovers are April Ames, fresh and young ballet-step dancer whose routines are thoroughly pleasing, and Honeybelle Widger, whose crude song solo has been wisely dropped and who is doing the *Rain* bit with Vine and handling lines well, too. Dick Satterfield sings pleasantly, does a bit of emceeing, and fronts his good dance and show band.

Chiquita's band does well, too, specializing in pleasing congas, waltzes, and rumbas. Truly McGehee's six girls do three numbers, which are okeh. A new show comes in next week. Denis.

RUMBA CASINO, CHICAGO.—Since opening show was caught three new acts have come in. Spot has been doing near-capacity business, drawing visitors and localities alike—proof that Latin-dominating entertainment in this area is still at its peak.

Evelyn Furney replaced Edna Sedgwick in the early dance spot. Miss Furney is a cute, snappy tap dancer with a personable, commercial style. She enjoys her work and has little trouble garnering similar interest from the audience. When caught she did three versatile routines and went well. Still features fast, graceful spins.

Edward and Diane, good-looking and capable dance team, are featured in the

middle production number (early show) with an impressive wait. The routine is smooth thorough despite some difficult tricks sandwiched in between straight dancing. Diane is a young, attractive blonde.

Paul Sydel (and Spotty) repeats his theater act and registers big. Works with two dogs whose control work is remarkable. For a finish he balances one of the canines on his forehead and finally on a single finger. Great novelty.

Show still features the sock singing of Tito Gutzar and the music of Eddie Le Baron and Don Pedro. The Pan-American Dancers take care of the colorful production numbers. Honisberg.

CARROLL'S, PHILADELPHIA.—Dixie Sullivan, coming from flings around the Midwest burly wheel, is a comparative newcomer to the Eastern shore fairs, and is clicking far more effectively than many of the familiar burly names drooling here. With carrot-colored tresses topping a classy chassis, Miss Sullivan applies a deft technique to the gentle art of the take-off.

For the burly funsters, Harry Rose is still making rick, sharing the shady material with Al Pharr. They contributed standard burly sketches. And while it's jaded to more familiar ears, this niter's patronage apparently finds it comparatively new and fresh.

Jack Shaw is new here, taking over the emcee controls, song, and introductions. Straights for the comics, with Jean Lee, the fem foil.

The Della, mixed dance duo, devoted to the barnyard type of rube steps, show to best advantage when turning Turkey in the Strus stregology into the more modern shag.

Show pattern follows that of the burly houses, with line of six steppers and four for show rounding out the production. Gals are easier on the eye than on the hoof and have further advantage of adornments provided by Yolles Costumes, Inc.

Charlie Gaines (6), septia combo, still dispensing music for show and dance in expert fashion.

Burly policy still paying off big dividends for Stanley Carroll, proprietor, and club will carry on thru the hot months. Frankie Donato is manager, Mo Adler headwaiter, and Sam Bushman press agent. M. H. Ordenker.

CHEZ-PAREE, Denver.—Held over a second week, Dale Hall, billed as the Fluorescence of Loveliness, has scored a click at this town's top niter. Using black light and ultra-violet rays, the gal offers a terps treat that is different from anything ever presented here. Her smooth footwork and elaborate costuming would be enough to sell her as a dancer, but when the lights are turned on and everything from toenails to head-gears begins to glow, she scores a double sell. Her Indian and South Sea Island gourd dances display marked authenticity. (Complete review in June 21 issue.) Trackman.

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in effect at the time, the spokesman said. Joseph Hart, manager, said, "I told them I didn't know anything about this matter, and I don't." Event was said to have taken place 10 months ago. Bart assumed managerial duties in October. "It is not a complaint, but one of those stereotyped things that come up when one seeks license renewals," Bart added. Action was deferred a week.

Idaho Falls Club Expands

DENVER, July 12.—Bon Villa Club, Idaho Falls, Idaho, now uses acts weekly. Current show there includes Don Corey's ork and Lee and Poppy. Randall and Carr open July 17.
Booking is by Jack Blue from this city.

Riley's, Saratoga, Opens

NEW YORK, July 12.—Riley's Lodge, Saratoga Springs, N. Y., will open for the season July 28. Opening show will consist of Diosa Costello, Sammy Walsh, Columbus and Carroll, and the Buddy Harlow Trio.
Harry Kilby, of General Amusement Corporation, books.

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

(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE OF Billboard Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

- Arson & Glantz (Rainbow Room) NYC, nc.
Aslar, Ted (Villa Venice) Chi, nc.
Astor & Ladd (Madison House) NYC, nc.
Adams, Joe (Hemerson) & Salisbury, N. Y., nc.

- Baker, Bob & Quartet (Gibson) Cincinnati, h.
Baker, Frank (Green Mansion) Warrenburg, N. Y., h.
Baker, Madelyn (Washington) Indianapolis, h.
Baker & Brigid (Riverview House) Pennsylvania, N. J., p.

- Baker, Madelyn (Washington) Indianapolis, h.
Baker & Brigid (Riverview House) Pennsylvania, N. J., p.
Barber Shop Quartet (Gay '90s) NYC, nc.
Barclay, Dick (Bal Tabarr) NYC, nc.

- Barnes, Gladys (Chicago) Chi, t.
Barry, Prince, & Clark (Lido Venice) Phila, nc.
Barnan, Mordcael (Green Mansion) Warrenburg, N. Y., h.
Behrer, Karl, & Co. (Fair) Cedar Hill, Tex. (New Yorker) NYC, h.

- Barnes, Gladys (Chicago) Chi, t.
Barry, Prince, & Clark (Lido Venice) Phila, nc.
Barnan, Mordcael (Green Mansion) Warrenburg, N. Y., h.
Behrer, Karl, & Co. (Fair) Cedar Hill, Tex. (New Yorker) NYC, h.

- Barnes, Gladys (Chicago) Chi, t.
Barry, Prince, & Clark (Lido Venice) Phila, nc.
Barnan, Mordcael (Green Mansion) Warrenburg, N. Y., h.
Behrer, Karl, & Co. (Fair) Cedar Hill, Tex. (New Yorker) NYC, h.

- Barnes, Gladys (Chicago) Chi, t.
Barry, Prince, & Clark (Lido Venice) Phila, nc.
Barnan, Mordcael (Green Mansion) Warrenburg, N. Y., h.
Behrer, Karl, & Co. (Fair) Cedar Hill, Tex. (New Yorker) NYC, h.

- Dancing Boys, Eight (Capitol) Washington, t.
Daniels, Billy (Kelly's Stable) NYC, nc.
Danzon, Coates (Moulin Rouge) NYC, nc.
Dare, Jeanne (Cocoanut Grove) St. Louis, nc.
Darnell, Donna (Club Nomad) Atlantic City, nc.

- Danzon, Natalie & Paul (500 Club) Atlantic City, nc.
Davis, Eddie (Leon & Eddie's) NYC, nc.
Dare & Co. (State-Lake) Chi, t.
Day, Mola (Iceland) NYC, re.
Dean & Berg (New Yorker) NYC, h.

- Dean & Berg (New Yorker) NYC, h.
De Cordoba, Antonio (New Yorker) NYC, nc.
Del Mar, Stephanie (Villa Venice) Chi, nc.
Del Rio, Jose (Dude Ranch) Berwyn, Md., nc.
De Leon, Dolores (Havana-Madrid) NYC, nc.

- De Leon, Dolores (Havana-Madrid) NYC, nc.
DeMarco, Imbo (L'Asylum) Chi, t.
DeMarlowe, The (Ill Hat Club) Chi, nc.
Dene, Schmeiser (Colosmo's) Chi, nc.
DePaulon, Helene (Capitol) Washington, t.

- DePaulon, Helene (Capitol) Washington, t.
Des. Steven (Weylin) NYC, h.
Jansley, Fred (Chez Paree) Chi, nc.
Jansley, Fred & Sister (Celebration) St. Jacob, Ill.
Holiday, Billy (Kelly's Stable) NYC, nc.

- Hildegard (Drake) Chi, h.
Hoxby, Fred (New Yorker) NYC, h.
Hodgini Bros. & Sister (Celebration) St. Jacob, Ill.
Holiday, Billy (Kelly's Stable) NYC, nc.
Hollenbeck, Dr. (Grand) Mackinac Island, Mich., h.

- Hollenbeck, Dr. (Grand) Mackinac Island, Mich., h.
Homeslopes (Paradise) Atlantic City, nc.
Hops, Gloria (Green Mansion) Warrenburg, N. Y., h.
Houston, Bob (New Yorker) NYC, h.
Hovier, Winnie, Dancers (Club Royale) Detroit, Mich., nc.

- Hovier, Winnie, Dancers (Club Royale) Detroit, Mich., nc.
Howard, Betty (Park Central) NYC, h.
Howard, Eddie (Connors) Highlands, N. J., h.
Howard, James (Harry Grady) Atlanta, Ga., h.

- Howard, James (Harry Grady) Atlanta, Ga., h.
Howard, Joe (Diamond) Macomb, Ill., nc.
Howell, Triad, Connie (St. Club) NYC, nc.
Huber, Chad (Olympic) Newark, N. J., p.
Hudson, Frankie (State-Lake) Chi, t.

- Hudson, Frankie (State-Lake) Chi, t.
Hyer, Frankie (Club 18) NYC, nc.
Des. Steven (Weylin) NYC, h.
Jansley, Fred (Chez Paree) Chi, nc.
Jansley, Fred & Sister (Celebration) St. Jacob, Ill.

- Loomba, Maxine (Evergreen Casino) Phila, nc.
Lopez, Mario (Lido) NYC, nc.
Lorraine, Ina (Crawford) Boston, h.
Lorvy, Fred (Edgewater Beach) Chi, h.

- Lorvy, Fred (Edgewater Beach) Chi, h.
Lorvy, Nick (Lark) Denver, Ia., 17-20, nc.
Lulliana, Pauley (Lido & Eddie's) NYC, nc.
Lynn, Rosalie (Silver Dollar Supper Club) Baltimore, c.

- McDonald & Ross (Arabian Supper Club) Columbus, O., nc.
MacFarland, Frank (Barney Gallant's) NYC, nc.
McKays, The (Harry's New Yorker) Chi, nc.
McKellin, Margie (Ambassador East) Chi, h.

- McKellin, Margie (Ambassador East) Chi, h.
Mack, John (New Yorker) NYC, nc.
Mack & Mittle (Avalon) Hull, Que., Can., h.
Mage & Karr (Marmen's) Detroit, Mich., h.
Major, Ullane (Greenwater) Detroit, p; Bass Lake, Ind., 21-23.

- Mangan, Steve (Diamond Horseshoe) NYC, nc.
Mann, Gloria (Yacht Club) Phila, nc.
Mann, June (Yacht Club Horseshoe) NYC, nc.
Mann & Rosen (Lido) NYC, nc.

- Mann & Rosen (Lido) NYC, nc.
Mardoni & Louise (Club Royale) Detroit, nc.
Marlowe, Don (Manchester) Fargo, N. D., h.
Marlo & Oscar (Jack & Bob's) Trenton, N. J., nc.
Mario & Maria (Silver Dollar) Baltimore, nc.

- Mario & Maria (Silver Dollar) Baltimore, nc.
Marshall, Gypsy (Waldorf-Astoria) NYC, h.
Marx & Marjorie (Lido) NYC, nc.
Marshall, Everett (Ben Marden's Riviera) Fort Lee, N. J., nc.
Marshall & Blisses (Bismarck) Chi, h.

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

- Fisher's, Bob, Flyers (Summit Beach) Akron, O., p.
Florence & Alvaros (St. Morris) NYC, h.
Fontana, George (Diamond Horseshoe) NYC, nc.

- Fontana, George (Diamond Horseshoe) NYC, nc.
Forest, June (Miss Hall) NYC, t.
Forsythe, Christine (Cocoanut Grove) Boston, nc.
Frazkon (Waldorf-Astoria) NYC, h.

- Frazkon (Waldorf-Astoria) NYC, h.
Francis & Lomas (Luis Club) Oakland, Calif., nc.
Franklin, Cass (St. Morris) NYC, h.
Franks, Four (Beverly Hills) Newport, Ky., cc.

- Judy, Beth (489 Club) Brooklyn, nc.
Julian & Marjori (Rainbow Room) NYC, nc.

- Kahler, Jerry (Mark Hopkins) San Francisco, h.
Kane, Helen (Ben Marden's Riviera) Fort Lee, N. J., nc.
Kaspar, Agnes (Silver Dollar) Baltimore, nc.

- Kaspar, Agnes (Silver Dollar) Baltimore, nc.
Kay, Danny (Paramount) NYC, t.
Kelley, Mike (Clisquos) Atlantic City, nc.
Kunt, Annie (Sawdust Trail) NYC, nc.

- Kunt, Annie (Sawdust Trail) NYC, nc.
King, Charles (Diamond Horseshoe) NYC, nc.
King Cole Trio (Kelly's Stables) NYC, nc.
Kirelow Dancers (Harry's New Yorker) Chi, nc.
Kring, George (Lon D'O) Montreal, Can., cb.

- Kring, George (Lon D'O) Montreal, Can., cb.
Land, Ruth (Balsam) Dixville, N. H., h.
Land & Verna (Washington) Indianapolis, h.

DRAMATIC AND MUSICAL (Routes are for current week when no dates are given)
Mallapopol (Elmager) Chi, h.
My Sister Helen (Harriet) Chi, h.

ICE SHOWS ON TOUR Ice Follies of 1941, Shipstad & Johnson's (Winterland) San Francisco.

He Practices, Too

CHICAGO, July 12.—Harry Richman, member of the national board of the American Guild of Variety Artists, says he will offer a proposal at the next board meeting to the effect that all AGVA members earning \$500 a week pay two years' dues in advance.

He did his part here by getting himself set for three and a half years at a cost of \$50. He was behind 25 cents while playing the State-Lake last week.

Chi Bookers Seek Comedy Acts; Too Many Impersonators

CHICAGO, July 12.—Local bookers, always in tears when in search for good comedy acts, are complaining that almost 90 per cent of available comedy acts are impersonators. Audiences, they say, are bound to get tired of them, not because they are not entertaining but because so many are offering practically the same material.

Funsters doing straight comedy are hard to find. And when an agent does come up with one, the price is almost prohibitive. Recent bookings at the State-Lake and Chicago theaters here, as well as in combo houses in this area, indicate that a good comic's salary has jumped an average of 40 to 60 per cent during the last year.

An example this season is Professor Lambert, who now demands and gets \$850 a week in theaters.

Levy Again Booking Seattle Night Clubs

SEATTLE, Wash., July 14.—The Bert Levy office is again booking the Show Box and Music Hall theaters here after the two had quit the circuit for two months to be booked by Eleanor Hanson, local entertainer.

Miss Hanson's last show at the Show Box brought in Sophie Tucker, who is nearing Sally Rand's box-office records there, set two years ago.

Sophie's first week found the Show Box (800 seats) turning away the crowds nightly, with 2,000 tickets sold on Thursday, Friday, and Saturday evenings. Admission has been boosted from the usual 20 cents to 58 cents, including the tax. The box's second Monday was even greater than the opening Monday.

Other acts booked in by Miss Hanson in her last week were the Ross Sisters, Duval and Pray, Mel and Cappy, and Steepy Williams and Lorraine. All acts were held over for the second week.

Ball Game Hypos Detroit Niteries

DETROIT, July 12.—First All-Star baseball game ever held here Tuesday sent local night club business soaring first half of the week.

Downtown spots did only fair, with the bulk of the business going to suburban spots and such places as the Club Royale, which drew the swankier crowd, and the Bowery, which got a large crowd of the curious.

At the Bowery, the all-time Monday record, set a year or so back by Lou Holtz, was broken to the tune of 1,800 admissions. Attraction was Gypsy Rose Lee, in her first appearance here, who drew the same attendance Tuesday night, with an even higher percentage of reservations in advance.

Keough To Book Mex City Bergere Shows

CHICAGO, July 12.—Er Keough, local booker, says he will supply six acts a month for the Polles Bergere Theater, Mexico City, starting August 15, when Andre Lasky and Mario Moreno take over production of shows for the house.

N. S. Barger's busy unit, which has played the Polles Bergere for several months, is closing.

Brandt May Not Reopen 2 Houses; Unions Too Tough

NEW YORK, July 12.—The Flatbush and Windsor theaters will not reopen this fall because of difficulties with labor unions, according to William Brandt, operator of those houses. Brandt claims that for the three seasons they have been on a vaude policy a loss has been sustained. Last season's losses, according to Brandt, were the greatest. He will not reopen the Flatbush and Windsor until the unions ease their demands.

Brandt says it is impossible for nude spots to install vaude under current union restrictions because of smaller seating capacity than the Broadway houses.

Last season the houses ran vaude 38 weeks.

Venuti Sub at Para; Inkspots Holdover; Name Orks Lined Up

NEW YORK, July 12.—Joe Venuti had been signed to sub for Will Bradley band for the first week of the current show at the Paramount, Bradley, who opens at the Hotel Astor, obtained permission from the hotel management to double during the first week, but could not get the hotel to agree on another week. Bradley was originally signed for three weeks, but terrific business with Bob Hope's film, *Caught in the Draft*, brought about two holdover weeks.

Harry Kalchman, Paramount booker, will hold over the Inkspots for two successive bills. This is the first time that a singing act has had its run extended. (Red Skelton holds the holdover record at this house.) The Inkspots open July 30 with Erskine Hawkins' band for two weeks and go into the Claude Thornhill band run of a similar period.

Xavier Cugat's date has been pushed back to October.

Kalchman has already fortified himself with bands far into the future. He has signed Gene Krupa for Christmas and New Year holidays, with Glenn Miller, Vaughn Monroe, and Alvino Rey following in that order.

Dallas Niteries Buy Better Talent; Defense \$ Helping

DALLAS, July 12.—Summer entertainment and hot weather business for local night clubs has been the best in seasons. The two hotel clubs, Baker Hotel's Terrace and the Adolphus Hotel's Hawaiian Century Room, have had excellent business since their summer openings the best week in May. The Plantation, suburban club, has done near-capacity business since opening its outdoor terrace June 1.

Jefferson Hotel opened its outdoor Rumba Room Tuesday (July 1) with Frank Hernandez's orchestra playing nightly. Driga and Diana, Latin American dancers, are featured. The hotel's former Gold Room has been redecorated by Oscar Blatz. Carl Mangold is club manager and Al Badger is in charge of catering. The Villa, formerly the El Tivoli Supper Club, opened its outdoor garden July 3 with Bob Hathaway's orchestra and Mildred Glenn as vocalist.

The increasing impetus which the national defense program has given general business is reflected in the better summer patronage for night clubs. Increased patronage has also brought better entertainment.

Other local clubs enjoying splendid summer business are the Sylvan Club, Club Lido, Abe & Pappy's, White Rock Terrace, and Sky-Vue.

Greenville Club Reopening

GREENVILLE, S. C., July 12.—Paradise Casino, currently closed for alterations, will reopen as the Club Rendezvous August 2.

Show will have a heavy line-up of nude dancers, including Francetta, Princess Cherie, and Estia. Others booked are Mylie Ardale, Betty Huxal, Les Cleot, Eddie Outler, and Grace and Paul.

All He Ever Murdered . . .

DETROIT, July 12.—Red Ace was picked up by State Police at Lansing, Mich., recently, when he went to fill an engagement at the Deerhead Club as emcee, on suspicion of murder. It turned out to be a case of mistaken identity, and he was released a couple of hours later.

Despite the momentary seriousness of the situation, Ace wisecracked, "All I ever murdered was some corny gags."

Agnes Seek Sunday Shows for London; Farjoen Vaude Out

LONDON, June 7.—Planned originally for last spring at the Little Theater, postponed and announced to open in May at Vaudeville Theater, the "Little Varieties" or "Little Music Hall" project of Herbert Farjoen has been dropped.

Reason given was inability to get right kind of acts. Engagements were to have been on shares with small guarantee, not a very attractive proposition to the small and medium-priced acts for whom there is plenty of work with ENSA and at established vaude dates.

After being without a cabaret show for four months, London's Coconut Grove niterie this week resumes floorshows with Jack and Eddie Eden featured in *Ride's High*.

The Nut House, in its new Regent Street home, and with Al Burnett as chief Nut, is drawing a fair share of local night business.

Theatrical and film production organizations have approached Board of Trade for concessions under newly imposed clothes rationing regulation. Attempts also being made to bring about reopening of Sunday show question in Parliament.

Chefoo, China, Clubs Now Closed To American Acts

LOS ANGELES, July 12.—The war, increase in exchange rates, and inability of Americans to get visas to enter China have killed the Chefoo, China, field for night club and vaude entertainers from America and Australia. Harry Ross, who booked night club talent there for 40 years, said on his arrival here. He plans to remain in this country indefinitely. Night clubs still use talent, but it is mostly Russian or local acts. Ross said. The last American acts to play Chefoo spots under his direction were Hugo and Jacqueline, ballroom dancers, and Howard and Hayes, acrobatic dancers.

When Ross was booking, acts were paid in gold. Rate of exchange at that time was about 2 to 1, but is now 20 to 1, with the result that American acts can't take a job at a figure Chefoo operators can pay. Australian acts were paid in British pounds.

Not only is the rate of exchange prohibitive, but it is next to impossible to get money of any kind out of the country, Ross said.

Philly AGVA Ups Fall Cafe Scale

PHILADELPHIA, July 12.—Board of directors of the local AGVA on Thursday approved a new wage scale for performers working niteries. Scale will go into effect with the new season. Weekly scale for Class A spots upped to \$75 from \$50; Class B, raised to \$45 from \$35, and Class C from \$25 to \$27.50.

It is understood that local agents have already approved the new scale. AGVA has a working arrangement with the Entertainment Managers' Association.

Philly AGVA Benefit

PHILADELPHIA, July 12.—Local American Guild of Variety Artists has set December 4 as date for a benefit show and dance for its Welfare Relief Fund. Local unit has provided meals, lodging, hospitalization, infant clothing, and burial for needy members, and in many instances executive secretary Dick Mayo has extended the relief to old-time performers no longer holding union cards. Affair will be held at the Broadwood Hotel.

BK Lines Up Big Summer Names for Chi, State-Lake

CHICAGO, July 12.—In an effort to draw the great influx of vacationists here during July and August, attractions are being lined up for the Balaban & Katz combo houses, Chicago and State-Lake.

The first two shows to benefit by the vacation trade included the Phil Harris unit, which closed a capacity week at the Chicago Thursday (10), and the revue featuring Harry Richman at the State-Lake, which competed with Harris. They were the top draws in the Loop.

Chicago has the Rochester unit this week (12-18), followed by Sammy Kaye's band. Other shows set include Gene Krupa and the Andrews Sisters, week of August 25, and Horace Heidt week of August 27.

State-Lake was scheduled to bring in Ed Sullivan's *Crazy With the Heat* last night, but couldn't get together on money. Shows are now being lined up for the next two months. Lou Hines and band, popular in this area, come in week of August 8. During the Fourth of July week-end the State-Lake upped its Saturday and holiday admission pool from 40 to 50 cents. Receipts for several months indicated that house can make little money with a straight 40 cents pool throughout the week, due to the costly stageshows.

Freeman Plans "Big Time" 7-Act Show For Interstate Cirk

DALLAS, July 12.—Interstate Circuit, largest in Texas, plans to produce a stageshow to play the Majestic here and move into the rest of the circuit during August. Charles Freeman, booker, is talking of a seven-act vaude show without stage band or emcee.

A seven-act show would be two acts more than bills usually seen here. Freeman points out. He made it clear that Interstate would use vaude single weeks only.

"This show would not be made up of old-timers, however," Freeman said. "It would present young and important performers now working in the biggest revue and night clubs. It would be the Big Time Vaudeville Show, a novelty for old times' sake." He added.

Abe Lyman ork and three acts are one of the units now under consideration for August.

Houston Club Closes as Owners Seek Fall Talent

DALLAS, July 12.—Managers Abe Weinstein and Pappy Dolson have closed their Abe & Pappy's Club in Houston for the summer. After a redecoration job, club will reopen September 15 under same management, with septa bands and an all-colored floorshow.

Dolson, who managed the Houston club since its opening last fall, is back in Dallas to manage Abe & Pappy's here and their other spot, the 21 Club. Weinstein will spend five weeks in Los Angeles, San Francisco, and other Coast towns, where he will book a number of colored bands and septa shows for both Dallas and Houston clubs.

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State, New York

(Reviewed Friday Evening, July 11)

Six acts, more than has been on any State bill for some time. Originally, bill was a five-act layout, but first show's running time was only 42 minutes and necessitated the addition of another act, Ross Wynn Jr. and June Mann. While the full bill doesn't run too long, the greater number of acts gives the total a choppy effect.

Bis when caught was okeh. Screen has Loe Crazy.

The Helen Reynolds Skaters provide a fast opener. The eight girls do some neat pinwheel formations as well as some speedy specialties in dicos. Walked off to a good hand.

Ross Wynn duces with some comedy act with June Mann, tells a few gags, and winds up with a fast dance act turn. Did okeh.

Ella Logan rocks across *What Can the Miller Be?*, *Along Came Bill*, *Take Me Out to the Ball Game*, and encores twice with *My Bonnie Lies Over the Ocean* and *Look Lonely*. Got a terrific mitf.

Alto the Berry Brothers went over well, their rubber-leg work didn't have its accustomed precision and their routines seemed a bit tired. At that, the septa trio got a good measure of applause.

Wences has one of the cleverest ventriloquial acts on the boards today. At one point he sustains four different voices and manages to retain the personality of each. He winds up by a smooth juggling turn and encores with a duet with the voice in the box. Wences is a smooth showman and holds his audience effortlessly.

George and Jaina close the bill. Opening waltz is really a standout. They follow with a pair of fox trots and encores with a rumba. Two bonggo players provide the beats for them in the last number. Did okeh. Joe Cohen.

State-Lake, Chicago

(Reviewed Friday Afternoon, July 11)

Five acts of first-rate vaude plus three colorful production numbers, half a dozen champ young baton swingers, and a Dead End Kids pic, *Hit the Road*, should add up to a prosperous week. Production numbers include *Saltier's Sweetheart*, *Army Hostesses*, and *Dream Weavers*, each niftily presented. Laugh honors of the bill go to Britt Wood, whose act has wishticks—and long ones, and Nan Rae and Maude Davis, comedienne of the Kate Smith air program. Rest of the acts are all good.

The Hudson Wonders open, scoring the usual big hit with their sensational acrobatic dancing. Their high kicks, back and forward somersaults, traveling splits, and various other difficult tricks, some of which they originated, put them in a class by themselves.

Britt Wood probably hasn't changed a line in his act for 20 years, but he plays 'em with his hoke chatter, harmonica playing, singing of *O, the Covered Wagon Rolled Right Along*, the old soldier bit, and his imitation of a bagpipe. Almost stopped the show.

Theresa Rudolph, accomplished ballet artist, came on to the *Dream Weavers* production number and won a big hand for her graceful toe numbers. The acrobatic perch act presents a colorful thrill act, one of the girls doing a single trap, a teeth awl, handstand, and other flashy tricks on the apparatus atop the pole, and for a finish the two girls revolving in opposite directions on the bars at top of pole balanced on Walker's forehead. Nice hand.

Nan Rae and Maude Davis were a riot in their Mrs. Waterfall skit, their clever chatter and the comedy songs and dance garnering uproarious applause. Show

closed with a pleasing exhibition of baton swinging by the six winners of *The Chicago Tribune* national drum major contest. Net Green.

Orpheum, Minneapolis

(Reviewed Friday Evening, July 11)

The first flesh show in almost two months brought out a capacity opening-night audience to view the excellent bill sent here by Mort H. Singer, with Paul Whiteman and his 17-piece orchestra as headliners. The show, opening on the eve of the city's gala summer festival, should rack up one of the highest box-office takes of the year.

A new arrangement of Whiteman's signature, *Rhapsody in Blue*, with Buddy Weed at the piano doing some very intricate keyboarding, is the curtain raiser amid thunder of applause. The ork then went into *Green Eyes*, *Intermezzo*, and *Turnabout* in quick succession, with the last named having ork members down to the mike for solos.

Dolly Mitchell, new young lass, did excellently with her vocals, including *Yo I Worry*, *The Hut-Sut Song*, *Daddy*, and for an encore, *G'bye Now*. Has excellent pipes and should go a long way.

First of two show-stoppers is Jack Gilford, comic, who has the audience in stitches from the word go. His slow-motion antics of newswar athletic shorts are excellent. However, it was his take-offs on the various types of movies being offered around the country that stopped the show.

Murray McEachern, ork trombonist, takes over for a number of oldies on the sax, clarinet, trumpet, and trombone, all to good applause.

Second show-stopper is Frank Howard, bass singer, who, altho he has a grand voice, would do better with fewer good tunes. Howard's opener is *Night and Day*, followed by *My Sister and I*. He returned for three encores, *Marin Elena*, *The Things I Love*, and *Two Hearts That Pass in the Night*. He is a good-looking chap, and with a few more pounds added to his frame would make excellent material for Hollywood.

Fro and Bob Robinson, red-headed twins, are whitewind fernpegs who go from straight tap to the most intricate lilted steps. The kids pack plenty of personality and bear plenty of watching.

The ork takes over again for a medley of older tunes, first introduced by Whiteman. Among them *Whispering Star Dust*, presented by a sax ensemble; *When Day is Done*, with Whiteman joining the fiddle brigade for this one; *Rossini's Wild*, featuring Wee Willie Rodriguez, drummer, and Wash Blues, with Mike Pingatore, banjoist, taking the spot.

Whiteman wanders around the stage throughout the bill and never attempts to take the spot away from his soloists. Pic was *She Knew All the Answers*.

Jack Weinberg.

Million-Dollar, Los Angeles

(Reviewed Sunday Afternoon, July 6)

Ralph Pollock has a bunch of repeaters this week. Show runs almost an hour and is good in a majority of spots.

Charlie Craft's band opens with his original *A Penny for Your Thoughts*.

Alice Sparks, acro dancer, does a series of handstands and back flips as part of her smooth rhythm tap. Okeh.

Mary Marie, a return, offers a monolog of Mrs. Murphy on a party line and then mimics a gum-chewing Bronx girl. Act

Vaudeville Reviews

is slow until Miss Marie imitates an eight-year-old lass singing *Old Folks at Home*, ending with squirms in a potage fashion.

Innes and Harmon, also repeats, are on, with Harmon stooge for Craft's magic. Innes comes on, and Harmon decides to try an egg trick on him. Best of act is given to counting hats, trying to prove 3 times 3 is 10.

Craft's boys offer a couple of okeh five numbers, followed by Ray Smith and his masonettes. He has Harpo at the harp, with music by off-stage record, Madame of the Ghetto singing an operatic number, and "Velos and Yolanda" in one of their typical routines. Work is good, set is fast. Got a big hand.

The Two Musical Bentleys play the xylophone. Man uses hard mallets, woman, soft. They play a medley of numbers, the girl doing a hard shoe dance to a tempo, that was tops when minstrel was in its heyday. Bentley rips off *Poet and Peasant*, with the girl at the piano and Craft's band in for the finish. Clocked.

On the screen, *Back in the Saddle*, a Gene Autry, and *Mating in the Arctic*, with Dick Arden and Andy Devine.

Good house when caught.

Sam Abbott.

Reviews of Units

Major Bowes' "Mid-Summer Jubilee"

(Reviewed Thursday Evening, July 10, at Orpheum, Los Angeles)

House was well filled when caught. Al Lyons and orchestra open and, as usual, do a good job. However, Lyons turns over encores to Lenny Yale, member of the troupe.

The Three Rhythmeters, two girls and a boy, begin with some fast rhythm taps. Boy lacks personality, but does some above-average tapping.

Dorothy Wade, a demure miss, was next with her fiddle arrangement of *Intermezzo*. Did a good job and got a big hand.

George Gillette, in rural garb, played everything from an old auto horn to a flat gun. Finish was *Yankee Doodle* on a tire pump. Act is fair entertainment for this sort of revue. Encore was *How Dry I Am* on balloon squawks.

Jean Porter, petite and vivacious lass and a winner on a recent *Hollywood* hostess program, has plenty on the ball. Her rendition of *Shortenin' Bread* would. Should have been brought back for an encore, as the applause was there.

Dorothy Zane, a typical winner of a Bowes broadcast, did a sax solo and then a sax solo while dancing. Interest in the show is revived by the Three Graces, pretty girls who do some fast tumbling. One of the girls steps out of the tumbling routine for concertions, the likes of which haven't been seen on this stage in months.

Michael Dore gave an exhibition of trick fiddling. Linda Lang clicked with her whistling solo on *Gloss Worms*, smiles prettily and got a swell hand. Her rendition of *Star Dust* brought down the house.

Ode steps to the mike for imitations, mimicking Arlene, Sparks, Allen, Berry, McCarthy, Winchell, Rochester, Benny, and the Inkspots. Did fair on the last named.

Francis Lacey, eight-year-old lad, sang *The Same Old Shillelagh* and *The Old Son Song*. Considering his age and presentation, the kid's a whiz.

Curley Williams, colored boy, got a big hand with a rhythm tap and Harlem capers on skates atop a table. Worked hard and put his stuff across. He's better on skates than many tap dancers are without them.

Finale was a patriotic setting, with the entire cast taking turns, in two and three, of singing *You're in God's Country*.

Pictures, *They Met in Argentina* and *Boar of the Press*. Sam Abbott.

Rochester

(Reviewed at the Chicago Theater, Chicago, Friday Afternoon, July 11)

Succes is not helping Rochester's stage act a bit. Audiences—particularly radio listeners—have learned to like him as the underdog in Jack Benny's household and, therefore, have been rooting for him. In his current show he turns

around and acts bossy himself. Like most stars who made good, he brings along a talented hopeful discovered on the West Coast and most of his time is spent portraying a character in contrast to his likable radio personality. Only occasionally does he revive his familiar mannerisms—in dance and talk—and only then does the audience approve accordingly.

Generally, the unit is good but suffers in comparison with Benny's second cohort, Phil Harris, who brought a stronger show into this house last week. Another tough break for the show is the second holdover of Bob Hope's picture *Caught in the Draft*, which will cut down the normal amount of business.

Rochester closes the show and acts his own emcee for his assistants. One is Caleb Peterson, colored bass singer who has a good voice but a wooden personality. Did *Old Man River* with mechanical gestures. Rochester's female comic is Kitty Murray, a funny looking Barry Barlow graduate who amazes her boss with an out-of-this-world jitterbug routine.

Some 45 minutes of this hour show go to Dick Stable and band, Grace Barrie, Walton and O'Rourke, and Ruby Ring. The Stable band is very much on the swing side, and when the brass section (4) doesn't get too loud the music is easy to take. Band's own portion included a song from its shrill voiced female singer, Shirley Gaye (*Mo' I Miss You*, *You Ain't Pie*) delivered in fait fashion. Dick pitches in a good sax solo of *Body and Soul*, later the boys score with a novel version of *The Music Makers* and finally the Sax Choir (9) holds attention with a set of two standards.

Grace Barrie, always a good singer and a fine little salesman, went well with four tunes—*Get Happy*, *Everything Happens to Me*, *Hut-Sut Song*, and *Daddy* (later in Dick's arms). With her reputation as a musical comedy songstress still a selling point, it is surprising that she doesn't use more show tunes in her sets.

Walton and O'Rourke, now considered a veteran puppet act, offer a couple of new bits since their last appearance here. Start on their portable stage, with two skeletons doing the rumba, a stripper, and a colored piano team. On the stage floor they present a hula dancer and a couple of bell ringers. Last two are the best.

Ruby Ring has a sock contortion turn. She accomplishes unbelievable tricks with such ease that the customers may get the impression they are done with mirrors. Holds up an early spot in the show very nicely. Sam Hoberger.

Miami Club Drops Amateurs

MIAMI, July 12.—Jimmie's-on-the-Trail, after operating for a month with amateurs, is in the market again for good floorshows and opened with a complete show including a line of girls. Charlie Westcott, of the Southern Theatrical Agency, is booking agent; Harold Mandell is manager; George Cornick is in charge of production, and Jimmie Cornick is the owner.

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AGVA STRIKE THREAT

(Continued from page 3)
working under AGVA contracts. Aitch said.

Since receiving its charter a short while back, Local 3 has been in contact with booking agencies in this area, Aitch said. While licenses cannot be granted to either WCCO or KSTP Artists' Bureaus because of AFRA tie-ups, both agencies announced they would use 100 per cent AGVA talent.

Permanent officers elected by Local 3 following presentation of its charter are Ed Russell, president; Jack Mason, vice-president; Joe Nairn, treasurer; Virginia Yenne, recording secretary, and Aitch, executive secretary and business agent.

LOS ANGELES, July 12.—Picketers are picketing the pickets at Gordon's Restaurant in Beverly Hills as a climax in what is said to be a move of the Federated Amusement and Allied Crafts to unionize the waitresses there and which seven entertainers, including three members of the American Guild of Variety Artists, claim has involved them. American Federation of Labor pickets are carrying the usual "unfair" placards, and employees of the restaurant are also picketing with signs reading, "This House Is Not on Strike. These Pickets Have Never Worked Here, Gordon's."

In Hollywood C. J. Hyans, secretary of FAAC, said the picket line was ordered at Gordon's, "one of the few cafes in Beverly Hills not using union labor, about three weeks ago to secure union hours and wages for the waitresses and also a union shop." He added that action had been taken against Edith Rogers Dahl, singer, and Phil Kay, musical act, "two are under jurisdiction of crafts affiliated with the federation." Mrs. Dahl and Kay are charged with conduct unbecoming organized labor, Hyans said.

Performer's side to the story was related by Howard Young, a singer and one-time member of American Federation of Actors, who said he had been at Gordon's for approximately seven weeks. He appeared there for a week and then went to the Hollywood Cafe, a union spot, for a week. While he was appearing there he applied to an AGVA representative visiting the spot for membership in AGVA. He says he was refused. He returned to Gordon's during his engagement here, Young said, he has been called as often as three and four times in a day and challenged not to appear on the stand that night. Since he returned to Gordon's, Young said that an AGVA membership blank has been filled out in the Hollywood office. Up until this time he has not been advised that his membership has been accepted.

Another performer who holds an AGVA card with dues paid to date said wages for that particular act were above scale. Young is getting more than scale for his work, he said.

C. Richard Maddox, attorney for Mrs. Minnie Gordon, club owner, said that in an injunction to enjoin the picketing has been filed in the Superior Court in Los Angeles.

LOS ANGELES, July 12.—American Guild of Variety Artists has set July 29 for a meeting in the Musicians' Building, Leslie Litomy, local executive secretary, said Wednesday (9). Meeting will be called at 3 p.m.

Cliff Nazario will preside, Ken Thomson, executive secretary of the Screen Actors' Guild, and J. K. Spike Wallace, president Musicians' Mutual Protective Association, will attend.

CINCINNATI, July 12.—Bob Edwards, chair of the AGVA local here, has settled claims for performers with two local nighteries and another in Marion, Ind. Ernie Rich, recently canceled out of Casa Grande here after one night's work, was granted a week's pay when it was decided that his cancellation was unjust. On the same score, Hank and Helm were awarded \$70, a week's pay, in

Everything But . . .

PHILADELPHIA, July 12.—When Roy Sedley was admitted to St. Kalliner for his class Club Ball, the nitery op was a bit wary. However, he finally booked the comic, but not before he added dismissal clauses for getting blotto, insulting customers, being late for shows, or failing to act as a gentleman at all times.

As Sedley explains it, his contract "contains everything but the Lord's Prayer."

the case heard against the Cat and Fiddle here. In a cancellation tangle involving Alton and LaRue and a four-girl line and the management of Up-Town Gardens, Marion, Ind., the performers were awarded \$10, with the AGVA still working to collect the rest of the week's pay.

At a recent board meeting of the local AGVA, action was taken to up salaries for one-night engagements hereabouts to 85 night. Heretofore the acts had been working for \$2 to \$2.50 a night. It was also voted to charge niteries offering three shows a night a minimum of \$35 a week for a single turn. Clubs offering one or two shows a night will continue on the \$30 scale. The Dutch Cafe and Alexandria's in Columbus, O., which have been paying a minimum of \$18 a week for single acts, have had their rates raised to \$35 for singles.

Talent Agencies

RAY S. KNEBLAND, Buffalo, has added several new spots to his list of exclusives. He now supplies five weekly changing acts to the Old Barn, East Aurora, N. Y.; three acts weekly to Carroll's night club, Olean, N. Y.; and five acts to Kaiser's nitery in Buffalo. Also still handles Doorman's and Celoron Pier Marine Room on Lake Chautauque, N. Y., as well as many indoor spot bookings, outdoor affairs, and private club dates. LEO SALKIN, of the William Morris Agency, Chicago, booked talent for the Casino Gardens of the State Park Park in Detroit, which opened July 10. Line-up has the Gaudsmith Brothers, Six Danwils, Keith Hall, Dawn Sisters, Ray Fredericks, and 16 girls. Ivan Fehnova is producing.

DON CAMERON has severed his connections with the Cameron & Emergenor Theatrical Enterprises, Findlay, O., and the Knotty Pine night club, Alvada, O. He's now at his home in Maumee, O., recuperating from injuries sustained in a recent auto crash.

Evans Sued in New Light, Due to Death of Joe Viner

CHICAGO, July 12.—The drawn-out contract suit involving Bob Evans, ventriloquist, and Joe Viner, his manager, took on a new phase this week with the sudden death of Viner here.

While the personal management angle can no longer hold up in court, Mrs. Viner retained Attorney Joseph Harris to seek back commissions on the 10-year 40 per cent contract allegedly signed by Evans with Viner.

Judge John C. Lave of Superior Court will hear further pleadings July 24. Evans is now working in Rio de Janeiro. He is represented by Benjamin H. Ehrlich.

Eric Club Owner Wins

ERIE, Pa., July 12.—A cafe owner was acquitted in court here this week of charges filed by a colored woman who claimed the cafe man (Francis Berchtold) refused to sell her a drink. Berchtold refused to sell her a drink because he considered her intoxicated. The case is believed to be one of the first of its kind brought to a hearing in this State since repeal.

Outflying Canine Stork

HOUSTON, Tex., July 12.—Lorraine and Rogann, comedy dance team, had a really serious problem on their hands in making the jump from Chicago to the Met Theater, this city.

Inky, their pet pooch, was in a condition best described by the gossip columnists. They chartered a plane, which got them in town just a short jump ahead of the canine stork. Inky had her pups a day later.

Steel Pier Drew 125G, Hamid's 85G Holiday Week-End in A. C., With Names, Bands Headlining

ATLANTIC CITY, July 12.—Huge arrays of live acts and attractions were provided by both Hamid's Million-Dollar Pier and Steel Pier here for the record-breaking July 4 holiday week-end. Both giant over-the-ocean amusement centers, at a 75-cent admission, coupled star vaude shows with feature films, name bands for dancing, outdoor circus and thrill acts, kiddie shows, and a dozen and one exhibits, rides, slides, and what-nots.

On Independence Day, with thousands mobbing the theater doors to catch the stage offerings, Hamid's Pier put in eight instead of four shows for the day. At Steel Pier acts were rotated to make for continuous showings with a 15-minute intermission. When caught in the late afternoon the eighth show was on.

Sally Rand Big

Biggest noise at Hamid's Pier for the Hippodrome was Sally Rand. There's no taking it away from the miss, she is an American institution. She topped the show with an interpretative treatment in-the-all to the ethereal strains of Debussy.

Sharing billing was movieland's Victor McLaglen, who has gained much more stage presence since starting out on in-persons. Indulges in amusing kidding about his screen confreres, mostly at his own expense. Shows up the pace with a recitative bit of poetry about being a soldier of fortune, but it's picked up when Al Greener, his half-pint stooge, barges in for an autograph and remains to mime the screen stars. Steals the scene from his master with an Edward G. Robinson carbon. McLaglen comes back with the final speech of Gypo in *The Informer*, a highly dramatic bit that would prove far more effective at the mid-mark rather than for the get-off.

Wally Ward enused in conventional fashion. For his own lining, aided by Mitze Milford, he engages in a delicious bit of piano drollery and proves to be quite a cut-up at the keyboard. Miss Milford serves as singing foil.

Show gets under way with the Four Kanawwas, standard team of Raley experts who never fail to excite. Deuce spot is a dandy with mixed comedy and novelty dance team of Rochelle and Beebe. Their travesty of the more aesthetic dancing brought hilarious results. The Six Grays, brother and his five sisters, round out the bill with their standard song and dance flash. Their individual and collective efforts were mixed with a rousing finish about the wide-open spaces.

Miss Rand was held over for the remainder of the holiday week-end, supported by the Adrian Rollini Trio, Jean Carroll and Buddy Hove, the Four Co-Eds, Jack McCoy, and Andrew, DeWald, and Madeline.

Ink Spots at Steel Pier

At Steel Pier's Music Hall show caught offered the Four Ink Spots in the top spot. Obliging with their record rages, foursome had to beg off after *Jessie, Do I Worry?* Brown Gal, Who, which was undisturbed by some abortive attempts at comedy dancing, and their lucky number, *If I Didn't Care*.

Show got off to a fast start with the Six Christians, five men and a

girl, with teeterboard and tumbling thrills. Four-all finish raises the rafters. Dick Dana, straightening for Pinky Lee, in blackface, follows with comedy moments. It's a jaded hit about the near-sighted marksman shooting a pipe out of the comic's mouth, but team manages to milk plenty of laughs out of it. Team represented an abbreviated version of Frank Elliott's Modern Minstrels, a standard Steel Pier attraction. Complete troupe includes Ben Yost and a singing unit, Bobby Morris, Ryan and Benson, and Walter Morton.

The Jewelvis (mixed team) also excite the imagination with the male's balancing antics. Build up to bit where gal is balanced head to head, while male juggles three lamps and gal rolls hoops on each arm. And as if that isn't enough, male balances two rubber balls on head and then gets partner to rest her head on that. A terrific clik.

Three Sailors, standard knockabout comedy, tie it all up with their many antics and eccentric hooding, providing a welcome and rousing laugh relief.

Other acts on the day's bill, but not caught because of show cuttings, included house line of Gee Sister Girls (10), Lane and Ward, Art Carney, Stumpy and Stumpy, and Dumble Day. Ink Spots carried over for the full week-end, with Dinah Shore opening Sunday in lead spot, with supporting acts Frank and Jean Hubert and Goodrich and Nelson.

Screen attraction was *The Flame of New Orleans* at Steel Pier and *Puddin' Head* at Hamid's. At latter pier Tony Pastor was the week-end's top ballroom excitement, while Steel Pier offered Johnny McGee and Sammy Kaye on Friday, Kaye continuing on Saturday and Benny Goodman taking over Sunday.

Both piers chalked up new attendance and box-office records for the three-day holiday. At 75 cents a head, Steel Pier packed in approximately 178,000 customers for an estimated \$125,000. Hamid's Pier skyrocketed with 122,000 paid admissions for an estimated high of \$83,000.

M. H. Orosenker.

Sea Island Club Opens

ATLANTA, July 12.—The swank King and Prince Club at Sea Island, off the Georgia coast, opened for the summer season July 2. Rudy Bundy's orchestra, now at the Paradise Room here, furnishes the dance music.

Judy Johnson, manager of the Paradise Room, directed the K. & P. opening.

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Vaudefilm Grosses

Broadway Returns to Normalcy; Para Big 55G; Calloway 32G; Bowes Same

NEW YORK—Box office are returning to normal after the bonanza grosses of the previous holiday week. Holdovers are partially responsible for the sag. Paramount, however, continues strong, and current bill is set to set a record for any single pic run.

The Paramount (3,694 seats; \$37,000 house average) started the third week of the layout with Will Bradley's band, Danny Kaye, Jane Froman, and film, *Caught in the Draft*, with the cast members getting a hefty workout. Week will wind up with a probable \$55,000. For week ending Tuesday, the Fourth of July rains put the take in the \$70,000 class. Opening season pulled \$71,000.

The Strand (2,758 seats; \$33,500 house average) now showing Cab Calloway's *ork and pie*, *Menpower*, appears to be dipping to about \$32,000 after a starting week of \$48,000.

The Roxy (5,835 seats; \$36,000 house average) is doing okish with a Major Brown unit and film, *Moong Over Miami*. The second week's take appears to be a

smart \$32,000. Opener did fine with \$46,000.

The Music Hall (6,200 seats; \$34,000 house average) is also continuing strong, the second week of bill with *Blossoms in the Dust* and stage layout heading for a strong \$30,000. Opening week did \$35,000.

The State (3,327 seats; \$22,500 house average) opened Thursday, July 10, with Ella Logan, Wenzon, George and Jaina, and film, *Love Crazy*. Take appears to be set for \$18,000. Last week's bill with Carmen Amara, Cardini, Smith and Dale, Sara Ann McCabe, and pic *Penny Serenade* did \$26,000.

Rochester-Stabile Sock 22G in Philly

PHILADELPHIA—Erie Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) enjoyed midwinter business for the week ended Thursday (10), with Jack Benny's Rochester headlining the stage fare. A rainy July 4 week-end, making the folks stay indoors, amusements literally mobbed the house on the holiday opening. And with weather breaks all week in the house's favor, Erie chalked up a fat, and hardly hoped for at this time of the year, \$22,000. Rochester was not alone for the drawing, aided by Dick Stable's orchestra and Gracie Barrie, with Bill DeMayo from the band, and Walton and O'Rourke and Ruby King rounding out the bill. *Lady From Louisiana* on screen.

New bill opened Friday (11) got away to a nice start. Nothing like the week previous, but with Gene Krupa and his orchestra for the draw, points to \$18,000. It's a return trip for Krupa, accounting for \$24,000 at the season's starting last November. Cass Daley is the added attraction, with Bobby May supporting along with Anita O'Day, Howard Dallas, and Roy Eldridge from the band. Screen adds little in *She Knew All the Answers*.

L. A. Houses Fare Well Over Fourth

LOS ANGELES, July 12.—Local vaude houses did well over the July Fourth week-end, considering the fact that beach parking lots were crowded Friday morning at 10. Hot weather was adverse to theater crowds, but the local vaude-film spots did top business.

At Paramount (3,595 Nite Club Revue, with Will Osborne and the Singing Strings, brought in about \$26,000. Picture was Bob Hope in *Caught in the Draft*. Film and show are being held over for third week. Admissions, 30, 44, 55, and 75 cents.

Midnight in Miami, at Sherrill Cohen's Orpheum (2,200 seats), pulled about \$12,000, which is good considering the vaude offering and the expected exodus to the beaches. Film offerings were *Men of the Timberland* and *Her First Beau*.

Hope Pic Blasts Chi Record by Playing With Three Stage Shows To Terrific 114G

CHICAGO—The vaude boys in town are proud of Bob Hope, once a struggling act and now the fair-haired boy of stage, screen, and radio.

The Chicago Theater (4,000 seats; \$32,000 house average) is holding his picture *Caught in the Draft* a third week, a run no picture has had in this theater for years, and establishes a record by using a new stage show each week. Week of June 27 the picture and a non-name presentation show topped \$30,000. Week of July 4, Phil Harris' unit helped the box office to another \$30,000. Week of July 11, the Rochester unit, with Dick Stable's band and Gracie Barrie, will ride along with the Hope pic on a very nice \$30,000 gross.

Due credit should also be given to the

"Crazy With Heat" \$9,000 in Buffalo

BUFFALO—Vaudefilmers, hard hit by a recent heat wave, have recovered, resuscitation being credited to excellent show material. Despite hot weather and terrific business done by outdoor amusement enterprises hereabouts over the July 4 week-end, vaudefilm fare managed to attract juicy grosses. Only exception was the Century, which gambled its cool movie weather for Independence Day, and couldn't quite combat the big overhead of a lavish grille-vandeshow.

The 20th Century (seating capacity, 3,200; house average for pic only \$6,500) completed a so-so week of vaude July 10 with the *Crazy With Heat* unit, which managed to scrape up \$9,000. Feature honors went to Willie Howard, Sylvia Frost, Dactia, Betty Kean, Wilma Horner, Al Kelly, Peggy and More, Jane Hoffman, and Mathew Smith, and also the 10 Dancing Debutantes and Six Men About Town. Picture was *Thieves Fall Out*.

On the current Century calendar is *The Reluctant Dragon*, the Disney-Benchley fantasy, plus *Here Comes Happiness*, which opened July 11. Special preview benefit show opening day for kids of various charity organizations gave helpful publicity to house. Layout expected to gross \$8,000.

The Buffalo (seating capacity, 3,500; house average, \$11,500 for straight film bookings) is getting back into the swing again with name bands and vaude after several weeks of darkness behind foot-lights. Vaughn Monroe band and show is set for July 25 week. Pic at Buffalo the past two weeks have been excellent grossing ventures, with \$14,300 garnered for week ended July 3, and \$9,500 for holdover period ended July 10. Main draw, *Caught in the Draft*, was said to be strongest celluloid comedy offering in some time. Second pic was *Accent on Love*. The current bill features *Kiss the Boys Goodbye* plus *Dance Hall*. About \$11,000 expected for period ending July 17.

Andrews, Krupa Near Record in Pittsburgh

PITTSBURGH—Andrews Sisters and Gene Krupa's band combined to pull Stanley's second biggest week in history, \$33,400. Only stage bill to top it was layout headed by Mickey Rooney more than a year ago. House's average with stage presentation is \$18,000; with pictures only, \$13,000.

On bill with singers and thumper were Pat Henning and Betty. On screen, *Out of the Fog* (W. B.).

PITTSBURGH—Harry Kalmine, Warner zone manager, was so pleased with the gross at the Stanley last week that he gave the Andrews Sisters a \$500 bonus and had them booked for a return date Thanksgiving week at \$500 more than their current salary.

Andrews Sisters' last date at the Stanley three months ago drew \$23,000. (House average is \$18,000.)

Palomar Up

SEATTLE, Wash.—The Palomar (1,450 seats) grossed \$4,700, or \$200 above average, last week with Nixon and Sands, the Three Kings, Payne and Foster, Dan Hoctor, and Lord and James on stage. On screen was the double bill, *Marking in the Arctic* and *The Nurse's Secret*.

Ind'p'lis Fancy 10G With Bolstered Bill

INDIANAPOLIS—Billy Gilbert, supported by assorted vaude acts and helped appreciably by a holdover engagement of Ralph Rabold, mentalist, sweetened the lyric exchequer to the tune of a fancy \$10,000 for week ended July 10. Average for the 1,892-seat house is \$8,500.

With Gilbert on the stage were Mrs. Gilbert, Britt Wood, the Nelson Sisters, Helen Monan, and Dick Gordon, singing emcee. Rabold's act was presented separate from the stage show. The mentalist added an extra \$600 to the take with a special matinee for ladies and a midnight seance. On the screen, *Fudd'n' Head*.

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Magic

By BILL SACHS

MAX (ALIBI) TERHUNE, magician-mimic and Western film player, is playing the character of Hammo the Great in his 36th picture, *Fugitive Valley*, one of the popular Range Busters series. MAX's partners in the series are John (Dusty) King and Ray (Crash) Corrieau.

GOLDMBUS O. Magic Club staged its annual stag at Doc Okey's summer home, just outside of Columbus, last Saturday (12), the event drawing the usual goody throng. . . . **MARQUIS COMPANY**, playing the Utah-Idaho Inter-mountain territory, has encountered no circus or tent show opposition in that sector, but plenty from rodeos. Show played the Main Theater, Rigby, Idaho, July 4, 12 miles from Idaho's biggest rodeo at Rexburg. Marquis says the date gave him three full houses. . . . **GEORGE KRINOC**, who recently concluded four months in Florida, is current at the Lion D'Oe Cabaret, Montreal. . . . **IN THE RAME** Canadian village, Otis Manning is producing 10 girls out of a Modern Box at the Tie-Tie Club, in addition to handling the emcee chores. . . . **LA VERNÉ THE GREAT**, San Francisco magician, currently in the midst of an extended run at Hubert's Rendezvous, New York, joins the ranks of benedicti July 16 with his marriage to Edith May Matthews, a nurse from Ind. Okla. Recent relations to Hubert's included two Wednesdays, Keith Clark, Glen Pops, Abernethy, Villani, Brooks, John Scarne, and Zingone. . . . **TRIXSTA** sails for South America July 21, booked for 14 weeks in Argentina, Brazil, Colombia, and Panama. . . . **TOM OSBORNE** has moved his bag of tricks into Neil Deighan's Airport Caf, Camden, N. J., marking the first time a trixster has ever played the spot. . . . **LESTER LAKE** is putting in these pleasant days on papa's farm at New Trenton, Ind. . . . **CALVERT THE MAGICIAN** returned to his home in Harrison, O., last week after a visit to Hollywood, that netted him a chance in a Clark Gable picture. After finishing up dates previously contracted Calvert will return to Hollywood in the fall to give his all for a film career. . . . **JOAN BRANDON** arrived in Honolulu June 30 on her way to Australia. Jack and Jack Gwynne and the Duvals saw her off from Los Angeles recently with a dinner party. **MARQUIS THE MAGICIAN** has juggled his route to permit his appearance at the forthcoming Potomac Celebration at Ogden, Utah. Marquis will appear with other acts on a mammoth stage to be erected in front of the Orpheum Theater, and the Union Pacific Band will play the show. Arrangements for the show were made by Ross Glassman, manager of Public-Orpheum Theaters. . . . **GREAT ZOGI** and Company, after winding up on the West Coast, are touring Kansas and Oklahoma, to be followed by a swing thru Texas. In the fall the company invades Louisiana for its first visit there in five years. Zogi is playing mostly theaters, carrying several of his own mystery pictures that make booking easier.

Bad 4th Weather Ups D. C. Biz 25%

WASHINGTON—Heavy rains, preventing holiday seekers from leaving Washington, swelled all theater takes during Independence Day week-end. Managers estimate the wet weather helped grosses about 25 per cent over normal.

Loew's Capitol scored with \$22,500 for week ended July 9, showing Robert Taylor's *Only the Kid*, with Johnny Burke, Joe Egan, Frank Little, Bill Coyle, Ben Yost Singers, and Rhythm Rockets on stage. Current attractions, ending July 16, are Beery's *Barnacle Bill*, which should do \$18,500, with stage headlining Bert Wheeler, Francoetta Malloy, Hands Ladd, Helene Dentson, Ann Lester, Betty Lou, Bill Coyle, and the Rockets.

Warner's Earle harvested \$20,500 on *Kiss the Boys Goodbye* for week ended July 10. Arnaud and Brothers, Gil Lamb, Sybil Bowan, and the Roxeyettes on stage. Isabel Jewell is featured in Earle stage for week ending July 17, supported by the Martins and the Weston Brothers plus the Roxeyettes. Picture, *Out of the Fog*, will contribute to expected \$16,000. Weason Brothers played the Earle five weeks ago and are back by demand.

Alvin, Mimm, Fire; Reopening in August

MINNEAPOLIS, July 12.—Fire of unknown origin swept Sunday morning (6) thru the interior of the Alvin Theater, burly house, causing an estimated damage of \$80,000.

The theater, owned by North Star Amusement Company, of which Al Stoffa is president, has been under lease the past few years to Harry Hirsch and Harry Katz. They say the theater, dark since May, will be remodeled in time for July to open during State Fair week late in August.

However, should they be unable to open by Labor Day blame would go not to repair men but to a shortage of theater seats brought on by heavy demand for seats in entertainment houses going up near army camps.

Bryan Prepares for Canton Grand Season

CANTON, O., July 12.—Frank Bryan, Eastern burlesque operator who sponsored 14 weeks of stock at the Grand here last season, has started modernizing the house in preparation for a new season, starting Labor Day. Interior is being renovated, with new dressing rooms and lobby alterations planned.

Bryan, formerly with the Hirst Circuit, will continue to produce his own shows here.

Sex Model Show Clicks

LOS ANGELES, July 12.—The Sex Model show at the Burbank Theater here is clicking solidly. With many soldiers and sailors in town for the week-ends, packed houses are the result.

Line-up includes Jerry Whitney, emcee and in 12th week; Marlon Burns, Viola McVey, Gladys Parris, Sunny Davis, and Rose Marie Johnson.

House owned by Popkin & Ringer. Ted Coyne is house manager.

Minsky's Pier to City

MIAMI, July 12.—The old Carter Pier in South Beach, more familiarly known as Minsky's Pier, will be reopened by the city of Miami Beach as soon as alterations on the beach front structure are completed.

The city recreation bureau has been flooded with applications for leases to rent the pier, from operators of dance halls, bowling alleys, etc.

For a time it was the home of burly under management of Harry Weinstein and Frank Naldi, who obtained rights to the Minsky name.

Rose, Mendolson at Follies

LOS ANGELES, July 12.—Murray Rose, formerly with Columbia Mutual Wheel and on the Coast five years with Popkin & Ringer, has been named house manager and Jess Mendolson stage director of the Follies Theater.

Snake Dancer Bitten

ATLANTIC CITY, July 12.—Princess Luana, snake dancer featured at Bankers Tavern, was treated at City Hospital Sunday (6) for snake bites. The dancer was bitten on each knee and on the right forearm. Princess Luana said that the snakes used in the performance were Florida bull snakes, six feet long, not poisonous.

She had been bitten a number of times in the past, she said, but this was the first season she had used the bull snakes.

Strand, London, Winding Up

LONDON, June 21.—Despite opposition by biggest secured creditor, Viscount Nuffield, Chancery Division court has granted petition by National Provincial Bank, Ltd., for compulsory winding-up of Romano's, Ltd., owner of Strand night spot and pre-war buyer of American and other floorshow talent.

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Burlesque Notes

(Communications to New York Office)

NEW YORK:

ALLEN GILBERT, producer at the Republic, has drilled 18 girls in routines for M. Marino's cafe in Panama City. Chorus sailed July 15 and is booked for three months. Gilbert's deal with Marino is for a year, with a change of girls every quarter.

JOE STANTZMAN, former ace comic, is now a hotel and tavern owner, proprietor of the Hooker, Williamstown, Conn.

MARCELLITA, strip, is billed at Dave Rosset's Sirenza, Ft. Her. Coney Island, as Marcella Gould.

BERNIE MILLER, singer at the Ettinge, has about a thousand sets of lyrics of pop songs, dating back to 1907, written and filed carefully in loose-leaf books.

MABEL BART ERIKSSON entertained Gertrude Hayes Jr. at her home in Springfield, Mass. last week.

CRESS HILLARY, comic, opened July 3 for the summer at Ruben's Hotel, Liberty, N. Y. Jeanette Hillary is visiting the folks in Minneapolis.

DOLORES WEEKS, minus Ching, her pet chow, returned to the Ettinge July 4. Ginger Britton also returned July 11.

TREZA has her own show in Luna Park, Coney Island, for which the license has been issued under the name of her ma, Mrs. Amelia Duval.

GEORGE JAFFE, before returning to Pittsburgh, spent a few days in Atlantic City as guest of Ben Jacobson and Rube Bernstein at their Garden Pier Theater.

Other new faces: George Becker, George White and H. Blumgarden.

BABETTE, dancer, vacationing with Kay Bros. Circus, managed by Frank Ketrów, brother of Bob Ketrów, her dancing partner.

GEORGE NIBLO is doing a vaude act with Morris Lloyd, while Helen Spencer Niblo is selling hot dogs near their recently operated Wagon Wheel Inn, near Saratoga, N. Y.

PAT O'HARA is featured at the El Dampso Club, and Rubens at Jack and Benny's, Cleveland.

SHERY BRITTON, at the Ettinge week ending July 17, plays Revere Beach, Mass. next week and returns to New York, hoping for a summer stock job.

BEN CHASIN, comic, is back at the Nemerson Hotel, South Fallsburg, N. Y., for his third season there.

ABE MINSKY away from the Ettinge, vacationing with fishing tackle in Maine.

Review

Follies, Los Angeles

(Reviewed Thursday, July 11)

The Daltons' *Cuddling Cuties*, current, is good. With Jess Mendolson new stage director, precision is the keynote. Line numbers are plenty and girls are a nice-looking bunch.

First number features seven girls as bellhops, plus a six-girl line of French maids. Stanley Montfort, vocalist and straight, has a fair voice but is a little too staid. Mandy Kay is out for a few jokes that he puts over okeh. A line of eight girls puts pep into the next number.

Miss Jeanne, luscious blonde, does a parade strip, putting the boys in the aisles with a few bumps. Val de Val and Jack Murray are a prelude to the top comic, Billy Reed.

Girls in Civil War costumes, are in a production scene. Lucille Miller does her vocal on a 1941 version of *Kentucky Home*. Girls return in a precision number. Roma Ritchie's toe dance is good.

Renee Andre strips. Pretty redhead and knows her stuff.

Mandy Kay and Marcella, featured stripper, next in a rooming house scene with Johnny Head. Dialog good, and put across okeh.

Val de Val strips. When she comes on the boys start fighting for front seats.

Miss Jeanne and Billy (Boob) Reed offer fast comedy that pleases. Curt Mack does a fast rhythm tap. Heated up with the band's rendition of *Swamp Fire*. Terry King is on for a fast strip. Knows her stuff. Next production number is a Japanese lantern scene. Well done. Montfort sings *Shanghai Lil*, with Miss Miller coming in for a chorus.

Billed as "hotter'n volcano" Marcia winds up the show with a good strip. Strippers are all redheads with exception of Miss Jeanne.

Nothing arty about the show, but it's stock entertainment.

Milton Stein handling press and doing a swell job. Sam Abbott.

DANNY MARVIN and Harry Salkind have opened a cigar and stationary emporium.

KENNETH ROEBERS, producer, left the Ettinge June 26 for two months' vacation at his home near Boston.

BETTY ROWLAND, following her fortnight's return to the Galety, opened July 11 at the Palace, Buffalo, for a week, and then back to Hollywood, to have her nose straightened and to take a three-month course in dramatics.

LOIS DePee flower-gifted by Al Somenby on her recent exit from the Howard, Boston. The floral piece was as tall (6 feet-4) as herself.

JEAN CARTER, Mickie Dennis, Manny King, Bernie Miller, and Elinor Sheridan new principals at the Ettinge June 27. Susan Shaw has left for the Nomad, Atlantic City.

DANNY TUCKER opened July 4 at Hotel Hunter, Hunter, N. Y., after a stay at the Tombs, Columbus, O. night spot.

MIMI LYNNE, Julia Bryan, Evelyn Taylor, and Jean Martin (Shirley Lind) new at the Galety July 4.

WALT COLLINS, juvenile, now emcee at Kennedy's Inn, Binghamton, N. Y.

NAT MORTAN, in Miami, is putting on a show for the USO. Has Betty Palmer, Harold Weinstein, Beverly Carr, Ethel DeVeaux, Jack Diamond, Shirley Mallette, Irene Cassini, Frank Naldi, Billy Fields, and Billy Hagan, the last two named on their way to the Coast.

JIMMY WALTERS and Warren B. Irons, who operated the Grand, Canton, O., last season, are to open another burly house in Akron, according to Glamour Gaye, convescing in that town.

JEAN CARTER doubling between the Ettinge and commercial photo poses.

GAIETY and Ettinge did eight shows each, and Republic, seven, Independence Day.

PETER CARROLL, Helen Green, and Dolores Weston new principals at the Casino, Boston.

SISSY FLOOD, at the Ettinge, recalls the time she was (See BURLESQUE NOTES on page 27)

Pa. Theaters Want Sunday Vaude, Too

LANCASTER, Pa., July 12.—Theater managers in this area are mulling Sunday vaude in spite of State law banning it.

They point to the fact that over a dozen outdoor amusement parks in this territory feature Sunday stagelows—Rocky Springs Park, Big Boy Park, C-Bar C-Ranch, and Hill Top Park near Lancaster alone, all charging admission.

Vaude Set for Miller

NEW YORK, July 12.—Harry Romm, of General Amusement Corporation, has set three weeks of vaude for Glenn Miller. Miller will open at the RKO Keith, Boston, September 8 and will follow with the Stanley, Pittsburgh, September 19 and the Earle, Philadelphia, September 26.

Another week is still to be booked. Acts to travel with Miller are still to be set.

Roch. Entertainers' Outing

ROCHESTER, July 12.—The Rochester Professional Entertainers' Club will hold its 10th anniversary outing July 20. Officers are Gene Lane, Charles Luckwell, Paul Miller, and Avilla Haller.

Contest Tie-Up by Loew

NEW YORK, July 12.—Loew nabes houses, in a promotional tie-up with the Pepsi-Cola Company, will sponsor a series of bathing beauty contests. Miss Greener New York will be selected. The finals will be at the State.

Bridgeport Sunday Vaude

BRIDGEPORT, Conn., July 12.—As an added attraction with name bands playing at the municipally operated Pleasure Beach Ballroom here, one or more vaude acts are being booked Sunday nights.

Fred Cuneo, local, is handling bookings.

Carnivals Draw Chorines

DETROIT, July 12.—Demands of outdoor branches of the show business have caused a shortage of burly chorus girls, according to Joseph Ebbu, manager of the Express Theater.

Jacobson-Bernstein Circuit Hopes To Start With 12 Weeks

NEW YORK, July 12.—A new burlesque circuit, so run counter to the recently merged East and Midwest wheels, is to start early in September. Name will be the United American Burlesque Circuit, operated by Jacobson & Bernstein Productions.

Ben Jacobson, who owned burly theaters in Washington and Baltimore up to 10 years ago, is president of the new Authors and Artists' Guild here and is also new lessee of the Garden Pier Theater, Atlantic City, playing legit. Rube Bernstein formerly owned and managed burly shows on the big wheels. Also was associated with Billy Rose's Aquacade during the two years of the fair's run and was manager the second year. He is now general manager of the Garden Pier Theater.

Jacobson says deals for six houses for the new circuit have already been closed in towns in Ohio, Pennsylvania, Maryland, and New Jersey. Negotiations are under way, he added, for other sites in Virginia, Michigan, Indiana, and New York. Hopes to start with a 12-week circuit.

The existing circuit is controlled by Iroy Hirst of Philadelphia and New York, for the Eastern half, and by the Barber-Schuster interests of Chicago for the Midwest half.

PHILADELPHIA, July 12.—Shubert Theater, which had a short fling at burly late last season, will reopen the last week in August as a vaude-burly house. Ben Jacobson, operating the Garden Pier Theater in Atlantic City with legit, is bank-rolling the new venture. Rube Bernstein, who reopened the Shubert and is now associated with Jacobson at the resort, will again operate the house.

House will operate independently. Stage policy calls for house line of 24 girls, a stock cast of principals, including strippers and comics, with a head-line stripper to be the only burly change each week. Five standard vaude acts will augment, changing weekly.

Another innovation will be in treatment of comics, house operators aiming to build a comedy name that can step out into radio and pictures as did Lou Costello, who first attracted attention at the Shubert. Operators are searching for a comedy name new to burlesque for the builder-upper. The comic will appear only four times during the show.

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Akron Burly Readies

AKRON, O., July 12.—George Young, Cleveland operator, and Warren Irons are readying the Galety Theater for stock burlesque. Alterations to the house are well under way. Irons operated in Canton several weeks last season.



THE STRAWBERRY BLONDE of BURLESQUE

DIXIE SULLIVAN

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CLUB NOMAD

ATLANTIC CITY, N. J.

Gosh Ditches Flesh For Double Features

WYTHEVILLE, Va., July 12.—Byron Gosh Tent Show, after a spring season to spotty business with vaude and pictures, has ditched the flesh end and is now operating with double-feature pictures and the Gosh country store giveaway feature, augmented by local contests and an occasional hillbilly act from one of the near-by radio stations.

Gosh says he was forced to ditch his vaude and rep performers when his patrons complained of the worn-out gags, old-time bits, and similar ancient material. "The acts consisted of singing, dancing, comedy, novelty, and musical acts," Gosh stated, "all doing their best to entertain a modern generation that has a hillbilly pocketbook but a Paul Whiteman, Uncle Ezra, Gene Autry, and Bob Steele appetite. So I'll have to agree with the big boys and give the natives what they want, therefore the change from vaude to films."

Gosh is entertaining the idea of placing two tent movie shows in defense boom towns within a few weeks, he says. Recent visitors on the Gosh opry were the Dills of Dill's Fun Show; Bob Demorest, Arthur Clifford, Gail Forrest, Paul Dize, Raymond Moore, Frank Crawford, and Mr. and Mrs. "Seabe" Hayworth.

Cincy Biz Off For Bryant Boat

CINCINNATI, July 12.—Bryant Showboat has been encountering mediocre business since beginning its 18th consecutive summer season at the foot of Lawrence Street here nearly four weeks ago.

Week-ends have been satisfactory, but business on the rest of the week has been such as to cause Manager Billy Bryant considerable concern. Unless business builds considerably, and in a hurry, it is doubtful if the boat will stick the summer out here.

Bryant is of the opinion that 13 seasons is possibly too much showboat for a city of this size. He is considering a possible move and has in mind a possible switch to Pittsburgh before the season is out.

Midwest Rep Shows Having Good Season

CHICAGO, July 12.—Repertoire shows of the Middle West have had a renaissance this year, according to Mrs. Dell Benn, who furnishes talent for many of them. In addition to the old standbys that have toured the country for years, many new companies have entered the picture, and most of them have

Spare Time All His Own

CINCINNATI, July 12.—W. D. McKennie, a veteran of 26 years in show business, including a long stretch in rep, has a sad tale to relate. At the ripe old age of 36, McKennie is quitting the biz, not of his own volition, but of necessity. McKennie's a guy that likes to eat three squares a day. His decision to quit the game came recently when two starting offers in answer to his bid for a job nearly bowled him over. One offered him the staggering sum of \$750 a week and keep, and the other \$14 and pay his own. There could be very little staggering at such money, thought McKennie, unless it would be from hunger.

"When I first started in rep," writes Mack, "I got \$95 a week to do one line of parts, and this season I was expected to double orchestra on three different instruments; do general business, leads, heavies, characters, G-string comedy, and a blackface song, dance, and monolog, all of which I do without misrepresentation. In addition, I was to double canvas and drive a truck on moves. All for \$14 a week. I have a pretty good job out of the business and know that when pay day comes I'm going to get all that's coming to me."

been doing good business, Mrs. Benn states.

In the territory within 100 miles of Chicago the summer theater groups have had some effect on business of the tented shows, but on the whole the season has been much better than for many years past.

The Vaifour Players, playing circle stock out of Marinette, Wis., have enjoyed an exceptionally good season so far. Reports from the Brooks, J. E. Roynour, Christy Obrecht, and other shows are to the effect that business is very satisfactory. Some difficulty has been experienced in getting talent for the shows. Many Chicago players hesitate to sign up with touring companies, preferring summer theater work or a chance at radio.

Rep Ripples

JERRY MEACHUM, last season with Hillroy's Comedians and this season with Boob Brothers in the South, is visiting for a few weeks with her mother, who has a small tent show going in Missouri. At the conclusion of her vacation, Jerry rejoins her hubby, George Bartlett, who also is with the Brasfield troupe. . . . PAUL PALMORE closed a six-month engagement with the Augier Bros. *Adrift in New York* in Wilmington, Del., July 12 to take a position with a powder plant in Sandusky, O. Jack Clifford of Chicago, has replaced him in the villain roles with the Augier opry. . . . J. NORMAN GALE, rep manager and character man, is with the Al Rabbitfoot Comedy Company in Ohio. Also on the show are Happy Young, blackface comedy and banjo; Al Rabbitfoot and wife, and E. V. Whitaker and wife. Gale says business is good. . . .

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

New Orleans Contest Set

NEW ORLEANS, July 12.—Hal Brown and Al Painter, operating as Speed Derby, Inc., will launch a new contest at the 9,000-seat Municipal Auditorium late this month. Show will be under the direction of King Brady. It is announced that the show will have 20 top sponsors, with none less than \$25.

CAPT. PHIL C. MATHIEU, with the Ross-McLemore show in Dallas, says the contestants there are inquiring for news from Opal Ferdig, Phil Rainey, and Pete Trimball.

GEORGE WALKER is still handling the emcee duties at Harry Altman's Glen Barn in Buffalo.

BUSINESS CONTINUES toponotch for the Ross-McLemore Derbyshow, now in its fourth week at Sportatorium, Dallas. Hal J. Ross has set a progressive and booming Gulf Coast town for a derbyshow contest following Dallas, with the latter show moving there intact.

WE WERE A BIT premature last week in reporting that Mack D. Ferguson had joined his old sparring mate, Charles (Dome) Williams at Stone's Gay 90s, Columbus, O. Ferguson is still straightening at the Roxy, Knoxville, Tenn., but Williams admits that he expects to have him at the Gay 90s soon as emcee and straight. Williams had as recent visitors at the club Babe and Eddie Mason and Elizabeth Frather and Lawrence Hager. Dome is doubling between emceeing and bartending. . . .

MR. AND MRS. BILLY WHISLE, of Billroy's Comedians, celebrated their 26th wedding anniversary July 4 at Newberry, Mich. They were the recipients of many congratulatory cards, letters, and wires, and members of the company presented them with many lovely gifts. . . . CHIT AND MARGARET ESPY, former masters, are back this season with the Bud Anderson Circus, Chet in the band, and Margaret as treasurer. . . .

TURNER O. BAILEY reports satisfactory business with his small trick in Barry County, Mo. . . . BOB AND MAIRIA WARREN postal that they're spending the summer in Lake George, N. Y., due to ill health. They plan to return to New York in the fall. . . .

"SLIPPOOT" CLIFTON postal that he's still a parrot at Will Rogers Memorial Hospital, Saranac Lake, N. Y., and that he'd like to hear from his rep, tab, and minstrel friends. Clifton says, too, that Hazel Smith, also a patient there, wants to know where Mack Ferguson, Earl Martin, and Dome Williams are. . . . ARTHUR KINSLEY reports good business with his vaude-pic show in the Maine coastal towns. Kinsley says the dance-after-the-show idea is working out well in most of the towns.

FORT DIX VAUDE

(Continued from page 4)

clans mainly from name bands, could not be used for this assignment, since they could not be taken off their other duties. Consequently, a Local 802 band of nine pieces, under direction of Bruce Rogers, is being used.

Bobby Pincus did an admirable job of pacing the show, warming up the audience in his initial stint and producing a consistent supply of laughs throughout.

Formulas of supplying plenty of females seems to be working out well here. A line of Dorothy Keiser girls (8) are cute lookers, but not show-stoppers. Gals are lithe, and do routines that are not unusual. Do an opening telephone number to Pennsylvania 6-6009, wordings having been changed to comply with the Fort Dix number. Do a musical comedy number with flowing gowns and participate in the conga finale. Morris should use a more suggestive line so that the gals, in walking thru the camp, would give an audience.

Ruth Foster works with Pincus in his skits and they do a couple of dance duos. Miss Foster does okeh in her taps and got a good hand.

Torrid dances in the Diosa Costello tradition net Nina Ramos a great deal of attention. Works with few male bongo pounders. Gals with plenty of grins and sells sex in a big way. A good hand—naturally.

Olive White provides some real class

DERBYSHOW NEWS has been coming thru in good style recently, but last week panned out a decided Brody, with contestants and promoters alike failing to come thru with material for our readers. How about some dope on the various shows still going, those slated to go soon, and from the various contestants spread over the land? A penny postcard will do the trick. . . .

INQUIRIES WERE received recently on Hip Hill, Tim Hammack, Eagle Miller, Lee Rod Waddell, Helen Chester, Fran Costello, Kenny Neidell, Mom and Pop Traumer, Doub Mills, Ben Oliver, Bernie Marr, Dad Nelson, Walt Gross, Tex Smith, Buster Grimes, Marcella Peet, Edna Nowell, Sonny Hush, and Bozo Spear. Shoot in a line, folks, and let your friends know where you are and what you're doing. . . .

MAKE IT A HABIT to browse thru the Letter List in each issue of The Billboard. There may be important mail for you.

to the show, being versatile and talented. Opens accompanying herself on a guitar doing *Down Argentine Way*. Follows with *I Hear a Rhapsody* and tosses off a fiddle medley of *Intermezzo* and *Sarasale's Gay Gypsy Airs*. Finally, a pair of hot tunes on the soprano sax. Encores twice.

The Hollywood Go-Geds are a smooth femme duo who, after a tap opener, go into a fast acro routine that went over big.

Mills, King, and Ray do some sock comedy, getting a big percentage of laughs. The boys are sure of themselves and work hard. Do ribs of various types of j-bugs, kid the Good Will Hour, *Dr. Kidere*, and even the army. They also encores.

Show, scheduled to run a little over an hour, ran 20 minutes overtime, but the troops ate it up.

According to Morris, Sibyl Rowan is scheduled to top next Monday's layout. Each show stays a single week, doing two shows a night. Joe Cohen.

NEW YORK, July 12.—Mobile units traveling under the auspices of the United Service Organizations will be shifted to various corps areas. While definite schedules have not as yet been fixed, it is believed that the units will get an additional three weeks' playing time. The troupes were originally scheduled to wind up activities for the season July 18.

Harry Delmar, booking talent for the USO, said that originally it was thought that maneuvers would interfere with camp showings, but it was pointed out that when maneuvers are on there is always a sizable portion of troops left for whom to put on shows.

Opening dates following the unit shifts to different corps areas have been set. Unit A, which winds up at Fort Knox July 18, will move to Indiantown Gap, Pa., July 20; Unit B, finishing at Belleville, Ill., will be at Fort Sill, Okla., July 18. Unit C, bowing out at San Antonio, Tex., today, goes to Fort Riley, Kan., July 15; Unit D exits at Pensacola, Fla., July 15, bows at Fort Bragg, S. C., July 18, and Unit E moves from Norfolk, Va., July 17 to Fort Du Pont, Del., July 21.

LOS ANGELES, July 12.—More than 3,000 soldiers from March Field near Riverside attended the regular monthly stag show staged by March Field Athletic and Recreational Association for members. There were two shows, each running about two hours.

Included on the July show were Art O'Connell, emcee; Two Jays, acrobats; Lynette London, singer; Bobby and Jessie Vernon, dance team; Marlon Morgan, strip; Four Crackers, musical novelty; White Roberts, mimic, and Lightning Trio, roller skaters.

Show was given in gym, which doesn't offer too many facilities for staging.

NEW ORLEANS, La., July 12.—A bit of Broadway was added to army camp life in Louisiana with the opening of the second rolling musical comedy-vaude show. The initial program was enthusiastically received July 4 at Camp Polk at Leeville and then moved on into other concentrations points, including the Fourth Corps area in Louisiana and Mississippi.

Also, Colonel John M. Fray, the army's corps area morale officer, announced additional dates for the first unit, which opened June 9 at Fort Bragg, N. C., and is currently swinging down the Atlantic Coast.

"Reports from the camps are that the units everywhere in the area are being received enthusiastically," Colonel Fray said. "Heavy rains in the first weeks of the first unit's Carolina swing failed to interfere with the schedule, although every show was held outdoors."

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Non-Theatrical Films

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Outdoor Season Brings Added Activity to 16MM. Movie Field

Comedies and short subjects popular — localized newsreel spur interest

NEW YORK, July 12.—The non-theatrical season at camps, resort hotels, and shore amusement centers is in full swing. The demand for 16mm. shows this season is strong, with vacationists favoring comedies, educational and instructive short subjects, and selected newsreel shots.

Roadshowmen are showing considerable ingenuity in presenting diversified programs. There is a marked tendency, in addition to the usual film fare, to offer additional entertainment in the form of vaudeville and music. One operator in the Cape Cod area has an organ concert as part of his regular program. Some operators are increasing their showings of old-time movies with anecdotal reminiscences about the early days of the films, covering early stars, the makeshift working conditions, etc. Audiences are interested in hearing about the early struggles of the industry, particularly if one of the old-time personalities presents the talk.

The popularity of 16mm. films at the summer resorts has continued to grow. Every type of film has been favorably received, according to reports, with the greatest interest in entertainment. Documentary films and subjects dealing with the defense program are also high in favor. Color films are particularly popular wherever shown.

Reports from all over the country reveal increased activity in the 16mm. field, with many new spots opened in outdoor amusement parks. Drive-in movies have also been doing well. Roadshowmen report strong interest in New York, New Jersey, and Pennsylvania.

The increased activity this season has been due partly to the greater use of promotional advertising and publicity by roadshowmen. Handbills, window cards, newspaper build-ups, and trailers have been effectively used by alert roadshowmen to create and stimulate business and to secure repeat bookings.

An old stunt, but one that always works, is the taking of personalized shots of vacationists' activities. Many of the vacation spots lend themselves admirably to personalized news reels.

Resorts also hold special events from time to time for the entertainment of guests. Interesting film shots of picnics, amateur entertainment, and similar subjects can also be filmed by the roadshow-

man. Operators who use these personalized shots consistently report that increased business more than pays for the cost of taking the films. A camera may even be rented or the co-operation of some local amateur movie fan enlisted to produce the pictures.

Yet another phase of the 16mm. summer season picture is the promotion of nickelodeon night by a New York State summer stock theater. This is a new field for roadshowmen and can lead to profitable engagements. Since they are interested in greater box-office receipts, managers can be interested in presenting 16mm. shows.

Roadshowmen have had a good season so far and indications are that this year will be a banner one for them.

Films Play Large Role in Democracy

NEW YORK, July 12.—The motion picture industry is making important contributions in producing films depicting national activities, according to a report issued by Francis S. Harmon, Industry Defense Co-ordinator. The report, "Motion Pictures in a Democracy" reveals that many films on American history, biography, family life, responsibilities of citizens, conservation, housing, and recreational facilities have been issued.

Roadshowmen, by showing 16mm. versions of these films, when the rights are available, have been doing their share in making the public aware of the democratic way of life. Motion pictures are not only an entertainment medium but a powerful propaganda force as well. The features and short subjects in 16mm. now available cover a wide field, presenting a comprehensive picture of the American scene and the American way of life.

While the primary purpose of a film is to entertain, there were 68 productions released during 1939, 1940, and early 1941 which contributed directly to a knowledge of U. S. history and traditions, according to the study. In this same period 43 biographical pictures dramatized the lives of personalities who contributed to the growth of America. Fully 77 films had for their basic theme the responsibility of the present generation for preserving American and world democracy.

Family life in a democracy was featured in 45 pictures, 13 dealt with the effects of racial and religious prejudices, 12 stressed some angle of conservation of material resources, 10 showed aspects of the housing and recreational programs, and 18 were devoted to important local and national undertakings.

Labor relations and allied problems were depicted in 21 films, social evils formed the background of 12, aspects of juvenile delinquency were covered in 20, while 40 pictures turned their attention to crime control.

In the educational phase there were 84 pictures dealing with geography, 54 on scientific subjects and natural history, 36 on sports and physical education, 54 gave impetus to interest in classic literature, 59 were devoted to American history, seven were on art topics, 39 on musical subjects, and 17 with health conservation, the survey concluded.

Not all these films were features. Many were short subjects. However, the varied subject matter covers every field of American activity and combines entertainment with painless instruction in the various phases of democratic life.

While the study is not fully completed, it does reveal that motion pictures play a most important part in presenting American themes and keeping alive American traditions.

BURLESQUE NOTES

(Continued from page 25)
a principal in a fish bowl when Max Rudnick had a show at Long Beach, L. I., a few years back. UNO.

PHILADELPHIA:

MYRNA DEAN heads the show at the

Troc for week ending July 17, along with Boo LaVant, Isabel Brown, Bert Carr, Fields and George, and Murray Leonard, with Cleo Valentine a holdover. . . . MINNY, feline familiar to all performers playing the Troc, has gone. Cast pitched in a dime each to give the cat a burial. . . . CRYSTAL AMES making good her earlier contract to appear at Carroll's and is next in, with Dixie Sullivan heading for Atlantic City. . . . MING TOY making a return to Holloway's, Marlton, N. J. . . . CHARLES (KEWPIE) KEMPER and George Haggerty leave the George White Scandals of 1941 unit to return to burly. Current at Loxy Hirst's Globe in Atlantic City. . . . BOBBY MORRIS for the summer is joining the Modern Minstrels troupe at Steel Pier, Atlantic City.

MIDWEST:

LYA LYNN was taken ill while playing Blondie's night club last week and was rushed to County Hospital. . . . BILLY FIELDS is vacationing in Rochester, N. Y., and planning to drive to the West Coast. . . . JACK LITTLE has closed at the Capitol Theater, San Francisco, and plans to return east shortly. . . . JOE DEBITA and Harry Meyers open at the Roky, Cleveland, Friday (18). . . . BOBBIE PEORIM vacationing in Minneapolis. . . . ELAINE LOVELY, after a successful tour of the Midwest Circuit, is vacationing in Detroit. . . . DEONE PAGE and Mickey Starr are currently appearing at the Avenue, Detroit. . . . The burly company that has been playing Camp Knox, Ky., has closed. . . . TERRY KING has closed at the Pollies, Los Angeles, and is returning east. . . . MONKEY KIRKLAND vacationing in Charleston, S. C. . . . VALERIE is being featured at the Roky, Cleveland.

LOS ANGELES:

GRACYE BRYAN, who recently returned to Los Angeles from a South American tour, is replacing Terry King featured stripper at the Pollies. . . . BILLY (BOOB) REED is in his second year as featured comic. . . . MANDY KAY, Pollies comic, is making leather wallets for his friends.

ORCHESTRA ROUTES

(Continued from page 14)
Rocky River Ramblers (Hopkins Dance Hall) Sardinia, N. Y. b.
Rodrigo, Nazo (Club Ball) Phila., no.
Romero, Bob (Ballroom) Phila., no.
Russell, Jack (Monte Carlo) NYC, no.
Russell, Jack (White City) Chi, b.

S
Sanabria, Juanito (Havana-Madrid) NYC, no.
Santander, Hal (St. Regis) NYC, b.
Sears, Guy (Marshall) Brevinville, N. Y. b.
Seidler, Bert (Washington House) Bechtelville, Pa. b.
Scott, Raymond (Coney Island) Cincinnati 13-18
Sharapov, Pat (Convention Hall) Ballroom, Asbury Park, N. J.
Shaw, Maurice (Chalet Moderne) NYC, no.
Sherr, Jack (Starlight) NYC, b.
Mess, J. ro.
Shelton, Jerry (Congress) Chi, b.
Shepard, Eddie (Park Casino) Phila., no.
Sherr, Jack (Starlight) NYC, b.
Siegel, Irving (Two Lakes Resort) Almond, Wis. b.

Silva, H. Four (DeWitt Clinton) Albany, N. Y. b.
Sims, Paul (Cabin) Cleveland, no.
Russe, Noble (Diamond Horseshoe) NYC, no.
Singer, Jack (Ballroom) NYC, no.
Smith, Staff (Garrick Bar) Chi, no.
Snider, Eddie (Gibson) Cincinnati, b.
South, Billy (Cafe Society) NYC, no.
Spicer, Harold (Park Lane) NYC, b.
Spray, Charlie (Glen Island Casino) New Rochelle, N. Y. ro.
Stabile, Dick (Chicago) Chi, t.
Stancov, Spiro (L'Alphon) Chi, ro.
Steering, Frank (Alpine Tavern) Atlantic City, no.
Stern, George (Van Cleave) Dayton, O. b.
Stewart, Wally (Belvedere) Baltimore, b.
Strickland, Ted (Monte Carlo) NYC, no.
Strickland, Don (Schroeder) Milwaukee, b.
Strong, Bob (Vista Moderna) Chi, no.
Stylian, The (Rogers Corner) NYC, no.
Sullivan, Maxine, & Benny Carter (Auditorium) Roskone, Va. 15 (Township) Columbia, S. C. 16, a; (Auditorium) Charleston 17.
Sylvio, Don (Berlotti's) NYC, no.

T
Tan, Jimmie (Kaufmann's) Buffalo, no.
Teagarden, Jack (Plunkett) Dallas 11-17, c; (Broadway) Memphis 21-31, b.
Terry, Frank (McVeen's) Buffalo, no.
Tolbert, Brooks (Cuba's Astor Room) Asbury Park, N. J. no.
Tracy, Al (Frashee) Chi, no.
Trestler, Pappy (Spotlight) Nassau, Minn., no.
Tucker, Orrin (Cavalier Hotel Beach Club) Virginia Beach, Va. 12, b.
Tucker, Tommy (Berkeley-Carlisle) Asbury Park, N. J. b.
Tweten, Helen (Applegate Tavern) Atlantic City, no.

U
Ufer, Eddie (Toledo Beach) La Salle, Mich., b.
V
Varro, Tommy (Club Ball) Brooklyn, no.
Venzetti, Jimmy (Hopkins Bathshells) Phila., no.
Vera, Joe (Congress) Chi, b.
Vierck, Al (Young's Club) Parkville, N. Y. b.
Vierra, Al (Frashee) Chi, f.

W
Wald, Jerry (The Pier) Buckeye Lake, O.

Walters, Lee (Casanova) Detroit, no.
Wasson, Hal (Rochdale Inn) Montague, Mich., b.
Weber, Jack (Club Cherie) Chi, ro.
Weems, Ted (Lakeside) Denver, p.
Weeks, Anson (Ballroom) Urbana, O. 13-18.
Wells, Lawrence (Ballroom) Austin, Minn., 16; (Ballroom) New Munich 17; (Auditorium) Yankton, S. D. 18; (Pia-Mor) Kansas City, Mo., 19; (Pia-Mor) Lincoln, Neb., 20; (Auditorium) Schuyler 21; (Rooft) Arredale Park, Ia., 22, b.
Wharton, Dick (Shore Night Club) Beach Arlington, N. J., no.
White, Ed (Blackstone) Chi, b.
Whitehead, Zack (Bath & Surf Club) Atlantic City, no.
Whitman, Frank (London Chop House) Detroit, no.
Whitman, Paul (Orpheum) Minneapolis 11-17, a.
Wilber, Ardie (Hornstead) Kew Gardens, L. I. N. Y. b.
Williams, Ossie (Gaitians) Ottawa, Ont., Can., no.
Williams, Raleigh, Madcaps (Ramona Club) Hobbs, N. M., no.
Williams, Wally (Milburn Golf Club) Baldwin, N. Y. a.
Wilson, Dick (Steve Brodie's) Phila., c.
Wilson, Teddy (Cafe Society) NYC, no.
Winston, Harry (Rainbow Room) NYC, no.
Wood, Bay (Chauntiere) Baltimore, no.

Y
Young, Eddie (Southern Manana) Kansas City, Mo., no.

Z
Zollo, Leo (Benjamin Franklin) Phila., b.

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New and Recent Releases

(Running Times Are Approximate)

FRONTIER CRUSADER, released by Pictorial Films, Inc. A six-reel Western featuring Tim McCoy. Montebent City, a cattle and mining border town, is the locale of the story. A bandit gang terrorizes the town and the local sheriff calls in "Trigger Tim" Band (McCoy) to help him. After considerable gun slinging and fast action, Band cleans up the town. Running time, 60 minutes.

CUN CRIT, released by Astor Pictures Corporation. An outdoor action six-reel melodrama featuring Starlight, the wonder horse; Jack Perrin; Braveheart, the police dog; Snowflake, and Ethel Beck. A story of the fight of the FBI against organized gangsters. Running time, 61 minutes.

SEA MELODY, released by Nu-Art Films, Inc. A two-reeler featuring Ted Pio Rito and his orchestra. Story revolves around events following discovery of Ted and his orchestra, as stowaways on a Hawaii-bound liner. Musical numbers are good. Cast includes Rita Oehman and Muzzy Marcelino. Running time, 19 minutes.

The Final Curtain

ADKINS—Mrs. Sylvia Stewart, 45, at St. Francis Hospital, Indianapolis, June 25. Survived by her husband, H. Adkins, and father and two brothers. Her former husband, Charles Stewart, deceased, was a concessionaire with the Johnny J. Jones Exposition and other carnivals, and after his death she was connected with the Jones and other shows. Burial at Scarborough, Ind., June 28.

BALMER—Charles, 75, identified with the music life of St. Louis for more than 50 years and composer of many musical numbers, including *The Coliseum Grand March* and *The Sidet Dance*, at his home in St. Louis July 7 following a paralytic stroke. Funeral services Thursday afternoon, July 10, with interment in Bellefontaine Cemetery, St. Louis. Survived by four daughters and two sons.

BARRY—Laura, 69, wife of E. J. Barry, concessionaire and showman for 60 years, recently in Kewanee, Ill. Survived by three sons, Thomas, William, and Frank; a daughter, Mrs. Vincent McFadden, and a brother, William, is with the Tilly Shows. Burial in Morris, Ill.

BUCHAN—Mrs. Sara, 70, mother of Mrs. Dell Benn, well-known Chicago booking agent, at her home in Grundy Center, Ia., July 3.

BURR—Raymond, 74, secretary-treasurer of the Profiter Show Print Company, at his home in Columbus, Mo., June 20 following several weeks' illness. He had been associated with the show print firm for 35 years, and was a member of the Masons, Elks, and Modern Woodmen lodges of Columbus. He is survived by his wife, Mrs. Rose Burr; a daughter, a brother, and three sisters. Services were held at the Palmer Funeral Home, Columbus, and burial was in Green Lawn Cemetery there.

CARTER—William H., 52, known to his friends in the circus and carnival business as Jack Duffy, in Veterans' Hospital, Chicago, June 22. Burial with military honors at Wellman, Ia., in charge of the American Legion.

CHAFFPE—Mrs. Mary Cecelia, 64, singer, July 3 at her home in Detroit. She was formerly a church soloist for many years and was soloist with the Detroit Symphony Orchestra some years ago. One son survives.

CHARLE—Tamara, 26, Broadway night club singer, committed suicide July 9 in her room at the Hotel Ten Eyck, Albany, N. Y., after taking the life of her 5-year-old daughter, Dorothy.

COOLEY—Frank L., 71, stage and screen actor, at St. Vincent's Hospital, Los Angeles, July 6. He toured with *The Bird of Paradise* for 12 years, and later had his own repertoire show in which he is known on the stage as Clayton Kingsberg. He played *Clayton* in Chaplin's first film and also directed American Beauty films. When William Desmond was president of Motion Picture Directors' Association, Cooley served as treasurer, a post he held for years. Funeral July 9, with burial in Hillside Cemetery, Redlands, Calif. Survived by widow, a daughter, two brothers, and a sister.

DILLAE—Max, 59, former stage and circus clown, at his home in Mission, Kan., July 7. He joined the Ringling Bros.' Circus in 1902 and was for several years producing clown with the show. He also directed the clown band. Until 18 years ago Dillae worked with circuses in the summer and on the stage in the winter. He also toured the Orpheum Circuit. Other circuses he was with were Sells-Toback, Gentry Bros., Forepaugh-Sells, and Hagenbeck-Wallace. He was a member of the Heart of America Showmen's Club. Surviving are his widow and two sisters, Mrs. Cora Johnson and Mrs. Bertha Rager.

EMERSON—June, of heart attack June 5 on the Palmetto State Shows at Oxon Hill, Md. Body was sent to his parents' home at Hissol, Tenn.

ENGLE—S. A., 57, scaleman, cookhouse operator, and restaurant owner, in San Francisco June 29. He had been at Playland Park, San Francisco, with scales and guess-young-age for the last 10 years. Survived by his widow; three brothers, Charles, scaleman, and Eldore and Arthur, and three sisters, Mrs. H. Sachs, Mrs. Ray Heller, and Mrs. Idella Feltes.

ESSEX—Marjorie (Mrs. David Druker), 41, former actress and youngest sister of the late Violet Essex (Mrs. Charles Tucker), recently in London of heart disease. She had appeared on the stage for many years, having understudied her more famous sister in *Chu Chin Chou*. She had also been seen with Este Janis in *Nullo America*. More recently she had appeared on the radio in England. Miss Essex retired last year. She leaves a son and a daughter.

GALLAGHER—Leonard L., 58, well-known theatrical executive, July 6 at his

home in Elmhurst, L. I., N. Y., of a heart attack. He began his theatrical career as a call boy at the old Daly's Theater in New York, later became stage manager and for a time played small parts. In 1906 and for several seasons thereafter he managed Arnold Daly's productions of Bernard Shaw's plays, *Candida*, *You Never Can Tell*, and *Arms and the Man*. He was company manager for Margaret Anglin in *The Awakening of Helen Ritchie*, *Green Stockings*, and *Antigone*. Gallagher was also associated with William Faversham in the production of *The World and His Wife*, *The Hawk*, and *Herod*. For 12 years he was with the Shubert office, managing E. H. Sothorn, Marie Tempest, Doris Keane, John and Lionel Barrymore, and Shubert vaudeville. When the Actors' Theater was organized, Gallagher became its general manager, producing *Wild Duck*, *Fallen Angels*, and *Saturday's Children*. He also managed Lenore Ulric's *Pagan Lady* and *Remember the Day* with Philip Dunning. Buried in the Actors' Fund plot, Kensico Cemetery, Valhalla, N. Y.

GUHL—Ed, actor and vaudeville performer, July 2 in Peekskill, N. Y. He had appeared in vaudeville and in musical comedy with the teams of Allmand and Guhl, Nevans and Guhl, and Ed and George Guhl.

SAM A. SCRIBNER

Sam A. Scribner, 82, treasurer of the Actors' Fund of America, veteran theatrical manager, and organizer of burlesque, died July 8 at his home in Bronxville, N. Y., of heart disease after an illness of several weeks.

Scribner, who had spent about 70 years of his life in the amusement world, had been in almost every type of indoor and outdoor show business. He tried his hand in medicine shows, minstrel companies, Wild West shows, dramas, circuses, burlesque, and vaudeville.

Beginning as a tuba player in a boys' band in his native Brookville, Pa., he later became associated with the Forepaugh & Sells Bros.' Circus, among others, and his own, the Lee & Scribner Great London Circus, organized in the '80s, and the Scribner & Smith Circus. After closing the last-named circus he joined the late Harry Williams, owner and manager of the Williams Academy of Music in Pittsburgh, in presenting the Williams Traveling All-Star vaudeville shows for several years.

After a few years Scribner entered burlesque, having for a time as his partner the late Sam Harris. Together they managed Scribner's *Morning Glories*, which traveled from Coast to Coast. This gave him his start in the burlesque field and he organized the Columbia Amusement Company, which gained control of most of the burlesque business from Omaha to Boston and operated 40 theaters and 40 touring shows. Scribner was president of the organization which became known as the Columbia Burlesque Wheel.

Among the theaters built during the Scribner reign was the old Columbia Theater in New York, now known as the Mayfair Theater. Some of the stars who appeared there were the late Will Rogers, Fred Stone, Al Jolson, Leon Errol, Belle Baker, Sam Bernard, Billy B. Van, Clark and McCullough, Alexander Carr, Sophie Tucker, and Jack Benny.

After 25 years of burlesque management, Scribner retired, returning briefly in 1934, when he became chairman of the advisory board of the Apollo Burlesque. In 1916 he became treasurer of the Actors' Fund of America, a position he held at the time of his death.

Scribner was also president of the Theater Authority, Inc., and treasurer of the Percy Williams Home in East Islip, L. I., N. Y. He was a member of The Players, the Burlesque Club, and the Actors' Order of Friendship.

His wife, Etta Cuelro Scribner, former actress, died last year. He leaves a daughter, two sons, and a grandson.

Funeral services were conducted at the Little Church Around the Corner, New York, July 11. Buried in the family plot in Brookville, Pa.

HAVENS—M. L., 103, father of M. K. (Met) Havens (deceased), who was well known in the carnival business, and grandfather of Dick Havens, concessionaire with Alamo Exposition Shows, in Austin, Tex., June 23. Burial in Gordon, Texas.

HOPKINS—Vallee Jo, 39, sister of Leda M. Kohler, well known in theatrical circles 12 years ago, of heart attack in Granite City, Ill., June 24.

JENKS—Alonzo, 65, musician, July 6 in Danville, N. Y. He was organizer and leader of the Genesee Valley Concert Band and a former member of the Rochester and Syracuse symphony orchestras.

LAMSON—John L., 47, retired actor, July 4 in New York. He had appeared in several plays presented by the Theater Guild. He leaves a sister.

LEWIS—Mrs. Lora Potter, secretary of the Pearson Shows the last three years, in a Detroit Hospital June 23 following an operation. A member of the Missouri Show Women's Club and the Eastern Star of Ramsey, Ill., she is survived by her husband, Ernest, ride foreman on the Pearson Shows. Funeral services July 4 in New York.

LUBER—Charles E., 65, former theater owner, July 7 in Miami Beach after a month's illness. At one time Luber was the owner of the old Arch Street Theater in Philadelphia, famous legitimate house until it was demolished three years ago. Survived by his widow and a daughter. Funeral services July 10 in Philadelphia. Burial in Har Nemo Cemetery.

MCGLOSSON—Minnie B., 71, mother of Leda M. Kohler, well known in theatrical circles 12 years ago, of the shock suffered upon learning of the death of her daughter, Vallee Jo Hopkin, in Centralia, Ill., June 24.

MASCHIO—Mary, 60, mother of John Maschio, actors' agent, at her home in Los Angeles July 5 following an illness of four months. Funeral services July 7, with burial in Forest Lawn Memorial Park, Hollywood. Survived by her son and two daughters.

MORELL—Mrs. Caroline, 76, mother of Tony Morell, Scranton, Pa., orchestra leader, in Italy April 25. Surviving are five children in the United States.

NAOLE—Ed, a member of the Pacific Coast Showmen's Association in Los Angeles, after a lengthy illness. President of the Stagehands Local No. 33, Los Angeles, Nagle also was with Howes Great London, Hagenbeck-Wallace, and Sells Bros.' circuses. Burial in Elks Park, Inglewood, Calif., July 8. His widow survives.

NICKERSON—George W., 69, caretaker of the Music Pier in Ocean City, N. J., July 4 at his home in that city of a heart condition. Surviving are his widow, Mabel; five sons, and two daughters. Funeral services July 8 in Ocean City, with burial at Seaside Cemetery.

dogging workout at the stampepe in Cody, Wyo.

RICKARD—Harold, 53, father-in-law of Ray Bolger, screen actor, in Los Angeles July 6. Funeral services at Little Church of the Flowers, Los Angeles, with burial in Forest Lawn in Hollywood. Survived by widow, three daughters, and three sons.

SCHICK—Louis, 79, pioneer Minneapolis restaurateur, July 10 at St. Barnabas Hospital, Minneapolis, following short illness. Schick's Cafe, which he founded with his father, the late Fred Schick, in 1889, is one of the city's landmarks. Services Saturday (12) at Scottish Rite Cathedral, with interment in Lakewood Cemetery, Minneapolis. Surviving is his widow, Maude.

SHEPARD—Edgel H., 46, bingo concessionaire on the Jimmie Chanos Shows, of heart trouble June 22 on the show lot in Dunkirk, O. He was associated with a number of shows during the last 25 years. Survived by his mother, a daughter, Mrs. Sylvia Hudson, former illusionist; a brother, Leo, who was associated with him, and a number of other brothers and sisters.

In Memoriam
of Our Dear Friend and Pal
Annett Sheesley
Who passed away July 21, 1940.
May she rest in peace.
WIFE MAKING
MINNIE POUNDS and GOLLY COOPER

SIDELL—August W., 76, father of Billie and Piers Sidell, internationally famous dancing sisters now in Paris, June 30 in a Madison, Wis., hospital following a lingering illness. A native of Madison, Sidell is survived by his wife, a son, his two daughters, and two sisters.

SMITH—Charles, 58, motion picture exhibitor who at one time operated theaters in Newman and Dublin, Ga., at Will Rogers Memorial Hospital, Saranac Lake, N. Y., July 2. He was for many years associated with Paramount Pictures as traveling auditor. Survived by a sister, a son, and daughter. Burial in Pinecrest Cemetery, Saranac Lake.

ULRICH—Charles Kenmore, 86, playwright and former film press agent, July 5 at his home in Long Island City, Queens, N. Y., as a result of injuries received in a fall several months ago. His best known play was a Chinese drama, *A Celestial Mystery*. Others were *An Actor's Crown*, *Granny of London Town*, *The Lone Nest*, *The Border Patrol*, and *The Honor of a Cowboy*. He leaves his wife, two daughters, a son, and a brother.

VINER—Joe, 34, former operator of Eden Ballroom, Chicago, in that city June 27. His widow survives.

WALKER—Charles, 30, member of the Mighty Sheesley Midway, drowned July 6 at Ravenna, O., when he fell into a 12-foot water-filled pit, while he and another workman were dismantling a platform used for a high-diving horse. A brother, Austin, also of the show, survives.

WILLIAMS—Craig, 63, actor, July 4 at his apartment in the Palace Hotel, New York, of a heart attack. Williams came to this country at the age of 15 after spending some time in Switzerland as a child actor. He played with Charles Frohman's companies for many years. Later he was seen in *Lucky Sam McCarter*, the Sidney Howard play. In 1926 he appeared with the late Alice Brady in *The Witch*. Other plays in which he had appeared were *Window Panes*, *The Rhapsody*, *The Du Barry*, and *Play, Gentles, Play*. More recently he had been on Broadway with Eva Le Gallienne in *Madam Capel*. Williams was a member of the Friars' Club and the Actors' Fund of America. He leaves his wife. Buried in the Actors' Fund plot in Kensico Cemetery, Kensico, N. Y.

WILLSE—Herbert (Doc), 64, well known in outdoor show circles and a member of the Penn State Shows, in State Hospital, Coaldale, Pa., of lobar pneumonia June 30. He had been ailing a number of years. Born in Ouida, Castle, N. Y., he and his wife had operated side shows for the last 25 years and toured with such organizations as C. A. Wortham, Lorman & Robinson, L. B. Holkamp, Sol's Greater, Penn Premier, and Penn State shows. His widow, Birdie, survives. Temporary interment in Laurel Hill Cemetery, Philadelphia, with burial later at Fort Pierce, Fla.

WILSON—William T., 78, well-known motion picture executive, July 3 in Hackensack (N. J.) Hospital after a brief illness. During the infancy of the film industry he organized the Sherry Film Company in Rutherford, N. J., with William Sherry and his son, Carey Wilson. (See *FINAL CURTAIN* on page 31)

FIRST HALF BIZ HOLDS UP

Outlook Bright At Halfway Mark

Holiday week dates give shows strong grosses despite inclement weather

CINCINNATI, July 12.—With most of the traveling organizations turning in exceptionally strong attendance figures and grosses for the Fourth of July week stands, outdoor showmen more than ever before are confident that 1941 will more than live up to their early season predictions that the current tour would prove one of the most outstanding in the carnival field. Credited with being responsible for much of the business done are the weather breaks obtained by the shows for the biggest portion of the first half of the season, altho heavy rains and windstorms have taken their toll in the last several weeks.

Despite some inclement weather of late and altho some shows were hampered by rain during the holiday week, most of the carnival managements report better business than in a number of years, while some of them are from 25 to 50 per cent ahead of previous years for the first half of the season. Shows continue to obtain good play from the amusement-hungry soldiers stationed at the various army camps throughout the country and from workers on national defense projects. In towns and cities where defense industries are working night and day.

Increased investment and improvement programs laid out by show owners in general early in the season have been carried out by the managements of the traveling organizations and even more of them are being contemplated. This progressiveness on the part of outdoor showmen is proving a boon in helping them reap the proverbial harvest as the season swings into the stretch run.

Lewis Chalks Solid Holiday Business At Brunswick, Me.

BUNSWICK, Me., July 12.—With fair and warm weather, this city of 10,000 population produced highly satisfactory business for Art Lewis Shows at their July 4th holiday-week stand at Gurnet circus grounds. Shows drew huge crowds of shipyard and industrial workers from near-by Bath, Me. An extensive newspaper campaign, covering a 40-mile radius, brought good results. A ship disaster in which 35 were lost also brought innumerable tourists over the week-end. Midway remained open all night July 3 and all chalked a good holiday business.

Midway folks held a number of beach parties during the week. Oyse O'Dell joined Eddis Viera's Four Stars, free act. Zella Newman joined as a front-gate ticket seller. Rusy Braaswell is the new truck driver and superintendent of baggage cars. Mr. and Mrs. Ford Kunger Sr. visited from Florida, and Mrs. Louis Sage came on from Bridgeport, Conn., to join her husband. Buddy and Pearl Garrison joined, Buddy to take charge of the Cotton Club, while Pearl is with Charlie Johnson's Vanities. Children arriving from school included Joe and Ruth Kane; John, Marie, and Mary Kunta; and George and Grace Kane.

Joe Kane and Jack Barth purchased new cars. Joe Schiffer's Spitfire and Frank Moran's Rocket are popular. Mrs. Paul LaDuke's mother arrived from Canada. Joe Bottner changed his show from a Congo to a Hawaiian attraction and is doing much better business. Pedro Lopez is doing a creditable job as emcee in Kunta's World's Fair Oddities. Mrs. Percy Morency is on the job with her Billboards and mail. Mrs. Fred Mann, with trained chimp, Princess Mary, is receiving much favorable publicity. Donald Preen's Sky Fighters were popular here. James Dantoli has a new clothes-pin store. Mrs. Leo Hirsch was incapacitated most of the week, but is recovering.



THE EXECUTIVE STAFF of L. J. Heth Shows was snapped July 4 while organization was playing Roberts Parks, Connersville, Ind., to a crowd estimated at 24,000. Seated, left to right, are L. J. Heth, owner; Jos. J. Fontana, lessee operator; H. B. Shive, assistant manager and general representative; and Jimmy Davidson, privilege superintendent. Standing are George Kelly, lot superintendent; Clyde Barriek, electrician; Bill Boseman, ride superintendent; Henry Kyser, chief mechanic and transportation superintendent; and George Spaulding, mailman and The Billboard sales agent. Harry Logan, special agent, was not present when the picture was taken.

Motor City Scores Winner at Dexter Centennial Stand

DEXTER, Mich., July 12.—Motor City Shows turned in one of their most successful engagements of the season so far at the three-day Dexter Central Centennial, which ended July 5. Located in the heart of town, the well-illuminated organization could be seen for miles. Weather was ideal and results were outstanding. Special Agent James Dewey reported. All with it worked to near-capacity business, with rides, shows, and concessions operating morning, noon, and night.

Good draw was attributed to radio hook-ups, front-page news stories, and rotogravure act spreads. General Representative Bob Brumson returned here for a business conference with Owner Vin Horwitz. Mrs. Horwitz has her nephew of Toledo with her for a short stay. Johnny Wilson, Clarence Basquette and family, James Dyson, and Will Rooker joined here.

Push NSA Coney Drive to July 16

NEW YORK, July 12.—Membership drive and rally aimed at increasing representation in Coney Island has been postponed by the National Showmen's Association until next Wednesday (16) in the ice building of Luna Park. Scheduled date had been July 9, but inclement "Fourth" week-end weather with resultant gloom in the resort caused the committee to push the date back a week. Among those active on the committee are Sam Wagner, Harry Rosen, Sam Silver, James Kyrimos, Phil Cook, Vic Kaye, Sam Taffel, James Hurd, M. Pinsker, Fred Murray, Albert Dumont, Dave Epstein, Justin Wagner, and Julius Kuehnel.

George A. Hamid, past president; Sam Rothstein, secretary; and Bill Miller, co-lessee of Luna, are down for talks. Entertainment is planned. Starts at 1 a. m.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Big Boom, Ill.,
Week ended July 12, 1941.

Dear Editor:

The old adage, "Anybody can be a showman on July 4th," didn't hold good here. Instead of cutting up big jackpots as is the custom after these glorious celebrations, our people are sitting around giving the reasons for not getting it. Show lost a big day play, but the night of the Fourth gave everyone some money. After summing up some money here and some money there, the office, after taking its 50 per cent of all the share-croppers' grosses for the day, had the biggest sum of the "some money."

The midway was located in the heart of town. Heretofore, the personnel beefed about the lot being located too far out in the country. Their complaint here was just the opposite, many feeling the show should have been out by the lake and near the picnicers. It seems like a show is never located right. The town fire department (Independent Hose Company No. 2) sponsored, but failed to co-operate with their ladders on Satur-

day night, leaving many of our showmen hooked in the hotel. We have always found these volunteer fire companies very co-operative in flash, their bright red helmets and coats looking well in doorways when taking tickets. Occasionally one will forget to take his boots or a rubber coat home with him. Such property is turned in to our lost and found department in the commissary wagon.

There is no need to dwell on the grosses and festivities prior to July 4th, as there were none. The Fourth arrived with clear skies and an endless stream of auto coming into town for the firemen's parade. At 7 a. m. streets were lined with thousands of spectators, who were there to co-operate with our committee by watching the 7:30 a. m. parade. As is always the case the grand march was two hours late and when it did start a sudden shower came up and sent spectators indoors, causing the marching firemen to parade in boots and rubber coats. After the parade the sun again

(See BALLYHOO BROS. on page 31)

Dodson Big Draw At Peabody, Mass.

PEABODY, Mass., July 12.—Dodson's World's Fair Shows closed a week's engagement here last Saturday under Frisco Athletic Club auspices to consistently good weather and business. About 25,000 persons crowded the midway on the night before July 4th.

Small lot kept three rides from being set up, but 18 operated to good business. About 14 shows were erected, with four others being left on the wagons. Captain Dan Cherry and Lionel Legare, free acts, were well received. A. C. Bradley, press agent, reported the stand as highly successful. Charles Clark's 15-piece concert band provided the music nightly.

Anderson Fair Good For BG; Getaway at Richmond Satisfies

RICHMOND, Ind., July 12.—Anderson (Ind.) Free Fair proved a big winner for Beckmann & Gerety Shows last week. All shows and rides reported an increase over the 1940 stand, altho Thursday afternoon was practically lost to rain.

Show train moved in here late Sunday night and everything was ready to open Monday evening when the biggest storm of the year hit the city. Much damage was done by lightning in the city, but shows escaped everything but a drenching. Tuesday night's business was fair, but it improved Wednesday and a good week-end is expected. Town is in a good shape as it ever was.

Richmond Hem-Paladium gave more than usual publicity to the shows. At the close tonight shows will leave for South Bend and its Playland Park engagement.

Blow Does \$1,500 Damage To Palmetto State Combo

BRANT BEACH, N. J., July 12.—Palmetto State Shows sustained an estimated \$1,500 loss to equipment when a windstorm hit the midway at 3 p. m. July 3, leveling the light towers, demolishing the Girl Show front and top, and leaving the recently constructed main entrance a mass of ruins.

Blow did an estimated \$500 damage to George Hill's concessions. No serious injuries were reported as few patrons were on the midway when the storm struck. With help from local police, shows were able to open that night, however.

FB in Defense Tie-Up; Gives Ride for Aluminum

OAKLAND, Calif., July 12.—In connection with Foley & Burk Shows' annual engagement at the July 4th Celebration on Municipal Auditorium grounds here, management staged a "used aluminum drive" to successful results. Taking advantage of the nationwide publicity given to Mayor LaGuardia's radio broadcast asking that aluminum be accumulated and turned over to the Civilian Defense Committee, shows publicized the fact that they would trade a ticket good for any one of the rides or shows in return for each piece of used aluminum brought to the lot and thrown into the pen built for that purpose just inside the front entrance.

Tie-up attracted much attention and shows collected a great truck load of the metal in addition to obtaining a great amount of space in local dailies, including 16 reproductions of photographs taken in connection with the drive. Tie-up also marked another first for the organization, which is said to have been one of the first carnivals to participate in a practice "black-out."

CONVENTION SHOWS

WANT FOR

Buffalo's 2nd Annual Charity Circus and Carnival

10 BIG DAYS AND NIGHTS—AUGUST 25 TO SEPTEMBER 3
Broadway and Bailey Buffalo, N. Y.

The Biggest Event in the East Under the Combined Polish Charities

FREE ACTS—Went 10 Ground, Platform and Aerial Acts. Must be fast, short, sensational for 40-minute program. **RIDES**—Roll-o-Plane, Scooter, Caterpillar, Spitfire, Train, Rocket, one more Ferris Wheel, or any Ride that can handle large crowds. **SHOWS**—Can place money-getting Shows of the better type, Animal, Girl Revue, Illusion, Monkey Show, Metamorphosis, Wild West or Circus. **CONCESSIONS**—Legitimate Concessions of all kinds, no exclusives. Will sell Grandstand (3,000 capacity) privilege. Will book legitimate Concessions, Shows and Rides not conflicting for two outstanding Celebrations, **WESTERN NEW YORK FIREMEN'S CONVENTION, DANVILLE, N. Y., July 21-26**, and the **11 COUNTY LEGION CELEBRATION, Tonawanda, N. Y., July 25th to Aug. 4th**. All communications: **CLAY MANTLEY, Manager, CONVENTION SHOWS, Franklinville, N. Y.**, this week; then Danville, N. Y.

CLYDE'S UNITED SHOWS

West Ball Games, High Striker, Hoopla, Devil's Bowling Alley, Fish Pond, Grab Joint, Candy Floss, Custard, Pitch-Tilt-U-Win.
Wanted—Crime Show, Monkey Circus, Dog and Pony Show.
Wanted—Pony Ride, Tilt-a-Whirl, Showing Mahaffy, Penna., Firemen's Old Home Week, this week; Somerset County Firemen's Convention, Central City, Penna., week of July 21; Borewell, Penna., American Legion Celebration, week of July 28. Other Celebrations and Shows Fair to follow. Address all communications to **GEORGE C. SMITH, Mgr., Mahaffy, Penna.**, this week; Central City, Penna., next week.

16 CLASS "A" FAIRS—16

SNAPP GREATER SHOWS CAN PLACE

2 MORE HIGH CLASS SHOWS (Prefer Side Show, Dromo, Working World, Midgets, or any worthwhile Shows).
WISCONSIN FAIR CIRCUIT STARTS JULY 30 AT MONROE.
SOUTHERN FAIR CIRCUIT STARTS SEPT. 15 AND CLOSES NOV. 29.
CAN PLACE CONCESSIONS WORKING FOR 5c AND 10c AT ALL FAIRS.
ALL ADDRESS: ALTON, ILL., this week; RANTOUL, ILL., JULY 21-26;
then Monroe, Wis.

WISCONSIN AND MINNESOTA FAIRS AND CELEBRATIONS

We have 6 Rides, 4 Shows, 20 Concessions. What are your dates? Can place Photos and other legitimate Concessions, two Shows, one more Ride.

E. J. McARDELL'S MIDWAY OF FUN

Oshkosh, Wis.

IMPERIAL SHOWS

WANT FOR FAIR AND CELEBRATION DATES, STARTING AT LOGANSPORT, IND., FAIR, JULY 20TH.

FUN HOUSE, MECHANICAL SHOW, MOTOR DROMO, or other Shows of merit with own equipment. CAN PLACE DOUBLE LOOP, ROLL-O-PLANE, WHIP, SCOOTER, STREAK. ALL CONCESSIONS OPEN except Bingo, Ball Games, and Pop Cans. **GOOD OPENING FOR DIGGER CONCESSION.** WANT WHEEL FOREMAN AND SECOND MEN ON RIDES THAT DRIVE SEMI. ALSO HELP IN OTHER DEPARTMENTS. Address: **MARTINSVILLE, IND., THIS WEEK; LOGANSPORT, IND., NEXT WEEK.**

HELLER'S ACME SHOWS

Want Promoter who can build up New Deal Fair. Also Second Men, Billposters. Five fairs in Virginia, five in North Carolina, Want Grand Concessions, Custard, Diggers and Bingo. Ride Men who can drive trucks. Want good Plantation Show. I have complete outfit for responsible Manager. Will book or buy Roll-o-Planes and Octopus. Want Shows to join now for first Fair commencing August 11. Also Free Act. We now have Billy Siegrist Flying Act, also Cannon Act. All address: **HELLER'S ACME SHOWS, HARRY HELLER, MGR., West Haverstrine, N. Y., this week; East Paterson, N. J., next.**

5th Annual LIONS' MID-SUMMER FESTIVAL

ROANOKE RAPIDS, NORTH CAROLINA, WEEK AUGUST 4

Cash Prizes Nightly \$500.00 Grand Prize Saturday
RIDES—Kiddie Auto, Miniature Train, Pony Track, Octopus, Roll-o-Plane. **SHOWS**—Circus Side Show, Life, Crime, Mechanical City, Glass House. **CONCESSIONS**—First-class Cookhouse, Scales, Long Range Gallery, Photos, Hoopla, Ball Games, Ball Games, Positively no Girls. **Wanted**—Carnival, Metamorphosis, Six. Also Colored Performers. **RIDE HELP** that can drive semi-trailers and stay sober.
CRESCENT AMUSEMENT CO., Hamp, N. C., this week; Jacksonville, N. C., week July 21.

Central, N. Y.,
21 County
Firemen's Convention

PIONEER SHOWS

Calling all 109 Concessions, non-conflicting Shows and Rides. Will book or buy. Central N. Y., held in Johnson City last year, 130 bands and fire companies in line. This time on the streets. Also North Eastern Pa. Firemen's Convention, 11 weeks of Fairs, Old Home Weeks, with one town first in 40 years. Reasonable rates. Write or wire, space limited. This week, Duhrer, Pa. 1 then Nicholson, Pa. Mgr. Mickey Percoli.

North Eastern,
Pennsylvania,
Firemen's Convention

35 Major Parades
8 Firework Displays

Big Merchandise
Drawing, Public Wed-
ding, Towns Decorated

WANTED

For Elizabethtown, Ky., for Fort Knox pay week and 14 bona fide County Fairs starting Shelbyville, Ky., Frazer Custard, Photos, Pitch-Tilt-U-Win, Ball Games, Hoopla, Monkey Show, Gun Game, Short and Long Range Gallery. All Concessions. Shows with own outfits that don't conflict, 50 per cent. Will furnish complete Blue Show outfit, 40 per cent. **Soler Ride Help.** Don Neukirk, Forest Pool, come on.

BLUE RIBBON SHOWS

JEFFERSONVILLE, IND., THIS WEEK

KC Club Auxiliary Holds Annual Feed

KANSAS CITY, Mo., July 12.—Annual luncheon of the Ladies' Auxiliary of the Heart of America Showmen's Club was held here July 7, with 28 members in attendance. Guests were seated at tables decorated with garden flowers and bouquets from the men's club. Color scheme was red, white, and blue. After invocation by Chairman Myrtle Duncan, President, Martone presented Louise Parker a leather bag on behalf of members in celebration of her birthday. Mrs. Parker thanked all for the many cards, letters, and telegrams she received. Table flowers were sent to the sisters of Mrs. Billie Houston and Mrs. Riley, who are ill.

Day award, a gift package of Evening in Paris toiletries, donated by President Ruth Martone, went to Babe Siegrist. Club also voted to contribute \$5 to the penny fund, and \$5 to the USO. Guests were introduced to the members and several short talks were heard. In attendance were President Ruth Martone, Myrtle Duncan, Louise Parker, Helen Brainerd Smith, Loretta Ryan, Hattie Howk, Mollie Ross, Karriett Calhoun, Boots Marr, Thelma Johnson, Ruth Ann Levin, Lucille Hemmway, Martha Walters, Gertrude Parker Allen, Nellie Weber, Bird Brainerd, Sallie Stevens, Addie Willets, Billie Houston, Rose Lee Elliott, Blanche Francis, Inez Shankel, Lola Hart, May Wilson, and Jess Nathan. Guests included Babe Siegrist, Hazel Smith, and Pearl Strong.

Kay McDonald Injured On O. C. Buck Midway

KEENE, N. H., July 12.—Kay McDonald, member of the Five Sky Scrapers, free act on the O. C. Buck Shows, was injured while presenting her slide-for-life act on the midway here July 4. Removing her headgear too soon, the brakes hurled her to the ground, fracturing her nose and loosening her front teeth. She was rushed to Community Hospital, from which point Station WKNE broadcast her condition every hour. Marie Shenfield is substituting for Miss McDonald on the slide.

Gluskin Leaves Jones; Attaches Show for Salary

CHICAGO, July 12.—Sam Gluskin, general agent Johnny J. Jones Exposition, resigned during show's engagement at Chisholm, Minn., and on the closing day attached the show for \$2,600 salary which he alleged was due him for the season on a pay or play contract. Attachment was served as shows were ready to leave Chisholm for Milwaukee to open today at the Midsummer Festival. E. Lawrence Phillips, shows' owner, posted \$6,000 bond and shows left Chisholm Thursday (10). Gluskin has returned to his home in Duluth.
Tom Allen also resigned from the shows during the Duluth stand.

Jack Orr Seriously Injured By Python in Lockport, Pa.

COALPORT, Pa., July 12.—Jack Orr, former circus side show operator and for the last 11 years operating shows on carnivals, was the victim of serious injuries while exhibiting his snake with Dean's Attractions at the local Firemen's Celebration last week. While feeding live chickens to the snake, the python made a lunge for one of them but overreached and got Orr's hands in its mouth and immediately tried to crush him.
Quick work in prying open the snake's mouth saved Orr from possible death. He sustained severe cuts and a back injury. With the help of Mrs. Orr the show was kept open.

Badger State Shows Want

For Ribbander Midsummer Festival, July 14-21; Echo Water Carnival, July 24-27; State Legion Concessions, August, Aug. 1-5, and Wisconsin Fairs and Celebrations.
Shows that don't conflict: Cookhouse, will book or buy; Roll-o-Plane, Dual Loop and Pony Ride. Concessions Agents wanted. Art Hansen wants Agents for Bowling Alley, Ball Games, Fun, cottage and other legitimate Concessions. Come on, I'll place you. —All Wisconsin.
BADGER STATE SHOWS

WANT

Foreman and Second Men for Tilt-a-Whirl and Roll-o-Plane. Semi-trailer drives preferred. Want Talker for Midst Show. Address:

MAURICE MILLER

RUSSELLS POINT, OHIO

FUZELL'S UNITED SHOWS

Want for Fairs starting next week, including Collinsville, Ill.; Urbana, Beardston Fish Fry, Best Iowa Fairs to follow. Will book major Rides not conflicting. Want capable, sober Manager for Athletic Show. Also Cook Show Manager, Scotty Sullivan, answer. Will book Menor Show, Metamorphosis, Funhouse. London West needs Girls for Girl Show, Betty and Hutch, wms. W. J. Dunne wants worth-while Acts including basketball. Also place. Need capable Ride Help who can drive semi. **PL Madison, Ia., now; Collinsville, Ill., Fair next.**

McMAHON SHOWS

WANT

Free Acts for Celebration on Streets, Nebraska City, Neb., Sept. 23, 24 and 25. Want Shows and Stock Concessions of all kinds for Fairs starting August 5. Auburn, Neb.; Beatrice, Neb.; Harlan, Iowa; Huncholtz, Iowa; Webster City, Iowa, and Jefferson, Iowa. Want Free Act, and interesting Shows. Address: **Iowa, this week; Plattsmouth, Neb., 21 to 26.**

CAN BOOK ONE MORE FERRIS WHEEL

For Balance of Season, Commencing July 28. For Firemen's and American Legion Fairs.

WANTED Concessions of all kinds. No gift. **JOHN KEELER**, Human Celebration, Lansdowne, N. J., Sunday, July 20. Write or wire

JOHN KEELER

Palmyra, N. J., this week

WANTED

Oregon and Washington Fair Dates. Thrill Show one day, August 2-10, in Washington, Miss. Outdoor Sock-Conedy Acts. Must be sure-the. **COOK FORD AUTO ACTS.** Also high spectacular Acts. Lowest terms and full particulars. Show, Atlanta, Ga. Will serve a few new fairs with outstanding attractions.

C. W. NELSON

228 South Lake St. Los Angeles, California

PEARSON SHOWS

WANT FOR CELEBRATIONS AND FAIRS—COOK HOUSE, PITCH-TILT-U-WIN, CIGARET GALLERY. (Etc. sold on Pictures and Com. Game.) ALL OTHERS OPEN. Roseville (American Legion Fairs), this week; Wyoming (Glee Club Celebration), July 21-26; Collinsville (Hard Motives' Fests), week July 27. We stay in Illinois all season. Contact me now for Lincoln Fair.

SOUTHERN FAIRS AND CELEBRATIONS

For open weeks and complete circuit large shows, contact me at once.

PAUL H. WADDILL

Garthage, North Carolina

WANTED

During July, August or September. Good industrial town. Sponsored by Fire Dept.

ORVILLE TROUTMAN, Resides, Ill.

MOTOR CITY SHOWS

Place Rides—Pony, Drive Your Cars, Fun House or any Ride not conflicting. **SHOWS** with or without outfit—Metamorphosis, Unicorn, Life, Monkey Circus, or any neat Grand Show. **BOB HOWARD** wants Talker, Working Acts and Freaks for 10-1-1; also Talker and other Help for Snake Show. Speaks Groszover wants Girls for Hawaiian and Posing Shows. **CONCESSIONS**—Diggers, Candy Floss and other Ten-Cent Concessions. Want A-1 Corn Game. **OUR FAIRS AND STREET CELEBRATIONS** start last week in July, followed by **HASTINGS, MICH., Fair**, 4 cars given away here. We have E. of Midway at all our spots and can place you at any of them. Our Free Attractions are exhibited on our midway, which assures you of the crowd on the Midway.
VIC HORWITZ, Lapeer, Mich., this week; Mt. Pleasant, Mich., next week.

Los Angeles

LOS ANGELES, July 12.—Death struck the ranks of West Coast showmen again this week. Ed Nagle, Columbus, O., died after a lengthy illness here. He was buried in Elys Park, Inglewood, Calif., July 8. Mr. and Mrs. Harry Hargrave have returned from a month's trip to Alaska and are now at home in Venice, Calif., where Mr. and Mrs. Eddie Tait, who arrived from Manila, are guests. Ben Ben, PCSA custodian, is back in town after his first visit in 25 years to Tijuana. Edson Frock, rodeo announcer, is getting ready for a trip to San Diego, where he will announce the annual horse show. Charles Nelson, popular West Coast booker, is busy with preparatory work for the annual Pacific Coast Showmen's Association banquet, to be held at the Billmore Bowl. Mr. and Mrs. Eddie Brown arrived from Manila at the Los Angeles Elks' Club. S. L. Cronin is seen at the PCSA clubrooms recently talking over old times with Eddie Tait, J. Ed Brown, and Harry Ross.

Visitors to The Billboard office included S. L. Cronin; Lou Johnson, PCSA secretary, and Jerry Whitney.

BALLYHOO BROS.

(Continued from page 23)

came out, sending the thousands to the lakes and parks.

Many of our people followed the parade to the lot, where the mayor opened the midway by lighting a giant cannon cracker under the marquee of the main entrance. After the smoke cleared we found two ticket sellers short (by short we don't mean on the change) and the marquee a mile of smelt. His honor was rushed to the hospital and our private detective force probed the catastrophe, learning that a giant aerial bomb had been switched for the cannon cracker. During the burning of the marquee our fire-fighting committee was down in a barroom being entertained by General Agent Lem Trucklow who was trying to get them to sign a contract for 1942.

From then until 4 p.m. our people were busy playing rummy, that was interrupted by a downfall of rain that caused them to gather the cards and run for shelter to resume the games. From then on the rain fell in sheets. We all felt that the day was over and our contract called for a Friday night tear-down. At 8:30 all fronts had been stripped and the excess rides loaded. By 9 the rain stopped and a few natives showed up by 9:30 the lot was packed, but nobody was ready for them. The grabstands and cookhouses were frantic because they had buried their hamburger and buns. Soon shovels were flying and by 10:15 the grease booths were doing a land-office business. From now on they will feature a new sandwich that took this town by storm. Waterlogged hamburger on the spade. Promptly at 1 a.m. the mayor called the celebration over from his hospital cot and we finished tearing down.

The final report for the week's attendance was: "There will be more kids reported lost in Toronto on Kids' Day than we had paid admissions here."

MAJOR PRIVILEGE

FINAL CURTAIN

(Continued from page 28)

producer for Metro-Goldwyn-Mayer. He was associated later with the Fox Film Corporation, was a first vice-president of the First National Film Exchange in New York, and at his retirement in 1933 was associated with Loew's, Inc. He lived in Rutherford, N. J. In addition to his son, a daughter survives.

Marriages

ANDERSON-BARNHART—Robert Anderson, of Serner Concession Company, and Lucille Barnhart, daughter of Mr. and Mrs. Cliff Barnhart, cookhouse operators on Frisk Greater Shows, recently in Harnesville, Minn.

BENSON-BOTWIN—Norman Benson, singer with the Three Dandies, vocal group on Station WCAU, Philadelphia, and Forette Botwin, nonpro, in Woodbine, N. J., June 29.

BOYLE-LARSON—Richard Boyle Jr. and Vivian Larson, bookkeeper for the Berquist Amusement Corporation, June 28 in Ironwood, Mich.

CHURCH-WINGFIELD—Luther Church, carnival man, to Hazel Wingfield, nonpro, July 2 in Elkton, Md.

DAWSON-ROBINSON—Don Dawson, traffic manager of CKCK, Regina, Sask., and Muriel Robinson, June 28 in Regina.

DURKIN-CHARLES—Frank Durkin, nonpro, and Eleanor Charles, dancer and

daughter of Charles Charles, manager of the Franklin Theater, Allentown, Pa., in Long Island, N. Y., June 28.

GEORGE-SPITZEL—Earl George, NBC actor, and Marjorie Spitzer, nonpro, June 29 in Chicago.

GORDON-HOFELICH—John P. Gordon, manager of the Bethlehem (Pa.) Hotel, and Marie H. Hofelich, daughter of Bernard M. Hofelich, theater owner of Slaton, Pa., in Allentown, Pa., June 24.

GUINAN-CARROLL—John A. Guinan, on the staff of Station WCAU, Philadelphia, and Jean Carroll, Scranton, Pa., January 9 in the private chapel of St. Peter's Cathedral, Scranton, just announced. Guinan formerly was announcer for Station WWB, Scranton.

HARRIS-CARTER—Harry Harris, Hollywood director, to Edith Carter in San Francisco recently.

HOGINS-MORGAN—Kenneth Van Ripper, Higgins, of Springwater, N. Y., and Ruth Browne Morgan, of New York, former ballet mistress for the Magic Water Ballet at the Jones Beach State Park, New York, recently.

IOOBS-MEEKER—Walter Iobbs, bass player with Benny Goodman's band, to Barbara Meeker, of East Orange, N. J., June 28 at Mount Clemens, Mich.

KEMBLE-McSWINEY—George Kemble, manager of the Orient Theater, Philadelphia, and Gertrude McSwiney, of the service staff of the Old Grad Tavern, Philadelphia, in that city July 7.

LAMB-NOLAN—Stuart Lamb, of New York City, and Laurie Poll Nolan, of Woodmont, Conn., in New Haven, Conn., June 28. She is a granddaughter of the late Sylvester Z. Poli, theatrical magnate, and he is the son of Thomas Lamb, theatrical architect.

LEDERER-IRVINE—Francis Lederer, Czech film actor, and Marion Irvine, in Las Vegas, Nev., July 10.

MADENFORD-MOWER—William Mark Madenford, of Harrisburg, Pa., to Betty J. Mower, cashier at State Theater, Harrisburg, June 22 at York, Pa.

MAIN-BELLEFEUR—Claude Main and Lillian Bellefeur, formerly with Station CJRM, Regina, Sask., in Regina June 30.

MATTHEWS-LEWIS—Clifford Matthews, of Sikeles United Shows, to Ruth Lewis, daughter of Stretch Lewis, who is with the Motor City Shows, recently.

MURRAY-CALDWELL—Ken Murray, vaude screen, and radio comedian, and Cletis Caldwell, model, at the Hollywood home of Lew Ayres, film actor, July 4.

SCHOLL-ROZENE—Dr. Allen Scholl, of Dallas, and Janet Evelyn Rozene, concert violinist, of Bridgeport, Conn., in Dallas July 4.

SHALOF-MARKER—Mose Shalof, formerly of Sells-Floto, John Robinson, and Hagenbeck-Wallace circuses, to Rose Marker, nonpro, in Chicago July 7.

SHELTON-ADAMS—W. M. Shelton, former bandsman with the Strates Shows, to Lorraine Adams, niece of Tom Adams, electrician with Hennies Bros.' Shows, May 24 in Portsmouth, O.

SIROMS-GORGAS—James Franklin Siroms, announcer at Station WPMJ, Youngstown, O., and Ann Gorgas, nonpro, June 17 in the First Presbyterian Church, Dunedin, Fla.

SMILEY-MARCY—Joe H. Smiley, of Columbus, O., and Kathleen Marcy, formerly one of the Drayton Sisters, at the home of the bride's sister in Buffalo July 7. Rev. Thomas Ross, minister of Presbyterian Church, performing the ceremony. There were 100 guests at the wedding and 170 at the reception.

STOLLER-JAMPOL—Maurice Stoller, assistant controller of the William Morris Agency, and Gertrude Jampol, nonpro, July 11 in New York.

SWAIN-CROWN—J. Calvin Swain, musician, of Philadelphia, to Virginia Crown, cashier and secretary to the manager of State Theater, Harrisburg, Pa., at Second Presbyterian Church, Philadelphia, June 21.

WEAVER-SUTTON—Cliff Weaver, Hawaiian sugar planter, to Kay Sutton, actress, at Yuma, Ariz., July 7. Bride halls from Irvington, N. J., and has been in films since 1934. Last year she appeared on Broadway in Du Barry Was a Lady.

Coming Marriages

Eigmar Mikkelsen, night club singer and accordionist, and Frances Elsgo, nonpro, in Albuquerque, N. M., July 15.

Lewis Langford Sharrard and Iva Margaret Wallace, both employed by the

Larsen Theater Supply Company, Springfield, Mass., August 1.

Charles L. Mauby Jr., former band leader, now a member of the United States QMC, Frederick (Md.) Airport, and Jane J. McSherry, nonpro, of Hagerstown, Md., next year.

Boris Sokoloff, former manager of the Westport Country Playhouse and now with Community Concerts, Inc., of New York City, and Nancy Hobart, nonpro, of Troy, N. Y., next month.

Births

A daughter, Roberta, to Mr. and Mrs. Bob Bailey July 9 at Illinois Masonic Hospital, Chicago. The father is a radio actor appearing in *Road to Life* on the NBC-Red network.

A boy, Brownie Jr., to Brownie and Josephine Silverlake at their home near Medora, Ind., June 30. Parents are circus and rodeo performers.

A daughter, Sandra Lee, to Mr. and Mrs. John D. Whitaker in Berwick Hospital, Berwick, Pa., June 8. Father is a concessionaire with Penn State Shows, and mother is the former Elsie Walz, daughter of Mrs. Stewart Wichter, wife of the owner-manager of the Penn State Shows.

A daughter to Mr. and Mrs. Paul Starkey in Youngstown, O., July 7. Father is son of Bill Starkey, popcorn concessionaire on J. Harry Six Attractions.

A daughter, Deanna, to Mr. and Mrs. Maurice Abrams July 6 in Philadelphia. Father is a radio singer.

A son to Mr. and Mrs. Manny Hoffman July 6 at Anderson Hospital, Philadelphia. Mother is daughter of Ed (Spike) Howard, former carnival and circus strong-man performer.

A daughter to Mr. and Mrs. Harold Pressman July 1 at the Mount Sinai Hospital, Philadelphia. Mother is the former Lillian Slater, press agent of Station WPM, Philadelphia.

A girl to Mr. and Mrs. Albert Kuetcher July 3. Father is projectionist at the Dexter Theater, Detroit.

A son, William Roger, to Mr. and Mrs. Jimmy Stevenson last week. Father is leader of the orchestra at Joey's Stables, Detroit night spot, and was formerly in radio.

A boy to Mr. and Mrs. Gene Reynolds in Fort Worth, Tex., last week. Father is announcer at Radio Station KOKO, Fort Worth.

Divorces

Mrs. Helen Copeland from Mel Copeland June 30 at Indianapolis. Mrs. Copeland was formerly Helen Van of the Musical Vans.

Arlis Kent, singer, from Tommy Kettering, person representative of acts, in Rock Island, Ill., July 8.

CETLIN & WILSON SHOWS, INC.

WEEK JULY 21, SHARON, PA.

We furnish all Attractions at the American Legion State Convention week August 11. Downtown location (Cricket Field), Altoona, Pa.

Playing all Fairs starting first week in August until December.

WANT Eight-Car Whip, Live Pony Ride, Slodrome, Monkey Circus, and worthwhile Grid Shows.

Can place few Ride and Show Workingmen. Top salaries paid here.

Can place legitimate 10c Concessions and Ball Games at any time. Those kind ONLY being placed here.

Will compensate for information as to whereabouts of Carl Anderson and Winnie Porter, known as Mrs. Winnie Hicks.

All address, this week, Rochester, N. Y.

DAVID B. ENDY BROS.' SHOWS, INC. RALPH H.

16 FAIRS New Streamlined 1941 Edition 16 FAIRS

Starting in HALLOWELL, MAINE, WEEK JULY 17—Ten Days

Followed by

Bangor, Maine, State Fair.
Rumford, Maine, State Legion Celebration. First show in 12 years.
Knoxhegan, Maine, 12-County Fair, Union, Maine.
Presque Isle, Maine, 10-County Fair, Blue Hill, Maine.
Waterville, Maine.
South Paris, Maine.
Want Concessions that don't conflict, must be legitimate; Novelties. Will book Ice Show, Ueborn. Can place Girls for Revue. Top salary. Can place Ride Help and Semi-Truck Drivers. Useful Show People. Presenting the greatest route of Class A Fairs in the East, with America's most outstanding Show. Fair Secretaries, pay us a visit and see for yourself.
HALLOWELL, MAINE, THIS WEEK

Kaus Exposition Shows, Inc.

New booking legitimate Concessions, Rides that don't conflict with what we now have. Want Ten-in-One with or without one outfit. (Tax Collectors not connected with this show.) Five-in-One, any money-getting Single Pit Attraction or Walk-Thru Shows. For the following Fairs: Cumberland Fair, Cumberland, Me.; Pocahontas County Fair, Marlinton, West Va.; Pennsboro Fair, Pennsboro, West Va.; Charleston, West Va.; State Free Fair, Charleston, West Va. (10 big days, includes 2 Saturdays, 2 Sundays and Labor Day); Allegheny County Fair, Covington, Va.; Rockbridge County Fair, Lexington, Va.; Randolph County Fair, Ashboro, N. C.; Williamson Fair, Williamson, N. C.; Pitt County Fair, Greenville, N. C.; Mecklenburg Co. Fair, Chase City, Va.; Revere-Atlantic Fair, Kinross, N. C.; Merchants' Auto Show and Exposition, New Bern, N. C. Two more dates pending. Address A. J. KAUS, MANAGER, WAVERLY, NEW YORK, THIS WEEK.

WANTED—GENERAL AGENT

For the comprehensive Holy City.

Contacting important and intelligent auspices will require qualifications in keeping. Please address by mail. Permanent position available.

T. A. WOLFE
PARK CENTRAL HOTEL
NEW YORK, N. Y.

SCRANTON, PA.

DIAMOND JUBILEE AND CENTENNIAL

The Biggest Event in Pennsylvania This Year

8 Big Days and Nights commencing JULY 23

This is a real celebration (NOT A PROMOTION) backed by every city official, the Chamber of Commerce, and every Civic Organization in the city. Attendance expected OVER ONE MILLION (1,000,000) People. This is the outstanding date of the year.

CONCESSIONS, RIDES AND SHOWS WANTED

for this date, especially some Kiddie Rides and Fun Houses that can set up around the Court House Square.

Can place Concessions to be located around the Court House Square, including Cook Houses, Eat and Drink, Candy Floss, Custard, Name Pennants, Scales, Ball Games, and every type of Concession, including Grind Stores and Wheels.

Will book 2 CORN GAMES to be set around the Court House Square.

Also additional Rides to be placed with the Show in the Stadium Grounds.

Write or wire NEIL BERK, Casey Hotel, Scranton, Pa.

WEST'S WORLD'S WONDER SHOWS

WANT

To book Roll-o-Plane, Octopus, Tilt-a-Whirl, Scooter or Speedway. Also want Penny Arcade. Will book Fat, Hawaiian, Monkey or any Grind Show. Will furnish wages for same. Concessions all open, no ex. Want Freaks for Art Converse Side Show, also Musicians for Colored Minstrel Show. We have twelve Fairs starting August 18th, including Du Quoin State Fair, Du Quoin, Ill., and Houston Co. Fair, Dothan, Ala. All mail and wires reply to FRANK WEST, General Manager, this week, Evanston, Ill.

LAND OF LAKES CELEBRATION

Lake Orion, Michigan, 5 Big Days, 5 Big Nights, July 23-27, Incl. Biggest Celebration in Michigan, sponsored by Chamber of Commerce. Bands, free acts, floats, parades, crowning of queen. Wanted—Concessions of all kinds. Bingo, Lead Gallery, Pop Corn sold. Can place two Grind Shows. Ride Help wanted. Wire or write

WADE & MILLER SHOWS

118 DAVENPORT ST., APT. 38 DETROIT, MICH.

Beckmann & Gerety Shows

Want to hear from sober and reliable Ride Foremen. Address BECKMANN & GERETY SHOWS, South Bend, Ind., July 14-19.

JOHN R. WARD SHOWS WANT

Musicians, Piano Players, Comedians, Chorus Girls for Minstrel Show. Salary out of office. Feature Acts, Amuse Attractions, Talker and Grinder for Side Show. Manager for Snake Show, Posing Show and Dope Show with people. Dog Walkers, dancers for Girl Show. Place Concessions that work for stock. Want Concession Agents for Penny Pitch, Ball Game, Nail Joints and Corn Game. Bingo Bill Kruv wire. Want Ride Help, Tilt-a-Whirl, Chair-o-Plane and Kiddie Ride Foremen. Long season. Want Lot Superintendent, also Builder, Sign Painter and Artist. Harry Harris, wire. All replies to Berrien Springs, Michigan, this week; Michigan City, Michigan, next week.

SCOTT EXPOSITION SHOWS WANT

For four weeks in the heart of the West Virginia coal fields, then starting Aug. 18, Tazewell, Va., Fair. Fairs straight through to Nov. 19 at Danabrookville, Ga.; then 3 weeks on Atlanta 18th. Want Grind Shows with or without outfits, legitimate Stock Concessions. Good proposition to new Ride with transportation. Harry Harris wants Musicians for Minstrel Show; salary from office. Want Mechanics, Ride Help that drives same. JAEGER, W. VA., THIS WEEK; KIMBALL, W. VA., NEXT WEEK.

W. C. KAUS SHOWS, INC.

Want for two more Bull Baites and then beginning our long season of 17 Fairs thru the South West Grind Stores of all kinds like LONG or SHORT RANGE SHOOTING GALLERY, Penny Arcade, Bowling Alley, Pitch-Tilt-a-Whirl, PHOTOS, Novelties, and Stock Wheels. Mrs. Cooper wants Agents for Stock Shows. Girls for Posing and Girl Show. Ride Man in all departments. Chairlaine Foreman and Help. Have two Kiddie Rides for sale cheap. Can be seen in operation. Will book Ten-in-One with own equipment or transportation, 25%. Will also book any Minstrel or Walk Thru Show as Fat Girl, Unicorn or anything new or novel. All communications write or wire W. C. KAUS, BATH, MAINE

HACKETTSTOWN FAIR

AUGUST 12-16, FIVE DAYS AND NIGHTS. Independent Midway.

Want Shows—Girl and Side Show. Also Drome and other Concessions. No Wheels. Want Lead Gallery, Scales, Custard, Grind Stores and Penny Arcade. Wire or write J. VAN VLIET, HACKETTSTOWN, N. J.

Franks' North Georgia Tour Okeh; Start in Macon Good

MACON, Ga., July 12.—Franks Greater Shows, after a three-week trek in North Georgia, returned here Tuesday for an 11-day church festival celebration. Business has been excellent despite occasional showers. Shows are playing on the city playgrounds at First and Amos streets, providing the midway for St. Peter Claver Catholic Church's Midsummer Festival. Rev. Patrick Moynan is general chairman and Robert Thomas Jr., president of the committee in charge of amusements.

Date continues thru July 19. Manager W. H. Franks has not decided whether he will remain longer in Macon or jump directly into South Georgia to be ready for the opening of the tobacco belt auctions, scheduled for August 5. North Georgia was good for the show when weather permitted, but July 4 at Rockmart was practically rained out. Earlier in the season the Franks shows had a record-breaking run of 11 weeks to big business here, and it appears the return engagement will be equally as good.

Penn Premier Holiday Biz Big; Serfass Showfolk Host

LOCK HAVEN, Pa., July 12.—Penn Premier Shows garnered a winner as their July 8th stand here despite a heavy rain the night before and which continued until 11 a.m. on the holiday. All reported exceptional afternoon and night business and week's results were successful. After shows closed Friday night Manager Lloyd Serfass was host to the personnel at a party in the Dream Girls Club. Max Gould, caterer, served plenty of food and refreshments. Among guests were John Meyers, Charles M. Powell, and Bob Deckman.

Low Altman spent the week-end with his family at Reading, Pa. New cars were delivered to Owner Serfass and Stan Reed. Jerry Ilgins expects to leave soon for the army camp. Eddie Hackett completed a new stand here. Al Bydarrick, ride superintendent, injured his hand, but is recovering. Terry Lamont joined the Side Show, as did Major Fox and Ann Getheny. Bob Coleman reports okeh business for his Girl and Posing shows. A new office trailer was delivered here.

CRYSTAL EXPOSITION SHOWS

Want Bingo Caller. Address JOHN BUNTS, Pineville, Ky.

MIGHTY MONARCH SHOWS WANT

Ferris Wheel for balance of season. Showing best ride territory in America. We play sixteen fairs ending in Florida, this December. Man, W. Va., this week

SUNSET AMUSEMENT CO.

All Percentage Open. Harry Lamon wants Concessions of all kinds. Shows with own outfits. Ten straight Fairs starting July 28, Macon, Ga. this week; Chiffinothe next.

W. S. MALARKEY

Can place Shows and legitimate Concessions for Boone, N. Y. Celebration, July 28-30; Behrens, N. Y. Centennial, August 1-2, and six fairs to follow. Address W. S. MALARKEY, Ackerman Building, Binghamton, N. Y.

WANTED

Unborn Show Talker or Lecturer. Good proposition for right parts. Want Ticket Sellers who can grind. Write or wire DOC JACK MURPHY, 807 Liberty Street, Stevester, Ill.; then Taylorville Fair.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

MATTHEW J. RILEY ENTERPRISES

OPENING MONDAY, JULY 21 PHILADELPHIA, PA.

WANT Rides, Merry-Go-Round, Shows, Legitimate Concessions, 10 Miles Works to Follow.

Address MATTHEW J. RILEY 917 Walnut Street Philadelphia, Pa. WANT FREE ACT

COLORED FAIR

Sixth Annual Fair Grounds at W. 21st St. and Northwestern First Class Rides, No Cafe. Admission Free. Six Big Nights, July 21-22-23-24-25-26 Large Crowds. A Big Live Wire Fair.

Gooding Rides and Shows are booked. Address: MANAGER OF ARRANGEMENTS, 4401 East Tenth St., Indianapolis, Indiana.

PENN PREMIER SHOWS

12★ Fairs — Fairs★ 12 WANTED ORGANIZED GIRL SHOW with wardrobe and talker. Can offer most beautiful complete show on the road. Salaries from office or percentage. Jack Montague, Mesty Nazareo or Jack Thompson, wire immediately. Can place TALKER for new GUY SHOW. All mail and wires to LLOYD D. SERFASS, Wellborn, Pa., this week. Fairs start August 15th.

CARNIVAL BOOTHS, RIDES

Will rent complete unit, consisting of Ferris Wheel, Chair-o-Plane, Kiddie Ride, 12 Booths (near sawmill), 214, including 1000 ft. of Refreshment Stand, Wheels, Electric Equipment, Decorations. Will set up, take down and haul. Carnival Wheels and Games of every description. SHAW-FAIR, 1524 Chestnut St., Philadelphia, Pa. Ph. LE-1124.

OMAHA BAND ORGAN CO.

Repairing and Tuning. Parts — Supplies — Music Rolls. 1713 WEBSTER ST. OMAHA, NEB.

MERRY-GO-ROUND WANTED

For DIXON, NEBR., AUGUST 15. Concession rights and lights furnished. Prefer Ride operating for 54. Address: L. G. MARTIN 500 Market Street Sioux City, Iowa No collect wires.

PALMISTS WANTED

For Balance of Season. Write or wire Rachel Collins Fein DODSON'S WORLD'S FAIR SHOWS Malden, Mass., week July 14th; Worcester, Mass., week July 21st.

WANT MAN

To take charge of two Ferris Wheels. Sober and reliable. Must understand Fordson Tractor. WILLIAM ZEIDMAN MIGHTY SHEELEY MIDWAY Ashabula, O., this week; Youngstown, O., next week.

OCTOPUS FOREMAN

Wanted at Once—Will book or buy Mirror Show, Want Agents for Hoop-La, Snakes and Lead Gallery. Will book a few more Stock Concessions and Cook House. Fairs and Celebrations booked till October, all in Illinois. Wire or come on. Bend, Illinois, this week. WILSON'S FAMOUS SHOWS

READING'S SHOWS

Want Grind Shows and Stock Concessions that work for 10 cents. Want Ride Help. Why play tough spots and no money all year? Get over with the Show that has paid and will have some of the best Fairs and real money spots this fall. You haven't long now to get that winner B. H. together. Write, Mr. C. this week; Write, Mr. C. this week. W. J. WILLIAMS, Mgr., Murray, Ky. P.S.: Athletic Show Manager wanted to join at once.

COMMUNITY WEEK

Williamsburg, Pa., July 21-25. Can book Bingo, Scales, Novelties, Fish Pond, Hoop-La, Pitch-Tilt-a-Whirl, Extraordinary good credit for Shows, excellent work and big party dining Celebration. Write or wire M. A. SEAN, Orbisilla, Pa.

WANTED

Bookhouse Help in all departments. Good salaries. Hathaway, Maine, week July 19th.

MRS. WILNO

ENDY BROS.' SHOWS

Wanted Eli Wheel Foreman

Top salary sure to enter and reliable man. Driver not necessary.

FRED HENRY

Care of Firemen's Central Steubenville, Va.

Belle Fourche Cele Gives Alamo Expo a Banner Date

BELLE FOURCHE, S. D., July 12.—With ideal weather, Alamo Exposition Shows recorded a banner stand at the annual July 4th Rodeo Celebration here July 3-5. Date marked shows' second consecutive year here and final gross returns proved highly satisfactory, Larry Mullins reported.

Because of a shortage of space, rides, shows, and concessions were crammed into every nook and corner of the main streets, with Benny Hyman and Louis Ringold doing a splendid job of laying them out to best advantage. Hyman's bingo and Jimmy Beece's Penny Arcade worked to exceptional results, with J. T. Hutehen's Modern Museum, Bill Williams's Monkey Circus, and Lorraine Basa's Soldiesterette Revue leading shows. Bullet and Scooter topped rides. Brownie Miller did a good job of managing the midway.

Vivian Gorman Is Luncheon Hostess to PCSA Auxiliary

LOS ANGELES, July 12.—Vivian Gorman, first vice-president Ladies' Auxiliary, Pacific Coast Showmen's Association, was hostess to members of the club at a luncheon in her home here recently. All officers were present and refreshments were served buffet style. Guests spent the afternoon playing games and reminiscing over their years in show business.

The hostess received a novel salt and pepper shaker set in the form of a gavel from Mora Bagby, who was the guest of honor. Secretary Vivian R. Horton was given an attractive bell to add to her collection. Mrs. Gorman made the presentation. In attendance were President Allertia Foster, Second Vice-President Rose Rosard, Chaplain Minnie Fisher, Secretary Horton, Maybelle Bennett, Jessie Campbell, Esther Luther, Vera Downie, Mabel Brown, Tillie Palmeter, and Inez Walsh.



★ BUY ★ United States DEFENSE SAVINGS BONDS AND STAMPS

W. C. Kaus Has Heart Attack; Out 6 Weeks

NEW YORK, July 12.—An official hospital report which reached here said that W. C. Kaus, owner of W. C. Kaus Shows, is in the Biddeford (Me.) General Hospital recuperating from a heart attack suffered on June 20. A physician stated that his condition is satisfactory and that he must remain in bed four to six weeks.

ROUTES

(Continued from page 20) Rodriguez, Aldo (Havana-Madrid) NYC, no. Rolliking Rockets (Roxy) NYC, 1. Holla, Lilly (Bismark) NYC, h. Romay, Rina (Waldorf-Astoria) NYC, h. Rondelli (Villa Venice) Chi, no. Rosario & Antonio (Palmer House) Chi, h. Rose Marie (Renault) Atlantic City, no. Rosette, Nellie (Village Vanguard) NYC, e. Ross & West (Roxy) NYC, 1. Rosolindas, The (Riverdale) Milwaukee, 1. Royettes (Earle) Washington, 1. Royal Quintet (Hevety Hills) Newport, Ky., no. Ryan & The Twins (O'Day's Grill) Buffalo, e.

St. Clair & Durand (Zimmerman's Hungaria) NYC, no. Sanoft, Vera (Playhouse Kitchen) Westport, no. Sanna, Cecie (Havana-Madrid) NYC, no. Sanoft, Lorraine (Palmer House) Chi, h. Santoro, Don (Hickory House) NYC, no. Santori, Fred (Rice-Carlton) Boston, h. (Cafe Society Uptown) NYC, 21. Scott, Margaret (Hewitt) NYC, h. Sevilla, Anita (Hewitt) Detroit, no. Sexton, Al (Bandit Trail) NYC, no. Sherman, Nita (36 Club) Freeport, Ill., no. Sherman Bros. & Teasle (T-K-8 Club) Atlantic City, no. Shore, Willis (Chase St. Louis, h. Singing Marines (Hi Hat Club) Chi, no. Sky-Rockets, Three (Celebration) St. Jacob, Ill., no. Smith, Reginald (Glen Park Barn) Williams-ville, N. C., no. Smith, Rollin (Hickory House) NYC, no. Smothers, The (Hickory) Chi, no. Sola, Lester (Benjamin Franklin) Phila, h. Spear, Harry (Latin Quarter) Boston, no. Spencer, Kenneth (Cafe Society) NYC, no. Starr, Rudy (Cave Paro) Chi, no. Stewart, Jacqueline (Sutton) NYC, h. Stone & Victor (Joe Mayes' Rathskeller) Fall River, Mass., no. Stymus, The (Rogers' Corner) NYC, re. Striplas, Four (20th Century) Phila, no. Sullivan, Joe (Sutton) NYC, h. Sumner, Helen (Vanderbilt) Chi, re. Swann, Russell (Rainbow Room) NYC, no. Sweet, Al (Clarendon Inn) NYC, e. Sybell, Paul, & Spotty (Rumba Casino) Chi, no.

T Taha (Shoreham) Washington, no. Tane (Villa Venice) Chi, no.

Tapia, Cesar (Villa Venice) Chi, no. Tatum, Art (Cafe Society) NYC, no. Tarpe, Billie (Savoy) NYC, h. Thomas, Danny (36 Club) Chi, no. Thomas, Leo (Climaron Ranch) Peekskill, N. Y. Torres, Alberto (Havana-Madrid) NYC, no. Toyres, Fay (Havana-Madrid) NYC, no. Travers, Jean (Royal) Detroit, no. Tucker, Sophie (Show Box) Seattle, no. Turner, Evelyn (Waldorf-Astoria) NYC, h. Tyrill & Jill (New Ocean House) Swampscott, Mass., h.

V Valdes, Miguelito (Waldorf-Astoria) NYC, h. Vale, Yvonne (Hate Lake) Chi, h. Valencio, Carlos (French Market) NYC, no. Vances & Sandino (Villa Venice) Chi, no. Vargas, Bobby (Clicquot) Atlantic City, no. Varsity Eight (Cave Paro) Chi, no. Vercombe, Claire (Pills Avenue) NYC, h. Villano, Jerome (Village Vanguard) NYC, e. Villon, Renee (Columbo's) Chi, no.

W Waldon, Thres (Pallades) Fallada, N. J., 7-19, p. Waldron, Jack (Park Central) NYC, h. Walker & Caryl (Jefferson) Detroit 14-26, p. Walkmire, Tom (State-Lake) Chi, h. Walker, Oscar (Pills Avenue) NYC, h. Ware, Dick (Bismark) Chi, h. Weaver, Doodles (Billmore) NYC, h. Weber, Ray (Rice) Houston, Tex., h. Weeks, Larry (Frank's Casa Nova) Buffalo, no. Weis, Benny (Island) NYC, re. (Hot) Washington, 19-23, t. Wenson Bros. (Earle) Washington, 1. Wheeler, Bert (Capitol) Washington, 1. White, Danny (Island) NYC, re. White, Jack (16 Club) NYC, no. Whitson Bros. (Ben Marden's Riviera) Fort Lee, N. J. Williams, Hermann (Waldorf-Astoria) NYC, h. Williams, Patricia (Bill Bertolotti) NYC, no. Wilson & Mead (Jimmie Daniels) NYC, no. Wilson, Fred (Lorio) Indianapolis, 1. Winston & Diane (Park Central) NYC, h. Wolandl; Catskill, N. Y. Wood, Eleanor (Park Central) NYC, h. Wood, Lillian (Lido) NYC, h. Wrightson, Earl (Music Hall) NYC, t. Wrynter & Angelina (Sebastians Club) Donavans Sacramento, Calif., no.

Y Yost's Ben, Quartet (Diamond Horseshoe) NYC, no. Yost's Ben, Militaires (Capitol) Washington, 1. Young, Helen (New Yorker) NYC, h.

Z Ziegfeld, Delorces (New Yorker) NYC, h. REPETOIRE-TENT SHOWS Dixiana Tent Show: Oalloway, W. Va., 14-19. Hayworth, Seabee, Show: Kemp, N. C., 14-19. McNally's Tent Show: Cambridge, Vt., 14-19. Schaffner Play: Camp, Pa., 14-19. Tolman's Tent Show: Waddington, N. Y., 19-19.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailer letters are listed.)

Alamo Expo: Atlantic, Neb.; Cheyenne, Wyo., 21-26. Allen, Fred: Batavia, N. Y. American Kappa: (Fair) Columbus, Ind. Ambage Am. Co. Pageant, St. C. Arthur's American: Centralia, Wash., 14-20. Bach, O. J.: Ticonderoga, N. Y.; Keeseville, 21-26. Badger State: Rhineland, Wis.; Mico 24-27. Bantley's All-American: Lancaster, Pa. Barber: La Harp, Ill. Barlow Bros.: Houghton Lake, Mich., 14-20. Cadillac 21-26. Haysinger, Al: Stillwater, Minn. Hattner: Fremont, Minn., 14-17. Beckmann & Carey: South Bend, Ind. Bear's Old Reliable: (Fair) Grayson, Ky.; Morehead 21-26. Blue Ribbon: Jeffersonville, Ind. Horta: Richmond, Mo.; Mayview 21-26. Bright Lights Expo: Grantville, Md. Brown Family Rides: Screven, Ga. Buck, O. C.: Westfield, Mass. Buckeye State: Farmington, Mo.; Eastville, Ark., 21-26. Bullard: Geneseo, N. Y. Bullock Am. Co.: Ansted, W. Va.; Marmot 21-26. Burrell & Rust: Bellefonte, Pa.; Fairview 21-26. Byers Bros. (Fair): Carrollton, Ill. Byers Bros. (Jimmie): Coletta, Ill. Cassey, E. J.: (Fair) Carberry, Man. Can. 18-19; (Fair) Bolshvoin IT; (Fair) Russell 18-19; (Fair) Foam Lake, Sask., 22-23; (Fair) Tisdale 24-26. Central State: Mankato, Kan. Collins & Willson: Rochester, N. Y.; Sharon, Pa. Chano, Jimmy: Ashley, Ind. Cherokee Am. Co.: Pomona, Kan.; Corning 21-26. Clyde's United: Mahaffey, Pa.; Central City 21-26. Coleman Bros.: Catskill, N. Y.

REDMEN'S FAIR AND CARNIVAL FREEHOLD, N. J., WEEK JULY 21

Want for both dates. Set of Rides, lease or book. Want Shows of all kind. Captain Irwin, Dan Riley, Ralph Decker, etc. Also Rodeo. Can place two high-class Free Acts. Must be high. Want Second Truck. Sullivan, etc. Can place two Phone Men, also Sacco Man, Lulu King, wire. Want legitimate Concessions of all kind. Will sell exclusive on Cook House, Binge, Photos, Outfit, Dippers and American Palmist. Cook House; Racks, wire. The above dates are bona fide celebrations, with no religious, public or wedding and exhibits. Have four other dates to follow. The above dates are No. 1 show and ride spots. All address: R. N. JOHNSON, Chairman, Fair Headquarters, No. 20 East Main, Freehold, N. J. Phone No. 739.

AMERICAN LEGION CONVENTION MARGARETVILLE, N. Y., WEEK JULY 28

Want for both dates. Set of Rides, lease or book. Want Shows of all kind. Captain Irwin, Dan Riley, Ralph Decker, etc. Also Rodeo. Can place two high-class Free Acts. Must be high. Want Second Truck. Sullivan, etc. Can place two Phone Men, also Sacco Man, Lulu King, wire. Want legitimate Concessions of all kind. Will sell exclusive on Cook House, Binge, Photos, Outfit, Dippers and American Palmist. Cook House; Racks, wire. The above dates are bona fide celebrations, with no religious, public or wedding and exhibits. Have four other dates to follow. The above dates are No. 1 show and ride spots. All address: R. N. JOHNSON, Chairman, Fair Headquarters, No. 20 East Main, Freehold, N. J. Phone No. 739.

WANT Organized Colored Minstrel Troupe with Band. Will book complete organized Side Show with live acts or furnish nice outfit for same. Wire ROGERS GREATER SHOWS Newton, Illinois, Fair, this week; Old Settlers' Reunion, Vandalia, Illinois, follows.

HUGHEY & GENTSCH SHOWS WANT Scher, reliable Ride Help. West Inlandista Commission. Season runs until December. Address: ODELL, ILL., THIS WEEK

WANTED Cook, Grill-leaner and Waiters for Fairs. Wire SID GOODWALT National Showmen's Ass., 1564 Broadway, New York, N. Y.

WANT THE Foreman. Top wages to first class man. Write or wire. KING REID SHOWS This week Postville, Vt.

FIREMEN'S CONVENTION Midland, Md., All Next Week on Streets Want Rides and Shows not conflicting. Concessions of all kinds. All Celebrations and Fairs. Write or wire.

BRIGHT LIGHTS EXPO SHOWS Grantville, Md., this week.

CULLUM, ILLINOIS Celebrates 25th Annual HOME-OMING Friday and Saturday, August 15-16. American Legion RIDES, CONCESSIONS, SHOWS WANTED. JOHN C. HAHN, Secretary; LEWIS E. MAGEE, Concessions, Cullum, Ill.

WANTED Rides, Shows and Concessions. Week of July 21, Andrews, Ind.; week Aug. 7, Detroit, Ind. SLIM BISHOP Columbus City, Ind.

WANT Desirable party in take over Day Show. Show must be complete and complete in detail. Flag Festival, Farmington, Mo., this week; Water Carnival, Batesville, Ark., next week. JOE GALLER, Mgr. Buckeye State Shows

WANT WANT WANT JONES GREATER SHOWS

FOR SOME OF BIGGEST DATES AND CELEBRATIONS IN STATES OF W. VA. AND OHIO. WANT ONE FLAT RIDE with or without transportation. WANT SHOWS—8-IN-1, SIDE SHOW, HAWAIIAN, or any other SHOWS not conflicting. WANT CONCESSIONS—ALL OPEN. SPECIAL PROPOSITION TO RUN AN ARCADE, AMERICAN PALMISTRY, CUSTARD. ALL ADDRESS: PETE JONES, CEDAR GROVE, W. VA., THIS WEEK; BITTIG, W. VA. THIS WEEK; WINNIE EDWARDS (WRIGHT), WRITE TO POP, BRIGGAM YOUNG, GET IN TOUCH WITH US. WANT RIDE HELP. ALSO WANT SOUND TRUCK.

CAN PLACE FOR BUSHNELL, ILL., STREET FAIR

Concessions of all kinds, Popcorn still open. George Show writes Agent for Penny Pitch and Ball Tossers, including wedding and exhibits. Everybody address AL WAGNER, Chicago Heights, Illinois, this week; Bushnell, next week; followed by Harrisburg, Ill., Fair. All Fairs now until November. Long season south.

Al Wagner, Great Lakes Expo Shows, Inc.

Funland Shows Want

For Fort Meade Pay Days and Celebration, July 28th to August 7th, ex. Outard, Photo, Popcorn, Apples, Lead Gallery, Sales, Diggers, Fishpond, Burrow, Arcade, Hoopla, etc.) Grid Shows and Minstrel Troupe with Bands, Two Flat and one Mid Rides, Donors and Funhouses. Fairs until December south. Now looking for Taconova, Md., Fair, August 12th-15th. ALL REPLIES: EDGEWOOD, MD., THIS WEEK

Wanted—DANCING GIRLS—Wanted

Oriental, Rhumba or Strip Tease Dancers. Must be fair and attractive looking with own wardrobe. All Peeking Girls. Salary tops \$25.00 per week. Can place A-1 Peeking Show Talker. Highest percentage. Write or wire at once. AL PAULERT Care O. J. BACH SHOWS, Ticonderoga, New York, this week; next week, Keeseville, New York.

DIXIE BELLE SHOWS

Want for Fairs and Celebration Dates in Indiana and Kentucky starting Rookport, Ind., Fair, week July 21st, following with Celebration, Tall City, Ind.; Fair, Mountingburg, Ind.; Fair, Shroepshire, Ky.; Fair, Irvington, Ky.; Riding Sun, Ind.; Riding Sun, Ind.; Fair, Crossburg, Ky.; Fair, Street Fair at St. Vernon, Ind., and others. Most of these Fairs are free get and plenty of people, giving the show a chance to get the play. Can place Shows with own equipment. Will be glad to have Atlanta show take fair in talent and will be glad to handle Turn Over Fun House. Can give more Ride Help. Will book few more good clean Concessions. Stayed over second week, Charleston, Ind. Business better than expected. LOUIS T. BAILEY, Mgr., Charleston, Ind., this week; Rookport, Ind., next week.

Club Activities

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, July 12.—H. W. Hennes presided at the special meeting July 7. Elected to membership were Harry B. Julius, Robert J. Schulze, Albert M. Lambert, Patrick H. O'Sullivan, James Sidaris, Nat Lowor, Fred Riehl, Albert J. Olson, Angelo A. Ventura, Leo Le Doux, Philip A. McGrath, Art N. Riley, Thomas Meoley, Samuel H. Lance, Eugene Cain, S. G. Huntsinger, M. B. Austin, Jack Nardini, Leon A. La Rue, Carl J. Berg, William D. Sullivan, Clark R. Sery, John Littan, Dr. E. F. Partello, Jack Shapiro, Eddie Bales, James C. White, Leo J. Lussan, George De Ohionno, Jack Grimes, E. C. Brown, A. Clayton Holt, Eugene A. Harper, Ralph A. Woodman, Michael Stark, Leonard Lundquist, J. H. Bybee, John Dehner, Ferdinand C. Schmitt, Sam (Bud) Pollock, Floyd H. Newell, Clyde Beatty, Sterling S. Dukenbrod, James Sakobie, Robert F. Wicks, Sam Ousky, J. Olean, Michael Worster, Jess Jordan, Anthony Waver, Harold Livingston, Earl L. Dixon, Barron C. Cunningham, and Glen Osborn. Cards have been mailed to each.

Visitors at the rooms in the Hotel Sherman included Chester Arthur, A. Oswald, James H. DeBow, and W. B. Kemp. Boys have been busy visiting Hennes Bros.' Shows at Colmet, Ill.; Great Lakes Exposition, Chicago Heights, and Frank West's World's Wonder Shows, Kankakee, Ill. Leo Berrington and Max Hirsch left on a business trip. Mike Rosen is in town on business. Vice-Presidents Carl J. Sedlmayr and Harry Hennes visited briefly, as did Bob Lennis. Semi-annual report is completed and will be in the mail in a few days. Brother Abe Goldberger is confined at a local hospital. Morris Hanauer is out after a few days' confinement. Sam Gordon working hard for members on Hennes Bros.' Shows, where he is now League custodian. Chairmen Tom Arger and Fred Clark report good results from the bingo and baseball tickets on the shows. Fund is gradually increasing and now is over \$300. This money will be added to the annual benefit held by the shows and presented to League's charity funds.

Ladies' Auxiliary

These members of the Ladies' Auxiliary, National Showmen's Association, visited the rooms in the Sherman Hotel: Mrs. Margaret McKee, Jane McKee, Marion Larsen, and Lydia Nall. President Mrs. Joseph L. Streibich left to visit Hennes Bros.' Shows. Sister Edith Bullock, Ladies' Auxiliary, Pacific Coast Showmen's Association, is touring Alaska. Past President Mrs. Leah M. Brumleve spent a pleasant holiday in Northern Wisconsin. Past President Nan Rankine

was in town for a few days but left for the fairs.

Sister Rose Page is vacationing in Wisconsin. Past President Mrs. Ida Chase is contemplating a trip to Denver. Members were grieved to learn of the death of Norma Lang's brother. Dues are due and payable September 1. Send yours in now.



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, July 12.—Because of inclement weather club's Coney Island rally has been postponed from July 9 to July 16 at Luna Park. Entertainment and prominent speakers will fill the evening, and all showfolk are cordially invited to attend. Members are sorry to learn that Brother William Kaus is in the hospital at Biddford, Me. Letters and personal calls are always appreciated by those who are confined.

Recent visitors to the rooms were Jack Gordon, William de Lhorbe Jr., Sam Peterson, Louis J. Garfinkel, Jack Rothstein, and David Epstein. Dues are coming in steadily now and should serve as a reminder to all members that the new dues period starts July 15. Brother E. Gurasky besides sending in his dues forwards application for a new member. Have you tried to get at least one new member so far? Or an ad for the coming year book put out in connection with the banquet at the Hotel Astor on Wednesday, November 26? The office would appreciate being advised of any members who have been drafted into service.

Birthday congratulations to Roger S. Littleford Jr., Frank West, John A. Sloan, July 19; Louis S. Nahhas, Ray Van Wert, 21.

Ladies' Auxiliary

Many members are working on Penny Bag Campaign for the Christmas Dinner Fund, benefit of orphans and poor kiddies. Sister Beas Hamid reports that while it was a bit damp in Atlantic City Hamid's Pier was well patronized over the July 4 week-end and that she received a generous donation for the fund from film star Victor McLaglen, also from Sam Gumpertz, general manager of pier, and others. Sister Helen Evans reports that she has filled a bag on Oscar Buck Shows. Mrs. Betty Winters, of the same show, has been sent an application. Sister Patricia Lewis is working for her gold card and writes that she had signed several more members on Art Lewis Shows. Sister Marion Berry has a show on the Coleman Bros.' midway. Sister Jean Davis visited the Buck show, likewise Sister Mildred Esser and daughter Anita.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, July 12.—Club's membership campaign is showing good results. One reason for a goodly number of reinstatements is found in the fact that there is considerable strong sentiment in favor of tacking on a penalty for delinquency, and members would prefer to toss it into the Lion's Head rather than feel the sting of the penalty bee. Applications to be passed on at the next meeting include Frank Burns, sponsored by McCoy-Beno; David E. Berger, Walter Hilling, Adam Drexler, Dale Roberts, H. J. Dyer, and Dale Williams, sent in by Pop Ludwig; Harry Ross, credited to Tait-Beno; Walter William Westkrich, credited to McCoy-Ward; Orlando H. Allyn, Orlando Allyn Jr., Leon W. Sides, and Charles R. Mason, promoted by John Snobar and Earl Douglas; P. J. Bresson, McCarthy - McCoy; Charlie Farmer, Dunn-Beno; William R. Sullivan, and R. L. Wheelock, by Sam Dolman and Moxie Miller.

Jerry Mackey is a sergeant with the 37th Brigade Headquarters, Camp Haan,

Riverside, Calif., and side-kicking with him is Private Bobby Cohn, of Johnny J. Jones Exposition. Office is waiting patiently for news of members who are in the service. Recent visitors were E. A. Herrick, L. V. Chiquet, Jessie Selino, Thomas I. Kitching, Anna Molinus, J. A. Dorsey, Marion Phillimore, and Edwin (Eddie) Tait. Charles Walter Nelson returned from a July 4th doings in Utah and an enjoyable visit on the Monte Young Shows. The Harry Hargraves returned from Alaska.

Chairman John Miller of PCSA Day Committee returned from his vacation trip but will leave on business soon. Douglas Greater Shows will hold their showmen's day July 23 at the Camas, Wash. Festival. Bob Perry will head the show committee, with John Stone representing concessionaires and John Rice rides. All on the shows will contribute 10 per cent of the gross, which sum is being matched by Vice-President Earl Douglas. Plans for the next meeting honoring Brother Mark Kirkendall are being mapped. Harry LeMack is arranging the program.

Allen To Pilot CW Shows

ROCHESTER, N. Y., July 12.—Tommy Allen, for the last eight years manager of the Johnny J. Jones Exposition, this week signed in a similar capacity with the Celin & Wilson Shows. Allen closed with the Jones organization during its stand in Duluth, Minn.

Heart of America Showmen's Club



Reid Hotel
Kansas City

KANSAS CITY, Mo., July 12.—Club was a desolate spot last week as all the members were reaping the July 4th week-end harvest. All shows in this vicinity reported doing near-capacity business. Brother Harold (Whitey) Elliott visited the World of Today Shows at Red Oak, Ia. Brother Sam Benjamin, general agent, was in the city on business. Brother Manny Gunn, Tucson, Ariz., also visited. Mr. and Mrs. Floyd Shenkel stopped here en route to Minneapolis and were joined by Brother Jack Moon.

Brother Frank Capp spent July 4th with friends in Sioux Falls, and Brother Leon Savitt, Midwest Mercantile Company, is in charge of the firm's store at Little Rock. Brother Slim Johnson is on an extended Eastern trip. Mary Margaret Mellor, daughter of Past President W. L. Mellor, won musical recognition at Kansas City University, where she appeared recently in a recital. She's an accomplished pianist.

Brother Art Brainerd, banquet and ball committee chairman, reports his committee is working hard exploiting the annual event, which will be held this year at the Hotel Continental on New Year's Eve.

SELDOM EQUALLED—NEVER SURPASSED



No. 44—Super Sam. Height 15 in. Packed 12 to carton	No. 040—Dough Boy. Height 14 in. Packed 12 to carton	No. 041—Soldier Girl. Height 14 1/2 in. Packed 12 to carton	No. 054—Unele Sam. Height 15 in. Packed 12 to carton
Per Carton \$2.16	Per Carton \$1.80	Per Carton \$1.80	Per Carton \$2.16

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Complete Line of Premiums, Novelties, Sales Booths. Write for Catalog, State Your Business.
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CATALOG
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3000 MONEY MAKING ITEMS—3000

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FLAGSHIP SENSATIONAL CANDY PKG.

33 inches long, 8 inches high, 4 colors. Filled with a full cargo of candy. Packed 100 to Carton.
100 Pkgs. \$4.00
Free Catalog of All Our Candy Pkgs. 20¢ Dep. on All Orders

DELIGHT SWEETS, INC., 50 East 11th St., N.Y.C.

Keystone Modern Shows

WANT

For Newton Falls, Ohio, Big Fireman's Celebration, July 21 to 26. Big Government Arsenal Project working Day and Night. Can place for this date and balance of season, including 12 Southern Fairs, legitimate Concessions, including Custard, Diggers, Scales, Guess-Your-Age, and Cookhouse. Can place worth-while Shows, Colored Minstrel and Side Show People; sober, reliable Ride Help; Roll-a-Plane Foreman that can drive 5M. Address: Grove City, Penna., this week; Newton Falls, Ohio, week July 21 to 26.

WANTED
MANAGERS, SHOWMEN, CONCESSIONERS.
FREE ACTS IF INTERESTED IN
Motorizing
With **CHAS. T. GOSS**
STANDARD CHEVROLET COMPANY
East St. Louis, Ill.
PRICE AND SHOWMEN'S
New - Used 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., TIPPANOGA CITY, OHIO

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 business. Also "Travels and Costs" book for
the many fairs and suggests home advertisements.
There is only a limited supply. Be sure to get
your FREE copy. Write today.
THE ROADSHOWMAN
25 Opera Place Cincinnati, Ohio

PENNY PITCH GAMES
 Size 49x49", Price \$20.00
 Size 48x48", With 1 Jack Pot, \$30.00
 Size 48x48", With 5 Jack Pots, \$40.00

PARK SPECIAL WHEELS
 30" in Diameter, Beautifully Painted. We carry in stock 12-16-20-24 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, Blankets, Dolls, Lanes, Aluminum Wires.

SLACK MFG. CO.
 124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

1941 ASTRO READINGS ALL COMPLETE

Single Shows, 9 1/2 x 14, Typewritten. Per M. \$5.00
 Analysis, 3-6, with Blue Cover, Each05
 Analysis, 8-9, with White Cover, Each15
 Forecast and Analysis, 9-p., Fancy Cover, Ea. .10
 Synopsis of the 4 Readings, Four for \$24.
 No. 1, 34-Page, Gold and Silver Covers, Each \$9
 Very Well Written. For Det. Six or Sample 10¢
 Remittance Made to Your Customers Under Your
 Label. No checks accepted. C. G. D., 23-9 Deposit.
 Our name or ads do not appear in any newspaper.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy.
 1200 Dreams. Bound in Heavy Gold Paper
 Covers. Good Quality Paper. Bound for \$24.
HOW TO WIN AT ANY KIND OF SPECULATION.
 54-Page Booklet, Beautifully Bound.
 Numbered, 25¢

PACK OF 78 EGYPTIAN F. T. CARDS. Answers
 All Questions. Lucky Numbers, etc. 35¢

ZODIAC F. T. CARDS. Pack 55¢
 Demolology Charts, 8x17, 5¢, per 1000 \$6.00
MENTAL TELEPATHY. Booklet, 21 p., 25¢

"WHAT IS WRITTEN IN THE STARS?" Folding
 Booklet, 12 p., 35¢. Contains all 12 Analyses.
 Very Well Written. For Det. Six or Sample 10¢
 Remittance Made to Your Customers Under Your
 Label. No checks accepted. C. G. D., 23-9 Deposit.
 Our name or ads do not appear in any newspaper.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO
 Instant Delivery. Send for Wholesale Prices.

POPPING CORN

low Pearl, Spanish White and Standard Dwarf
 Hail-Seed. Complete line of Popping Supplies,
 Coconut Dressing, Popping Oil, Carotene, Pepp-
 er, Salt. Free also mailed to the field in Sample 10¢
 Sealed Packets. Write for latest price list.
MIDLAND POP CORN CO., Minneapolis, Minn.

TOM BAKER WANTS

For the following Annual Fairs and Celebrations:
 Legitimate Concessions of all kinds. Also Shows
 of merit with own outfit. Sheridan, Ind., Free
 Fair, July 20-30-31-Aug. 1-2; Delphi, Ind.,
 160th Coming, July 7-8-9; Flora Community
 Fair, Flora, Ind., July 15-14-15-16; Moorland,
 Ind., Free Fair, August 19-20-21-22-23; Grant
 County Fair, Palestine, Ind., August 24-25-26-
 27-28. These are all well established annuals
 among the best in Indiana. Reasonable percentage
 and fair treatment. Miller Amusement Enterprises
 rides booked on all spots. Other good
 spots to follow. Rings open at Delphi, Flora
 and Moorland. Address all communications to
TOM L. BAKER, Sheridan, Ind.

LADANE ATTRactions

WANT QUICK
 High Free Act, 5th at once. Also Shows and
 Celebrations for festive Celebrations and Fairs.
 Whitehurst, Tenn. One week; Valley Mills,
 Tenn. One week. Answer quick.
TOBE D. McFARLAND

TRUNKS TRUNKS

Used Salseman Fiber Sample Trunks, flat type,
 perfect condition, only \$5.00 each; size
 36x26x24", with strong locks and keys. Good
 for stock, and will fit in trailer, and use
 as bench. Write **WM. LESSER, 517 W. Monroe**
St., Chicago, 5th Floor.

KNIFE RACK

Built in a trailer, complete, \$300.00. Five Monkey
 Toy Game, complete, \$150.00; Hoopla Truck,
 10x14 Tent, \$100.00; Fun Game, 8x14 Tent,
 \$100.00, and other Hall Games.

G. W. GAINES

420 Josephine Ave. COLUMBUS, O.

WANT

Side Show People, Talker, Acts that Daily, Midlet
 Lady, Tattoo Artist, Midget Act. Start fair next week.
GILBERT TRACY
 Care of Coleman Bros. Show Catalog, N. Y.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

G. F. SPRINGER, with hoop-la, joined Bee's Old Reliable Shows in Greensp, Ky.

SUMMERTIME FOLLIES are not so funny when winter comes.

JACK BRADY, with Octopus, joined Buckeye State Shows in Carmel, Ill.

GEORGE WEST is operating one of the Girl Shows on Clyde's United Shows. Peggy Ewell reports.

ED BRECKENRIDGE, with gangster car and Crime Show, joined Frisk Greater Shows in Barnesville, Minn.

A SIGN on the office door read: "This wagon will close at 12 p.m. The drawing will start soon after that."

EDDIE POUPIN assumed management of the Sanku Show on Kansas Exposition Shows at Onocenta, N. Y.



OWNER of the custom and frozen pineapple whip machines on the Gold Medal Shows, Alvin Olds is a private with Company D, 2d Infantry, Camp Custer, Mich. He was inducted into the army April 10, and plans to take over the machines, which are now being operated by Red Siles, after he has served his year's hitch.

HARRY (SLIM) RODGERS, formerly with C. F. Zelger Shows, is now with the Foraythe Amusement Company.

BOB ROBERTSON joined Mrs. Ann Miller's cookhouse crew on the Douglas Greater Shows in Renton, Wash.

IT'S alarming how much money can be put into show equipment without increasing the sale value when put on the block.

HAVING closed with Kaas Exposition Shows, Don Newby now has his Side Show with the Queen City Shows.

PEGGY WARD, carnival troupier, was among recent visitors on Clyde's United Shows' midway at Duncansville, Pa.

HAVING booked his hoop-la stand with Bee's Old Reliable Shows, J. Kettle joined the organization in Winchester, Ky.

JUNE RANDOLPH is working to good results with her pin and novelty stands on the Motor City Shows, Sunshine Lewis reports.

MR. AND MRS. TARZAN O'FARRELL took over management of the Athletic Show on Douglas Greater Shows in Renton, Wash.

JOINING Arthur's Mighty American Shows in Bremerton, Wash., with their concession were Mr. and Mrs. William Larson.

CLOSING with Funland Shows at Aberdeen, Wash., recently were Mr. and Mrs. James Sakobke, and Jerry and Verne Kimble.

FAIR business was done by the McMahon Shows in Wahoo, Neb., on June

23-28 under auspices of the American Legion Post.

THAT ancient saw to the effect that "the power to tax is the power to destroy" fits in nicely with the service charge on press passes that have been swapped for space.

OWNER of the shows bearing his name, E. O. Douglas has recovered from a minor throat operation, which he underwent recently.

SIGNING with Bob Edward's rodeo attraction on the World of Mirth Shows in New London, Conn., were Howard and Thelma Bryant.

PENNY PITCH operator on Sunburst Exposition Shows Carl Frigh took delivery on a new panel truck during shows' stand in Coudersport, Pa.

THERE is nothing more perilous to some midway workers than a few red ones and luxury.

ADDITIONS to the cast of the Hawaiian Nights Revue on Frisk Greater Shows in Hallock, Minn., included Mr. and Mrs. Elmer Whips.

WHILE on a visit to Blue Ribbon Shows in Franklin, Ind., Ruth Renb Williams worked in Helen Barfield's attraction on the midway.

WHILE Crystal Exposition Shows were in Bristol, Tenn., Jay and Ruth Williams entertained their niece, Pauline and Emma Williams, on the midway.

LIZZIE SCHMIDT, former featured dancer of our Educational Hawaiian Revue, returned to the show with a new dancing partner. They will present their famed "chook-by-jawl" dance in our Cultured Oriental Revue.—Duke & Skilling Shows.

FRANK MARTIN, well-known showman, returned to Prett's World's Fair Shows in Schenectady, N. Y., after an absence of several months.



"THE YOUNGEST carnival manager in the business," is the claim made by midway folks on the Art Lewis Shows for their manager, Charlie Lewis. He's the younger brother of Art Lewis, shows' president, and this year is his fifth in outdoor show business since being graduated from the University of Notre Dame. In that time he has absorbed much of his brother's midway technique.

PEGGY EWELL infos from Duncansville, Pa., that she took delivery on a new top for her attraction on Clyde's United Shows in time for her July 4th spot.

CARNIVAL and circus troupers make strange bed fellows, but it never makes them satisfied with their lot.

FORMERLY with Crystal Exposition Shows, Bob Fowler is the new transportation manager on Prett's World's Fair Shows.

SIGHTED on the K. G. Barkoot Shows' midway at Sand Lake, Mich., July 4th were Irish Jack Lynch, Billy Murray,

Mose Smith, Babe Barkoot, Lew Marcus, and Whitey Jones.

"BUSINESS here over July 4th was on a par with last year," Edgard L. Meeks pines from Harrison, Ark. "Worked the Mike on Mrs. Swisher's corn game with four agents."

BENNY WELLS, scenic artist, closed with the James E. Strates Shows in Amsterdam, N. Y., and was replaced by George Donahue. Wells will join John H. Marks Shows.

THIS is a funny business. They laugh and grow fat, then cry and grow thin, but they don't hold their breath until things get normal again.

HARVEY (GEORGIA BOY) DREW has his amusement booths on the Blue Ribbon Shows working to satisfactory business. L. H. Hardin reports from Franklin, Ind.

LOT MAN and builder Happy Graft and wife report they are no longer with Great Lakes Exposition Shows and are now playing fair with their popcorn and candy floss stands.

ESTHER-LESTER, who has been working the annex on the Side Show with Rogers Greater Shows, now is operating her own single platform show on the same midway.

A MANAGER gave his agent the usual two-week notice. Until then he and his "yes man" had been on the best of terms. When asked why the sudden break between the two the manager replied, "He signed his name on a contract bigger than mine."

MRS. LYDIA MARTIN, carnival general agent, who was recently released from a Jackson, Pa., hospital, is in Atlanta vacationing and visiting friends. She plans to return to the road soon.

RALPH LOCKETT and several other members of the Johnny J. Jones Exposition were Chicago visitors last week during the four-day layoff between the Chisholm, Minn., and Milwaukee stands.

ANYONE knowing the whereabouts of Jack D. McDonald, concessionaire, is asked to have him contact Mrs. G. Cunnert, 94 Park Place, Brooklyn, Mrs. Cunnert reports that McDonald's son, Ronald, is seriously ill there.

WITH so many pet dogs and other small animal pets carried with truck and trailer carnivals it's a wonder that a pet animal menagerie as a pay attraction has not been tried. The public would rather pay to see them all together than to have a carnival pet snarl at them as they go down the midway.

A MEMBER of Johnny Howard's Side Show, Mrs. Frances Sumrall is visiting her parents, Mr. and Mrs. Jack Nation on the Jimmie Chanos Shows. She plans to vacation for several weeks before rejoining the Howard unit.

BUSINESS MANAGER of the Art Lewis Shows, E. E. Braden was called to Beckley, W. Va., recently because of the serious illness of his brother, Jim, who is confined in a hospital there, after undergoing an appendectomy.

"ONLY place left over here on the Rubin & Cherry Exposition for neon are the three rest rooms." P. J. Bligh pencils.

Popular Everywhere

The 45-foot No. 12 "Old-fashioned" Elg is a recognized money-getter for Park or F&E Shows and Greater Leagues for greater flash; but just as easily used as the No. 15. Big a BIG ELG No. 12 for a life-time investment and certain profits.

ELI BRIDGE COMPANY
 Builders of Dependable Products
 800 Gaze Avenue, JACKSONVILLE, ILL.

POPCORN

Peppercorns, Carotens, Bacon, and all Popcorn Supplies. We ship and sell new and used Popcorn and Peppercorn Supplies. Complete Stock of Venting Supplies. Send for Price List Today.

MOSS BROS. NUT CO.
 Philadelphia Dist. B Pittsburgh

from Wausau, Wis. "The sword swallower is using neon tubes in place of swords."

IT'S FUNNY that some of the carnivals playing Florida have not been titled "Great Citrus Fruit Shows." Orange State is nearest yet to the title suggested.

MAURICE PIERCE (Maurice, Oseified Man) reports from Denver that he is recovering from an illness for which he has been receiving treatment since March 1. He would like to read letters from friends.

VET TROUPER and *The Billboard*

"The Hot-Squat Song"

That old saw, "There is nothing new under the sun," seems to have been disproved by members of Dalley Bros.' Shows. They're based on the hangman's knot and electric chairs in crime shows, but contend theirs are the only shows on the road today boasting of a "hot-squat" on the Merry-Go-Round.

The strutting, frying, buzzing noise around one of the old gray mares proved to be a gentle but determined swarm of bees intent upon establishing winter quarters in the Merry-Go-Round horse. A conference of staff members proved of no avail and suggestions, such as are plentiful on all midways, came thick and fast but the little creatures couldn't be displaced. After everything else failed, Little (Grease Ball) Jimmy ardently wooed and won the affections of the queen bee and took her and her brood to parts unknown, leaving disturbed waters placid again.—*Ralph Reed.*

"BUY NOW"

**...CARNIVAL TENTS...
MADE OF**

**BALOC — LOCTEX
FABRICS**

Blue, Green, Khaki Baloc for Frame Tents. Loctex for Roped Tents.

Write, Wire, Phone

BAKER-LOCKWOOD MFG. CO., INC.
603 HARDESTY KANSAS CITY, MO.

**WANTED WANTED
O. J. BACH SHOWS**

Man to take over completely insured Girl Show, also Ice-Pond Show, Danzig O'Connor, w/o. Can place Amuse, Lion Dance Gallery, Photo Booth, Camp, Hoop-La, Penny Pitch, Poreman for Single Leap, Thunderoga, N. Y. this week! Acquire to follow.

sales agent and mail man on Prell's World's Fair Shows, Harry J. (Dad) Ward retired from the road at the conclusion of shows' stand in Troy, N. Y., Thomas W. Rice reports. Gus Snyder will assume Dad's duties.

VET CARNIVAL trouper Leona Kelsey has been released from a Danville, Ill., hospital after receiving treatment there for a year and is now recuperating at the home of John Jackson in Braceville, Ill. Kelsey would like to read letters from friends.

MR. AND MRS. NOBLE pencil from Danville, Ind., that they recently signed Dee Nilford and Lester Starr to their unit for the fair and park dates. The Nobles are vacationing after a 15-month tour of markets and street fairs.

CONSIDERABLE gloom was cast over the Grand Union Shows' midway when Lucky, canine pet of Mr. and Mrs. Roy Gray, died June 30 while organization was playing Alva, Okla., Ned Lewis reports. Lucky had tramped for a number of years with the Grays.

FORMERLY with Rubin & Cherry Exposition and Hennies Bros.' Shows, William (Blackie) Nosker has left the road for an inside job at the American Legion Post Hospital, Battle Creek, Mich. He says he visited with members of the Hennies Bros.' Shows when they played the city recently.

AMUSEMENT PARKS and beach and lake resorts have "killed" the amusement ride business in many sections of the country by having days on which all rides are operated for three cents. Carnival organizations playing within the drawing radius of such amusement centers have found that they cannot compete with such rank opposition. All that tried it have suffered in consequence. However, carnivals have also sided in "killing" the ride business by the use of three and four ride coupons for 10 cents, and, either with or without amusement park, beach, and lake resort competition. This coupon could be carried to the nth degree, but upon the ears of men and women owners who are not showmen it would fall as a dud bomb on a battlefield.

"**WORKED** my concessions at the July 4th Celebration here," cards James H. Drew Jr. from Crooksville, O. "Business was good and our season, which opened in the South early in April, has been good so far. J. V. Russell is operating a stock store for me, and Jake Herlong is still in charge of all equipment."

WHILE Art Lewis Shows were exhibiting in Brunswick, Me., Owner Lewis was host to Allen Lester, feature writer for Collier's and The Boston Post. Lester was accompanied by Police Chief Bennie Fritzie, Bath, Me. Other visitors included Mr. and Mrs. Jess Rolan and daughter, Portland, Me.

IT IS SAID that the location of the Leo County Fair, Pennington Gap, Va., is the largest baseball ground in the world. This fair issues an attractive pass which identifies the holder as either guest, official, press, exhibitor, concessionaire, or employee by having these words printed on the margin with a little square, which is punched out opposite the identification word.

DURING Johnny J. Jones Exposition's stand in Duluth, Minn., Dr. G. Hewe

Barnhart, company physician, was host to his nephews, Edward Parnell and Archie Patrick, both of whom are students at Chann School. Barnhart also entertained Dr. Max Levi and Dr. L. S. Moran, former classmates from Chicago.

WILLIAM MARTIN, Birmingham fair concession man, spent a couple of days in Chicago last week on a swing around the General and Midwestern States. Martin visited Hennies Bros.' Shows at Calumet City, Ill., and plans to see a number of other shows, including the Johnny J. Jones Exposition at Milwaukee's Midsummer Festival, before returning home.

WHILE Pony Express Shows were playing Strawberry, Mo., concessionaires Charles Jaynes, Sam Carson, Jim Averis, and Bubbles Goldborough were tendered parties by the personnel in celebration of their birthdays. Lunch and refreshments were served. In attendance were Mr. and Mrs. C. H. Jaynes, Mr. and Mrs. S. B. Carson, Mr. and Mrs. Pat Goldborough and son, Mr. and Mrs. S. Green, Mr. and Mrs. John Ormsby, Tom Wolf, Hazel Alley, Emmett Warren, Joe Marks, Mr. and Mrs. Clay Evans and son, Harold E. Nelson, and J. B. LePever.

A STORY of a carnival boss carpenter: He piddled around from sun-up to sun-down a whole day last season in his canvas-canopied workshop. Finally he decided to pick up a hammer, following which he fell over on the ground in a dead faint. He was revived and, upon coming to, remarked to the onlookers that he had overworked that day. Moral: If all the nails that are unnecessarily driven into woodwork on some carnivals were pulled out there would certainly be a big pile of them.

CULLED from *The Jones Jackpot Journal*, midway organ on the Johnny J. Jones Exposition, which made its initial appearance during the stand in Duluth, Minn.: "A women's bowling league has been formed on the shows, but so far only the Follies Show and concession department are represented. Follies line-up includes Pat Gordon, captain; F. McDermott, O. Thomas, Janie Allen, and M. Thomas. Concession department keggers are captained by Frances Lockett, and include H. Eule, E. Kleider, D. Obie-leckie, and H. Maddox." Sheet is edited by Frances Lockett, assisted by Johnny J. Jones Jr., Bobby Wicks, Billie Wasserman, Joe Hoffman, Olive Thomas, Frances McDermott, and Adele DeBelle.

A PROMINENT circus man said recently: "I had the opportunity of visiting one of the largest carnivals recently. The electric towers and show fronts were never more beautifully decorated and illuminated. The concessions were never better stocked with merchandise, and the 'racket' and 'gypping' were never more skillful. It is too bad for the good of outdoor show business in general that the managements of some carnivals and circuses cannot see the absolute futility of such policies."

MEMBERS of Arthur's Mighty American Shows who visited in Seattle, Wash., while shows were exhibiting in Bremerton included Mr. and Mrs. Martin E. Arthur, Mr. and Mrs. Allen Pine, Mr. and Mrs. Ralph Balcom, Mr. and Mrs. Charles Oriener, Mr. and Mrs. Joseph Ryan, Joe Metcalfe, Mr. and Mrs. Joseph Blash, Mr. and Mrs. Charles Ferguson; Glenn, Ethel, and Tod Henry; Mr. and Mrs. Bull Montana Walker, Phyllis Walker, Mr. and Mrs. Jack Dyke, Archie Green, William and Ruth Croff, George Conkling, Walter Gordin, Jerry Tilton, Marie Hanks, George Dixon, Della Love, George and Connie Steen, Mr. and Mrs. Manfred Stewart, Mr. and Mrs. Clyde McGahan, Mr. and Mrs. John Donzell, Manuel Marcias, Anna Velde Metcalf, Everett and Retha Butler, Maurice Leamington, Steve Bernard, Jack Conkling, Mr. and Mrs. Charles Ford, Harry Hillman, Jerry and Patricia O'Brien, Jack Barber, Joe White, William Swanson, Mr. and Mrs. Hal Williams, and Glenn Hunter.

EVANS MONEY MAKERS

Make your Concession the LIVE SPOT! Rely on EVANS' 48 Year Experience for the Latest and Best

Amusement Equipment

PADDLE WHEELS OF ALL KINDS \$10.00 UP

Long Range Shocks, Galvanic and Supplies for all types. Wheels of every size. Everything for the Midway.

FREE CATALOG

H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS

Start a business of your own. Make real money at any kind of concession with CANDY FLOSS, get one of our BEST electric machines now. Four models to choose from, specially built to easily handle. Prices to suit you. Write TODAY.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So. Nashville, Tenn.

FAIRS—WANTED—FAIRS

FOR CARLISLE, ILL. FAIR: FINEST JULY 21; THEN URBANA, ILL. FAIR; THEN THE BIG BEARDTOWN, ILL. FISH FRY. Consider Coupon Agents. Have Boothway Alley open. Other Grid Shows, Bean Shows, Ball Games, see Wheel Agent, Counsel Man for Rings, other Cook-house Waters, Dishwashers, other Truck Mechanics, Working Men.

Can place Concessions above Fairs. Opening Fall Lead Gallery. Snow Covers, Banners, Novelties, Balloons and Grab. Freely to **ROY GOLDSTONE**, Concession Mgr.

FUZZLE'S SHOWS

Fl. Madison, Iowa, or Per Route

P.B. For Sale—Modern, complete Cook House in operation and making money. Have other interests reason for selling.

SECOND-HAND SHOW PROPERTY FOR SALE

\$25.00—Merry-Go-Round Horse, nicely painted, \$125.00—Elec. Mechanic's Barn, market show, etc. \$15.00—Slimee Tents, shipping case, bargain. Grand Headless Woman Illusion. Ball show. Airship Dip with Barrel. Sell show. We buy Candy Floss and Chicago Ring Shows. Pay cash.

WELL'S CURIOSITY SHOP
Philadelphia, Pa.
12 Strawberry St.

FOR SALE

Retiring from business. Will sell our entire Carnival business, including a number of good Show Games with complete equipment, and other Games.

KLIMEK NOVELTY CO.
8519 Wilson Ave., Chicago, Pensacola 7120.

WANTED

Girl Show Man. Warm front, plenty of Cash, good territory. You can work Job as per need.

T. J. TIDWELL SHOWS

NOTICE TO CONCESSIONERS

If you would like to make money this season get my line of Military Jewelry trimmed with the United States seal. Complete line of Belt Buckles, Key Chains, Brooches, Penknives, The Bucklers and also line of Jewelry suitable for gift-giving. Send \$1.00 for samples. If not satisfied return goods and money will be refunded. These are all fast sellers.

HOWARD A. DEANE
207 New York Ave., Providence, R. I.

BORTZ SHOWS WANT

Hide Help that drives Sealtrailers. Shows with or without men skills. Concessions that work for stock. Richmond, Mo., from July 14th to 19th; Maxwell Celebration, July 21st to 26th. P.S.: Man and Wife for Illinois, Genk. **LEO BORTZ.**

AGENTS WANTED

Simi Skills Agent, strictly sales. Now jobst. In season every week. Also Outside Help for Wood.

HARRY HARTZOG
L. J. Beth Shows Rochester, Ind.

WANTED

Toll-o-Phone Help, Second Man and Ticket Seller, Dresser Help, White or colored, and Ticket Seller and all day Grinders. Come on, see me now.

EARL PURTLE
Circs World of Birth Shows, Lewiston, Maine, now.

HARRY WEBB WANTS

Agents for Ball Shows and Flims Shows. Help for Wheels. Can use two Working Men that understand Concessions. Gen. Cole, come on. **Gene of Blue Ribbon Shows, this week, Jeffersonville, Ind.**

FOR SALE

22 No. 3 Porta Wheel, Reith and South Chair-Set, 4 Kibitz Aeroplanes, Ford V-8 Truck. Rides, usually in park all in good condition. 4500 less offer may be cash. Can use good Chair-Set. Also. Address all mail to:

P. O. BOX 64, KNOX, IND.

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Loop-o-Plans — Octopus —
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**NEW FOR 1941
THE FLYOPLANE**

The money ride on Gyro 20 Big Mickey, Ultra modern, Greatest performance. Another Eassey money maker.

EVERLY AIRCRAFT CO. SALEM, ORE.

ABNER K. KLINE, Sales Mgr. Eastern Factory Branch: RICHARD F. LUSKE, Chairman, Bucks County, Pa. European Supplier: LUSKE BROS., Ltd., Blackpool, Eng.

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.

Attention, Mr. Showman

A NEW 1941 MOON ROCKET

Will look same with an A-1 show that can furnish transportation for your fair dates. Let me hear from you, list of fairs and best proposition. Address:

Steve La Grou

33 MARY ST. AUBURN, N. Y.

WANT SHOWS

Athletic, 10-in-1, Midget, Snake, Fat, or any Show of merit, 25%, for eleven Ohio fairs starting Washington C. H., O., July 21.

Howard Bros.' Attractions

Vandergrift, Pa., 14-19

Midway Finishes

PAINTS — ENAMELS

MIDWAY CHROME ALUMINUM (Two Per Cent Change) PAINT AND ENAMEL 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.

W. E. WEST MOTORIZED CARNIVAL

Wants clean Cookhouse, privilege \$25.00, plenty of tickets. Want good Truck Mechanic, experienced Ring Agent; Manager for Girl Show, must have talent and wardrobe; Concession Agents, must be sober and dependable. Playing Fairs and Celebrations in Nebraska, Iowa and Dakota. Booked solid. Want Concessions of all kinds. Free Cars open. Fairbury, Nebraska, this week. Write for details.

TENTS-BANNERS

Three Tangle Callepes, in good condition. CHARLES DRIVER—BERNIE MENDLSON O. HENRY TENT & AWNING CO. 4862 North Clark Street, CHICAGO, ILL.

ENTIRE CARNIVAL UNITS

Buses, Stands, Wheels, etc., all new. Will rent outright or operate on basis. Large Ring Stand, Ball Game, Refreshment Stand, Show Stands, etc. Electrical Equipment and Decorations. Write for details.

Showmen's Exchange, Inc. 707 G St., N. W. Washington, D. C.

NEW USED TENTS

FOR SALE OR RENT WRITE FOR FREE CATALOG VANDERHERCHEN, INC. 2346 Emerald St., Philadelphia, Pa.

James E. Strates

Amsterdam, N. Y. Week ended July 5. Location, Upper Church Street showgrounds. Auspices, YFV Post. Business, fair. Weather, fair.

Because the regular showgrounds were too small for the shows, Special Agent Keith Buckingham secured the adjacent property and had the dividing fence removed. Shortage of parking space caused patrons to park their cars on the streets and they were scattered at least 10 blocks from the lot. Several concessions went to Troy, N. Y., to play a picnic date and reported good business. Patrons here held aloof from the concessions, and while the gate, shows and rides did business, concession end was nil. A picnic was held Thursday by women members and all reported an enjoyable time. Elizabeth Strates, daughter of General Manager Strates, is holding down one of the main gate ticket boxes. Eddie Seaman is the new electrician, and Mike Olsen, master of transportation, is getting the shows in and out of town on time. Kid Adams, announcer, is taking daily trips uptown with the band wagon. Tony Gordon, penny pitch operator, is remodeling his housecar. General Agent Bill Fleming reports shows are booked up to closing time in November. Pony Track operator Charles Koenigek added four ponies, and Louis Strates has his grab stand clicking.

Massena, N. Y. Week ended June 29. Location, showgrounds. Auspices, Fire Department. Business, fair. Weather, fair.

Lot was in an ideal location, but it required all of Assistant Manager Dick O'Brien's ingenuity to get the shows up. Business Monday and Tuesday was light, but on Wednesday the big local aluminum plants paid off and business showed a remarkable increase the rest of the week. Committee, a new one this year, co-operated. Scenic Artist Benny Wells and crew are repainting the shows from front to back. Transportation department took delivery on a new truck, and Mike Olsen, mechanic and trainmaster, has plenty of power to move the wagons. Steve Orskas, cookhouse proprietor, purchased a new truck. Jacques Gosselin is building a new front for a Jungleland exhibit. Sol Solzberg is doing a good legal adjusting job. Eddie Scaman, electrician, is getting swell results in the electrical department. Visitors included Mr. and Mrs. Jack Paige, Ben Williams, Walter Marks, Bobby Mansfield, Harry Berger, and Pat Finnerty.

"SKY" PUTNAM.

Endy Bros.

Fall River, Mass. Week ended July 5. Location, Broadway Circus grounds. Auspices, American Legion Post. Business, fair. Weather, intermittent showers.

With showers daily thru Saturday, shows registered only a fair week's gross here. Thursday night and Friday afternoon's parades and marathon races were held in the rain, with Friday's fireworks and the night's business rained out. Monday night's visitors included Gerald Snellings, special agent; Jim McHugh, press agent; Eddie Cennamo, lot superintendent, and Ernest Prosser, manager Advertising Car No. 1 of World of Mirth Shows. Nate Waterman, of ball game note, is sporting a new car. Mrs. David B. Endy was ill all week. Fall River Herald News and Station WBAR co-operated, with Jack Pitt Gibbons giving much time to daily plugs and programs. JOHN W. WILSON.

Cetlin & Wilson

Niagara Falls, N. Y. Week ended June 23. Location, Hyde Park Boulevard and Maryland Avenue. Auspices, Niagara Township Fire Company. Business, excellent. Weather, threatening.

Shows moved here from Erie, Pa., and about 3,000 attended opening night. Committee co-operated, as did local papers and Station WHLD. At Uncle Bob's Club, of WHLD, also co-operated and gave publicity to shows daily. Mr. Harold, Niagara Falls Gazette, did his share, and Mr. Bezoff, Uncle Bob, Mr. Longwood, and Bill Manning, of Station WHLD, gave many special programs. Business was excellent early part of week, but threatening weather hampered the latter part. Eddie Ellis was injured

after closing on the final night when struck by an automobile but has since recovered. He's a waiter in Michael Roman's cookhouse. Top-money shows included Paradise Revue, Lauther's Side Show of Human Oddities; Miss America, with Tommy Thompson as front talker; Stranger Than They Seem, Giant Sea Beast, and Van Adult's Penny Arcade. Laughland, with new mike ballyhoos, did well. Leading rides included Caterpillar, Moon Rocket, Drive-Yourself-Scouter, Roll-oplane, Spider, Twin Ferris Wheels, Walter's Kiddie Airplane and miniature railway, Mery-Go-Round, and Chairplane. Michael Roman's cookhouse reported excellent business. Children's Day, Saturday, was fair. RAYMOND D. MURRAY.

Dee Lang

Jamestown, N. D. Week ended July 5. Location, fairgrounds. Auspices, Stutsman County Fair. Business, good. Weather, variable.

Long jump from Bismarck, N. D., was made in good time, and shows were located to advantage by Business Manager Noble C. Fairly. Shows opened to mediocre business, which continued until Friday, when large midway crowds re-



ROSTER OF WILLIAM ALDRICH'S Beautiful Bussell attraction this season includes Mr. and Mrs. Bob Purvis. Mrs. Purvis, featured dancer, is better known as Joy Cubie, while her husband is a former vaude trouper, who retired from business in St. Petersburg, Fla., to satisfy Joy's urge to return to outdoor show business. Purvis is being groomed by Aldrich to take over one of the latter's attractions. (Photo by Dadsweil.)

sulted in good patronage. Rain which began falling about 10 p.m. hampered festivities. However, shows and concessions reported the day was one of the biggest July 4ths in a number of years. Ed H. Muehler, local banker and circus fan, gave good co-operation. Mrs. Norma Lang was called to St. Louis because of the illness of her brother, Charles (Dad) Tyler, father of Babe Hutchinson and well-known trouper, is the guest of Lee and Esbe. Fly-o-Plane took rides, with B. E. Griffin's Rocket second. Robert Neeley's Side Show, Art Martin's Gay Paree, and Leon Blondin's Monkeytown led shows. R. M. Harvey visited. DAN J. MEGGS.

World of Mirth

New Britain, Conn. Week ended July 5. Location, Vibbert's Field. Auspices, Order of the Purple Heart. Business, fair. Weather, some rain.

Shows were preceded here by three shows, a circus, and a half dozen church fairs. Business, however, was fair, also hampered by unfavorable weather, including a light rain July 4 and the night before. City is in exceptionally good shape, with millions of dollars of defense orders centered here in manufacturing concerns. Housing situation is serious and showfolk doubled up in an effort to obtain shelter for the week. Lot is an unusual one, being surrounded on three sides by cemeteries. Show fronts had to be cut so that all units could be squeezed in. General Manager Max Linderman went to New York on business the first part of the week. Weekly bingo parties are being held prior to opening of shows Thursday nights. Recent winners included Mr. and Mrs. Bill Scott, Mrs. Harry Cann, and Mrs. Maybelle Kidder. Benny Snapp, for many years manager

of one of L. Harvey Cann's popcorn units, celebrated his birthday here.

New London, Conn. Week ended June 28. Location, Davis Field. Auspices, Goshen Fire Company. Business, good. Weather, fair.

Location was one of the two played so far this year that was large enough to set up shows advantageously. Attendance and business far exceeded date here last year, although shows were predated by several other units. State law prohibiting the exhibition of animals on show fronts greatly handicapped Earl Purdie's Motordrome, Mack's Animal Circus, and Glen Porter's Jungleland. Ed Tutill's Club Esquire topped shows, and New Fly-o-Plane led rides. Numerous members of Dodson World's Fair Shows, including Mel and Guy Dodson, visited. Former Mayor Leo Reagan was a nightly visitor. Good co-operation was extended by Station WMLC, thru President Jerry Maury and Commercial Manager Ivo Neuman. General Agent Harvey (Doc) Cann was away for several days arranging railroad moves. Near-by Ocean Beach proved popular with the personnel. JIM MCHUGH.

Lawrence Greater

Alliance, O. Week ended July 5. Location, Harrison Street Showgrounds. Auspices, Truck Drivers' Union. Business, fair. Weather, variable.

Weather permitted only four nights of play, but these nights resulted in good business. Among visitors were members of Mighty Showley Midway, Jerry Cohen and Mr. Weaver, Gooding Amusement Company. A new truck was purchased by Carl Barlow for his concessions. Devor's cookhouse continues popular. Carl Barlow produced the successful show at the weekly Sunshine Club gathering. A surprise party was tendered Mrs. Mary Weiss, mother of Mrs. Sam Lawrence, in celebration of her birthday. Special Orphans' Day, Wednesday, arranged by Manager Sam Lawrence, was successful. Professor Baker's Monkey Show is clicking. New arrivals included Max and Henry Tarbis, with five concessions, and Mrs. Curly Graham, who was given a new living trailer by her husband. Much building and painting has been done. SCOTT WALTON.

Bee's Old Reliable

Greensport, Ky. Week ended July 5. Location, Cole Showgrounds. Auspices, Greensport Firemen's Club. Business, fair. Weather, variable. Pay gate, 10 cents.

Truck move here from Winchester, Ky., was made in good time and shows opened to good business Monday and Tuesday. Wednesday night was lost to rain, which also hampered activities Thursday and Friday. Saturday afternoon and night were fair. Despite the rain on July 4 paid admissions totaled 4,000. Auspices co-operated. Among visitors were Mrs. F. H. Bee Jr. and daughter, Bettie Joe, Jane Morris, and Mrs. W. M. Jarvis returned to Mrs. Bee's home with her and spent a night there. Joe Willis visited his parents in Waverly, O.

Winchester, Ky. Week ended June 28. Location, Winn Show lot. Auspices, American Legion Post. Business, good. Weather, fair. Pay gate, 10 cents.

Business started strong on Monday and continued in that vein through the week. Committees J. D. McAnallen and W. M. Holler gave good co-operation, as did county and city officials. Winchester is show's hometown. Mr. and Mrs. Leonard McLemore, Mr. and Mrs. Blackie McLemore, Mr. and Mrs. W. M. Jarvis, and R. Felton Robertson were guests at the home of President David J. Hais. Mr. and Mrs. W. M. Jarvis and Dan Culbert took delivery on new cars here. Mrs. Frankie Bland, wife of show's special agent, remains on night shows to work for Paul Critzer and visit home folks. C. A. Stevens joined with duck-pond, ball game, and cigarette gallery, as did Fred Penn with custard stand. All shows, rides, and concessions reported satisfactory takes. R. FELTON ROBERTSON.

Kaus Expo

Ossona, N. Y. Week ended June 28. Auspices, American Legion Post. Business, good. Weather, rain on night. A large grassy lot, mangled L. Superintendent Kane to lay out the shows to

good advantage. There also was plenty of space for parking. Billpost Grover Hill had the town and surrounding territory well billed. Plenty of newspaper space also was used. Good crowds on the midway from the start and they increased nightly. A thunderstorm and rain hit Saturday at 7 p.m., but the rain ceased by 9 p.m., and a half hour later the midway was jammed. Spending was good and all reported good business. American Legion Post paraded to the grounds Friday night, and matinees on Wednesday and Saturday drew well. Charles Crumlich has a new trailer. Mrs. James Nero, sister of James Dowdy, accompanied by her husband, of Rome, N. Y., are spending a week with Mr. and Mrs. Dowdy. Mrs. Addie Springfield, O., is spending a two-week vacation with her son, Buddy. LESTER KERN.

Wallace Bros.

Sarasac, Mich. Five days ended July 5. Location, Main Street and lots. Auxilias, American Legion Post. Weather, warm and clear. Business, below expectations.

Twelfth annual celebration in this little town of less than 1,000 population brought out a crowd estimated at 5,000 on July 4th, but rest of the engagement produced light attendance. Shows and rides did fair on the big day, but concessions established no financial records. Committee Chairman Gideon H. Diamond and assistants co-operated with the staff, while an old-fashioned balloon ascension was the feature of the event. Only jarring note was a handful of young hoodlums who caused Business Manager Glen Osborn several anxious moments when they attempted to celebrate the 4th with too much of the cup that cheers. Frank Sparks and the writer briefly visited the K. G. Barkoot Shows at Sand Lake, Mich., and Special Agent Bob Fox came over from Grand Haven, Mich., for a day. Owner-Manager E. R. Furrow was confined to his room with illness on July 4th, but recovered sufficiently to come to the office that night. Special Representative Fred Myers spent a day here and then left for Lansing, Mich. Visitors included committees from Ionia, Lansing, and Middleville, Mich. WALTER B. FOX.

Motor City

Oosoo, Mich. Eight days ended June 30. Location, East Main Street. Business, very good. Weather, fair.

Shows set up on the old fairgrounds on East Main Street and made a swell showing, with the brightly illuminated main entrance and the midway situated so it could be seen from a great distance. Business held up here and big crowds were on the lot. Visits were exchanged with members of the Billroy Comedians. Billy Wehle visited, and the writer took in the first part of the Billroy show. Several new members joined here and obtained their share of business. There was much activity on the midway, with showfolk getting ready for the Dexter (Mich.) Central Centennial. JAMES DEWEY.

West's World's Wonder

Centralia, Ill. Week ended July 5. Location, City Park. Auxilias, American Legion Post. Business, good. Weather, unsettled.

A record-breaking crowd greeted shows at Monday night's opener, which was the first night of the American Legion's Egyptian Home-Coming Celebration, an annual event here. Despite large crowds, spenders were few, with most of the money going to the Legion's independent show at the rear of the midway to a 10 and 15-cent gate. Shows had a free gate. A small gate and heavy thunder-showers hit Tuesday night, but no serious damage resulted and rides and shows did a fair business after it was over. Rest of week was good as far as weather and business were concerned, with a record-breaker July 4th Celebration, which drew over 40,000. BOB BUCKLER.

Funland

Aberdeen, Md. Week ended July 5. Auxilias, American Legion Post. Business, none. Weather, rain.

Excepting Monday, with a paid attendance of 1,200, shows were rained out here all week. Committees co-operated, but parades and fireworks were canceled because of the rain. Business Manager Jess Bradley joined with four concessionists, and Clyde Ridenour visited his brother in Philadelphia. Captain Colgate added plenty of stock at his stores. Lyle Barrett is doing a good job of lay-

ing out the lots. Secretary Barnes, Carroll County Fair Association, Taneytown, Md., visited Monday, as did John F. McCaslin, of Baltimore, and Johnny Koeler, Ken Davis, free act, continues popular. Betty Barrett is sporting a new trailer. General Agent Roberts is doing a good job out front, as is Second Agent Moses Jackson. TED C. TAYLOR.

Golden Belt

Bettendorf, Ia. Nine days ended July 1. Location, Ball Park. Auxilias, American Legion Post. Business, fair. Weather, rain.

Run in here was made in good time and business was good when weather permitted. Shows encountered much rain and a severe windstorm, which blew down three fronts, two top, and the corn game. Repairs were quickly made, however. There was plenty of money here but weather just would not give shows a chance to get it. Flossie Gensler's cookhouse left and was replaced by D. C. Baker's cafe. Painting was finished here. Manager Zimdars was away on a booking tour for a few days.

Des Moines, Ia.—Week ended June 16. Location, Riverside Park. Business, poor. Weather, good.

Jump here from Omaha, Neb., was made in record time. Personnel exchanged visits with members of the World of Today Shows. Shows closed on Sunday. Among visitors were Denny Pugh, Mr. and Mrs. Gorman, Captain Hugo, Harry Lamon, and C. S. Reed. Spot here was one of the worst of the season. EDITH CROWE.

O. C. Buck

Keene, N. H. Week ended July 5. Location, circus grounds. Auxilias, American Legion Post. Business, good. Weather, fair.

Because of an American Legion Convention parade was being held on local streets, on Sunday, shows came in before nine a.m., and paraded past the crowds waiting for the parade. Shows presented an impressive sight and all were in the air by Sunday afternoon, with the cookhouse and concessions getting an extra day because the lot was crowded by convention visitors. A pall was cast over midway with the news of the death of Joe Gangle's son, Walter Karsen, former ticket seller, is riding in Doc Wilson's Motordrome. Madam Worth (Mrs. Jack Lambert) was visited by her son and daughter-in-law, Mr. and Mrs. Thomas Lambert. Paul LaCrosse accompanied the Lamberts on their Coast-to-Coast tour. Giant Tom Harney is back on the Kiddie ride. Two new light towers were erected here for the first time to good results. Goldie Fritz opened his snack show here and billed it as the Lady in Red. He also owns and operates the Ike and Mike attraction. Mr. and Mrs. Phil Isser and daughter visited Manager O. C. Buck. Harry Chipman, Ray Goodie, Baron Novak, and Ray Rogers, Wallace Bros' Circus, also visited. LON RAMSDELL.

Buckeye State

Curtis, Ill. Week ended June 28. Location, fairgrounds. Auxilias, White County Fair Association. Business, good. Weather, good.

Shows and rides did satisfactory business here, and Messrs. Hughes and Apple, fair executives, gave good co-operation. Captain Willander's big clamp died here and he immediately placed an order for two more. Jack Oliver and Charles Savage made a flying trip into Missouri on shows' behalf. Hinges of Hell Show clicked. Mrs. Geller's house trailer was damaged by one of the trucks but it has been repaired. Mr. and Mrs. Earle Crane are doing well with their custard stand. Pat Brown is busy on the new show fronts. Several members of the Great Lakes Exposition Shows visited. Several members of the personnel took advantage of the opportunity to visit and shop in Evansville, Ind. H. O. STARBUCK.

Sunburst Expo

Coandersport, Pa. Week ended July 5. Location, Tannery grounds. Auxilias, Volunteer Firemen. Business, good. Weather, hot; rain one day.

Thru co-operation of Chairman Dr. Reese and his committee, date proved much better than expected. Business July 4th began before noon and the crowds remained until 2 a.m. Saturday. Visits were exchanged with the personnel of Katus Exposition, Oetlin & Wilson, Square Deal, and Abe Holman's Rides, all of whom are playing this territory. Louis Augustino has added several more monkeys and a three-

month old baboon to his Monkey Village. Co-Owner Barker purchased a new car for Mrs. Barker, who left for her independent dates with Clara Demer. Corning, N. Y. Week ended June 28. Location, Kelly's Field. Business, good. Weather, hot.

Long jump from Buffalo proved that many of the motorized units could not stand up. However, the baggage cars were in plenty of time and ready to operate Monday night. The billing crew did a good job and local papers co-operated. The latter part of the week the grounds were taxed to near-capacity. Among visitors were the promotional and advertising crews of Oetlin & Wilson and Katus Exposition, Doc Miller, Elmira, N. Y., is working merchant movies in small communities. Messrs. Buckingham and Pawcett, Bath, (N. Y.) Fair, also visited. Beverly Swank came in from St. Mary's Academy, Dunkirk, N. Y., and joined her mother for the vacation, as did Eleanor Augustino, from a Boston boarding school. Mr. and Mrs. Slim Preston, now on special duty in Elmira, N. Y., were nightly visitors. The Townsends and Capt. Frank Vogt's, free acts, continue popular. Richard Glebow is in charge of transportation. BILL SOHOEN.

Bazin

Ely, Minn. Week ended June 23-26. Business, excellent. Weather, ideal.

Everything was up and ready for opening here after a fast move from Keewatin, Minn. Crowds were big and much spending was done, with all reporting a successful week. Rides were popular, and Cliff Paton's World's Fair attraction, Alligator Children, Life Show, Eddie Lippert's Horses, and Eddie Ferrerri's Girlsque Revue topped shows. Several concessionaires joined here and Weldon Parmlee, with diggers and bottle game, did well. Cookhouse hasn't lost a single day since opening and continues popular. JACK GALLUPPO.

Frisk Greater

Hallock, Minn. June 26-28. Auxilias, Kittson County Fair Association. Business, excellent. Weather, ideal.

Twin Ferris Wheels and Tilt-a-Whirl topped rides here and crowds remained until early morning. Mr. and Mrs. Blank joined with Frank Animal Show and big digger. Mr. and Mrs. Leo Moss, Penny Arcade and digger operators, returned here, Moss having been off the road because of illness. Barnhart's cookhouse chalked a highly successful week. Mr. and Mrs. B. Jorgenson, formerly of Goodman Wonder Shows, joined the east of the Hawaiian Nights Revue. Al Sterner purchased a new electric popcorn machine and a new front for the Athletic Show was erected here. The Duffy Party joined with custard and Mr. Siegner with lead gallery.

Barnesville, Minn. June 23-25. Auxilias, Clay County Fair Association. Business, good. Weather, ideal.

New light towers and Rolloplane arrived here and all rides and show fronts were repainted. Paul Schrimager opened his new Mechanical Show to good results. Gwen Langigan has taken over the Rive Revue and Joe Sinn added new carnival and animal to his local show. Visitors included Mr. and Mrs. Vounar, Albin Olson, Mr. and Mrs. P. Heinrich, O. M. Mattson, R. D. Threlsett, Sig Silnes, Ted Heyen, Joe Reiland, H. Erickson, A. A. Habedank, and Ray Pfund. Several members of the personnel visited Bremer Shows at Ada, Minn., and Goodman Wonder Shows at Moorhead, Minn. NEAL LANGIGAN.

Daily Bros.

Blenchard, Ohio. Week ended June 28. Auxilias, Blanchard Town Association. Business, good. Weather, good.

Weather was fair all week and attendance started slow but increased daily, with midway working to near-capacity business Saturday night. New attractions include Mr. and Mrs. P. A. Ames's neatly framed cookhouse. Mr. and Mrs. Orvall Cox arrived, after a few years' absence, to assume the management of the Athletic Show. Manager H. T. Freed purchased a new car and truck. Shows are now carrying eight rides and seven shows. RALPH REED.

Douglas Greater

Kelso, Wash. Week ended July 5. Location, midway between Kelso and Longview. Auxilias, Boy Scouts of America. Business, good. Weather, fair.

Hard work on the part of General Agent Frank Ward gave shows one of the best July 4 dates in their history. It was believed to be the first time a show

played under Boy Scouts' auspices and a special permit had to be issued from the Portland, Ore., Scout headquarters. Frank Davis, M. D., of Kelso, was the officer in charge for the Kelso Scout district. Bill Meyer had town well billed and plenty of radio time and newspaper space was used. All shows, rides, and concessions, including Jen Perry's new Snake Show, Marie Bick's almgroth, John Stone's juke, Mrs. Klug's ice cream, and several other new concessions put on by Al Hamilton and Harry Goodman, chalked a good week. Shows were reported here by Bill Meyer.

Kenosha, Wash. Seven days ended June 30. Business, good. Weather, good. Shows moved here from Aberdeen, Wash., and Bill Meyers did a good job of laying out the lot. Earl Harvey and two assistants capably handled the parking problems. Although crowds weren't large, excepting Saturday night, patrons spent freely, and shows, rides, and concessions reported as good a week as any this season. Shows chalked a good day's play Sunday. Mrs. Cecilia Klug reported good business for her candy floss, popcorn,

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Heavyweight cards, black on white. Wood markers printed ten sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$3.50; 50 cards, \$4.50; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$6.25; 200 cards, \$11.25; 250 cards, \$13.75; 300 cards, \$16.50. Remainder sets \$3.00 per 100. No. 140 — Extra Heavy Green Both Sides. Per 100, \$8.50.

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and peanut concessions. She recently installed a fices machine. Ethel Dunsmore, sister of Mrs. Al Hamilton, opened here with her new concession. Bob and Jen Perry spent the week working on their Snake Show. Owner Douglas, Joe Glacy, Mrs. Douglas, and Mr. and Mrs. Bill Meyers visited American United Shows. Visitors here included Mr. and Mrs. Harry Hagrave, Mr. and Mrs. (Dad) Allen, Mr. and Mrs. Pat Frazee, Jean Powers, Mr. and Mrs. Louis Scazzini, Mrs. Berkie, George French, Mr. and Mrs. Morrissey, Mrs. Roy Peterson, and Roy Wilson.

J. ALAN BUCHANAN.

Arthur's Mighty American

Bremerton, Wash. Seven days ended June 29. Location, Blue Moon Park. Aspicus, American Legion Post. Business, fair. Weather, unsettled. Pay gate, 10 cents.

Rain prevailed three days out of the seven here, but business was fair thru-out. Circus Side Show did well and the acts received generous space from The Bremerton Sun and Searchlight, while daily broadcasts were made over Brown's radio station. Hotel accommodations at a premium and prices were the highest yet encountered, forcing most of the showfolk to find accommodations beneath the big tops. Empress, performing elephant, was presented with the key to the city by the mayor after a parade thru downtown streets. Martin E. Arthur received complimentary editorials from The Daily Sun. Arthur's home is here. William Groff's cookhouse did a good week's business and George Conking and Walter Gosline's Double Circus Side Show topped the midway, with George Dixon and Della Love's Bobo Show a close second. Mr. and Mrs. Martin E. Arthur made a flying trip to Aberdeen, Wash., on business. Mr. and Mrs. Everett Butler entertained relatives all week and were guests at several dinners. Alice Blesh and Ruth Groff won this week's women's bowling meet. Pacific Coast Showmen's Association and Ladies' Auxiliary award went to Joe White. Glenn and Tod Henry spent the week building bodies on trucks. Jerry Tilton entertained the newlives, Mr. and Mrs. Hal Williams, at the Blue Moon Cafe. Maurice Leamington chalked a good week's business in the annex of the Side Show. New costumes, created by Anna Velde and Ethel Henry for the circus, received many compliments. Dorothy Hilderbrand, of Estacada, Ore. is the guest of Mr. and Mrs. Ralph Balcom. Tiny Burnett, former showman and now owner of Tiny's Cafe, was host at a dinner for Mr. and Mrs. Martin E. Arthur, Mr. and Mrs. Allen Fine, and city officials. A number of relatives and friends of Mr. and Mrs. Martin E. Arthur were guests during the week. Mr. and Mrs. George French, Seattle, Wash., visited.

WALTON DE PELLATON.

West Coast

Klamath Falls, Ore. Week ended July 8. Location, across from Southern Pacific Railway Depot. Aspicus, Rodeo Committee. Business, excellent. Weather, good. Pay gate, 15 cents.

Circus move saw shows ready for its Monday night's opening, which gave the organization largest business in a number of years. Business was 40 per cent better than in previous years. Grounds opened daily at 1 p.m. and great crowds turned out. New Scooter topped the midway, and all other rides and shows did exceptionally well. Concessions operated to near-capacity business. Some 2,000 sheets of special printing was

posted by General Agent W. T. Jessup. Manager Mike Krekos entertained at several dinner parties during the week. Honor guests included Mayor John Houston and Councilmen Martin, Central, Bussman, and Keller, and Police Chief Hamm. Jack Joyce's Circus Beautiful provided the free acts, which were well received. Tony Soares still handles The Billboard sales. The writer was host to State, county, and city officials at a chuck wagon breakfast.

Mount Shasta, Calif. Week ended June 28. Aspicus, Chamber of Commerce. Business, excellent. Weather, clear and cold. Pay gate, 10 cents.

After a 480-mile jump from Oakland, Calif., without mishap, shows opened on time and played to exceptionally good business thru-out. Many fishing parties were undertaken. Manager Louis Leos getting the prize catch. Owner Mike Krekos returned from a business trip and General Agent Jessup visited. All were shocked to learn of the deaths of Al (Big Hat) Fisher, Ace-Duce Clamen, and Red Meehan.

Oakland, Calif. Week ended June 21. Location, East 14th at 75th streets. Business, excellent. Weather, good. Pay gate, 10 cents.

For the second time this season shows played Oakland, but this time the weather was ideal. Front gate attendance exceeded 30,000 during the week. Much painting and rebuilding was done here.

W. T. JESSUP.

Golden State

Monterey, Calif. July 1-6. Location, Franklin Street. Aspicus, Monterey July 4th Celebration. Business, good. Weather, good.

Trucks made the 180-mile move here without difficulty and opened Monday night to a crowded midway. Business continued good thru-out the week. Manager Ben Dohbert did a good job of laying out the midway, and J. W. Curries joined with his Globe of Death attraction to good results. Rocket ride was popular here, and Jerry Godfrey purchased a new Side Show, featuring La Vanta. Prof. Dick Kanthe's Athletic Show chalked its best week of the season so far. All rides did well, and the Penny Arcade was popular. Pay gate proved successful. Mr. and Mrs. O. N. Crafts, Mr. and Mrs. Frank Warren, and Clair Martenson visited and helped celebrate Roger Warren's birthday Monday. Mr. and Mrs. Rod Summerfield also visited. Nick Obayate, mechanic, took delivery on a new house trailer. Phil Barton's candy fines and candy apple stands obtained good play.

MONA VAUGHN.



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- ★ GREAT FLEMINGTON FAIR, FLEMINGTON, N. J., AUGUST 25-SEPT. 1
- ★ JUANITA COUNTY FAIR, PORT ROYAL, PA., SEPTEMBER 2-6
- ★ PAGE COUNTY FAIR, LURAY, VA., SEPTEMBER 8-13
- ★ COURIER-RECORD FAIR, BLACKSTONE, VA., SEPTEMBER 15-20
- ★ LEE COUNTY FAIR, SANFORD, N. C., SEPTEMBER 22-27
- ★ CHEROKEE COUNTY FAIR, MURPHY, N. C., SEPTEMBER 30-OCTOBER 4
- ★ CHEROKEE INDIAN FAIR, CHEROKEE, N. C., OCTOBER 7-11
- ★ LANCASTER COUNTY FAIR, LANCASTER, S. C., OCTOBER 13-18
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- ★ NEWBERRY COUNTY FAIR, NEWBERRY, S. C., OCTOBER 27-NOV. 1

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American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 12.—We again visited Cettin & Wilson Shows at Hornell, N. Y., July 2. They were playing in the date under Merchants and Farmers Exposition and American Legion Post auspices. Our first visit to James E. Strates' Shows occurred at Amsterdam, N. Y., July 3, and shows were playing to near-capacity attendance. Manager James E. Strates, Assistant Manager Dick O'Brien, Mrs. Putnam, and Sol Solberg showed us every courtesy. Eminent Zeechinn cannon act, is the free attraction. We noted many improvements, particularly in lighting over previous years. Mercury type floodlights are being used to good advantage. The six-unit light plant proved of interest, as did the front gate. Jake Shapiro, Triangle Poster Printing Company, also visited while we were there.

We visited Coleman Bros' Shows July 4 at Lanesboro, Mass. Organization consisted of 10 rides, 8 shows, and 35 concessions, with the Wallendas presenting the free act. Co-Owner Tom and Mrs. Nellie Coleman made our stay an enjoyable one and we regretted that we missed Co-Owner Richard Coleman. On the night of July 5 we visited Sam Prael's World's Fair Shows (non-member) at Schenectady, N. Y., and renewed acquaintances with Bobby Mansfield among others.

During the week a letter was written

to the R. L. Wade and other non-member shows advising of the availability of membership in the association. United States Department of Commerce announces that it anticipates the peak shipping season will be reached in September and October, and that there will be a scarcity of freight cars this season. Since this condition will prevail during the fair season, we urge members to give strict heed to possible difficulties which may be encountered in moving their shows on schedule. We again urge that transportation moves be booked so as to allow a greater advance than heretofore. Of interest to the carnival industry is the announcement by the United States Department of Agriculture that a new process for making cotton and other fabrics mildew resistant has been developed and is available for use without payment of royalties. The Department states the new process has several advantages over older treatments and is valuable for domestic as well as commercial use. Any interested member may obtain a copy of the Department's announcement by communicating with this office.

Federal Communication's Commission announced that effective July 10 the toll on long-distance telephone calls will be reduced about 14 per cent on interstate calls of the 21 associate companies in the Bell system. Additional word from the United States Department of Commerce urges strict attention to the situation which will in all likelihood develop in September or October. Department offers practical suggestions as to how the situation may be mitigated. Those interested can obtain the details by writing this office.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25 Opera Place, Cincinnati, O.)

10G Program Outlay Sets All-Time Peak For Vandalia Event

VANDALIA, Ill., July 12.—Record announcement appropriation of \$48,000 by the Old Settlers' Association, sponsor of the annual three-day Old Settlers' Reunion here, will be overreached by about \$2,000 for this year's affair, reported President L. C. Squibb. Preliminary receipts from advance sales, however, assure the event's financial success. Souvenir programs and an official newspaper are being distributed in communities from which the sponsor expects to draw 75,000 people. Charles W. Mills is association secretary.

Rogers Greater Shows have been booked for the midway, Gus Sun Booking Agency is furnishing a revue, Let Freedom Swing, and the orchestras of Larry Clinton, Red Nichols, and Little Jack Little have been engaged thru Art Weems and General Amusement Corporation for dances to be staged by two circy clubs for the benefit of crippled children, student loans, and Boy and Girl Scout work. Fireworks will conclude each night's program.

There will be a Children's Day, State Sheriffs and Oil Men's Day, and American Legion Day, with appropriate programs for each. Parade on downtown streets, with school bands and drum and bugle corps, will open the daily programs. Other attractions will be police equipment displays, industrial and wild life exhibits, and a lecture on mine fires. On closing day the 23d district convention of the American Legion will be held here. It is expected to draw 2,000.

plays, with bands and drum corps. Remainder of the program was composed of well-known circus and fair acts, and concluded with a Theatre-Duffield fireworks display.

Acts included the Ciairs, Canestrelli, and Pilmores in balancing feats; Jorgen Christensen's 10 Argentine stallions and wonder pony; Five Flying Fishers; La Tosca, bounding rope; Mills Troupe, high wire; Capt. Chris and his Great Danes; Happy Harrison's dogs, ponies, and monkeys; Henrico and the Saltons, hand-balancing and perch; Great Jorgen's horses; Great Passner, spiral tower, and August Jansky, high pole. Preceding the show a Book of Joys kept the crowd entertained. Among the clowns were Jim Snell and brother, Everett Johnson, Paul Berni, Albert Mee, Dick Leoni, Luppe Trio, Sunny Jim Gerber, William Cummins, Edward Brown, Lindsay Wilson, Frank Matthews, and the Two Sher-mans.

Acts, Pyro Bill Draw 8,000, Record Mark in East Moline

EAST MOLINE, Ill., July 12.—A crowd estimated at over 10,000, 8,000 of whom paid to see the stadium show, attended the fourth annual Independence Celebration here on July 4 under auspices of the American Legion Post, reported Don Sweet, promoter, who also handled publicity and acted as emcee. Stadium show, consisting of eight vaude acts and a \$700

MIDSUMMER CELEBRATION

Lake Bruce, Kewanee, Ind., August 21-24 Inclusive

Small Carnival or Independent Rides, Shows and Concessions. No grill. West Bingo Club. Maiden post. Fireworks show July 4th drew 6,000 people. Write JOHN DELLINGER, Lake Bruce, Kewanee, Ind.

WANTED American Legion Fair

For New Boston, Mich., July 25-26-27 Legitimate Concessions of all kind. Will sell on or bring. Write or phone CHAR. MCKIBBINS, Detroit, Mich. 26480 Grand River. Phone: Redford 9716

CARNIVAL WANTED

Auspices of the Rawlins Fire Department Week of August 25th. County Fair last three days of week. Write to D. C. RUDY, Fire Chief, Box 347, Rawlins, Wyoming

LABOR DAY PICNIC

MOLINE, ILLINOIS Want Specialty and Platform Acts. No Concessions. C. E. GAULEY 2703 14th Avenue Moline, Illinois

WANTED

Free Acts and Concessions for NORTH INDUSTRY, O., HOME COMING July 29th to Aug. 2nd, Incl. Will sell X on Shooting Gallery, Photo Gallery, Mini Joint and Candy Plans. Graziano & Carlin (Kans. based). Address: GEORGE MARLOW, General Chairman

ANNUAL FALL FESTIVAL

At Marks, Indiana, Sept. 3, 4, 5 & 6. Want Free Acts, Shows and Concessions. First Joints and Diggers not allowed. Write at once. W. O. RANDOLL, Chairman, Marks, Indiana

WANTED

RIDERS, SHOWS, CONCESSIONS FOR KANSAS' BIGGEST RODEO August 17-19 Write SECRETARY, Phillipsburg (Kan.) Rodeo

LAST CALL CHEYENNE FRONTIER DAYS CELEBRATION **LAST CALL**

The Biggest Rodeo in the West—July 21 to 26, Inclusive. CONCESSIONS AVAILABLE FOR SPACE. Can Place Legitimate Concessions of All Descriptions.

WANT MOTORHOME RIDER TO JOIN IMMEDIATELY, either at Alliance, Neb., this week, or Cheyenne. Salary paid out of office. **WANT** HELP FOR ATHLETIC SHOW AND BILL WILLIAMS' SNAKE SHOW. CAN USE CAPABLE SHOWMEN WITH MODERN IDEAS.

ALAMO EXPOSITION SHOWS

Address Alliance, Neb., this week; Cheyenne, Wyo., July 21-26; Burwell, Neb. (Rodeo), Aug. 6-7-8.

LAST CALL--FOR ROSETO, PA.--LAST CALL

LADY OF MT. CARMEL CHURCH CELEBRATION

Pennsylvania's Largest Celebration—Bands, Fireworks, Parades

Roseto, Pa., July 21 to 28, Sunday Inclusive

West Shows of all kinds, Fire-On, Tenis-On, Mabel Mack, Johnny Eck, Mrs. Willis, Captain George Keller, don't miss this one. Can place one more No. 3, Eli Wheel to Dax, one or two Flat Rides, also Merry-Go-Round and Kid Auto Ride, or any other Rides other than Kid Outcrop, El No. 5 and Chair-Planes all other Rides open. Also can book clean Concessions of all kinds. No X for this date. Pop Corn and Candy Apple; Fresh Outdred eggs over big here at this date. Yes, we have Emuau, Pa., Celebration also McDure Old Home Coming, and Pennsylvania's largest Street Fair, Ephrata, Pa., in full details. Address all mail direct to

R. H. MINER, Morrisville, Pa., all this week.

ART LEWIS SHOWS, INC.

"World's Finest Midway"

Can place for a circuit of fifteen A-1 Fairs starting at FLOURTOWN, PENN., FREE FAIR, JULY 30 TO AUG. 9, Incl. Ten Days, Ten Nights.

CONCESSIONS OF ALL KINDS. Must be strictly legitimate. Will sell exclusive NOVELTIES. Rubly Kane wants Bill Cameo Awards. Basketball Writs Concessions Help-SHOWS; Glass House, Midget Show or any other Show of merit.

RIDES! Will book Kiddie Rides with exception of Kiddie Autos. Also Pony Ride.

Want Working Men in all departments. Also Saxophone Player. All Address:

ART LEWIS, Gen. Mgr., July 14-19; North Adams, Mass.; July 21-26, Stratford, Conn.

WANTED

All items—Rides and Concessions. 8 solid weeks on Chicago's South Side. Auspices leading Colored Churches, Social and Fraternal Organizations. No license—no coin to pay. Liberal terms to Rides. Stock Wheels will work. Don't write. Wire or phone

COL. JOHN A. DICKERSON

Ritz Hotel, 409 Oakwood Boulevard, Chicago, Ill. Tel., Kenwood 1240.

WANTED FOR CLARK QUEER'S CIRCUS SIDE SHOW

JOHNNY J. JONES EXPOSITION

Due to entering for the best fair route in America. Freaks to Feature, Working Acts of all kinds, useful Side Show People. This show pays salaries promptly. Best of table board. Hop, I wired you twice. Write or wire

STARR DE BELLE

MILWAUKEE, WIS. THIS WEEK; MADISON NEXT

WANTED 3rd ANNUAL BLUE BERRY FESTIVAL

MANISTIQUE, MICH., JULY 23RD TO 25TH, ON THE STREETS. Will draw 100,000 people. Concessions of all kinds. Shows with or without your own outfit. X on Concessions for balance of season. Will Fair to include. Will, and Show, Fair Secretaries! We have a few decent dates. Fairs from \$25.00 and below. Ride Help for other Rides.

PLEASURELAND SHOWS

NEWBERRY, MICHIGAN, THIS WEEK

Fair Groups Handle Two Winning Events

BATH, N. Y., July 12.—Independence Celebration here on July 4 under sponsorship of Steuben County Agricultural Society was highly successful, reported Secretary J. Victor Faucett, with a crowd of over 11,000 on the midway of Kaus Exposition Shows, in for a week's engagement, and all departments getting money.

Grandstand show drew a good afternoon crowd and at night business was so big it was necessary to stop selling standing room. Show was furnished by Polly Jenkins and her Plovers, with Four Maeks, roller skaters; Donnelly and Betty, acrobats; Graybill Animal Circus; Arthur LaFuer and Marie Manners, contortions; Puster Brooks and Beanie Morgan, WHAM act; Eddie Bolton, equilibrist; Tommy Mack and Company, hillbillies; Kuster Brothers, horizontal bars, and Capt. Bostech Gordon, human bullet. There were also afternoon home racing and night fireworks. On July 5 the Jenkins troupe entertained patients in Veterans' Hospital here.

Iowa Annual Successful

ALGONA, Ia., July 12.—July 4 celebration here under auspices of Kosciusz County Fair Association was the most successful in years, with an estimated crowd of more than 10,000, said Secretary E. L. Vincent. Featured during the afternoon were jalopy races, ball games, and some acts. On the night program were Theatre-Duffield fireworks; Machado Trio, horizontal bars; Seven Durbars, pyramid building and tumbling; Aunt Matilda and Uncle Hiram and their comedy car; St. Claire Sisters and O'Day, cyclists; Irene McAfee's Hollywood dogs; Eddie Stattelman, trick roper, and the Cooper Quartet.

Cook County Legion Show Is Successful

CHICAGO, July 12.—Over 110,000 people attended a July 4 celebration staged by the Cook County council of the American Legion at Soldier Field. A splendid two hour and a half show was given, acts booked by Toby Wells, of Performers Consolidated Attractions. First hour was devoted to military dis-

fireworks display, attracted the largest crowd in the city's history, with the 7,300 stadium seats filled and standing room at a premium.

Among acts appearing were Aerial Dukes, high pole; Melrois, Roman rings; Dale and Meyers, hand balancers and tumbler; Hoffman Dance Trio; James Valdaire, trick cyclist; Guy Lauren and Singer, musical novelty; and Otto Merget and his comedy sextet. Acts were booked thru the Sweet Entertainment Service. Pyro show, the most elaborate of any yet exhibited here, was provided by the Illinois Fireworks Company and fired by Don Leroy Middleton. Miniature Train Company provided a ride and operated to good business. Celebration opened in the morning with a three-mile parade in the business district.

Coshocton Elks' Annual Has Even Break After Slow Start

COSSHOTON, O., July 12.—After a slow start business picked up over the July 4 week-end to give Coshocton Elks' Racing Association an even break on its annual promotion which ended July 5 on the fairgrounds here. Threatening weather put a crimp in the early week take, but skies cleared for the final half and the midway was jammed.

J. R. Edwards Shows were on the midway with six rides, Leon Wyant's Princesses Marguerite Show, about 30 concessions, and Bower's Penny Arcade. Lillian Strook, artist, was nightly free act. Klein's Rhythm Revue of 1941 was offered before the grandstand on three nights and at July 4 matinee to near-capacity business. There were also harness races the last three days. Klein also set the Strook act. Sponsoring group announced that the event will be repeated next year on a more extensive scale. Prize awards were made daily. Klein's revue included Bounding Barons and Jimmy Harrison's band.

Successful Phoenix Annual Pulls With Acts, Fireworks

PHOENIX, Ariz., July 12.—About 10,000 turned out for the second annual Independence Celebration on the State Fairgrounds here July 4 under auspices of Station KPHO and The Arizona Farmer Magazine, featuring a program of acts and fireworks, the latter staged by Theatre-Duffield. Acts included Four Kitchenettes, cyclists; Fulton and Johnson, comedy acrobats; Oliver Trio, perch; Charlie the Horse and Ferdinand the Bull, comedy act, and Brooks Duo, tight wire.

Event was given international flavor by the presence of Anselmo Macias, governor of Sonora, Mex., and Rodolfo T. Loraiz, governor of Sinaloa, Mex. They

were here on a good-will visit arranged by Gov. Sidney P. Ostrom of Arizona. Special fireworks sets paid honor to the Republic of Mexico. Sponsors reported the show a financial success. Arrangements were in charge of Capt. Jack Reilly, KOY manager, who managed the Arizona exhibit at the World's Fair.

Features Pull at Ohio Event

BARBERTON, O., July 12.—An estimated 20,000 witnessed Barberton's July 4th golden anniversary parade, highlight of a six-day celebration, most successful in years. Pageant was presented the first half of the week in the high school stadium under the direction of John B. Rogers Producing Company. Ben Bernie's orchestra played for the anniversary ball on June 30. Selden, "The Stratophore Man," appeared twice daily in the stadium and platform acts were offered. F. E. Gooding Company had one of its ride units on downtown streets and there were concessions. Leo V. Walsh is president of Barberton Golden Anniversary, Inc., sponsor. Harold Cross was secretary. Downtown streets and stores were decorated for 10 days.

Penny Annual Sets Big Bill

SILINGROVE, Pa., July 12.—Plans have been completed for the ninth annual six-day Carnival and Night Fair here under sponsorship of D. H. & L. Fire Company, reported Secretary Roland F. Fisher. Billed as the State's largest fire-eating fair, a pretentious attractions program has been set, including three high and four platform acts, shows, concessions, repeat engagement for eight Beththofer rides, fireworks, and parades. Exhibits will be housed in a tent. An estimated 120,000 attended in 1940 and indications are that the figure will be exceeded this year. Event is being advertised with posters, souvenir books, fliers, bally truck, and radio.

Attractions for Ark. Fete

BATESVILLE, Ark., July 12.—Variety of attractions, including Buckeye State Shows, Bob Crosby's orchestra to play for a beauty pageant, and Jewel Cowboys to put on a horse show, give concerts, and play for dancing, have been engaged for the two-day White River Water Carnival here under auspices of the Young Business Men's Association, reported President C. C. Walbert. Event is a non-profit civic activity staged to advertise the White River. Expenditures this year will approximate those of last year, \$6,000. Plans call for boat races, swimming and diving events, and other aquatic activities.

Big Day for Ravenna Fair

RAVENNA, O., July 12.—First Firemen's Summer Fair at Portage County Fairgrounds here on June 30-July 5 failed to attract the patronage expected, other than on July 4, when officials reported 20,000 witnessed the program. Commercial exhibits, pony show, band concerts, parades, and fireworks were offered. Children's Day was July 1 and County and Ladies' Day July 2. Mighty Sheeley Midway was brought in and played to poor business. Carnival free acts were John Pollock, shot from a cannon, and Dorothy Fay's Diving Horse. Committee exploited the event in advance with much paper. A. L. Suter was general chairman.

Vaude Acts for Fla. Show

PENSACOLA, Fla., July 12.—Six vaude acts will be featured at the second annual National Home Show here under auspices of the Real Estate Board and direction of Edwin N. Williams, Federal Production Company, who managed the show last year, reported Secretary Don Ellis. Headquarters have been opened and Director Williams is expected to arrive soon to take care of advance details. Last year's show was acclaimed as an outstanding event and the Chamber of Commerce and Retail Merchants' Association is co-operating in the 1941 production. Plans are to make it twice as large, with 60 booths in operation. Show will be housed in a tent.

Mass. Event Draws 100,000

GLOUCESTER, Mass., July 12.—Four-day carnival sponsored by the American Legion Post here closed a successful run on July 4. An estimated 100,000 thronged the midway in Stage Fort Park.

Harry Winn was in charge. Four rides were obtained from the Star Carnival. There were 19 concessions and the St. Onge Trio, free act. The city donated money for fireworks on July 3.

Shorts

B. WARD BEAM'S Rodeo and Thrill Show attracted big crowds to Akron (O.) Rubber Bowl on June 27-29 despite frequent showers. Line-up included Nifty Fargo, ramp roll; Rocky Decker, fire wall crash; P. T. Grant, human ram; Farmer Jones, comedy motorcycle; Ernie Wiswell and His Punny Ford, and Neal Ott, ramp jump. Circus section of the program had Roy Simms, high act; Australian Nixes, globes; Parotis, high aerialists; and Sensational Marions, high act. Rodeo contingent was supplied by Ralph Becholt's troupe, with Al Jones as producer and Ray Dering as equestrian director.

F. E. GOODING midway attractions and Buck Bannard's animal circus and rodeo were principal features at Fairport Harbor (O.) Mardi Gras on July 2-5. It drew over 3,000 on opening night and gained momentum daily. July 4 parade attracted thousands, with prizes going to best floats and marching units. There were also a softball tournament, nautical sports program, U. S. Coast Guard exhibition, and yacht parade.

GRATZIANO and Carlin rides and concessions, including Lester Rodgers' peanuts, played the third annual Wellsville (O.) Home-Coming, which ended July 5 under auspices of the fire department. About 15,000 witnessed a two-hour prize parade, taken part in fire company drill teams, bands, and bugle corps.

WADE SHOWS have been booked for five-day Holt (Mich.) Home-Coming under auspices of local sportsmen, reported E. A. Little. There will also be ball games for old-timers and girls, prize contests, and concessions.

CROOKSVILLE (O.) Home-Coming under auspices of the American Legion Post on July 3-5 was favored by weather and drew large crowds. There were band concerts, contests, fireworks, Secotium Park rides, and concessions. C. L. Pitcock was general chairman.

SPONSORED by Knights of Pythias, annual Willard (O.) Summer Festival closed in the black on June 28 despite a washout the last night. Six J. R. Edwards rides, Leon Wyant's Midget Show, and concessions were on the midway. There was a 5-cent gate and nightly prize awards. It will be repeated in 1942 on a larger scale.

AN ESTIMATED 20,000 attended the Olney (Ill.) American Legion Post Celebration on July 4 and 5, when Kellen & Wells presented Betty Pasco, spiral tower act, as free attraction.

EWALT Amusement Company reported big business at the Osmond (Neb.) Festival on June 23-28.

JAKE J. DISCH reported he did his Officer Corrigan act at the Beecher (Ill.) Firemen's Celebration on July 4. Also on the bill were Two Queens and a Jack and the Dixons, ladder and acrobatic routines. Rides and fireworks also helped draw large crowds. Disch also appeared at the Manitowoc (Wis.) Celebration on July 6, closing day of the three-day event under sponsorship of Veterans of Foreign Wars. Other attractions were the Guthries, Washington's Dogs; Wolter Trio, acrobats; fireworks, concessions, and tony track.

BRIGHTON (Mich.) Community Celebration on July 4th drew 5,500 with two shows on the high school grounds. Henry Lusaders, United Booking Office, set one show which included Sam and Jenny, blackface; Hardie and Mann, rope novelty; Bert Nagle and Company, acrobats; Mme. Lavinia's dogs, and Jack Kraus, xylophonist. Ford Rodeo Boys also appeared.

TENTH annual Mineral City (O.) Home-Coming on July 4-6 attracted good crowds and was favored by excellent weather. Program included pet and doll parade, band concerts, contests, and Mass Family Concessionaires, including Art Hill and Von Black, were on hand.

ANNUAL four-day Waterford (O.) Firemen's Street Fair and Home-Coming will feature Lillian Strook, artist, set by C. A. Klein Attractions as free act, and a midway.

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More Concessions except exclusive sold on Blue-
Field, Ga., and Karmelton. Address G. G.
COTTON, Butler, Ind., Four big Elks & Shows.
Free plans; midway on main streets; top-notch
free acts each day; F. E. Gooding Elks & Shows.
BUTLER, IND., CENTENNIAL CELEBRATION
July 29 to Aug. 2

WANTED

CONCESSIONS, FREE ACTS, RIDES, ETC.
CHERRY COUNTY, AGRICULTURAL SOCIETY
September 17, 18 and 19
Exhibits of all kinds, racing events, bands, etc.
Assure good attendance. Concessions at
R. C. BRICKLEY, Secretary, Valentine, Nebraska

CARNIVAL WANTED

For Six Days After August 1st.

LOYAL ORDER OF MOOSE

North Chicago, Illinois

WANTED FOR

22nd ANNUAL LABOR DAY CELEBRATION

Crownsville, Indiana

FREE ACTS, RIDES, SHOWS, 50 CONCESSIONS

JOE CALBECK, Chairman

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Can we use Banner and Ad Men for phone pro-
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if you can't need here. JOHN REPLY!
HENRY M. COERT
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WANTED

Concessions for

WATERMELON DAY

Sanborn, Minn., August 26.

Write H. J. WEBER, Sanborn.

Capacity Business For RB on Fourth In New Bedford

NEW BEDFORD, Mass., July 12.—The Ringling-Barnum show played here July 4 to capacity business at both shows despite a two-hour late arrival and rain. Failure of the rigging in an aerial framework plunged five girls into one of the rings at the matinee, but all escaped injury.

Playing on a new field in Cranston, R. I. the next day, after legal difficulties made showing on usual lot adjoining Roger Williams Park in Providence impossible, the show drew a matinee audience of 9,500 and almost as many at the night performance. Night crowd was remarkable in view of opposition offered by free municipal fireworks displays in Providence, Warwick, and other neighboring communities, these having been postponed by threatening rain on the 4th. Providence fireworks crowd was estimated at 50,000.

In Bridgeport, Conn., July 2, the show had rather a hectic day. Up until the night before the engagement it was not known on which grounds the show would play, with three different grounds being advertised one after the other. Mayor Jasper McLevy, of Bridgeport, in co-operation with the local park board, offered the city-owned Barnum-Seelye lot, never before used, and which was donated as park land to Bridgeport by Clinton Barnum Seelye, grandson of P. T. Barnum. It was a terribly hot day, and matinee didn't get going until 4:15, with night show going on an hour late to a crowd of 10,000, a record for Bridgeport. Eleven men left the show there to get jobs in the various defense industries. Concessionaires outside grounds ran into difficulties with local gardemes, when, after obtaining local licenses, they were not permitted within about a half mile of the circus grounds.

Near-capacity business at New Haven, Conn., was enjoyed July 1, although the thermometer registered 92 degrees and a cloudburst happened between shows. Matinee attendance was 8,000, with 10,000 at the night show.

MILWAUKEE, July 12.—Mayor Carl F. Zedler approved the August 11 date of the Ringling circus here after W. J. Conway, advance agent for the show, agreed that the Wisconsin State Fair, which opens five days later, would receive a plug on the circus amplifiers.

Fair officials originally opposed the date because it was too close to the fair opening. The circus is scheduled to play Kenosha August 12 and Madison the 13th.

Ringling Attache Injured As Tractor Runs Over Leg

PORTLAND, Me., July 12.—Walter E. Farrell, 43, of Pawtucket, R. I., an employee of the Ringling-Barnum circus, suffered a compound fracture of the left leg when run over by a circus tractor at the Bayside lot when the show played here July 7.

The accident happened just before the evening performance and Farrell was discovered by a boy on his way to the entrance. Farrell was alone when the tractor ran over him, and was unconscious when found. It was believed the tractor driver was unaware of what had happened.

Savbuck Savdust Show

NEW YORK, July 12.—Frank Wirth, the booker, is having the kind of trouble that should happen to everyone. Inaugurating the ticket campaign for a circus he is producing at Cedarhurst, L. I. next month with Bundles for Britain sponsorship, he found that the 41 seats are being ignored with a loud "no, thanks." Moving fast are the \$10 and \$5 tickets. About 30 acts will appear for the three-day run at Cedarhurst Stadium. Walter Stebbins, who conducts mid-gate races at stadium on Wednesdays and Saturdays, has agreed to drop them that week to permit an unhampered ticket sale. Prominent people of Nassau County are on the committee.

Wirth also announced a contract from Shrine Club, Wilmington, Del., for a full week some time after Labor Day.



LEONARD V. SWANN, well known to circus folk, his mother and aunt and uncle having been in circus business, who is at Camp Pendleton, 244 C. Artillery Battery, Virginia Beach, Va.

65,000 at L. A. 4th of July Show; Gate Is \$40,000

LOS ANGELES, July 12.—Approximately 65,000 people attended the annual Fourth of July Circus held in the Coliseum here under sponsorship of the American Legion. Show was booked and produced for the fifth consecutive year by Joe Breen Entertainment Service. Take was estimated at \$40,000, with show and fireworks costing about \$12,000.

Johnny O'Connor was emcee; Col. Vez Walker, orchestra director, and Hugo Kirchhofer conducted community singing. Harry Myers was show manager and commentator of the pyrotechnics, and Ed Risdon handled the publicity, which included banners throughout the city for which the city fathers had donated \$1,000. Decorations were by Jones Decorating Company, Stanton A. Bruner had concessions, leased from the Coliseum.

Show program included Three Guskys, Miss Paris Williams and Company; Bernie Griggs and his clowns, trick roping; Kuban Cossaks, Matinee; Carlos Donato, tight wire; Philip Egonidze, tight wire; the DeLeons, riding school episode; the Three Jays, trampoline, and Cheerful Gardner and his elephants. Admission was 25, 50 cents, and 61. Reserved seats were \$2.

Eastern Tour Good For Beers-Barnes

LONG BRANCH, N. J., July 12.—The Beers-Barnes Circus played the eastern shore of Maryland and Delaware to very good business on its way to New Jersey which has given fine business in spite of a week of rain. At Lakewood, N. J., just as the big show was to start a downpour began, but did not stop the crowds.

The concert, featuring Walt Davis in Wild West acts and the Wyoming Ramblers, is getting good play at all stands.

Thelma, a 9-year-old Indian elephant with the show, yanked her stake out of the ground July 1 at Somers Point, N. J., and strolled off. The show was there for performance for the volunteer fire company benefit fund. After cruising the city for two hours, Thelma was captured by Police Capt. William Morrow. Harold Freeman, who lives near the circus grounds, complained that Thelma attacked his automobile, dented a fender, broke a door, and smashed both headlights. The circus settled the claim for \$12 and anchored Thelma to a stronger stake.

THE 131st anniversary of the birth of P. T. Barnum occurred July 5 and in honor of the occasion, the Barnum Museum in Bridgeport, Conn., which he gave as a gift to the city, is displaying a special exhibit of various articles which formerly belonged to him, also a large collection of circus books and papers loaned by the local public library.

Sunbrock Show Ends in Riot at Detroit as Creditors Squawk and AGVA Asks Pay for Performers

DETROIT, July 12.—Larry Sunbrock's Thrill Show at the University of Detroit Football Stadium here closed a three-day stand Sunday night (6) with a riot of 6,000 irate patrons when the show failed to go on as creditors closed in on the production.

Les Golden, AGVA executive secretary, ordered acts not to go on when bills were not paid, and Sunbrock left town owing a total of \$2,300 for labor, of which \$1,200 was due to acts, according to statement of Dick Worthington, AGVA president, to *The Billboard* correspondent.

Worthington said that Sunbrock owed some \$600 for a previous engagement to musicians, and that the musicians' union would not ok the engagement for Bob Chester's band for that reason.

Chester's appearance, incidentally, was widely advertised over the air and in newspapers, and before Chester himself was approached, he told *The Billboard*, several days before the engagement was to open.

Acts which worked the shows and were among those losing out were Flying Melozars, Guise Troupe, Little Samson and Company, Kay Baird, Goodenough the Clown, and Romig's Horse Troupe.

AGVA Requires Cash Bond

As a result of the Sunbrock fiasco the Detroit AGVA local has ruled that no special outdoor show of this type will be allowed to open hereafter until a cash bond has been posted with the AGVA office to guarantee the salaries of acts. This will apply to sponsored events, special promotions, and the like, but not to established organizations, as the State Fair and the Shrine Circus, nor, of course, to circuses and carnivals operating as an established unit. Worthington said that the musicians' union had promised support for the new ruling here.

Bad after-effect on the public of such a blow-off was the mild riot which closed the show Sunday night, when patrons

Cole Midwest Biz Good, But Little Under Last Year's

LINCOLN, Neb., July 12.—Cois Bros. Circus lured a fair matinee and a capacity evening crowd here Monday (7), which was very good considering it followed a three-day holiday celebration.

The Midwest has produced very good crowds this year despite the fact that biz has been spotty. Ora O. Parks, press agent, declared. Sioux City, played on the Fourth, and Omaha, which preceded Lincoln, were oked, but not quite as good as last year.

Parks denied rumors of an acute labor shortage. "We're only about 75 short at present and are picking up many as we go along," Parks declared. Cole has 200 trahmen working now.

From here the show moved toward Kansas City before heading back to make a return date in Cincinnati territory, at Norwood, O., with Covington, Ky., skedded to follow. It will make the West Coast before calling it a year.

Performing personnel remains the same, although Betty Rich, who fractured her arm in Indiana, is still recuperating. Harry McParlan has the running time down to an even two hours. Bo-Bo Barnett will rejoin clown alley soon.

Show landed plenty of space in papers here, and Parks had the Reiffenachs and Rich Sisters on Station KPAB for a 15-minute interview.

Circus Firm Granted Papers

WILMINGTON, Del., July 12.—The Elegant Thrill Circus, Inc., Tuesday filed a charter with the corporation department of the secretary of state's office in Dover to deal in circuses, amusements, and theatricals. Capital is \$5,000. The principal office is listed as Harry Rubenstein, Wilmington, and the incorporators named are John J. McCuik, James F. Dervin, and Frank Hatch, Philadelphia.

Sunbrock's Statement

CINCINNATI, July 12.—In a wire from Rushville, Ind., to *The Billboard* yesterday afternoon, Larry Sunbrock gave his side of the story about the Detroit show in the following words:

"Regarding Detroit show, I was engaged and paid \$1,500 for one week to produce and exploit a Cavalcade of America show. All acts, excepting three, were paid. When I insisted these acts be paid by the sponsors on Sunday night a strike resulted therefrom. Since then I understand the sponsors paid these acts. This is my true statement for publication. Regards."

became impatient after waiting two hours for a show of which only a balloon ascension was put on. They swarmed over the stadium, wrecking the equipment and milled around until midnight, when stadium lights were turned off.

Some creditors, including General Publicity Service and the management of Station CKLW, obtained assignments on the box-office receipts before the last show opened, and Sunbrock, before disappearing, issued a statement that creditors had taken so much he was unable to pay the acts. During the final payoff, government agents appeared and claimed \$600 for amusement tax payments.

Despite reports that he was still in town, efforts to locate Sunbrock here on Monday were fruitless.

Lion Closes Mouth, Injuring Keller

ORANGEVILLE, Pa., July 12.—Prof. George J. Keller, owner of Keller's Wild Animal Show, suffered a badly lacerated cheek at Trevorton, Pa., while presenting his act. Keller had placed his head in the mouth of a lion, which closed its jaws before he withdrew his head from its mouth. He received treatment from a Trevorton physician and is continuing with the act.

Keller has added a small side show in a separate top, featuring the business woman illusion. The kid show is in charge of Red Reese, formerly of Royal American, Banty, and Beckmann & Gerety shows. Keller also added a black baby pantser.

Harry Rouse has added his slack wire walking act to the big show's program, and Ken Morse, drum major, has joined with his baton-twirling act.

The show has three 20-foot middles in its big top instead of one as was previously reported.



MOTHER CORNING, long associated with circus folks and an honorary member of the Circus Fans Association, who will celebrate her 87th birthday July 18. She lives near Elgin, Ill.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

DOC AND MA KELLEY saw the Big Show at New London, Conn., July 3. Show arrived there late and had a hard time getting up, due to labor shortage. Fry Smythe, wide-show manager, extended courtesies, and the Kellys visited friends of the side show. On the lot they saw Dr. Ganey, Sam Prentice, Walter and Mabel Buckingham, Mr. and Mrs. L. F. Raymond, Felix Callahan, and William L. Parrill.

D. C. HAMMOND, of Danbury, Conn., saw Wallace Bros. at Bridgeport June 10; Hunt Bros. in Danbury the 11th; Mills Bros. in Westport the 18th; Russell

Bros. in Danbury the 24th, and the Big One in Bridgeport July 2.

AL LUTTIG, who was a bass player with Eddie Woekener's band of the Russell show, writes: "Eddie was not to blame for the pulling of his band from the show."

AL RUWEDEL, CPA of Hazelton, Pa., has just returned from a week's visit on the J.E. Ranch Road. His last day with it was July 4 at Waverly, N. Y. Ruwedel says Justice Edwards, general agent of the Russell show, was a visitor recently when he made arrangements for his show to play Hazelton July 24.

GEORGE H. KRAUSE, whose death was reported in last week's Final Curtain, was a victim of the heat. He was working on a farm near New Freedom, Pa., when overcome by the heat. Surviving are his mother; a sister, Catherine, and three brothers. Interment was in Harmony Cemetery, Milton, Pa.

MICKEY AND BEE BLUE, of Polack Bros.' Circus, stopped in Grangeville, Idaho, for a short visit with Pat and Billy King, who have the circus on Corey Bros. Shows.

S. B. RUSSELL, billposter, is in Veterans' Hospital, Muskogee, Okla., where he has been since 1933, when he was with the Parker & Watts Circus. He would like to hear from friends.

JAKE J. DISCH, clown, journeys to Racine, Wis., June 29 to catch Cole Bros. He met Fred Zimmerman, Wisconsin's secretary of state, under the big top. Fred's son, Bob, and a party were the day on the lot, meeting some of the showfolk. July 3, while jumping from Beecher, Ill., to Manitowish, Wis., to play a celebration there, Disch visited with the Lindemann brothers in Sheboygan, Wis. They were busy with their skating rink. At Manitowish Disch had one of his best Fourth of July dates.

GEORGE DUFFY and wife sponsored the second annual circus picnic at Port Plain, N. Y., June 26. The affair had the air of a real circus, with Duffy acting the part of a circus tycoon.

LAWRENCE C. BROWN caught Hunt Bros.' Circus at several stands in Maine. Despite record-breaking heat, business was good, with the air-conditioning system working perfectly, says Brown.

BRUCE BRANSON, son of P. N. Branson, contracting agent of Cole Bros.' Circus, started trouping at Lincoln, Neb., June 30, with Charles Fieke's orchestra. He is playing sax and clarinet.

PAULINE KING recently suffered a broken nose in two places and several bruises when an assailant robbed her. She is in New York.

MILLS TROUPE of high-wire artists played at Soldier Field, Chicago, July 4 under auspices of the American Legion. Clarence Wendt, of Wausau, Wis., joined the troupe there. Jumbo Jr., wire-walking elephant, was especially appreciated. A surprise birthday party was arranged by Mrs. Mills for her husband, the Fourth being his 40th birthday. Out-of-town guests were Mr. and Mrs. Edward Roth, stillfire ride owners of Milwaukee; Doc Waddell and son and his son's wife.

WHEN Lewis Bros.' Circus appeared at Hoboken, O., July 1, Barney and Jimmy Arneson, comedy athletes with the show, paid a surprise visit to Lillian Stroock, well-known serialist, who was appearing at the fairgrounds there at an Ekks' celebration, and her mother, Mrs. F. L. Stroock. The two veteran troupers who taught Miss Stroock much of her routine, were her guests at breakfast in the Stroock trailer. Mrs. Stroock and daughter saw the afternoon circus performance.

BOB EUGENE TROUPE is enjoying its best park bookings in years, reports Bob Eugene from Roseland Park, Canandaigua, N. Y., where the set closed a two-week run July 6. Bob says the troupe hasn't a week off until October.

DON ROCKWOOD saw Hunt Bros.' Circus at Waterville, Me., July 2 and visited with Ben Levine. Business was poor, with less than a half house at both shows. Rockwood says there are too many carnivals in that section to allow good circus biz.

JIM STUTZ is with Henry Bros.' Circus on the W. C. Kaus Shows. He has acquired a chimpanzee, two Australian baboons, three monkeys, and seven trained dogs. Captain Henry, owner of the show, handles the front and Stutz presents the performance.

FRANK T. KELLY is still holding down a male nurse job at the Oroville (Calif.) County Hospital. He was formerly of the Yankee-Robinson, Hagenbeck-Wallace, Sells-Floto, and Al G. Barnes circuses.

EARL SHIPLEY, clown of Jimmie Lynch's Thrill Show, was in Chicago for two days recently and visited with Roy Barrett, Shipley and wife, Mattie, and Roy visited Dolly Lind at Oak Forest, Ill., where she is in a hospital. She is reported doing well. Barrett says there is plenty of work for clowns in and around Chicago at picnics and fairs. Barrett will handle the clowning at the Cherry Festival, Traverse City, Mich., July 16-18.

MR. AND MRS. J. B. SWAFFORD and son visited Wallace Bros.' Circus and were treated royally by Ray Rogers, Ray Goode, and Harry Mack.

AFTER seeing the Ringling show at Reading, Pa., a family of circusgoers said the show was fine, but very modernistic. J. Sausman, of Auburn, Me., reports that they said: "We prefer shows of the Hagenbeck-Wallace type."

BILL DEARMONT, former bass drummer with Downie Bros.' Circus, caught the Cole show at Altoona, Pa., June 3 and renewed old acquaintances with former Downie troupers. He saw Bill Morgan on the front door. Bill hopes to be back on the road next year.

CHARLES AND PEGGY KLINE played a July 4 celebration at Casey, Ill., and was to play a celebration at Rosedale, Ind., July 9-12.

ACTS that played McCullough Park July 4 at Muncie, Ind., were Foster Hall Quartet; Leo Francis, musical and dancing clown; Lawrence Lamb, acrobat; Jimmy Trimble, magicians; Sterling and Sterling, comedy table act, and Pinky Tracey, imitations and emcee.

P. M. FARRELL, of Ithaca, N. Y., writes concerning Walter Nealand's article, *Who Is the Oldest Circus Owner?*: "I have trouped on a number of shows that he [Nealand] mentions. He didn't mention all of the circus owners of years gone by. I think he made a little mistake in the number of years that Scribner & Smith Circus was on the road. He stated from 1889 to 1892. I saw the show's paper in Ridgeway, Pa., in June, 1896, when I showed there with Dunlap's 26th Century Show. Scribner & Smith had showed on the same lot a few weeks previous. In regard to the Gollmar brothers, will say that Fred and Ben Gollmar are still living in Baraboo, Wis."

VAN WELLS, clown cop, played the American Legion celebration in Evansville, Ind., July 4-5. A crowd of 20,000 turned out.

FLOYD HARVEY, who was superintendent of the tractor department of Cole Bros. Circus, left the show July 1 and returned to his home in Des Moines, Ia. His plans for the rest of the season are indefinite.

ALFRED MEYER, Val Silva, and Harry Brunner motored across New Jersey to catch the Big Show at Trenton. The day was extremely hot, and altho the show was late getting in, everything was up in 56 time. Meyer says the Christiania riding is top and that Lucio's backward somersault thru a hoop from horse to horse is perfection personified.

AUTHORED by Gladwin Hill, an interesting article with feminine appeal has been released by the Associated Press feature service. Titled *Life of a Wife on Wheels*, the yarn concerns Mrs. John Ringling North, wife of the president of the Ringling-Barnum circus, and reveals

Dressing Room Gossip

COLE BROS.—We were all wondering where Otto got those big comedy suits. Now we know. Dr. Ried, CPA of Lebanon, Ore., sends them to Otto. The new clothes rack Bobby K. Nelson built is very good. It takes four men to put it up, then it falls down all by itself, and talking about racks, Zombie Paul Nelson, after being in the business 26 years, got himself a rack for the first time. It's such a novelty to him he stands off and admires it.

Visitors the past week were Clarence and Mrs. Kachel; Chuck Bateja, who was formerly with Madame Bedini; Harry Hammond, Bill Stiles, the Black brothers and their wives. Otto asked the Black brothers if they brought any flesh with them, as he was getting a little short. Carl and Mrs. Shipley and Charlie Deder, who was the partner of Jack Kippel for a number of years, also visited.

Arthur Borella informs me that his duck lays an egg every day right by his trunk. Arthur, I know of lot of actors that do the same thing. Had some very nice letters this week from Hughie Mc- (See Dressing Room Gossip on page 61)

the private car home of the circus owner's bride, her domestic career complications, and her daily routine as the Big Show moves across the country. Accompanying the story were five excellent photos showing Mrs. North in informal pose. The Youngstown (O.) Visitor of July 6 used the feature, and the Columbus (O.) Dispatch spread it over a half page.

RUSSELL BROS.' CIRCUS will play Binghamton, N. Y., July 21 for the first time in the show's history. Lot will be at Stowe flats, Binghamton's usual circus grounds. Justice Edwards contracted the engagement.

BILLERS from the RB No. 1, Car, which remained in Cleveland, moved into Akron July 1 and papered the Rubber City for the show's engagement there July 21. Ashtabula, O., for July 20 also was billed while the car was in Cleveland, where the show will exhibit July 22-23. Manager Johnny Brassel directed the exploiting, which extended to a score of smaller towns in the district.

ALLEN LESTER, contracting press agent with the Ringling show, enjoyed brief visits with Jerome T. Harriman, formerly of the Big Show advance, now public relations director at Summit Beach Park, Akron, when the Big Show advance was in that city July 1. Lester made a flying trip to his home in Roseville, O., from there over the July 4 holiday.

GEORGE PICKETT is working with the Monroe Trio at Bangor and Orono, Me. doing his comedy contortion, juggling, and female character acts for come-ins.

CAPT. C. E. BATHE is getting a monkey act into shape after being out of the game since 1935. He has new quarters in Los Angeles and says he expects to have the act ready by spring.

P. A. DOONE, manager of the Grand and Earle theaters in Mount Airy, N. C., and former trouper, is in the Veterans' Hospital, Johnson City, Tenn., and would like to hear from friends.

ANOTHER REPLY to Walter D. Nealand's article, *Who Is the Oldest Circus Owner?*, comes from Carl (Whitney) Gibson, of Louisville. To Nealand's query, "Are any of the Gentry brothers living?" Gibson writes: "Frank, the youngest of the four original Gentrys, is the only one left. Walter, Will, and H. B. having passed on. Frank is a justice of the peace in Bloomington, Ind., their home town. When the Ringling show played Louisville June 10 I met Robert Gentry, H. B.'s youngest son, who gave me this information." C. E. Duble, of Jeffersonville, Ind., also wrote this information.

CHEERFUL GARDNER was a busy man on the West Coast the Fourth of July. He had his elephants in circuses at San Diego, Pasadena, and the Coliseum in Los Angeles. At present his elephants are working at Metro-Goldwyn-Mayer and Paramount studios (See MARQUEE on page 63)

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10,000 feet new Eilewell, 7.98 ea. white drill—7 ft. high, machine road, \$24.00 per 100 ft.; long 8 ft. high, \$27.00 per 100 ft.; 9 ft. high, hand road, \$33.00 per 100 feet long; 16 ft. high, hand road, \$56.00 per 100 ft., and more Tents. Deposit, please.

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For big show, Feature Act for balance of this season and next. Side Show Attractions, real final to feature, Colored Madras, Wild Acrobats, 18; Ganesa, 17; Havelia, 19; Whip-art, 10; 23 New York; Eric, Pa., 21.

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Essentially his specimen. Measures about 20 inches to sitting position, beautiful coat, \$65.00, Young Female, same species, \$25.00. This variety of monkey seldom imported, ready to ship.

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LEWIS BROS.' CIRCUS WANTS

For our string of fairs starting first week in August. We furnish complete three-ring circus in front of grand stands. Want to join at once—Cowboys, Cowgirls, musical or otherwise (what can you do?), with or without stock, Chorus Girls, Acrobats, Grand Acts, Flying Act, Roller Skating Act, or Bicycle Act. Write to our home office.

900 CITY BANK BLDG., JACKSON, MICHIGAN.

P.S. Working men, come on as per route in The Billboard.



With the Circus Fans

By THE RINGMASTER
CFA

President
WILLIAM H. JUDD
25 Market St.,
St. Helena, Calif.

Secretary
W. M. BUCKINGHAM
P. O. Box 659,
Galena, Conn.

*(Conducted by WALTER HOENHADEL, Editor
of "The White Tree," care Holladay Printing
Company, Hoboken, N. J.)*

ROCHELLE, Ill., July 12.—President William H. Judd, of New Britain, Conn., played his first morning date June 18 when he showed his circus movies, with his circus talk, at the Leland Putnam School, there before 150 pupils and teachers. Judd was pleasantly surprised the following day to find about two dozen letters on his desk from some of the pupils, expressing their appreciation and that of their schoolmates.

The Minnet de Oro Tent of Portland, Me., was host to about 70 performers and executives of the Ringling show at an informal buffet supper July 6 at the Portland Country Club. Transportation from the lot was furnished by the Tent, and Mrs. Walter M. Buckingham, of Galena, Conn., visited Russell Bros.' Circus at Willsimantic June 28, but they did not see the show as they spent the afternoon in the backyard. After the matinee Mrs. Ernest Clarke and daughter, Ernestine, and Mrs. Anna Brook were dinner guests of the Buckingham at the Marlborough Inn.

Henry C. Hollowell, well known to many New England members, caught the Wallace show at Lowell, Mass., June 20 and had a pleasant visit with Bill Woodcock and wife, also with Lee Powell. The next day he made the Hunt show at Abul, Mass. He was the guest of the Hents in the cookhouse.

CFA Pvt. Francis Graham, of Camp Forrest, Tullahoma, Tenn., reports he is located next to where the crack band of his division gets in some daily practice, which gives him a little "lot" atmosphere.

CFA Ted Loxley, well-known Cretason, R. I. member, caught Mills Bros.' Circus at East Greenwich June 25 and at Warren the 26th.

Fred W. Schlottshauer, of Acquawka, caught both afternoon and night performances of Cole Bros.' Circus at Burlington, Ia., June 28. A. T. Sawyer, of Monmouth, caught three night shows in a row, Peoria June 24, Moline 25, and Burlington 26. Sawyer reports that they had a straw house at the night show in Peoria.

A donation to the United Service Organizations' fund was made at a meeting of the Charles Sparks Tent at the home of Mr. and Mrs. Walter Holden. The meeting was held on the lawn, and following the business session, Mrs. Holden served lunch.

RB in Society as Mrs. Whitney Joins

PHILADELPHIA, July 12.—In keeping with the dignified and refined plane on which Norman Bel Geddes has placed Ringling Bros.' show, the circus now gets a real society touch. It was revealed here last week that localite Mrs. Mary Elizabeth Altemus Whitney, the former Mrs. (Jock) Whitney, is going to forget her bustled romance under the flamboyant canopy of the big top. The slim, boyant society horsewoman and dog fancier, whose beauty 10 years ago captivated the bet of one of America's greatest fortunes, has joined the Ringling show as a performer.

What she will do and how much she will be paid for her efforts is still something of an official secret between her and John Ringling North, head of the circus, who personally handled the arrangements. Among the social set here, it was speculated that she would probably ride and jump some of her famous hunters, and that she would not swing from a trapeze or wear tights. However, friends declared, even a proposition like that would not have interested her prior to her split-up with John Jay (Jock) Whitney, from whom she was granted a divorce May 21, 1940.

The daughter of socialite Mrs. Bossie Dobson Altemus, of this city, her friends say that money was certainly no object in her joining the circus. It is reported that when she was divorced her husband settled \$3,000,000 on her.

DAILEY BROS.' CIRCUS is featuring a tug of war between one of its elephants and a tractor.

Ringling Stars Attend Portland CFA Meeting

PORTLAND, Me., July 12.—Several stars of the Ringling show, which played here July 7, attended a buffet supper of the Minnet de Oro Tent of the Circus Fans' Association July 6.

Those from the Big Show included Elly Ardelt, Mr. and Mrs. Hubert Castle, Dr. Bering, Judith Sothern, Juanita Deiser, Mr. Deiser, Bob Nelson, Paul Jerome, Elsie, and Paul Jung, Adriana, and Charlie Bazza, Felix Adler, Massimoiliano Truzzi, Dade Rhodus, William Krause, Grace and Lester Owens, and Herbert B. Sicks.

Present from the CFA were President William H. Judd and wife, of New Britain, Conn.; Lawrence Carter Brown, James B. Tomlinson, Philip I. Milliken, Edward R. Twomey—all with their wives—from Portland; James S. McCloskey, also of Portland, and Harry R. Povey, Melrose, Mass.

A telegram was received from William L. Montague, of West Hartford, Conn., giving his best wishes.

Motion pictures of the Ringling show were shown by Philip Milliken, and recordings of Merle Evans's band were played during the evenings.

Upholds Powell's Use Of "Lone Ranger" Title

SALISBURY, N. C., July 12.—Federal Judge C. C. Wyche of Spartanburg has ruled that Lee Powell has full right to advertise himself as "The Lone Ranger" on sound pictures, as he has infringed upon no comic strip or radio rights of Lone Ranger, Inc., a Michigan corporation.

The opinion was handed down in an action whereby the plaintiff, Lone Ranger, Inc., sought \$250,000 damages from Powell and O. C. Cox, doing business as Wallace Bros.' Circus.

The case had been before the South Carolina Circuit and Federal Courts since September, 1940, when the circus, with Powell billed as "The Lone Ranger," left Spartanburg and started to pitch its tents in Greenville. The officials of the circus were served with papers ordering them to show cause why Powell should not be enjoined from making "improper" use of the name, "The Lone Ranger."

Montague Ready For CFA Convention

CHICAGO, July 12.—Bill Montague, of West Hartford, Conn., Eastern vice-president of the Circus Fans' Association, was in Chicago this week on his way to Springfield to prepare for the annual CFA convention to be held there July 20-22. Montague, who is handling arrangements for the meet, will spend most of next week in Springfield, but plans to make several side trips to historic Illinois spots.

Altho notice of the time and place for holding the convention was short, Montague states that he anticipates a very good attendance. Schedule of events of the three-day meet has not been announced, but the Fans will be entertained July 22 on Cole Bros.' Circus, and that night the personnel of the circus will be guests of the Fans at a dinner at the Abraham Lincoln Hotel.

Circus Historical Society

WICHITA, Kan., July 12.—Art Miller, former advance agent of the Sells-Sterling Circus, called on Fred and Betty Leonard while en route to Texas.

The Cole show will play in Wichita July 14.

A national defense course has been started at Buffalo, Okla., and one of the instructors in first aid is L. H. Griffith, formerly of the 101 Ranch.

F. M. Sillway, CHS, has an interesting article in a Lewistown, Mont., newspaper on the different circuses now traveling.

W. J. Fleischman, secretary of the CHS, has visited the Cole show five times and the Ringling show twice this season.

New members of the CHS are Robert Good, Ken Amadon, James McKenna, Chuck Leiby, and Tom Parkinson. Reported by Betty Leonard.

BILLY BRYANT, manager of Bryant's Showboat, now playing its 13th summer season in Cincinnati, is writing a book on "The Old Time Circuses and is soliciting veteran circus trouper for anecdotes and material of those old-time shows.

The Corral

(Communications to 25-27 Opera Place,
Cincinnati, O.)

THE DONN LEGG RODEO, which opened May 18 at Litchfield, Ill., continues to play to good crowds every Sunday afternoon.

FOR THE first time in a number of years a herd of bucking horses from the Wood Indian Reserve were shipped to Calgary, Alta., for the Stampede. Deal was arranged by J. Charles Yule, manager, and J. M. Dillon, stampeede arena director.

JACK WRIGHT was arena director at the Independence Day Round-Up at East Prairie, Mo. Event was sponsored by the Lions Club, with E. C. Davis as rodeo chairman, and handled over 65 horses and steers thru three shows of 15 events each. Paid admissions totaled 6,485. Another show is being planned for 1942.

STAMPEDE at Tully, Alta., July 1, drew 2,000. Winners: Saddle Bucking—Don Morrison, Wally Adams, George Jenkins, Bareback Riding—Morrison and Adams split first, second, and third. Calf Roping—Tom Peake, Russel Franklin, Happy Campbell, Steer Riding—G. Jenkins, Milton Wolfer, Joe Anderson.

WESTERN MONTANA Fair Association signed Moomaw & Bernard to provide the stoke at the Western Montana Fair and Rodeo at Missoula. Thirty-two new flood lights are being installed to light the arena. The committee have been signed with Cy Tallion, announcer, Myrtle and Vern Goodrich, Buff Brady Jr., and Fay Knight, trick riders and ropers, and with Jazbo Pulkerson, clown. Rodeo is a Rodeo Association of America member.

RALPH BECHDOLT and Jones have recruited a number of well-known rodeo performers for their new troupe, currently appearing as part of B. Ward Bean's Rodeo and Thrill Show. Line-up when the unit played Akron, O., recently included Bechdolt, manager; Jones, promoter; Ray and Andy Dering, equitation directors; Chuck Dent, Jock and Tom Hunt, Rose Baker, Truda Etter, Mat and Jack King, Sarah, Red, and Helen Hammerschmidt, Del Kirkendall, Ed Kumberler, Jose Gonzalez, Lela Goodnight, Max Terrill, Chief Whitehorse and family, Rose and Joe Flores, Roy Davis, and Ann Sutton.

T. E. ROBERTSON will direct and produce the fourth annual American Legion Post Rodeo, Springfield, Mo., which will be presented in front of the grandstand and on the rodeo track at the Ozark Empire District Fairgrounds. Rodeo officials who are already at work in Springfield are John A. Guthrie, managing director, and Clyde Kline, construction superintendent. Legion committee includes Commander A. L. Kurtz, C. M. Long, adjutant; Fred McMahon, ways and means committee chairman, and Herschel Rubenstein, Tom Watkins Jr., Oscar Beyers, and Millard Brown.

FIRST ANNUAL rodeo at Gregg Farms, eight miles east of Indianapolis, July 3-6, drew near-capacity crowds at all performances. George V. Adams furnished the stock. New chutes, corrals, and catchpens have been built. Lucyle Richards received unusual publicity as she was built up as a cowgirl who quit the rodeo game and became one of the country's leading aviatrixes, who now teaches flying at the Lon Morris College, Jacksonville, Tex. Shirley Lou Adams, 10 years old, presented an unusually effective trick riding act. She also worked a high school horse. Only hitch occurred when a bucking horse broke its leg while bucking in the arena and had to be destroyed. Chip Morris and his high school horse, Flip Fox, clicked. Mrs. Chip Morris did a good job of handling the emcee duties. Tex Sherman handled the publicity.

RECENT RODEO at Martinsville, Ind., proved successful and large crowds turned out. Martha Mae Miller was crowned rodeo queen and presented with a trophy by the Texas-Nebraska Rodeo Company. Show was sponsored by the Chamber of Commerce. It was produced by Wild Bill Armour and Red Hammersmith. Stock and equipment were furnished by Red Lansford and Cliff Monnett. Dan Sneek provided the sound system. Donald Beal announced. Roster included Armour, Red and Helen Hammersmith, Red Lansford, Irene Montana,

Monnett, Coy Lee, Bobby Smith, Beall, Lloyd and Floyd Chadd, Richard Lunford, Chief Two Horse and his Mohican Indians, Joe and Rosita Flores, Joe and Minnie Atkins, Buck Shipley, Marie and Everett Daniels, and Elsie Hinke.

A **CROWD** estimated at 1,500 witnessed the two-day rodeo sponsored by the Aquith, Sask., Board of Trade. Clark Jackson managed the event and 10 per cent of the proceeds went for war relief. Contracted performers included Les and Cecil Willis, trick ropers and riders. Results: Saddle Bronk Riding—First day, Frank Vora, Francis Maltose, Ross Hinkey. Second day, Art Jensen, Bob Johnson, Hubert Burke, Bareback Bronk Riding—First day, Francis Maltose, Frank Vora, Ross Hinkey. Second day, Lloyd Myers, Francis Maltose, Ross Hinkey. Steer Riding—First day, Bob Fisher, Frank Vora, Ross Hinkey. Second day, Frank Vora, Bob Fisher, Ross Hinkey. Wild Cow Milking—First day, Art Jensen, Lloyd Myers, H. Hindt. Second day, Lloyd Myers, Paul Wurtz, Art Jensen. Calf Roping—First day, Les Willis, Bob Johnson, Don Perrin. Second day, Don Perrin, Les Willis, Cecil Willis.

MANAGERS of the recent successful two-day Stettler (Alta.) Stampede were L. Bruce and Shady Green. Results: Mad Scramble, Pat Swain. Bronk Riding—First day, J. Lauder, F. Duce, U. Doan. Second day, F. Duce, F. Brown, J. Lauder. Consolation, Art Ginter and S. Swain. P. Sprint, G. McQuay, M. Doan, C. Lansell. Second day, George Spence, J. Doan, E. Doan. Bareback Bronk Riding—First day, Pat Swain, J. Doan, C. Lansell. Second day, H. Walters, J. Doan, W. Lindstrom. Calf Roping—First day, H. Burnstead, C. Grant, H. Linder. Second day, R. Noble, W. Lindstrom, C. Grant. Wildest Rider, H. Walters. Pony Race, R. Pillsburgh, J. Cutler, B. Matier. Cart Race—First day, R. Pillsburgh, Ross, J. Swain. Second day, Joe Swain and F. Dorchester. W. Pillsburgh and J. Ross, Roman Race, J. Swain, A. Shannon, Pony Express, R. Pillsburgh, J. Spence.

Texas Rodeos Fare Well

RODEOS, which seem to reach their peak in Texas about July 4, were the principal entertainment in many sections of Texas on the holiday and all drew big crowds. The biggest July 4 rodeo was the Texas Cowboy Reunion Rodeo at Stamford. Others were held at Canadian, Belton, Lamesa, Brady, Jackboro, and Levelland.

Final winners at the Stamford rodeo were Ace Elmore, saddle bronk riding; R. J. Wilkerson, bareback bronk riding; Lynn Sadberry, steer riding; Henry Carter, calf roping; Birch Wilfong, wild cow milking. John Selman was arena director.

The **Brady Jubilee** and Rodeo, July 3-6, had Jack and Earl Sellers, Del Rio, Tex., as promoters. Shorty McGary and Buck Jones were judges. Don and Genie McLaughlin did trick roping; George Tyler was a rodeo clown and had a trick mule act, and George Reavis was featured with his educated horse, Danger.

The **largest crowd** in the history of the 57-year-old Clarendon Rodeo and July Fourth celebration attended this year. J. W. Kromer won calf roping final money, and Lindsay Montgomery was second. George Mongram and Porter Jones won first and second money respectively in the ribbon roping event. Pagan Miller won day money in bull riding, with Ed Brown second. Ed McMann was day money winner in bronk riding for first day, but Harold Brock won first all-round bronk riding money for the entire show.

Sixth annual rodeo at Jackboro, July 4-6, drew record attendance despite unsettled weather. Ray Pierce won steer riding and bronk riding moneys. Doc and Neal Collier tied for second and third moneys in steer riding. Royce Goldston was first-place winner in calf roping, while Leeman Arrott and Jack McNeill were second and third respectively.

Charles Broadnax won bulldogging at the Anvil Park Rodeo at Canadian, July 4-5. Jiggs Burk was top day money winner in calf roping and steer roping. An innovation this year was wild mule riding.

Winners at the Belton Fourth of July Rodeo: Bareback Bronk Riding, Les Hood; Saddle Bronk Riding, Frank Griffith; Bull Riding, Marshall Hood; Steer Wrestling, Frank Holcomb; Calf Turn Loose, James Kenney, who also won calf tie-down event.

CANADA CONTINUES IN HIGH

Peak at Calgary In First 2 Days

Records are set for attendance, receipts — crowds storm gate to see BC show

CALGARY, Alta., July 12.—Calgary Exhibition and Stampede, July 7-12, hit a new high Monday and Tuesday for both attendance and receipts, \$6,741 jamming the grounds opening day after the greatest parade in the city's history on downtown streets. Tuesday's gate registered 35,741, and gross receipts, not counting midway returns, were \$10,000 above any previous mark, according to Secretary-Manager Charles Yule. With favorable weather predicted, all-time records in all departments seem likely. Attendance the first three days was easily 15 per cent above any former year.

Procession Impressive

Opening-day procession, without a display of wealth that might have been used in the war effort, was greatly aided by military units augmenting the usual Indian and cowboy riders and floats of merchants and civic organizations. An empire float, with refugees, children aboard, and a Proletarian display were the only expensive units.

Prize money, paid entirely out of exhibition revenue since all government grants have been withdrawn because of the war, was more than ever before.

Attractions Pull Heavily

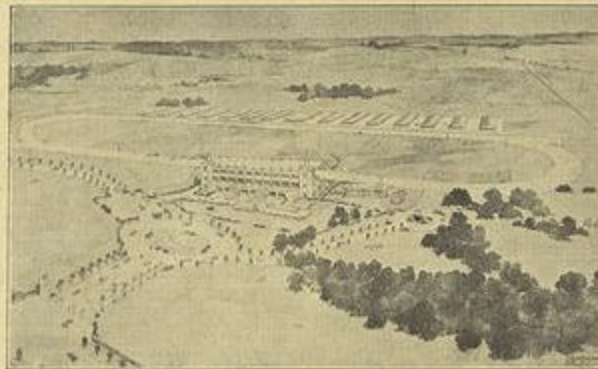
Barnes-Carruthers' Music on Wings, fireworks, horse racing, and the rodeo, with Montie Montana, were grandstand attractions. At the initial night show crowds broke down all barriers, stormed the gates, and ticket or no ticket, gave the grandstand its heaviest jam. J. W. (Patty) Conklin's Frolicland got a rave (See CALGARY'S PEAK TO on page 52)

Warren Gate Has Increase

WARREN, Minn., July 12.—Crowds at the 35th Marshall County Fair here on June 30-July 2 averaged better than in 1940, officials said. Exhibits were better and the weather was ideal. Grandstand show, presented by Lew Rosenthal Amusement Enterprises, drew crowds daily and was praised by the fair management. Four Apollo, high act, appeared each afternoon and night. Winkley's Suicide Club provided thrill shows and auto polo, with Jimmie Lynch's Death Dodgers appearing the final day. Local horses were entered in race events. Six bicycles were given away on Children's Day. Premiums amounted to \$2,000. New feature was selection of a 4-H Club queen. Competition was started long before fair time. Final was a dress revue before the grandstand.

Iowa Tapped for Annies For Old-Age Pensioners

DES MOINES, Ia., July 12.—loyd Cunningham, new secretary of Iowa State Fair here, has added worries over passes. He received a petition which asked that old-age pensioners in the State receive an Annie Oakley to the fair. Frank Verheul, chairman of the Iowa State Old Age Assistance Association, presented the petition, with signatures of most of the legislators and members of the State welfare board and Des Moines city council. Previous to receiving the petition Cunningham had remarked that he hoped to cut the pass list, but admitted he faced a problem and wasn't sure the job could be done without creating too much disturbance. Verheul, in presenting the petition, said, "I don't see why they should let children and old soldiers in free and not pensioners who are unable to pay." He also quoted State Senator A. J. Shaw as saying he believed the request "justified in view of the fact that the old-age assistance allowance makes no provision for entertainment of this character."



WHEN EPSOM DOWNS, Houston, Tex., is occupied by the eight-day Texas International Exposition this fall it will mark the first time the former race track has been utilized for that purpose. It comprises 240 acres and a large grandstand. Exposition Manager William Sirov has promised a variety of attractions, including midway, night club, name bands, and revues before the grandstand, miniature oil exposition, and thrill, automobile, food and home shows.

Davenport Bargain Allows for Lease Or Sale of Grounds

DAVENPORT, Ia., July 12.—Mississippi Valley Fair and Exposition Association, recently reorganized, has leased the fairgrounds here for the next two years and obtained an option by which it may recover title to the property for \$57,500. It was disclosed following approval of terms by District Court Judge W. W. Scott.

Announcement was made by the Liquidation Corporation and Union Savings Bank & Trust Company, receivers. Covered in the application presented the court were the option, lease, and purchase agreement.

By terms of the option, the fair association may purchase the property, including all land and buildings, at any time up to December 1, 1942. Lease provides that the fair association will have full use of the property from July 15-August 25 this year and next year.

Signing of the agreements was the signal for full speed ahead in preparing grounds and buildings for a 1941 fair, arrangements for which officials are now making. Details of the plan for financial rehabilitation will be worked out later.

Maligned Everybody-Pay Rule For Illinois State To Stand

SPRINGFIELD, Ill., July 12.—Despite severe criticism against the present administration as a result of the recent edict of State Director of Agriculture Howard Leonard that the practice of issuing thousands of free tickets to Illinois State Fair here will be abolished this year and everyone will be required to pay an admission fee, Gov. Dwight H. Green, determined to put the fair on a paying basis, has decreed that the ruling will stand.

Even exhibitors will require tickets, which will be supplied at the time their exhibit is placed. In years past hundreds of thousands of passes have been "dumped" over the State by politicians. Printers are now completing work on 1,400,000 tickets.

Practically all exhibit and concession space for the 1941 89th annual has already been leased, according to Manager William V. (Jake) Ward. Commenting on preparations, he declared more than \$50,000 had been expended in building improvements, in addition to resurfacing many roads inside the grounds.

Included in the construction are an incinerator built at cost of \$13,000; new rest rooms, \$30,000; remodeling the

Defense Theme at La. State Army Maneuvers on Grounds

SHREVEPORT, La., July 12.—The 1941 36th annual Louisiana State Fair here will have a defense theme. In line with the idea the management is exercising efforts to bring before visitors the many ways that people in normal vocations can be of value to defense. Among ground improvements, nearing completion are remodeling of Merchants' and Manufacturers' buildings, display booths of uniform size in exhibit buildings, street improvements, new lighting arrangements, and enlargement of amusement features. Auto races are set for four days and motorcycle races for two. Thrill shows are set for two days. Premium books are due off the press soon.

In commenting on the fact that the army will have use of seven buildings on the grounds during summer maneuvers, fair Secretary-Manager W. R. Hirsch stressed the fact that buildings will be used by the army only from July 15-August 30 and that they have not been leased but loaned to the government. There will be ample time, it was said, after August 31 to make preparations for the fair and maneuvers will not interfere with the annual. Plans for the 1941 program have been under way for some time.

former poultry building for use as a boys' State fair school dormitory, \$15,000, and extensive improvements to the grandstand. Work was in addition to an expansion program undertaken on the midway to accommodate Royal American Shows, which will appear here this year for the first time.

In a meeting July 7 State Senator Simon Lantz was elected chairman of the State fair board by newly appointed directors. Days set aside for various activities include Children's Day, Veterans' Day (free gate), Sportmen's Day, Springfield Day, Democrat Day, Governor's Day, Farm Bureau Day, Automobile Race Day, and Motorcycle Race Day.

Manager Ward has approved advance advertising plans for newspapers throughout the State.

HARRISON, Ark. — William Maurice Jarvis, former operator of the Jarvis-Seaman and William B. Jarvis shows, reported he is now secretary-manager of Northwest Arkansas District Fair here and manager of the Harrison Chamber of Commerce. He owns a home here and also has some interests in Houston, Tex.

Brandon Closes With New Marks

Every day ahead of '40—night shows, halved, gross better than in other years

PROVINCIAL EXHIBITION OF MANITOBA, Brandon, Man., Can., June 30-July 4. Miss B. M. Benson, secretary; A. G. Buckingham, concession superintendent; H. A. McNeil, attraction superintendent. Gate admission: Adults, 50 cents day and night; children, 25 cents day and night; no auto charge. Grandstand: Adults, 50 cents day and night; children, 25 cents day and night. Midway: J. W. Conklin's Frolicland. Horse racing: Two days.

BRANDON, Man., July 12.—Reaching its peak Thursday, the 48th annual Provincial Exhibition of Manitoba, June 30-July 4, swept on to hang up new records. Exhibition officials gave out figures proving that every day was ahead of 1940 marks, with main gate ticket sales the

1940 Figures

Total attendance: 50,000. Gate receipts: \$13,992.50. Spaces and privilege receipts (not including carnival): \$2,730.02. Grandstand receipts, day and night: \$11,976.85. Grandstand expense: \$8,771.15. Carnival gross: \$42,111.36, with \$8,527.94 as fair's share. Total revenue: \$42,331.26. Total expense: \$36,177.92.

best since advance sale campaigns were inaugurated. Except for a cloudy opening and a showery and cloudy finale, weather was brilliant.

Not one incident, as far as could be learned, marred the event, and directors (See Brandon's New Marks on page 52)

Improvements for Dallas; Stock Premiums Are Biggest

DALLAS, Tex., July 12.—Renovation and enlargement of livestock exhibit space on Texas State Fairgrounds here at cost of \$30,000 to \$50,000 will be started soon in preparation for the 1941 annual, said Secretary Roy Rupard. Construction work will include space for an additional 1,500 head of cattle and a judging arena. Improvements will also include better ventilation in all buildings and the paving of streets and sidewalks.

Livestock show will include a junior display of beef cattle, fat lambs, colts, barrows, and capons. Other shows will be for Aberdeen-Angus cattle, Herefords, and Palomino horses. Premium list, largest ever offered by the fair, totals \$150,000, of which \$30,000 is for the Hereford show. Livestock classifications account for over two thirds of money offered. Next in line is the agricultural department with premiums of \$17,500. Poultry has a list of \$7,500.

Hallock Bucks Adversities

HALLOCK, Minn., July 12.—Plenty of obstacles were unintentionally placed in the way of Kitson County Fair here on June 26-28, but when the annual finally got rolling crowds filled the large grandstand at several performances and swarmed the midway. Gov. Harold E. Stassen, speaker on the first day, drew a big crowd to the grounds, but circumstances kept many children away. Frisk Greater Shows had planned to entertain children at low prices but failed to arrive in time to set up the first afternoon. Highway work caused the show to make a long, troublesome detour. Premature haying season caused numerous farmers to remain home, and the fact that Canadians are not allowed to bring money across the border kept hundreds away. In the past, Canadians formed a large part of the patronage. Fair officials praised Lew Rosenthal's grandstand attraction, Jimmie Lynch's Death Dodgers drew well.

JAYDEE The GREAT

World's highest and only act of its type—aging the legs since high trapezes. No nets or safety devices. Now second week at PLAYLAND PARK, RYE BEACH, N. Y.

FOR OPEN TIME WRITE OR WIRE

JERRY D. MARTIN

Care of The Billboard, Cincinnati, O., or Home Address: P. O. Box 64, Rochelle Park, N. J.

**FLYING LECLARES**

Now arranging late Fair Bookings on the West Coast LOOK AT THIS—Comedy routine, doubles, forwards, pirouettes and featuring a passing-act with BOTH FLYERS blindfolded. WIRE OR WRITE TODAY PERMANENT ADDRESS: 809 W. Jefferson St., Bloomington, Ill.

CLARK COUNTY FAIR

CLARK, S. D.
AUGUST 28-29-30

Rides booked. Want Shows and Concessions. Signs and Photos sold. Good deal for Novelties, as county is celebrating 50th anniversary during fair. Will give X for street parade and fair. Want Thrill Show for Saturday, August 30. JACK KNIGHT, Secy.

RIDES WANTED

Three or four Rides for Fair (free gate). August 28-29-30-31.

BLAKES PRAIRIE AGRICULTURAL ASSN.
Bloomington, Wis.

WANTED

A Carnival Company with about five Rides and four Shows and Concessions for Washington County Fair Washington, Kansas, Sept. 11-12-13. Write C. L. TUBBS, Washington, Kan.

WANTED FOR TIoga COUNTY FAIR

Owego, N. Y., July 30-August 2. In a factory nearby area. Independent bookings. Cook House. Penny Arcade. Lead and Cork Shooting gallery. Shows not conflicting. Merchandise. Wheels. Concessions. Two radio stations. newspaper. poster advertising assure good drawing power.

WANTED

Carnival and Acts for Fair, Sept. 1 to 6. In the Heart of Defense Area. 200,000 to draw from.

ROCKY MOUNT FAIR, Inc.
Rocky Mount, Virginia

WANTED

Rides for Street Fair, Oct. 2, 3 and 4, 1941. Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl. RIDGEWAY FAIR BOARD Ridgeway, Ohio

CARNIVAL WANTED

For Fair Week of August 18th. In Heart of Hilltop Valley Coal Field.

GUYAN VALLEY FAIR ASSOCIATION
BOX 401 LOGAN, W. VA.

Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

Reviewing the News

Paced by sturdy attractions, early fairs got under way with the kind of crowds that indicate a 1941 season of ponderous proportions. Grand Forks State Fair, North Dakota, was represented in the talent realm by Pat Purcell's Jimmie Lynch thrillside, John Sloan's big car races, and Barnes-Carruthers' revue. Music on Wings, which was surrounded by capable principals and novelties. Provincial Exhibition of Manitoba, Brandon, was up about 20 per cent to begin with. Big noise here was, of course, J. W. Conklin's newly styled midway, Frolicland, but grandstand performances were right up there fighting for top grosses. BC booking office had its Wings revue and a large bill.

At Moose Jaw, Sask., grandstand attendance was about the same as last year. Spec was BC's Chins Up, Canada, which also played Weyburn, Sask., which reported a 20 per cent increase. Also ahead was Estevan, Sask.

In view of the very real fact that defense program appropriations are beginning to be felt and figure to provide even greater distribution by September, this is the year in which fairs with something vital to offer are bound to reach fancy revenues.

The Central States Racing Association is toying around with a story bearing an international or racial theme, which is pretty good toying in this day of racial-political hostilities. Early roster of the association shows that a dozen chauffeurs of the roaring raceways are of foreign extraction.

Camille Terbroodt, now of Detroit, was a Belgian war baby. Born in 1918, he made his speedway debut three years ago, at age 20. Dick Van Emrick, also of Motor City, was born in Holland. He plays a bass fiddle—quite a combination of talents. Eddie Zalucki, Hamtramck, Mich., is from a Polish family. Emory Collins, Lo Mars, Ia., who uses a powerful Offenhausen, won his spurs in Regina, Sask., before coming to the U. S. Fred Tegmeyer, Roselle, Ill., came here from Stuttgart, Germany, following road racing with the Auto-Union team. Farmer Forbes, Windsor, Can., retains his Dominion citizenship but appears on the CSRA circuit in many States.

Another war baby is Carmi Frazzoni, Pontiac, Mich., whose father, a Frenchman, was a race driver with Grand Prix participation over a period of years. George Lynch, Dearborn, Mich., is of Scotch parentage; Jake Jariusso, Pittsburgh, Italian; Charles Scendy, South Bend, Ind., Hungarian, and Clay Corbett, Columbus, O., is Irish. It's about time there was some reference to a son of Erin. National Speedways, directed by Gaylord White and Al Sweeney, are under the Central States wing this year.

An announcement from Fort Riley, Kan., states that 23-year-old Private Charles Moore has spent the last five years in various capacities in show business. He worked on carnivals, in burlesque in California, and also invaded the thrill field when he rode the front bumper of a speeding auto thru a flaming wall. If readers know of grandstand performers who are now in the army, navy, air and marine corps, etc., please send their names, locations, and other details for use in this column.

Aerial Ortons, who have worked double traps and chair balancing for several years, are now presenting a high act on a new 90-foot rigging used for the first time at a "Fourth" celebration in Guthrie Center, Ia. New turns, uses the top tricks and features of the former act. Of historical interest is the fact that Guthrie Center is only a short distance from Adel, home base for the last four generations of Ortons, who recently completed their second season with Hamid-Morton Circus and are booked for 10 weeks of fairs by De Waldo Attractions, after which they are scheduled to resume with H.M.

Generalities

Green County Fair, Monroe, Wis., gets a revue, La/tepopplin, including vocalists

Marion Rae: WLS Barn Dance, a quiz contest, and free acts.

L. Willard (Lucky) Lott, who started the season with Ward Beam's Daredevils and spent most of 1940 with Frank Winkley's thrill unit, has joined Bob King and His Devil Drivers. He's doing a dive bomber rollover and truck leap, doubling on advance and publicity. Contingent has 8 cars, two trucks, and 17 uniformed personnel.

New feature of King Kovas and His Hollywood Daredevils—Thrill Circus is a head-on crash involving a motorcycle and regulation car. Unit's personnel includes Mickey Anderson, Bobo Back, Suicide Bob Kilby, and Eddie Packa, bringing the crew to nine. Kovas claims 5,620 paid admissions drawn at Cahokia (Ill.) Speedway.

Around the Grounds

NORTH WATERFORD, Me.—Dates for North Waterford World's Fair have been changed from October 3 and 4 to September 26 and 27 so as not to conflict with a near-by annual, reported President W. A. Hersey and Secretary Roy G. Wardwell.

PUEBLO, Colo.—Colorado State Fair Manager Frank H. Means said erroneous reports have been circulated that the 1941 annual would be suspended because the grounds would be used by a defense unit. After the fair, he said, grounds will be used as a temporary base for air corps bombing maneuvers. New agricultural building will be opened and occupied this year.

DETROIT—Michigan State Fair Manager Bernard J. Youngblood has opened the grounds to the public after being closed three years. The plans call for installation of a children's playground. Fair management offered to pay for a watchman, with the city furnishing equipment.

CENTERVILLE, Mich.—Parking problem at St. Joseph County Fair here has been solved by recent purchase of 32 acres adjoining the fairgrounds.

DETROIT—Changes were made recently in the boards of Michigan's two State-controlled fairs by Gov. Murray D. Van Wagoner. Henry C. Glasner, Charlotte, was appointed to the State Fair board, succeeding Austin C. Hayes, and N. J. Hicks, Munising, was named to the Upper Peninsula Fair board, succeeding John Macintosh. Appointments are for five years.

PHOENIX, Ariz.—Illness of Paul F. Jones, recently appointed secretary of Arizona's new State Fair commission, is holding up plans for the 1941 annual, according to Harry L. Nace, commission member. Secretary Jones underwent an emergency appendectomy shortly after (See Around the Grounds on page 52)

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TRADE MARK
WORLD'S HIGHEST AERIAL ACT!

SOME LATE TIME STILL OPEN

Thrilling swinging pole—trapeze—perch—balancing—gymnastics—slide.
PERMANENT ADDRESS: Care of The Billboard, Cincinnati, O.

LAST CALL

For Concessions and Space in Exhibition Area

99TH AND GREATEST MINEOLA FAIR

SEPTEMBER 9-13

(Address Charles Bochert)
Mineola, L. I., N. Y.

BEL AIR FAIR

Bel Air, Maryland, August 26-27-28-29
Can offer excellent attractive presentation in Medium Sized Show Outfit
Three or four Rides, 25 Concessions, six or eight Shows. Plenty of space and very low price for this year only. Grand opportunity. Act quickly. Free gate. Week before Timonium HARFORD COUNTY FAIR ASSOCIATION By W. H. Archer, Concession Manager Tel: Bel Air 890

CARNIVAL WANTED BIG ARMSTRONG COUNTY FAIR

August 28-30 and Labor Day. Big 20th Year Celebration. We want good Carnival, Rides, Shows, Concessions, or what has you! Contact WALTER H. BOWSER, P. O. Box 380, Ford City, Pa.

WANT

Legitimate Concessions and Shows
STREET FAIR

9th Annual—Sept. 4, 5 and 6, Ashland, Ohio More than 15,000 attendance. WALTER RIDGES already booked. Write JOHN J. PORTER, General Chairman, Marine Bank Bldg., Ashland, Ohio.

NEED CLEAN CONCESSIONS

FOR COUNTY FAIR August 18, 19, 20 Good prospects for big fair HOWARD HAMILTON, Secretary Geneva, Nebraska

Control Your Entrances and Exits Scientifically

Write PEREY TURNSTILES
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5 Big Days 5 Big Nights

SAN AUGUSTINE COUNTY FAIR

October 7 to 11 Inclusive

Operating an Independent Midway. Concessions solicited, "for what have you?" Especially interested in a Purable Dance Platform. Rent or percentage. J. J. MITCHELL, Secretary, San Augustine, Tex.

THE THRILL ATTRACTION YOU'LL WANT TO INCLUDE IN YOUR PROGRAM**FOUR AERIAL APOLLOS**

JACK BRICK, Mgr.
The High Act That Is Different—120 Ft. Featuring the Original and Only Double Swinging Cross-Parches. See Inside Front Cover of This Issue for Complete Details. NOW BOOKING FOR 1941. CHAS. ZEMATER, Per. Rep., 54 W. Randolph St., Chicago

"FOURTH" SETS NEW MARKS

AC Bucks Rain; Draws 500,000

Hamid, Steel piers, featuring noted, diverse attractions, set all-time marks

ATLANTIC CITY, July 12.—Resort interests are taking stock of what was believed to be one of the largest July 4 visitations in history. Holiday crowds lived up to advance predictions despite rainy weather here and at inland cities, with week-end attendance estimated at 500,000. All experienced capacity business and agreed that Atlantic City is on its way to a great season.

Police estimated that 65,000 automobiles crowded the resort; railroad officials said all records were broken in bringing about 135,000, and bus companies, putting into service every available vehicle, brought in over 50,000. Delaware River Bridge traffic in Philadelphia, key-way to shore points, zoomed to a new high for a holiday week-end.

Complete Sellouts

Despite the rain 400,000 visitors were here on July 4 and 100,000 came the next two days, making it the largest influx since 1937. Officials refused to speculate on what the crowds might have been had the weather been fair. As it was, there wasn't an available room or bed left in town, restaurants sold out, and all amusement centers played to overflow crowds.

Amusement interests went to unusual lengths to entertain. Renowned and diverse talent was booked. Hamid's Million-Dollar Pier and Steel Pier offered the biggest splash of attractions, contracted so that headlines changed during the holiday. Show expenses at the piers were justified, with the centers

(See AC's 500,000 on page 57)

Jantzen's Gates Sing Sweet Song

PORTLAND, Ore., July 12.—All attendance records were broken at Jantzen Beach Park here on July 4 with 22,103 paid admissions and 21,800 children who accompanied their parents and were admitted free, said General Manager Paul H. Huedepohl. Business for the week, July 1-6, also set a new mark. Hit Fireworks Company furnished a night display for the holiday.

Early in the night all space in the 15-acre parking lot was filled and an hour and a half later all space in the race track, opened to accommodate automobiles, was occupied. Buses did capacity business all day and games had a tremendous take, while three restaurants and seven milk bars had record receipts.

(See GATE MUSIC on page 52)

Pennsy, South Jersey Ops Washed Out by July 4 Rain

PHILADELPHIA, July 12.—Operators of amusement parks in Eastern Pennsylvania and Southern New Jersey would just as soon not be reminded that last week marked the long-awaited July 4 week-end. Jersey seashore resorts had no cause for complaint. People were already there. But for park operators it was a nightmare, and a decidedly wet one because of incessant rains.

Fortunately June business was big. Some operators, especially those that prepared expensive programs, were spared to some extent by carrying rain insurance. Saturday (5) provided some action at parks, but for the day before and the one after results were nil. An indication of how hard parks were hit is seen from the experience of Charles Herman, who prepared a gala program Sunday (6) for his Pleasantland Park, near Reading, Pa. To head his program, he engaged Eddie (Rocke) Anderson at cost of \$1,800. Advertising the show as going on rain or shine, only 40 patrons were on hand. Herman's experience was repeated at practically every park in the area.



AL SHENKMAN, former general manager of Shenkman's concessions in Casino Arcade, Wildwood, N. J., is now stationed at Camp Croft, S. C., having joined the army prior to start of the season. On leave from camp, he came up for the July 4 week-end to lend a helping hand in handling the record-breaking trade.

50,000 for Cincy's Coney Nears Peak; Record July 4 Take

CINCINNATI, July 12.—Officials of Coney Island here, who thought they reached Utopia July 4, 1940, with attendance of 45,000 and a 30 per cent increase in receipts over 1939, learned this year that those figures were but stepping stones to better records. In the face of July 4 morning showers and a cool and cloudy afternoon the park registered attendance of more than 50,000, but a few hundred from the all-time mark, and the 22 per cent gain in receipts over the '40 mark set a new peak.

What made business all the more outstanding was the fact that President and General Manager Edward J. Schott booked but one special attraction, a Cincinnati Fireworks Company display. Something in the nature of another record was set on the remaining two days of the week-end, with a 33 per cent gain in receipts over 1940 and larger attendance.

All attractions but the swimming pool and Moonlite Gardens did big business. The latter is never a big money-maker on the holiday, officials said, but it had a satisfactory take with Red Norvo's orchestra. He was followed on Saturday and Sunday by Al Kavelin's band. Other name organizations have been engaged for succeeding weeks, including the bands of Raymond Scott, Ben Young, Orrin Tucker with Bonnie Baker, Lang Thompson, Alvino Rey with the King Sisters, and Isham Jones.

Jones Beach in Water-Pyro Getoff With 10,000 Crowd; Takes R-B Tip in 2d Spec

NEW YORK, July 12.—A crowd estimated at 10,000 packed Jones Beach Marine Stadium on Zachs Bay last Saturday for the first in its series of water shows and fireworks displays.

Improvement to stadium includes a new control room spotted over middle entrance and equipped with added lighting for spreading over stage and diving area. An old steel-and-concrete water tower, which had obstructed the center section, has been removed. Theme of opening show was *The Spirit of '41*, featuring Jones Beach Water Ballet, Bruce Parker and his water skiing and aquaplaning troupe, vocalist Jerry Brannon, pianist Bob Howard, Marion Belet and the English Brothers, Three Wiles, and music of Don Perdi. Fancy diving and

Notables Attend Summit Preview Of Jungle Zoo

AKRON, O., July 12.—Capt. Roman Proske's Jungle Zoo, enclosed in a stockade in Summit Beach Park here, opened July 3. Enterprise brings to Akron its only zoo. Aside from its educational value, it is picturesque in its African jungle setting. Proske is using Bengal tigers, formerly featured in his act, as a nucleus, and has many other animals. Also on exhibition are curies.

On the night prior to the opening the park management was host to over 70 newspaper men, radio executives, city officials, and out-of-town zoo officials at a preview and dinner handled by Jerome T. Harriman, park publicity director. Post-entertainment, Proske offered his tiger act and Ermine's Midgits, free act, presented their band. Curley Wilson, director of Brookside Zoo, Cleveland, and Mrs. Wilson attended and lauded the venture. Officials of Columbus (O.) Zoo were also here.

It is expected that some animals will be obtained from the Ringling-Barnum circus when it appears here soon. Adult admission is 20 cents, children 15 cents. Harriman exploited the zoo heavily in newspapers 10 days before its opening. On Sundays and holidays Proske offers his tiger act as added attraction.

Surprise Program Set by Carroll for N. E. NAAPPB Meet

SPRINGFIELD, Mass., July 12.—A visit to Westover Field, new Northeast air base for U. S. bombers, will highlight program activities for the 15th annual summer convention of the New England Section, National Association of Amusement Parks, Pools, and Beaches, scheduled for Edward J. Carroll's Riverside Park, Agawam, on July 22.

The program, worked out by Fred L. Markey, secretary of the New England group; President John T. Clark, and host Carroll, includes a number of special features. Registration will start at 10 a.m., and Eddie Carroll promises "Destre Under the Elms," starting an hour later. Just what this is has a number of the boys guessing, and Eddie remains tight-lipped about the feature.

There follows a special luncheon "a la Connecticut Valley" and a softball game between Ervey Clark's "Cyclones" and Wally Jones's "Boy Bandits." Next will be the bus trip to the air base, where it is expected one of the heads of the recreational division of the army will talk matters over with delegates and guests and point out features of the four-mile

(See CARROLL PROGRAM on page 57)

Batt Spot Sets 12-Year Record

Pontchartrain's 125,000 go for attractions—other resorts in South winners

NEW ORLEANS, La., July 12.—Pontchartrain Beach had its best July 4 period in the 12-year history of the resort, with about 125,000 teeming over every inch of the walks, rides, beach, and concessions, joined by about 5,000 soldiers from near-by camps. It took nine extra helpers to clean the beach of debris Monday morning and patronage came back Monday afternoon and night (7).

The jamming of beaches held true in other Gulf Coast areas from the Mississippi River westward, but prevalence of rains on July 4 and 5 on Mississippi, Alabama, and Florida coasts cut patronage a bit, although not enough to make the period unprofitable. An epidemic scare, much exaggerated in the Pensacola area, hurt Florida beaches for the past three or four weeks despite official announcements that a polio spread was of small dimensions.

Carver Act Popular

Fireworks, army and navy maneuvers, ideal weather, new rides, and concessions were drawing cards at Pontchartrain. Manager Harry Batt reported that crowds came early and kept themselves busy all day. Ella Carver did three free performances daily during the period, her flame dive drawing plenty of applause.

Manager Batt has a steady stream of specialties scheduled, including selection of Junior Miss New Orleans, July 16 and 17, and Miss New Orleans contest, August 21, after eliminations in nabe business areas under sponsorship of civic

(See Pontchartrain's Record on page 57)

East Ohio Spots Set Gate Marks

CANTON, O., July 12.—Eastern Ohio parks attained peak activity over the July 4 week-end, and business to date is up 40 to 50 per cent in comparison with the same period a year ago, when rain and cool weather resulted in poor grosses until midseason. While rain has curtailed attendance, mostly over week-ends the past month, it has let up in time to permit some business.

Operators, encouraged by excellent takes, are rushing improvements, adding features, and planning more pretentious exploitation for remainder of the season. An important development is the substantial gain in game grosses.

Defense Boosts Trade

Many resorts are located in or near cities where defense production has boosted factory operations to an all-time peak and there has been a decided increase in night trade by young and old. This upswing has made it possible for many parks to increase budgets to allow booking of free attractions. Better bands

Record Crowds, \$2,000,000 Take for Virginia Resorts

NORFOLK, Va., July 12.—July 4 week-end was biggest in history for resorts at Ocean View and Virginia Beach. Attendance was estimated at 200,000, the mass movement of vacationists into the area on July 4 and out Sunday creating one of the biggest traffic jams ever seen here.

Bus lines ran seven and eight extra sections, ferries operated on all-night schedules, a Baltimore boat line ran four vessels instead of the usual two, other boat lines carried capacity loads and had long waiting lists, trains ran extra sections, and planes carried capacity loads.

An estimated \$2,000,000 was spent at resorts and operators said attendance surpassed their wildest dreams. The record was hung up despite weather not altogether advantageous, as Sunday was gloomy with rain falling most of the day.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Vending Machines

A recent tour of Eastern commercial and State-owned pools and beaches reminded the writer of a situation prevalent at bathing establishments that may interest you. If not, go to the box office on your way out. Your money will be refunded.

Seriously, tho, have you ever stopped to think how many swim estates have installed vending machines during the past few years? Majority of 'em have and in all cases pool men report big profits from such devices.

Of course, most pop vending machines at tanks are the kind that sell ciggies. And in many spots there are a number of pinball gadgets which have proven great as extra revenue getters. But I've noticed that some of the smaller pools haven't given enough attention to these machines.

Going around to plunges, talking to operators, and chatting with restaurant concessionaires, this department has come to the conclusion coin-operated machines can play an even greater part in pool operation besides providing smokes and pinball diversion. They can actually take the place of restaurant concessions—and probably bring in more do-re-mi to the till.

Restaurant men and counter boys at pools—the small ones, that is—are always complaining about bis. Seems if they get a bad break in the weather there's a lot of wasted food. And even when days are good the aquawk is that candy and soft drinks are the only sellers. Why then can't pools, in a situation like that, offer such refreshments in vending machines?

Most food stands in small spots are in on a percentage, and pool men confess they don't expect to make much dough out of them. They have them as a courtesy to patrons. Certainly 'twould be better to provide sanitary up-to-date drink and food machines—and make money—than to put it in hands of some disgruntled concessionaire who can't maintain cleanliness and perfect service under the conditions.

Don't know too much about vending machine biz, but I do know that in addition to cigars, cigarettes, and drinks you can sell apples, crackers, and candy, all of which are the only items sold at pools anyway. You can eliminate the expense of an attendant because devices are coin-operated and in most cases very little space is needed.

Therefore, if you have a dissatisfied restaurant concessionaire, or if you are not offering the service you should in the refreshment line, by all means consider possibilities of installing vending machines. I think they'll be just what the doctor ordered.

New Pool Leader

Washington Baths, Coney Island, N. Y. which has been the pool leader for many years that I care to remember, is spurring forth this year as one of the leaders in that territory. Publicity and hallyhoo has always been employed by this establishment, but never with regularity. This season William Hart, managing director, who also boss-mans near-by Seoville Baths on Coney Island, is doing a bang-up job of promotion, and doing it consistently.

Spot offers ocean bathing, of course, but also has a huge pool, surrounded by 40—count 'em—40 handball courts. Competish in that area is naturally keen, with Steeplechase and Ravenhall plunges practically in it's back yard, but Manager Hart is wise enough to realize that advertising and publicity draws 'em in and that's exactly what he's doing. New events are staged weekly and he sees to it that the public knows about the attractions. Small wonder, then, that he is one pool man who is not worrying about his opposah. He's letting them worry about him.

Splashes and Flashes

While the July 4 week-end was disappointing to outdoor beach and pool ops, rain coming as it did right on top of a perfect heat spell, many plunges reported excellent biz on Sunday (5) despite cloudy and cool weather. Seems John Q. Public was sore at being cheated out of his swim on the Fourth and was determined to get at least one day on the beach over that week-end, sun or no

sun. All of which is another indication of good times.

Walter Cleaver, manager of Park Central indoor pool, New York City, is the latest to enter the water show field.

Boy, are Joe Day and Art French sore as biases at the way George Jean Nathan referred to their Manhattan Beach in his article *Coney Island* in a recent issue of *Liberty!* Incidentally, that spread on Jones Beach in last week's issue of *Saturday Evening Post* certainly would have been sumpin' if it was on a privately owned beach instead of a State one, n'est-pas?

Atlantic City

By M. H. ORODENKER

In keeping with the policy of an enlarged amusement program, George A. Hamid has arranged for a series of radio programs to originate weekly from Hamid's Million-Dollar Pier over WBAE. They will be arranged and directed by Ben Sigal, pier dance director and recreational emcee.

Copy of the original Declaration of Independence was presented to every July 4 visitor to Hamid's pier in a double ceremony marking the holiday and the opening of the U. S. Flag Association exhibit on the pier. Mayor Taggart cut the ribbon on the first bundle of copies.

Added attraction at the pier, not included in the holiday line-up, happened on July 4 when Ebony, of the pier's Jungle Cavalcade, presented trainer Capt. Terrell Jacobs with three cub bears.

Mark Wilson, pier publicity head, had to pass up any elaborate celebration to mark his 10th wedding anniversary in order to get the holiday bill started right. He is also readying a promotion that calls for Marlon Anderson, Negro concert singer, to give a recital in Convention Hall August 16.

Frank P. Gravatt, operator of Steel Pier, for the privilege of chalking up another first for his enterprise, paid \$7,000 on a blanket deal to exhibit the Messerschmitt 109 plane for 10 days, taking in the holiday week-end. He has also imported Ernest Anderson, inventor, to create a collection of mechanical figures for laugh purposes in the Beach Theater.

Rain-delayed fireworks display in Margate on July 5 attracted a throng in excess of 20,000.

Helms Pier offered Lois Miller and the Orange Blossom Quartet for community singing, the Florida exhibit, screen shows, and cooking classes conducted by Edith Akarman and Anna Mae Menzenlander. Legitimate stage show was top attraction at Garden Pier, offering George West, Arthur Sledge, George C. Tilyou's Steeplechase, with its assortment of rides, was the only ocean center that didn't fare well, the pier being for the most part an open-air structure and offering no shelter from the rains.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Biz good; weather, no comment; receipts and attendance good despite debacle of July 4. Nuff said on that subject. Present and immediate future crammed with activities—Playland's annual circus (July 7-20), Chinese Relief Fund Benefit (7-8), and innumerable outings, including one huge one of a Connecticut aircraft factory. There's a full selection of circus music for the public-address system marquee, plus pink lemonade 'n' everything. A Chinese junk, the Amoy, arrived for mooring during the two days of the fete. Bud Sullivan was in charge of the affair, which attracted a full complement of stage, radio, screen, and sports celebrities.

Frank Hunt managing Old Mill, Tom Murphy at Speedway, Joey Ciccone and Rocco Belfratto have been assigned by general superintendent George Baker to raise Old Glory every morning and they are mighty proud of the job. The "Voice of Playland" lowers it alone. The writer was sorry to learn of the passing of a valued friend, John Miller, and mourns him along with George Baker, whose brother, the late Harry C. Baker, was associated with Miller for many years in the building of rides. Tad Bell and Esther Harris have resigned. Their many friends wish them well in their new ventures. Your correspondent extends his thanks and, if he may, the thanks of all p.a. system operators at parks playing free acts, to Merle Evans, bandmaster of

Ringling-Barnum circus, for his Columbia circus record. Believe you me, they are swell circus recordings.

Playland Police softball team turned the tables on Duke Daly's Windjammers with a 7-4 victory—and is Sergeant Tesey proud! Reminds us that Daly has made an electrical transcription for Bundles for Britain which is put on the system here twice daily. Wacky fireworks bill still going strong. Hasta luego.

Palisades, N. J.

By MARION CAHN

Washout on the Fourth was, of course, a big disappointment to everybody, but out of the three-day period Saturday was exceptionally good, with everybody breaking records. Phil Smith's additional locker space came in handy and he carried a perpetual grin on his face. Clyde Lucas and his band in for the week, coupled with the Wallendas over the week-end, with Waldor coming in Monday (7) for a two-week stay. Plans are under way for giving away two cars a week, Saturdays and Sundays, during September.

Talk along the walk. . . This week will be remembered as the one in which Sadie Harris and Adolph Schwartz didn't worry about their average. Couple of the week, Eddie Gore, of the Sky Rider, and Edith Delano, Dick (Lightning) Bennett pleased with results on the doll wheel. Mital Mariné has been crowned gin rummy champion of the park, taking Al McKee the other day. Tony Ganin has taken over a taxpayer building in Brooklyn. Donald Rose is busy with his new Elephant Slide in Kiddie Park. Frankie Colantonio is delighted with the new fluorescent lighting on the Flying Scooter. Says you can't miss it now. Mr. Elston is working on a new cone machine which will automatically bake them to order. Expects to have one in the park during this season. Al McKee, general superintendent of the park, certainly gives credit to Mr. Volare, of Royal American Shows, for the type of boys he sent here to handle the Sky Rider. They are Eddie Gore, Ned Ingersoll, and Jimmy Wormley, and proved themselves capable and likable. Palisades must have something, for there's no shortage of help.

General Diaper Service Derby, a form of baby crawling race with infants crawling over a 26-foot surface. Judges to include Walter Thornton and Irving Jaffe. Uncle Don's program continues here each Friday, with a constantly growing audience of kiddies. After each show cartoon books of "Baby Scoop" Bill Treadwell's comic strip character, are given each child.

Chi Riverview

Perfect weather over the July 4 week-end gave Riverview a big three days. A big fireworks display on the Fourth hyped attendance and gave concessionaires and ride men a record day's business. With first half of the season gone the management is well pleased with its record and is making plans to stage an unusually large and elaborate mardi gras during the closing weeks of the season. The German-American picnic held at the park recently drew thousands of people and chalked up one of the park's biggest days. A number of

other large picnics are scheduled for coming weeks.

The park's roller rink continues to roll along at a profitable clip. Harry Miller, who handles exploitation for the rink, has kept it in high gear with clever promotional stunts.

Riverview has never been a profitable field for shows, and this year's single side show, featuring the Great Martinis, magic and illusions, has done only fair business. R. S. Thomson's Motortrome, with its added attractions, has had a good season so far. The park's bingo game, spotted opposite the clubhouse, is nicely flashed up and gets an excellent play. Nicholas Delano has an attractive handwriting analysis booth.

Difficulty in getting materials has delayed completion of John Courtney's Sky Rider, but it is expected the ride will be ready for business before August 1. The huge Pair-o-Chutes ride is one of the chief sights of the park and has been getting a fair play. Rides continue to be one of the chief sources of revenue, and the park probably holds the record for number of rides in a single park, there being a total of 30. These include many rides that have been in the park for upward of 25 years as well as a number of the newer ones. Ride list includes the Cuddie Doo, Whip, Caterpillar, Strat-o-Strat, Flying Turns, Pair-o-Chutes, Bobs, Tit-a-Whirl, Rocket Ship, Indianapolis Racer, Moon Rocket, Jitterbug, Crazy Hibbon, Greyhound Coaster, Boomerang, Mill on the Ploes, Tumble Bug, Roll-o-Plane, Octopus, Water Chutes, Zephyr, Blue Strak, Silver Flash, Dodgem, Merry-Go-Round, Ferris Wheel, Miniature Train, and several kiddie rides. Hades, Spooktown, and Aladdin's Castle are popular funhouses.

Spokane Holiday Biz Big

SPOKANE, Wash., July 12.—July 4 business at Natatorium Park here was best since 1931, said Owner Louis Vogel. Gross was up 10 per cent over last year and attendance was between 35,000 and 40,000. People spent freely, especially at concessions. Plunge patronage was good, and Jack Rabbit, Merry-Go-Round, and Scooter were best patronized rides. Fireworks were an attraction. Saturday and Sunday business was big, too, altho a windstorm knocked out park power line Sunday night, causing rides to shut down at 9 p.m.

DOUBLE LOOP-O-PLANE FOR SALE
First-class condition. Must make room for new ride. Write or call
C. F. KELLER
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HANDY MAN WANTED
For a Ride in park. Must know electrical work. Assistant to park superintendent. State wages wasted with best.
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IT'S Lusse Auto-Scooters AGAIN THIS SEASON
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Beginning September 1, 1941, our initiation fee will be increased from \$10 to \$25.
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American Recreational Equipment Association

By R. S. UZZELL

That is a fascinating story of Joseph Schenck running in Liberty. His amusement career started in the park business, with his first venture at the upper end of Manhattan Island, known then as Fort George. It was a strenuous climb up that hill all of the first year and into the second year until they installed an escalator. The view from the hilltop compensated for the climb.

The Aeroplane Swing was on the front and swung out over Amsterdam Avenue so that at full speed the bottom of each car was 85 feet above the avenue. It gave the impression of a flying machine, which made it a very profitable swing. Doing business with the Schenck brothers was so satisfactory that no persuasion was required to induce all of us who had come to know them to go with them to Palisades Park when they took that spot over. In the amusement park business as in the picture business their word was always as good as a bond. Another fine characteristic is their remembrance of all friends and associates. Their prosperity never led to high-hating any former associates. May we have more like them.

Crimp in Business

Rain on July 4 and the following Sunday after an unusual hot week put a big crimp in outdoor amusements in the East. On the third we foresaw a rainy fourth, but did not expect to get it on Sunday. Nevertheless, we are all ahead of last year and when weather does not interfere are still on the upgrade.

We must all expect some flies in the ointment. National defense has brought intense activity into the Norfolk, Va. area, but the big increment in picnic business at Buckroe Beach from Richmond is handicapped by a shortage of passenger coaches. Army, navy, and aviation requirements come first. Picnic trains of 10 and 12 cars cannot afford to have these requirements and are some times cut down to six, seven, or eight cars, all of which makes a very great decrease in totals of picnic business.

Hewitt on Broadway

William Judkins Hewitt turned up last week. The lure of Broadway and the amusement business got to strong for his quiet retreat near Norfolk, Va. Some say the old-timers can't give it up. His philosophical barbs are just as keen as ever. Bill simply refuses to let any moss grow on or around him. If only he could be persuaded to write his memoirs we would have something pithy that would live and become one of our reference books. He looks well and appears not to be accumulating age. For originality he is unsurpassed in the outdoor amusement field. Bill has made several efforts to retire, but it does not work. His case is like damming a river. It is only temporarily halted until it overflows the dam and rushes on to the sea. It is rather pathetic when he inquires for friends who have long since passed on.

Canadian Tax

Canada is confronted by another handicap to the park and carnival business. There is now a 20 cent federal tax since July 1. The Quebec Provincial 20 per cent poor tax has prevailed for some years. Those with operating expenses are going to make the concessionaires at the fairs look anxious this fall.

The New England park men after July 4 details are out of the way begin to think of their summer meeting. This year it will be at Riverside Park, Springfield, Mass. Many are anxious to see

what Edward J. Carroll and Joe Droubot have been doing up there since the season closed last fall. They have done well and are still doing them. We are very anxious to have all who thought the park business is done see this rejuvenation of a park which was closed eight years and partially carried away by vandals.

AREA executive committee meets with the national association committee July 16 to work out plans for the exhibit at Chicago in December.

Revere Beach, Mass.

Continued good weather and an influx of summer tourists has kept Revere Beach business booming, with amusement men reporting takes well over those of any corresponding period in 10 years. Rain has hit beach business only once in recent weeks and, also, there was a shower the night of July 3. It was not sufficient to harm business. Amusements remained open all night and rides were thronged. Night before business was about three times better than on any holiday eve since 1929. Business since opening of the season is reported far ahead of last year's.

New neon on the Rocket has been erected at cost of \$2,800. Its business has been good, particularly on the night of July 3, when price advances were made because of many people clamoring to get aboard it. W. J. O'Brien's Show of Thrills is sporting a flashy new front. Featured inside is Laurelio, man with revolving head. Business continues good for the show. Members of Dodson's World Fair Shows recently visited O'Brien. Harry Moore brought a ride and other amusements to the beach, but closed within a few days. Ride was an old homemade Teeter Coaster and was finally sold.

Members of the Amusement Association are making plans for the first of regular Wednesday nickel days which

will start the end of July. Extensive advertising and newspaper co-operation have been expected and the campaign is expected to begin soon. Nickel days have always been profitable and have become an institution. Previously co-operation with the abandoned Boston, Revere Beach, & Lynn Railroad had been a prerequisite. Fascination is popular here. It is operated in two spots, one by Willie O'Brien and the other by the Nautical Gardens. The Harry Prince also has one at Salisbury Beach. Penny Arcades also are flourishing. There are five here. Harry Prince has one, W. J. O'Brien another, and Nautical operates three.

John Hurley, a pioneer of the amusement section, is coasting along in his 75th year. He devotes most of his time now to operating Palm Garden. Beach now has two streamlined. Whip, operated by Mike Zaccaria and the other by Willie O'Brien. Al Hamid, cousin of George A. Hamid, is doing land-office business with Guss Year Age in front of the Rocket. Cavana's Sea Grill on Ocean Avenue, long a hangout for show-folk, has been sold to the same organization that operates Rock Haven Cave Grill. George Sabbagh, manager of the Cyclone and treasurer of the beach men's association, is making plans for more collections to pay for fireworks. Pyro show was staged July 3 and will be repeated at least twice this season. Jack Kenney, film actor, is appearing at the Prolics, beach nitery. Harry Roland Davis, talker with Show of Thrills, visiting his family in Salem, Mass. Harry has been on the road 25 years. Another of the show's talkers, Lloyd Russell Friday, who also acts as assistant manager, has acquired a new Cuckoo the Bird Girl. He will pilot her out of Revere for fairs and has a booking for a Ray Marsh Brydon store show for the winter. Prolic night club, sharing in the boom, is operating at a profit for the first time. Peter K. Brenner is handling the breaking china game for O'Brien.

Coney Island, N. Y.

By UNO

Featured over an unpleasant July 4-6 week-end and to the utter disgust of all ops was Jupiter Plusius, Independence Day, almost a total eclipse, nevertheless brought an army of buses containing colored excursionists from New Jersey, Maryland, and Pennsylvania. Pretty good spenders, which, said the Islanders, saved the day for lots. Saturday following was better and brightened the hopes of concessionaires envisioning a still possible profitable two days ahead. The crowd came and remained throughout the entire night and clear up to the sun sets hours of the next morn. In fact, it was like a last Mardi Gras day with the gear-games in evidence urging for a general exit. All rides were taxed to capacity and did not suspend until 4 a.m. Their biggest day by far in many a season. Sunday brought intermittent rains along about 4 p.m. and consequently sent visitors home in a hurry. However, it was a busy day for the majority.

Aqua gun, a new novelty, appeared for the first time in a spot on the Boardwalk near Eighth operated by William Mangano on Allan Kramer's property. Attendants in charge are Pat Gavin and Emil Eilefson. A 10-center. . . . Another Howard Johnson ice cream and hot dog open-air eatery, but so appetentious as the previous, forced to shutter because of Boardwalk construction, has sprung up alongside the water squirts. . . . Jimmie Prampton has moved his Bat 'Em game from Surf Avenue to Ocean-side, another resort, and reports better business. . . . Bill Duren, of the Ezra Lee luncheonette, is entertaining his daughter, Elizabeth, here on a vacation from her Georgia home and teaching her the art of mixing malted-milk concoctions the expert Duren way. . . . Anthony Carbone is again conspicuous in front of his rifle range on Surf alongside Paddy She's, while brother Louis is manipulating another range on the same side of the avenue a block away alongside the Stable. . . . Fireworks will have to be pepped up with more display than what was seen on July 8 if Coney's Chamber of Commerce wants to retain the visitors' interest or send them away brimful of compliments.

From Ice to Wine

New in Luna Park, occupying the area where Stars on Ice lived for last two performances, is Tira, largely heralded on canvas out front—"Tira, Presenting Her

Bath in Wine and Her All-Star Novelty Show." Given the o.k. by License Board of Long Beach, Calif. Tira was at the Fishing Fair last year. Talent in her show consists of Hazel Ross, acro and Russian dancer; Yvonne Kerr, tap dancer; Peggy Hart, Hawaiian; Janet Schuster, conga, and Mary Blaine, comedy strips and in the bally. Admish is 10 and 20. Seating capacity reduced from 2,000 that prevailed at the ice show to 600. Sidney Ossa and Lenny Brunen are the talkers. Bill Snyder is emcee and photographer and Joseph Bravo ticket taker. Opened to good business July 5. License issued to Tira's ma, Mrs. Amelia Duval. Guests July 8 were Harry A. Thompson, S. W. Cornelius, and Reuben J. Smith, all machinists' mates from the S. S. Dickman.

From Girls to Magic

Also new in Luna, transplanting East Side-West Side, next to Incubator Babies, is Huber, magician, who opened July 4 with Mrs. Dorothy Huber, herself a magician, as assistant. Both come from the Chian Chateau, Mountain Side, N. J., where their engagement lasted from Christmas to the end of May. Have a very interesting exhibit of legends remain well worth the dime admission. First time for the Hubers in an open-air engagement. Cantile Florenzo is another assistant and takes part in the bally. Bert Kaye and Harry Horlick are the talkers. Show presented by Buddy Shaw, who had the East Side-West Side girls attraction that was shuttered by the authorities. Shaw also had three peep shows. Nudists' Colony, How To Undress, and Miss Gay New Orleans, at the Fishing Fair.

Luna Shorts

Food concession booths of John Marsh also boarded after the holiday. Marsh is the result of some financial trouble with administration officials. . . . Park sadly in need of a free lavatory. One, in the center, has a nickel charge. Which could be easily remedied by a free gate with the nickel take applied to the interior, as in all other large public institutions. . . . Date for the National Showmen's Association rally to coral members has been changed from July 9 to 16. . . . Mike Burjick, No. 1 talker at the Skydive Fair, resigned, and was replaced by Walter C. Resde, No. 2, while Art Sanders-Barney was promoted from grinder to Resde's spot. Pat Peterson, formerly of Streamlined Follies on

Lakeside's Take Up 12% Over '40

DENVER, July 12.—Biggest opening week in a decade and steady business going into the middle of an excellent tourist season is reported by Benjamin Kraser, general manager of Lakeside Park here. Opening on May 18, the first 10 days brought a 20 per cent higher gross than in 1940. Intermittent rains for three weeks dropped the gross some and the park is now running 12 per cent over last year's gross. Manager Kraser also reported greater per capita spending.

Spiciness, averaging four a week, are far ahead of last year's figure. Sunday promotions, with ticket distributions thru merchants and firms, bring average attendance of 10,000. Numerous large picnics scheduled include some sponsored by four chain stores, Station K.L.Z. Veterans of Foreign Wars, Odd Fellows, four commercial firms, and a Labor Day affair.

Business in El Patio Ballroom, using such hypocs as weekly college night, with a Miss Colorado Co-Ed contest run in conjunction; sub-deb nights sponsored by riding clubs, and holiday and school parties, is on the increase. Bands appearing so far include Ruas Morgan, Mitchell Ayres, Art Kessel, and Ted Weiss, with an array of names scheduled. Ballroom tariff is constant, 40 cents for men and 20 cents for women. There have been a number of sponsored dances.

Midget auto racing continues to be a big draw. Turnaway crowds of over 4,000 are the rule on Sunday nights, while Wednesday nights average 4,000. Admission is 40 cents to the stadium, in addition to 10 cents at the park gate. Lakeside's oval is a one-fifth-mile odium track, banked with curves, with grandstands around one side and end. Local races participate, with an occasional traveling driver. Little or no promotional effort is required, fan interest and sports writings holding interest at high pitch.

Lakeside pool is a popular attraction. It set a new high in attendance on June 26, when 1,573 passed thru the turnstile, beating the previous record set a few weeks before. Admission is 35 cents.

Modernization Program

Throughout Manager Kraser has continued a policy of modernization and has virtually rebuilt the park in five years. Auto Scooter building was rebuilt this year, using a World's Fair motif and indirect lighting. Five-foot lighted letters are used in the name. Fifteen cars were bought and they are proving an attraction. Laughing Sal and new ticket office (See Lakeside Take Up on opposite page)

Surf, has shifted to Have You Seen Stella and switched from a redhead to a brunette. . . . Latest circus roster includes Andre Dumont, ringmaster and manager; Tom Victor, band leader, booked by brother James J. Joe Morelli, head property man; Bert Carneal, assistant prop; George Hamid's acts, comprising Rigde-Dumond Trio, clown; Jules Pesant, aerialist; five-foot lighted letters, aerialists, with Bubbes R. Gwardo doing the cloud-walking for the free act, and Dr. Bernard's elephants, trained by Capt. Joe Hansen.

Steepchase Notes

George Shrimpton and Charles Atlas, latter son of the strong man of ancient history, both life guards, took part in the Battle of the Boros radio quiz July 12 and scored bull's-eyes. . . . Brendan Burke, in partnership with Joe Whelan, of the office, has invested in an auto. . . . Kevin Carmody 'doubles as office boy and life guard on busy days in the pool. . . . Modern Venus contest on July 8 brought almost 100 contestants. Judges were Grace Reilly, 1939 winner, new vocalizing in the cocktail letters at Manhattan's Park Central Hotel; John Powers, Charles Keen, Paul Fulton, Earl Morgan, Reginald Marsh, and Allan Kramer. . . . Parachutes, take it from truthful Billy Friedberg, p. a., registered 100,000 customers up to and including July 6 intake. . . . Pete Andreotti, brakeman on the Roller Coaster, is happy over the fact that his former crew is back and carrying on. They are Terry Moore, Dan Colbert, and Edwin Becker. . . . William McGivney, against the star on the wooden hoed. . . . Hymie Shapiro is still the whip snapper on the Ferris Wheel. . . . A new engineer operating the Pony Express is Henry Hoyt. Passengers call him Red Casey.



Gains Continue Over Last Year

CHICAGO, July 12.—Amusement parks continued to show resounding business gains in comparison with 1940 figures, both from the standpoint of business from opening date to June 29 and for the fourth week of June, including June 29, according to questionnaires returned to offices here of Secretary A. B. Hodge, National Association of Amusement Parks, Pools, and Beaches. Questions asked and replies received, according to territory:

How does your gross (in percentage) compare to date with the same period of 1940?

Alabama, 39 per cent increase; California, 40 per cent increase; Illinois, 39 per cent increase; Louisiana, 33 1/3 per cent increase; Central Massachusetts, 110 per cent increase; Northeastern Massachusetts, 60 per cent increase; Southeastern Massachusetts, 81 per cent increase; Missouri, 83 per cent increase; Eastern New York, 39.4 per cent increase; Northern Ohio, 24 per cent increase; Southern Ohio, 18 per cent increase; Oklahoma, 14 per cent increase; Oregon, 5 per cent increase; Western Pennsylvania, 29 per cent increase; Tennessee, 70 per cent increase.

How was your gross (in percentage) for the fourth week in June, including June 29, compared with the same period in 1940?

Alabama, same; California, 25 per cent increase; Illinois, 14 per cent increase; Louisiana, 50 per cent increase; Central Massachusetts, 120 per cent increase; Northeastern Massachusetts, 50 per cent increase; Southeastern Massachusetts, 43 per cent increase; Missouri, 150 per cent increase; Eastern New York, 78.1 per cent increase; Northern Ohio, 20 per cent increase; Southern Ohio, 15 per cent increase; Oklahoma, 19 per cent increase; Oregon, 30 per cent increase; Western Pennsylvania, 25 per cent increase; Tennessee, 70 per cent increase.

How was the weather for the fourth week in June compared with the same period of 1940?

Alabama, cool and rainy both years; California, same; Illinois, same; Louisiana, better; Central Massachusetts, better; Northeastern Massachusetts, better; Southeastern Massachusetts, better; Missouri, hot, cold in 1940; Eastern New York, better; Northern Ohio, same; Southern Ohio, better; Oklahoma, more rain; Oregon, worse; Western Pennsylvania, better; Tennessee, worse.

How did your per capita expenditure for this week (in percentage) compare with the same week in 1940?

Alabama, same; California, same; Illinois, 20 per cent increase; Louisiana, better; Central Massachusetts, 100 per cent increase; Northeastern Massachusetts, 10 per cent increase; Southeastern Massachusetts, 31 per cent increase; Missouri, same; Eastern New York, 6 per cent increase; Northern Ohio, higher; Southern Ohio, 15.3 per cent increase; Oklahoma, better; Oregon, 30 per cent increase.

Did you have any special promotions for the week in question which were of extra benefit?

Central Massachusetts, Kids' Day and picnics; Eastern New York, school outings; Oregon, name band and picnics; all others, same or none.

Hunt's Double Top Set With High Gate

WILDWOOD, N. J., July 12.—With a crowd in excess of 120,000 on hand for the July 4 week-end, local amusement interests had the biggest week-end in history of the resort, regardless of rain. All agreed that the boom has arrived.

Indications of it are seen in examination of attendance figures at Hunt's Ocean Pier, resort's biggest enterprise. An all-time high was established last year on the Sunday preceding Labor Day, when 6,700 jammed the pier at a 55-cent admission with Jimmy Dorsey's orchestra the major attraction. This year, with Herby Wood's band and prices calling for 55 cents in the afternoon and 75 cents at night, the Labor Day record was topped on Friday (4) and on Saturday (5) the preceding day's record was retopped. For the three-day period the pier clocked 23,585 paid admissions at the two prices for a record \$14,815.75, according to Managers Guy Hunt and Bill Grant.

Pier program also included Four Dances on the stage, Louis-Corn flight pictures, feature pictures in Ocean Theater, Mickey Mouse cartoon theater, Luff Theater,

glass blowers, Miniature Train exhibit, Sky Ride, Roller Coaster, Roulette Wheel, Ferris Wheel, Mountain Slide, Cave of Winds and Mystic Maze walkarounds, sun decks, two Funhouses, Kelly Slide, Whip, and kiddies' Carousel.

Concessionaires in S. B. Hamagosa's Casino Arcade, only Boardwalk spot providing shelter from rain, reaped a harvest. At suburban Wildwood Crest, start of the month indicates that July and August will surpass the big 1940 business.

Park Free Acts

AERIAL QUEENS, high act, appeared the week of July 7 in Buckeye Lake (O.) Park. They were set by Otis Sun Booking Agency.

FOR the week of July 7 Summit Beach Park, Akron, O., had Mischauba, tight wire, and Donnelly and Betty, trampoline, as free acts. Bob Fisher's Fearless Flyers are due soon, said Jerome T. Harrison, park public director.

THE ACES, two men and two women, have been brought in to Clementon (N. J.) Lake Park for daily free aerial programs.

Riverview Holiday Biz Big; 10% Seasonal Gain to Date

DES MOINES, Ia., July 12.—Riverview Park here had a 10-cent gate charge for July 4, but had over 20,000 people during the day, one of the best holidays in recent history, according to Manager Robert A. Reichardt. Over 5,000 automobiles were parked on the grounds at night, and patrons were forced to leave their cars outside. Gross was 12 1/2 per cent better than in 1940 and far ahead of 1939. Park had near-capacity crowds Saturday and Sunday, but no gate charge was made, in accordance with this year's policy.

Manager Reichardt reported business to date is over 10 per cent ahead of last year's and far ahead of 1939, one of the best of recent years. Promotions have been largely responsible for increased business, with picnics bringing large crowds. Newly installed Flying Scooter and Roll-o-Plane have been doing heavy business and follow closely the top revenue making Roller Coaster. Bug ride is running ahead of 1940 year and Penny Arcade business is 50 per cent better. Ballroom business is also ahead. Bob McGrew's local band has completed its sixth week, with radio time used for Scrawball Club programs and similar deals to bring out customers. An unusual broadcast from the park recently was an inquiring mike broadcast from the roller rink, the announcer skating around to interview skaters.

Long Island

By ALFRED FRIEDMAN

Long Island Railroad is sponsoring an extensive campaign on railroad usage to beaches to offset opposition of other types of transit.

Jones Beach has scheduled an elaborate recreational program. Among other things will be stress on roller skating.

Briefs From All Around the Field

ATLANTIC CITY.—There were 35 candles on a cake gracing the table on July 4 at No. 1 Atlantic Ocean, summer home of George A. Hamid on Hamid's Million-Dollar Pier. Each candle represented a year Hamid, a native Armenian, has spent in this country. He was 11 when he came to America as a member of his Uncle Ameen's troupe of acrobats to join Buffalo Bill's Wild West Show.

HADDONFIELD, N. J.—Over 3,000 witnessing fireworks at Crystal Lake here on July 5 went home not knowing that the man who set off the pieces, William Couzens, had been seriously burned halfway thru the program. Rather than disappoint the spectators, who had received a setback when rain prevented the display Friday night, Couzens refused hospital treatment until the show was over. He sustained burns on the legs, hands, and arms when an aerial bomb exploded prematurely.

BRIDGEPORT, Conn.—Pleasure Beach here had a big July 4 week-end business despite bad weather. Fireworks were

Guy Lombardo's ork has been scheduled.

Long Beach is accentuating amusement for youngsters, with the city administration giving the scheme assistance.

The New York World-Telegram survey of beach pollution conditions in metropolitan New York gave the Long Island Beach front a clean bill of health.

Brydon's Bass Beach Pulls Record July 4 Attendance

KNOX, Ind., July 12.—After three weeks of rain and poor business Brydon's Bass Beach, operated by Mr. and Mrs. Ray Marsh Brydon, drew the largest crowd in its history on July 4 and attractions were heavily patronized, reported Manager Arch Clair. Available auto parking space within a mile of the park was filled. There were hundreds of family picnics on the grounds and throngs of Chicagoans, vacationing at the lake, visited the park.

New chromium and green leather furniture has arrived for the Beach Side Cafe. New attraction is Speedy Bass's Motorhome. Delivery of new speedboats is expected soon. There were a number of visitors over the week-end, including Will Hill, of elephant note; Valley Fay, sister of Rosie Fay, La Fayette, Ind.; John Alexander Pollitt, Chicago; Lew Keller and Bill Carsky, Universal Concession Supply Company; Bill Goldberg, Paint Exchange; Freda and Cliff Wilson, en route to Chicago; S. S. Millard, Universal Films, and Lee Sullivan and family, Elt Bridge Company.

Mrs. Brydon, Patricia, and Tommy Ackerly, the visiting friends in Rochester, Ind. Mr. and Mrs. Otto Criss and Mr. and Mrs. Johns, concessionaires, drove to Chicago recently to purchase stock. General Manager Brydon, member of the local Kiwanis Club, furnished entertainment from the park at a recent club meeting and acted as emcee. He is to be host to all district clubs at the park soon. Underprivileged children will be guests.

LAKESIDE'S TAKE UP

(Continued from opposite page)

were added to the Funhouse. Work was also done on the Cyclone and patronage on the ride, in its second season, is equal to that of last year. Miniature Railroad was also conditioned. New electric supply lines and feeders were installed and new parking areas increase auto capacity to 7,000. Improvements were also made on the Whip, with a new ticket office with terrazo floor and glass brick columns and neon lighting thruout. Stainless steel railing surrounds the ride and the ornamental center is neon-domed with stainless steel trimmed columns. Two new Chris-Crafts were added to the lake fleet. Another big attraction this year is the Penny Arcade, reconstructed and enlarged to twice its former size. Yellow and white neon lights are used and a tile front adds to the come-on. It has 150 new machines.

Among major promotions this season was the appearance of Jimmie Lynch's Death Dodgers, who proved a good draw despite much rain. During the Rotary International convention a barbecue for 10,000 delegates was staged at Lakeside. Fireworks on July 5 drew 17,000, and 29,400 attended on July 4 for The Denser

used for first time this season. Wednesdays are half-price days for kids up to 6 p.m. Name bands are doing okeh on Sunday nights in the ballroom and several vaude acts have been booked in conjunction with band dates.

CHIPPEWA LAKE, O.—Parker Beach, manager of Chippewa Lake Park, announced that uniformed service men will be admitted free to Starlight Ballroom. Scores of soldiers home over July 4 took advantage of the offer, he said.

YOUNGSTOWN, O.—Leo F. Blake and Bee report they are again with Duffy at Idora Park here. Leo with a ball game and Bee with a new electric flasher. Al Gilbert, Chicago, has his Six Ball always going and Walter (Ducky) Mannings is gaining weight. Business is reported good, attributed to heavy industrial activity.

CINCINNATI.—Harry A. Ackley, of Ackley, Bradley & Day, amusement park and swimming pool engineers, planned in here from Pittsburgh July 8 on a social-business visit to Coney Island and local pool operators. He reported a busy season.

Post picnic, hitting a new high both in attendance and receipts for the day since Kramer took over in 1935. Tie-in with the newspaper also brought much publicity.

Heavily hyped by promotions, indications are that the 100-acre spot has an excellent chance this year of setting a new high in gate and income figures since the middle 30's. Also there are some 10,000 soldiers in the vicinity, they are accounting for only a small percentage of income. However, defense projects and a banner tourist season are expected to prove a boon.

Line-Up Big

Executive and operations staff includes Martie Ruttner, assistant manager; Carson Harris, advertising manager, assisted by Dave Baumgartner; Al Yohe, picnic manager; Dorothea Johnson and Alice Reissner, office clerks; Maurice Smith, bookkeeper; Mrs. Daley Ketas, cashier, assisted by Sue Burroughs, Margaret Taylor, and Beulah Keiss; John Flohr, chief electrician; Ralph Everett, master mechanic; Edward Anderson, grounds superintendent; John Rundberg, head carpenter; Andrew Dewep, master painter; Elmer Best, maintenance; Clarence Froot, scenic artist; Bill Cowden, chief of police; James Wilson, police captain; D. L. Bender, A. P. Seifert, and George Bender, main gate; Frank Monahan and C. R. Shambaugh, auto gate; Jesse M. Johnston, nurse; George Lind, gardener, assisted by Ray Lind, and Ed Rogers, night watchman.

Attractions include the ballroom, Al Yohe, manager, assisted by Ronald Webster, and Harold Ketas, sound technician; Swimming Pool, P. D. Stamenov, manager, assisted by Vernon Houston; Man-of-Goodman, Stanley Archbald, and Melvin Pembroke, guards; G. W. Brown, engineer, assisted by John G. McCollum; Myrtle McCollum, matron; Mrs. Lois Best, cashier; Cylene, Ed Campbell, manager, assisted by Howard Mitchell and John Hallock; Skooter, Harold Garland, manager, assisted by Bruce Mars and Bert Martin; Speedboats, Jack Hairfinger, captain; Walter and Dudley Riffe, mates; Funhouse, Tex Vaughn, manager, assisted by Tom McLachlin; Miniature Railway, Richard Simcock, engineer; L. Mandelin, tickets; Rocket Ships, Iver C. Rantum; Devil's Whirl, Charles Drenth; Whip, Harry Becker; Tumble Bug, Gerald Ferguson; Rolloplane, Howard Haynes; Pony Track, Joe Anderson; shooting gallery, Rennie Clawson, manager, assisted by Chuck Jergens; Merry-Go-Round, George Thrapp; Star ride, Willis Bloomfield; photomatt, X-ray pokers, fish-pond, and milk bottle game, owned and operated by Joseph Kramer; Loop-o-Plane, George W. Draper, owner-operator; Midget Auto Track, M. A. Spiker, manager; Milton Bronstein, pit manager; Stanley Williams, tickets; Mathew McInery, announcer; John J. Peters, timer; Doc Kenney, starter; E. E. Parris and Art Larson, technicians; Roxie Pretralis, pit man; Jake Storkel, flag man; Kenneth Meast, track steward; Frank Lort and Oscar Pagena, Judges, and Ernest Provov, special officer.

Personnel of the National Catering Company includes Mrs. Minnie Mattick and Mrs. Jennie Ruttner, managers; Florence Larson, bookkeeper; Toby Egan, Donald Dobs, Ross Wilson, Anna Potterill, assistant managers; Helen Miles, head cashier; Dan Levering Jr., rabbit races; William W. Bundy, Tango; Marjorie Pierce, cigar stand; Arthur Penna, horse wheel; Mary Peters, Skee Ball, and Mrs. Benjamin Kramer, manager of Penny Arcade, and Roy Lewis, head mechanic.

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PREMIUMS AND SPECIALTIES

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

PHOENIX (Ariz.) city commission voted recently to lower the annual municipal roller rink license fee from \$180 to \$100, payable quarterly. It acted after a local operator pointed out that a theater with a capacity of 250 persons pays a license of only \$50. His establishment has the same capacity.

TWO former Perth Amboy (N. J.) arena skaters, Al Goodall and John Pedison, now with the naval air station at Coco Solo, Panama Canal Zone, deplored the lack of a roller rink there, so they started their own, reported Don Marshall, press man for America on Wheels, operator of a chain of rinks in New Jersey and New York. They induced the post captain to let them use one of three airplane hangars for a rink.

MOUNT VERNON (N. Y.) Arena and three New Jersey rinks, Boulevard Arena, Bayonne, Perth Amboy Arena, and Passaic Rink, operated by America on Wheels, closed on July 13 with a party, Casino Arena, on the Boardwalk at Asbury Park, N. J., will continue operations on an augmented schedule of two daily sessions and Saturday midnight parties. About 1,000 skaters attended a recent party in Boulevard Arena, proceeds going to the children's ward of Bayonne Hospital. Uncle Don, of WOR, was featured attraction. Rink and its services were donated. Passaic Rink has started a movement to collect tinfol from cigarette packages and donating proceeds to the Cancer Clinic of Passaic General Hospital.

BUSINESS is holding up well during

BRANDON'S NEW MARKS

(Continued from page 48)

said they were determined to carry on the good work. Secretary-Manager Beatrice N. Benson has already begun plans for 1942, regardless of the war situation. Greatest crowd that ever found its way into the Brandon grandstand and enclosure witnessed Barnes-Carruthers' Music on Wings Thursday night. Every reserved seat and box was sold hours before the program got under way, and officials had to close the gates to prevent serious overcrowding. Livestock parade, the spectacular revue, and the new All-Canadian Frolic and Revue were magnets that drew the crowds. Night grandstand shows beat grosses of former years, also only one performance was given nightly. Two a night was the policy last year.

A party from Regina (Sask.) Exhibition was on hand to preview the midway and BC production. They were Charles Harlison, D. Elerkin, Nat Andrew, Harry Malby, N. T. Gardner, and D. B. Rogers. J. W. (Patsy) Conklin and Fred Kressmann, representing the midway and revue respectively, were recipients of plaques from the visitors, who declared that their own fair was out to break all records.

CALGARY'S PEAK

(Continued from page 46)

press and broke all records the first two days, being 20 per cent up on 1940 figures.

Harold F. DePue, secretary-manager North Montana State Fair, Great Falls, and S. C. McLennan, manager of Vancouver (B. C.) Exhibition, were enthusiastic visitors. Elwood A. Hughes, general manager of Canadian National Exhibition, Toronto, was expected for the finals. Emery Boucher, secretary of Quebec Provincial Exposition, Quebec City, stayed two days. Every inch of concession space was sold. Agricultural and industrial exhibits were outstanding.

warm weather for Mammoth Gardens Roller Rink, Denver, according to Manager Irving Jacobs. Four more exhaust fans will be installed shortly to assure comfortable skating during the remainder of the summer. Matinees have been discontinued and the rink is also dark on Monday nights. Rink club now has 600 members. They get a free skate night once a month. Sweetheart Night on Sundays, when a woman accompanied by a man is admitted free, is proving a good business hypo. Altho soldier business now accounts for but a small portion of receipts, Manager Jacobs expects it to prove a real boon to fall business. Edwin Steckmeyer, rink building superintendent, married recently. He and his bride were feted at a special rink party on July 3, with appropriate music by organist Harley Cross.

BOB MILLER, formerly with the Three Whirling B's, Buddy, Betty, and Bob, roller-skating act, reported he is now working on the floor of Mealey's Roller Rink, Allentown, Pa. He also belongs to the rink's Hi-Fliers' Club.

AFTER playing three weeks at the Avalon Club, Hull, Que., Mack and Mitzi, roller skaters, reported they filled a week's engagement at the Casino Theater, Toronto, then returned to the Avalon for an indefinite booking.

AROUND THE GROUNDS

(Continued from page 47)

his appointment, but gangrene had already set in. He will not be able to resume his duties for several weeks.

REGINA, Sask.—Five autos, giveaways at Regina Exhibition, have been decorated and are touring the province as an advertising stunt. One car will be given away daily except Monday, when four bicycles will be given children.

EDMONTON, Alta.—An effort to find a suitable location for continuance of spring and fall livestock shows will be made by Edmonton Exhibition Association as a result of loss of its arena and fairgrounds to the government for duration of the war. Size of surplus, if any, from the summer fair will determine future association activities. Directors approved a deal by which the defense department will pay \$8,500 annually to the city for use of the grounds, said Manager Percy W. Abbott. The \$8,500 will be turned over to the association. Ottawa will also pay the city \$6,000 this year to compensate for cancellation of the livestock show at the 1941 summer fair.

SPENCER, Ia.—Total of \$15,000 will be spent on Clay County Fairgrounds here in preparation for the six-day 1941 annual. There will be a new \$5,000 women's building, and roadways thru the grounds will be graded, gravelled, and ciled. Some 450 trees have been planted and white picket gates at the main entrance have been replaced with ornate iron ones, while front towers have been enlarged. For the first time the grounds will be closed the Sunday preceding opening. In former years thousands have swarmed thru the grounds to watch exhibits and the midway being set up. New ruling was made to facilitate preparations and prevent injuries to spectators.

LLOYDMINSTER, Sask.—Horse racing will be a feature of Lloydminster Fair

this year, with three purses of \$75 and one of \$100. Old grandstand platform has been torn down and a new and larger one built nearer the center of the stand. Sales of five for \$1 advance tickets are holding up. There will also be a farm boys' camp.

POND DU LAC, Wis.—J. B. Kolsta was elected secretary of Fond du Lac County Fair Association.

SALISBURY, N. C.—Davidson County farmers will not undertake a fair this year, according to recommendation made by a committee representing rural agencies. However, it was decided to begin plans for organizing a fair among farmers and business men in 1942. Committee recommended that a new site be chosen in case the fair is revived. For years the annual was operated largely as a private enterprise under management of Dave Leonard, who died several months ago.

REGINA, Sask.—In keeping with the times, Regina's summer fair will be officially opened the second day by Brigadier W. W. Foster, Officer Commanding M. D. 12. Ceremony will be part of the Victory Day celebration planned for the same night, when the grandstand show will see a military display, participated in by army, navy, and air forces and R. C. M. P. and veterans' corps.

GATE MUSIC

(Continued from page 48)

Ozzie Nelson's orchestra played to capacity houses thruout the week despite competition from a new downtown ballroom which opened July 3 with Ray Noble. Nelson's orchestra left July 6 for a series of one-nighters. He will wind up in Elitch Gardens, Denver, for a two-week engagement. Buddy Maleville is now in the ballroom. He will be followed by Griff Williams and Henry King.

Weather has turned for the better. Despite the fact that in the park's first 58 days of operation there were 48 days of rain, General Manager Huedepohl expects the season to show a substantial increase in receipts over 1940. While crowds generally have not been larger, money is being spent more freely.

Park's 14th annual Oregonian-Jantzen Learn to Swim campaign, which opened July 9 and will continue thru July 19, is expected to draw 20,000 registered non-swimmers. In The Oregonian of July 7 a large announcement was carried, accompanied by a free coupon. Campaign also received favorable editorial notice.

Premium Facts

Data collected from lists received by The Billboard

PRINCE ALBERT, Sask.—Prince Albert Exhibition, August 7-9, 82 pages. Officers: Charles A. Lacroix, president; Eric Given, Robert Carle, vice-presidents; John P. Curror, secretary-manager; A. W. Pechey, auditor. Admissions: Adults, 35 cents; children under 14, 10 cents; grandstand, 50 cents afternoon and night; children, 25 cents; vehicles, 25 cents. Attractions: Grandstand, Libonati Trio, Captain Priscoe's Seals, Four Blenders, Larimer and Hudson, Gold Dust Twins, Peerless Camerons, James Evans and Company, Three Collegians, Three Bounders, and Ernie Young's Chin' Up, Canada.

SPRINGFIELD, Ill.—Illinois State Fair, 89th annual, August 9-17, 439 pages. Officers: Howard Leonard, director of agriculture; William W. Ward, general manager; William Ryan Jr., assistant manager. Admissions: Adults, 25 cents; children under 12, free. Attractions: Grandstand, Flash Williams' Thrill Show, Hoagland's Hippodromes and Wild West Rodeo, WLS National Barn Dance, horse show; harness, auto, and motorcycle races; Music Corporation of America's Stars Over America, Orrin Tucker's Horace Heidt's, and Ted Weem's orchestras. Midway: Royal American Shows.

LEWISBURG-ROCKEVILLE, W. Va.—Greenbrier Valley Fair, 21st annual, August 25-30, 126 pages. Officers: J. B. Sydenstricker, president; Enoch H. Tucker, vice-president; C. E. Boone, treasurer; W. L. Tabscott, secretary. Admissions: Adults, day or night, 50 cents; children under 7, free; children 7-14, 25

cents; grandstand, day, adults, 50 cents; children, 25 cents; night, all seats 25 cents. Attractions: Grandstand, Let Freedom Ring, Silvers, Johnson and Company, Taylor Sisters, Flying Rockets, Ohio Display Fireworks, Smith's Superba Band, Wells Brothers, Six Cardovans, Faith Hope, Poodles and Grace Hannover, and Kee and Tuck. Midway: John H. Marks Shows.

GERMANTOWN, Ky.—Germantown Fair, 87th annual, August 14-16, 96 pages. Officers: T. P. Black, president; D. H. Lloyd, S. C. Tilton, vice-presidents; Wood Wallingford, treasurer; C. A. Dabury, secretary. Admissions: Adults, 35 cents first two days; 50 cents second night and third day; children 7-12, 20 cents; under seven, free.

TOGA JUNCTION, Pa.—Toga Valley Fair, fifth annual, August 7-9, 24 pages. Officers: R. E. Patterson, president; W. F. Weaver, vice-president; C. H. Forrest, secretary-treasurer. Admissions: Adults, 20 cents; children under 10, free; vehicles, 80 cents. Attractions: Grandstand, Aerial Claytons.

SPRINGFIELD, Mo.—Ozark Empire District Fair, fifth annual, September 7-13, 160 pages. Officers: H. Frank Feltow, president; Dr. W. A. Dezell, vice-president; Tom Watkins Sr., treasurer; G. B. Boyd, secretary-manager. Admissions: Adults, 25 cents; children under 12, free; automobiles, 10 cents. Attractions: Grandstand, automobile, motorcycle, and harness races; Music Corporation of America's Stars Over America, with Bernie Cummins's orchestra, Sally Rand, Hollywood Darlings, Bob Neller, and Ella Carver; fireworks and Frank Winkley's Suicide Club. Midway: Sol's Liberty Shows.

WOOSTER, O.—Wayne County Fair, 92d annual, September 8-13, 80 pages. Officers: M. C. Ehrhart, president; R. W. Swinehart, vice-president; Walter J. Buss, secretary-treasurer; H. C. James, M. C. Ehrhart, W. W. Edwin, auditors. Admissions: 35 cents; vehicles, 25 cents. Attractions: Midway, J. H. Edwards Shows.

ROGERSVILLE, Tenn.—Hawkins County Community Fair, September 15-20, 36 pages. Officers: Robert Armstrong Jr., president; Mrs. A. B. Long, John Kendrick, vice-presidents; Mrs. W. C. McMorris, secretary; Mrs. Juno Alton, treasurer. Attractions: Grandstand, fireworks, and free acts. Midway: Crystal Exposition Shows.

LA GRANDE, Ore.—Union County Fair, September 15-20, 32 pages. Officers: R. S. Comstock, president; Frank Jasper, vice-president; W. R. Oekeler, secretary.



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SELL SEASON'S CHRISTMAS CARD HIT — America's finest 21-card assortment, \$1.00. Your profit 100%. Big selection assortment. Personal Christmas Cards low as 50¢ for \$1.00. Free samples. WETMORE & SUDGEN, 749 Monroe, Dept. 917, Rochester, N. Y. *ly26*

SELL 50 FOR \$1.00 PERSONAL CHRISTMAS CARDS — Free samples. 35 boxes 30c up. Famous 87 Assortment on approval. Special offer. HEDENKAMP, Dept. M-7, 343 Broadway, New York. *x*

WE PAY YOU \$5.00 FOR SELLING TEN \$1.00 boxes. 50 distinctive assorted name imprinted Christmas Cards. Sell \$1.00. You make \$5.00. Free samples. CHEERFUL CARD CO., 25 White Plains, N. Y. *x*

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Director's copy of every valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. *ay26x*

SALESMEN WANTED

CONCESSIONERS! SALESMEN! ARMY CAMP Workers! Hustlers! Perturbed Hawaiian Lei. New seasonal seller! Particulars free MISSION, 2328 W. Pico, Los Angeles, Calif. *ly26x*

EVERY BUSINESS MUST BUY PRINTING ADVERTISING Socialities, Book Matches, etc. Take orders for the pioneer line; 1,000 necessary items at 50% price saving. Free 45% 40% advanced commission, bonus. Experience unnecessary. **OUTFIT FREE.** DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 57, Chicago. *x*

NEW SENSATIONAL "BOOK MATCH LINE" Pays big day profits. 5 color designs. Low prices, other fast selling features. Also Advertising Tape, Business Stationery, Business Cards. Experience unnecessary. Free outfit. Write today. REGAL MATCH, 2134 Vanluren, Dept. 57, Chicago. *x*

SALESMEN — SANITARY CLEANING AND Maintenance Chemicals. Send full information about yourself. THE P-X OIL AND CHEMICAL COMPANY, Cleveland, O. *x*

BUSINESS

OPPORTUNITIES

NIGHT CLUB POSSIBILITIES — WELL EQUIPPED Rust Balloon near two large clubs; 6,000 square feet. Consistent producer as dance hall; offers potential big money to experienced night club operator. Owner moving west account health. L. W. MARTINDALE, Realtor, Bay City, Mich. *x*

WIN WEALTH THE QUICK WAY THRU MAIL Order — Learn how others are doing it on limited capital. Amazing opportunities. Dynamic illustrated literature free. CENTURY MAIL ENTERPRISES, 152 W. 42d St., New York City. *ly26*

INSTRUCTIONS

BOOKS & CARTOONS

ANY BOOK (NEW, OUT-OF-PRINT, USED) promptly supplied! Lowest prices! Send for free Bargain Catalogues! OLD PROF'S BOOK SHOP, 916 Arcadia Court, Pontiac, Mich. *ay26x*

MISCELLANEOUS

JUMPING BEANS — STRICTLY NEW CROP. Guarantee all alive, \$1.00 hundred; \$6.00 thousand. Cash with order. HILARIO CAVAZOS BRO., Laredo, Tex. *x*

PRINTING

HAMMERMILL LETTERHEADS — ANY COLOR paper, ink; 300 8½x11, \$1.35 postpaid; 32 styles type. Free particulars. WOOD-RUFFS', 217-R Lewis, Duluth, Minn. *x*

SUPERIOR PRINTING SPECIALS — 250 BOND Letterheads, 8½x11; 250 Envelopes, \$2.30; 500 each for \$4.00. 1,000 Dodgers, \$9.99. \$3.00. THE STAR PRINTING COMPANY, St. Stephens, S. C. *x*

ROADSHOWMEN FROM COAST TO COAST use our Dated Herald, \$1.25 per M; 5 date changes. Quantity discounts. NONPAREIL, Pittsburgh 1701, Pa. *ay26*

WINDOW CARDS — 14x21" WHITE, 2-COLOR large type, 100, \$3.45; Bumperettes, 5½x27", 100, \$3.35; 250, \$7.50; tie-wires included. Quick service. SOLLIDAYS, Knox, Ind. *x*

150 TWO COLOR 8½x11 BOND LETTERHEADS, Envelopes, \$1.50 postpaid; 150 CARDS, two colors, \$2.50 hundred. HUBBARD PRINTING CO., Recto, Ark. *x*

COIN-OPERATED MACHINES, SECOND-HAND

AIR RAIDERS, LATEST MODELS, LIKE NEW, \$99.00; A.B.T. Model F Targets with meters, \$8.50. PASTIME AMUSEMENT, 100 Bolton, Dayton, O. *x*

BALL GUM, 56", FACTORY FRESH, 13c BOX; Tab, Stick, Midget Chicks, every Vending Gum, and AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. *ay26x*

BLUEFRONTS — MILLS, DIMES, QUARTERS, all refinished, single Jackpots, serials above 398,000, \$40.00; Double Jackpots, serials above 377,000, \$35.00; Mills Q, T, nickels, quarters, used one week, serials above 21,884, \$40.00; Smoker Bell, like new, \$35.00; Walling Rollers, refinished, nickels, quarters, serials from 73,000 to 81,000, \$35.00; Jennings Chiefs, nickels, quarters, serials above 120,000, \$35.00; Evans Lucky Star, serials or quarters, used two weeks, \$15.00. Prices F. O. B., Miami, Fla. Send ½ deposit with order. BILL FREY, INC., Cable Address, Billfrey. *x*

FOUR LATE MODEL SHOCKERS, \$5.00 APiece. Blingo, \$5.00; Pingo, \$6.00; 2 Grip Tests, \$4.00. ½ deposit. SHIPLEY, Roosevelt Hotel, Indianapolis, Ind. *x*

FREE PLAY TABLES, \$12.00 — TRIUMPH Spotters, Circles, Chevron, Super Charger, Mr. Chips. Send for list. Skill Draw, \$6.00. WAYNE NOVELTY SERVICE, Lyon Lake, Marshall, Mich. *x*

I PAY SELL 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*

MIX EUREKA BRAND FOREIGN STAMPS (in colophane 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. *x*

PACKARD KEYBOARD SELECTORS FOR 600 and 24-Wheelers, \$8.00; WOLVERINE ENTERTAINERS, INC., 36 Newbury St., Pontiac, Mich. *ly19*

SEND FOR BADGER'S 32-PAGE COIN MACHINE Catalogue. Over 1,000 reconditioned Machine Illustrations, Accessories, Parts and Supplies. BADGER NOVELTY, 2346 N. 30th, Milwaukee, Wis. *ay26x*

SPECIAL — 25 POSTCARD VENDERS, \$3.25; 25 Stewart McGuire Nut, \$3.50; 25 View-a-Scopes, \$22.50; 5 Ice Tom Thumb, \$1.75; 25 3-Column Burets, \$9.00. Machines bought, traded. CAMO VENDING, 402 W. 42d, New York. *x*

STRIKETE, LARGE REELS, 5c SLOT, \$35.00; 1940 Mills Truck, like new, \$175.00; View-a-Scope, Grotchen Mercury, Pike's Peak, write for prices. One-third with order. C. J. BLADES, Durango, Ia. *x*

THREE MILLS CIGARETTE MACHINES — ALL in good condition, price \$100.00 for the three boxed, F. O. B. Goshen, G. B. LOBBELL, 270 W. Main St., Goshen, N. Y. *x*

USED, BUT ALMOST NEW — MILLS Q.T. Penny Slot Machines, \$30.00; Mills 5c Blue- fronts, serial numbers 400,000; \$47.50; Mills Jumbo Parade payout model, \$c play, \$75.00; 1 Mills Jumbo, \$79.50; Jennings Bob Tail automatic payout, \$c play, almost new, \$85.00; Pace's Saratogas, 1940 combination F. P. and cash payout, slug-proof, skill field mechanically perfect, new in appearance, \$195.00. One-third deposit, balance C. O. D. WAYNE SERVICE COMPANY, 1530-32 W. Third St., Dayton, O. *x*

VEST POKERS, \$25.00; CHROME COLUMBIAS, \$40.00; Q. T. 1c or 5c, \$25.00; Liberty, \$12.00; 1ms, \$6.00. O'BRIEN, 89 Thames St., Newport, R. I. *ay26*

ANY TYPE VENDING MACHINE. State conditions. What you want, pay cash. M. GOLDSTEIN, 165-20 91 Ave., Jamaica, L. I., Republic 9-1537. *x*

WANTED — 1937 AND 1938 KEENEY TRUCK. Times, One or twenty-five. Write BOX 92, Steubenville, O. *x*

WILL TRADE FOR SLOTS — WESTERN BASEBALL, Evans Ten Strike, Chicken Sams, Con- Vic Gum. All in good shape. FINLAY MUSIC, Asheville, N. C. *x*

8-COLUMN STAINLESS STEEL CIGARETTE Machines with match columns, \$9.50; Du-Crier Selective 5c Candybar Machines, \$19.50. TURKEL, 151 Rhodie Island, East Orange, N. J. *x*

FOR SALE

SECOND-HAND GOODS

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard. *x*

A COMPLETE GAS AND ELECTRIC POP CORN Machine, \$25.00. All other makes available. CARAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago. *x*

AAA ALUMINUM POPCORN KETTLES, 6c 50. Gasoline Concession Model Fearless Popcorn, Long Eakins, Clellors; Burners, Tanks, Tubing, Copper Caramelcorn Kettles, lowest prices. NORTHIDE MFG. CO., Indianapolis, Iowa. *ay26x*

BARGAIN — IN GOOD CONDITION, One Mangle Chair-Of-Plans, 24 seats; one Federal Truck. MICHAEL SWEDIE, 11823 Eggleston Ave., Chicago, Ill. *x*

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, etc. Lowest prices. IOWA LIGHT & 111 Locust, Des Moines, Iowa. *ay26x*

ELECTRIC BRASS WHEEL NAME PLATE Machine—Stamping plastic for letter boxes, doorbells. Perfect condition, \$65.00. BOX 252, Billboard, 1564 Broadway, New York. *x*

FIVE USED RUNNING POCKET AND WRIST Watches, American and Swiss, our assortment, \$7.50. B. LOWE, Box 525, Chicago, Ill. *ly26x*

FOR SALE — PORTABLE SKATING RINK, 4x10x10; 200 pairs of Skates, Music, Public Address System. Used only two years. Running, good crowds. Now located in Appalachia, Va. Will sacrifice complete outfit for eighteen hundred dollars. GEORGE WATKINS, General Delivery, Appalachia, Va. *ay26x*

FOR SALE — PORTABLE ROLLER RINK, 40x60 Floor, Skates, Music, Tent, Fans, Cooler, etc. Operating now. Used one season. Priced cheap for quick sale. Write RAY BROWN, Morganfield, Ky. *x*

MINIATURE RAILROAD FOR SALE — THREE Cars and Trains, all ready to run. JOHN HARTMAN, 1104 Madison St., Chicago, Ill. *ay26x*

NATIONAL CANDY FLOSS MACHINE CO. offers tremendous opportunity. 15 1941 Price Machines to be sold, list price \$200; your price while they last, \$98.00. F. O. B. Ridge-land Manor, Ry., N. Y. *ay26x*

POPCORN CRISPETTE MACHINE, CARAMEL Outfit, Wet and Dry Poppers, Potato Chip Machine, LONG EAKINS, 1976 High St., Springfield, O. *ay26x*

ROLLER SKATING EQUIPMENT, COST \$4,000. Organ, 182 pairs Skates, part new; Floor Surfing Machine, Amplifier, 5 Speakers, Skates Parts, New Skirt, Brushes, Regulation Cards. Must be sold; first \$950 gets it. T. S. CULP, 3209 Sixth St., Canton, O. *ay26x*

THWEN GENUINE MEXICAN AND AUSTRALIAN Opals, \$1.00; twelve assorted Carbons, \$1.50; three genuine Diamond Cut, 2-carats, \$1.75. B. LOWE, Box 525, Chicago, Ill. *x*

FOR SALE—SECOND-HAND SHOW PORIES

FLASHY PALMISTRY 10x12 TENT, FRAME and Arch Banner. Used one week. Sacrifice due to sickness. WELCH, 735 E. Main St., Rochester, N. Y. *x*

FOR SALE — SIXTEEN AND TWENTY-FOUR Seat Chair Planes, complete; LeRoi Engine, Frisco, West Box, CALVIN GRUNER, Parkersville, Ill. *ay26*

FOUR DODGEM CARS, \$35.00 EACH; MERRY-Go-Round Horses; Kentucky Derby with 12 Horses, complete, bargain, \$35.00. One-third with order. C. J. BLADES, Durango, Ia. *x*

HAVE COMPLETE SMALL THREE-RING CIRCUIT Truck, Light Plant and Animals. Will sell or lease. Ready to work. Show us in person. Selling account of draft. GEORGE WHITE, care Billboard, St. Louis, Mo. *ly26*

MUST SACRIFICE — 110 W. A.C., 10 W. Amplifier and 33 turntable in carrying case. Speaker, 8 Double Transcriptions, 6 V. D.C. Car Amplifier and Speaker; Aro Dynamic Microphone, interchangeable. Cost \$300.00; \$75.00 takes all. JOHN N. BLISS, 1222 Dechman Ave., Peoria, Ill. *x*

PENNY PITCH, 4 JACK POTS, \$15.00; CAT Rack, \$35.00; Candy Floss Machine, \$50.00; High Shriker, 24 ft., \$45.00; Chuck Luck Layout, 36x22 and cable, \$16.00. Te. depot, balance C. O. D. WICKESSER, Holyoke, Mass. *x*

PRICED FOR QUICK SALE — EVANS BUCKET joint. New condition, used twice. R. C. JARRE, Box 194, Station A, Canton, O. *x*

WILL SACRIFICE FOR QUICK SALE — 65 FT. used Balloon in good shape. LEONARD JOHNSON, Chillicothe, Ia. *x*

USED SIDEWALK — LIGHT TAN, 100 FT., 7 ft. 3½ inch diameter, \$22.95; 100 ft. 9 ft. 9 inch, \$29.00; 100 ft. 11 inch slightly used Concessions Taps, \$3.10; \$30.00 each. MAIN AWNING TENT COMPANY, 230 Main, Cincinnati. *x*

MOTION PICTURE FILMS & EQUIPMENT

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3. *x*

AMBITIOUS? — SHOW TALKIES THEATRI-lean communities. Sound Equipment, Weekly Programs rented reasonably. Used 16MM, Sound Projectors, \$95.00. ROSHON, State Theatre Bldg., Pittsburgh. *x*

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. *x*

BARGAIN — SLIGHTLY USED 35MM. THEATRE (Devry) Projector. Semi-Portable with Sound. STAR PROJECTION EQUIPMENT CO., 313 W. 10th, Erie, Pa. *x*

BARGAINS IN PROJECTORS, OPERA CHAIRS, Spot Lights, Stereoscopes, Screens, Rewinds. Complete theater equipment and supplies. Catalogue \$ free. MOVIE SUPPLY CO., 1315 Wabash, Chicago. *ly26*

BUSSA FILM EXCHANGE — 35MM. ROAD- show Attractions, outright sale only. Late releases, Educational, Gaudier, Westerns, Comedies, Cartoons, Action Pictures. Friendship, O. *ay26*

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*

USED 16MM, PASSION PLAY, SOUND, \$15.00; new, \$30.00. Also Polish 16MM Mexico Travelogue, sound, \$3.75. ARTGRAFT, Hammond Bldg., Hammond, Ind. *ly26*

WANTED — OLD SILENTS, AMERICAN-FOR- eign, 1900-1925; also Films from peepshow machines, etc. Send lists. PUBLIX, 950 Prospect, Cleveland, O. *x*

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR LITERATURE ON THE NEW MARFUL Precision Enlarger-Reducer. Takes copy from 1½x2 to 3x4. Enlarges up to 10x12 portrait size or reduces to 10x10. Nothing like it on the market. Send for free catalog. MARCS & FULLER, INC., Dept. B31, Rochester, N. Y. *ly26x*

DEAL WITH THE ORIGINATOR, NOT IMITATORS. Leatherette Folders, not paper, for 11½x2, \$2.50 over 100. Takes with every 52c order. C. GEMEISER, 146 Park Row, New York. *x*

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. *ly26x*

ROLLS DEVELOPED — TWO PRINTS EACH and two free enlargements. Cost only 25c. Reprints, 10c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. *ay26*

4 FOR 10 SUPPLIES FOR LESS — NEW Combination Machine making 11½x2 and 3½x5 busts and full length. We carry all sizes Eastman Direct Positive Paper, 11½x20", \$4.75 per roll. Glass Frames, Folders, Backgrounds. Free catalog. HANLEY'S PHOTO COMPANY, 205 E. 12th St., Kansas City, Mo. *ly19x*

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE — CROMWELL CELESTE AND SOLO- voce. Both with excellent fibre cases. Like new. Cash only. Write TINY HILL, Berwyn, Ill. *ly26*

WANTED — BFF RECORDING BASS BELL front model, brass preferred. Any standard make. Write GEO. PETERSON, Grand Meadow, Minn. *x*

COSTUMES, UNIFORMS, WARDROBES

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 50c up. Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. CONLEY, 310 W. 47th, New York. *x*

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. *ly19*

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Places, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. **lv19x**

A LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc. 25c. KANTER'S, 8-1311 Walnut, Philadelphia, Pa. **lv19**

LARGE PROFESSIONAL MAGIC CATALOGUE. 225 PAGES. MAX HOLDEN, 229 W. 42d St., New York City, N. Y. **au16x**

ANIMALS, BIRDS, REPTILES

ALLIGATORS, SNAKE DENS, \$5.00 to \$20.00; 12 Moccasins, \$6.00; Racing Turtles, Chameleons, Wildcats, Raccoons, Fox, Opossums, Squirrels, Rattlesnake Oil. Catalogue. ROSS ALLEN, Ocala, Fla. **lv19**

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Spring Catalog, now ready. MEMS BROS. & WARD, Oceanside, N. Y.

ANIMALS, BIRDS, SNAKES FOR SHOWS — Fresh lot Chinese Dragons, Black Iguanas, Gila, mixed dens of Snakes. SNAKE KING, Brownsville, Tex. **au23**

FAT PREGNANT FEMALE BOAS, 6 FT., \$15.00; Males, 6 ft., \$8.00; large green Iguanas, \$5.00; blacks, \$3.00; Whiteface Ringtail Monkeys, Monks, Greens, Rhesus, \$17.50 each; mature Male Ringtail and Java, \$15.00 each; pair of Mangabeys, \$25.00; P. Parks, Agoutis, Raccoons, Coatiundis, Ocelots, Alligators, Crocodiles, Snakes. Best specimens, lowest prices. WILD ANIMAL RANCH, St. Petersburg, Fla.

FOR SALE — FINE EXHIBITION PROSPECT, Mare Calf, 13 months, born without right front leg. 16x20 Tent. ARCHIE CROCKER, Filmer, Minn.

FOR SALE — CENTLE RIDING MONKEY, \$25.00. ROSE ATTERBURY, Dakota City, Neb.

PARRAKEETS AND LOVE BIRDS FOR CONNOISSEURS. Any amount, immediate shipment, assorted colors. Also Finches and Canaries. SNAKE KING, Brownsville, Tex. **au2**

PLENTY SNAKES, ALLIGATORS, BOAS, Iguanas, Gila Monsters, Horned Toads, Armadillos, Terrapins, Monkeys, Pacas, Sloths, Agoutis, Coatiundis, Prairie Dogs, Kinkajous, Guinea Pig, Kinkajou, Mice, Cats, Peafowl, Badgers, Porcupines, White Doves, Parakeets, and OTTO MARTIN LOCKE, New Braunfels, Tex. **lv19**

HELP WANTED

A-1 ALL GIRL ORCHESTRA WANTED — 7 pieces, union. Free to travel. State full details, enclose photo. BOX C-177, Billboard, Cincinnati.

ADVANCE MAN — CAPABLE OF BOOKING A modern musical comedy. Must have car to travel and contact fraternal organizations, etc. Immediate work, year around. MODERN PRODUCING CO., Freeport, N. Y.

ALL GOOD NEGRO WRESTLERS SHOULD WRITE now to DIXIE ATHLETICS, P. O. Box #2464, Birmingham, Ala. to get work this fall and winter on indoor Southern Negro circuit.

CROOM THAT DRIVES TRUCK — GEORGE HANNEFORD, Playland Park, Rye, N. Y. till July 20. Permanent address, Glens Falls, N. Y.

EXPERIENCED WOMAN CONCESSIONER — Must have driver's license. For particulars apply personally. SANGER, 1250 Tremont Ave. (Parking Lot), Bronx, N. Y. **lv19**

GIRL FOR TRAPEZE ACT WANTED—SALARY \$40.00. Long season. DOWN EAST ATTRACTIONS, Portland, Me.

IMMEDIATELY — TOP MOUNTER HAND to Hand Balancing Act. Weight 120. Route starts August. KRAMER, 5 W. 91st St., New York.

TRUMPET, FIRST AND SECOND. ALSO LEAD Alto and Clarinet doubling Tenor, for semi-nation band. Only reliable, experienced men need apply. Steady location with good salary. Other instruments write for future opening. CONNIE WENDELL, P. O. Box 459, Odessa, Tex.

WANT PEOPLE FOR MED SHOW — TEAM, also Comic. ADDRESS SHOW, Macungie, Pa.

WANTED—SINGLE, NON-UNION MUSICIANS on all instruments, for faking, radio, dance band. Steady work. Room, board, \$15.00 weekly salary. State all for letter. MONTE MACCEE, 1407 Liveoak St., Beaumont, Tex.

WANTED — PIN BALL TABLE MECHANIC. Free play tables. SOUTHERN BILLIARD SUP. CO., 104 S. Commerce St., Mobile, Ala.

WANTED — DIRECTOR, 2 GENERAL BUSINESS Men. Prefer double music, etc. Also one Team. Jack Parsons, Ethan Allen and other useful people, write. JIMMIE HULL PLAYERS, Port Arthur, Tex.

Show Family Album



HERE are members of Charles W. Benner's Peck's Bad Boy Company, snapped season of 1913-'14. In the rear are Mr. and Mrs. Benner. Left to right in the front line are Carl Nixon, Florence Garland, Olive Smiley, Mar O'Donnel, the late Steve Berrian, and Lew Herman. Benner now lives in Canal Winchester, O.

The *Billboard* invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The *Billboard*, 25-27 Opera place, Cincinnati, O.

WANTED — COLORED MUSICIAN WHO CAN sing. Must be intelligent, ambitious. Write JESSE THOMAS, Box 1021, Salinas, Calif.

WANTED — ACCORDION AND BASS FIDDLE for Ezra Buzzington's Silver Comet Band. Preference given Indiana musicians. Truncet Men, also write. Good fair route booked. MARK D. SCHAFER, R. 1, Winchester, Ind.

WANTED — 3 PHONE MEN. START NOW. State fair program. Must be high class, sober. JACK LAMPTON, Park Hotel, Columbus, Ohio.

WANTED TO BUY

WANTED TO BUY OR LEASE ON PERCENTAGE — One Ice Skating Portable Compression Unit. State capacity of unit. Great opportunity. Write J. C. MULHALL, care Sportorium Rec., 1970 S. Division, Grand Rapids, Mich.

At Liberty Advertisements

2c a Word (First Line Large Light Capitals)
1c a Word (Entire Ad Small Light Type)
Figure Total of Words at One Rate Only
MINIMUM 25c CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The *Billboard* instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY ACROBATS

At Liberty — Top Mounter for hand to hand ground tumbling. Also do Trapezius, Hot Work and Flying Act and Trestle Board Act. Can do Doublets, Triples, Backs. Have been with Eucalyte's network 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

A-1 AGENT—WILL BOOK cowgirl, hillbilly units, sensational box office attractions. Contact RAY SALZER, General Delivery, Rochester, N. Y.

AT LIBERTY BANDS AND ORCHESTRAS

EDDIE ROBERTS' ORK — CRACK 12 PIECE Colored Band. Available shortly. Write EDDIE ROBERTS, Lido Ballroom, 146th St. and 7th Ave., New York City. **lv19**

WELL KNOWN MIDWESTERN TERRITORY Band — Eleven men and girl. Styled, all special arrangements. Union. Anything considered, clubs, ballrooms, theatres, one-nighters or location. For details write ORCHESTRA, 247 Eighth, Murphysboro, Ill. **au9**
Arnold Jackson Ork — Available for night clubs, hotels, taverns, resorts, ballrooms, theatre units. Perform 3 to 12 pieces. Union. Will take anything. All colored talent. 4819 S. Dearborn, Chicago, Ill. **lv24**
Trio, Instrumental and Vocal — Violin, Accordion and Bass. Two attractive girls and young man entertaining and strutting. Played band spots. Want summer position. Leonard, 185 Blington St., New York, N. Y. **lv19**

AT LIBERTY CIRCUS AND CARNIVAL

THREE CLOWNS—5 ACTS. GO ANYWHERE. Great for units. Address RIDICULOUS TRIO, Billboard, Chicago. **lv19**

Conroy Maglietta, French and Judo Lecturer—Plenty experience with circus and carnivals. Has grand, ready to join in win. J. Hanley, 894 Grand St. Brooklyn, N. Y. **lv19**

Peter Adams — Good all around Joint Man. Other contracts. Have Candy Flies. Give dates and location of next two spots. Write, care Natural Park, Revere, Ill.

AT LIBERTY MISCELLANEOUS

Publicity Woman — American, thirty. Newspaper and radio experience. Good make up. Knows show business. Broadway three years. Write Bennett, Post Office Box 578, Flatburg, N. Y.

Clubs, Fire Companies, Veterans—Sponsor "Room Room" world's greatest little show. Last out of 40, one rehearsal, great exploitation feature. A modern money maker. Small guarantee plus 500 percentage. October show bookings. Write obligation. H. L. Weber, 1300 Broadway, New York. **au9**

AT LIBERTY M. P. OPERATORS

PROJECTIONIST—AGE FORTY-FIVE. TWENTY-five years' experience, single, sober, reliable. Go anywhere. Available for theatre, tent, or street shows. ARTHUR BLAIR, General Delivery, Indianapolis, Ind. **lv19**

AT LIBERTY MUSICIANS

BAND DIRECTOR — EXPERIENCED, competent. Municipal, civic, industrial. Library. G. H. LOCKWOOD, 100 West St., Utica, N. Y. **au2**

DRUMMER — CIRCUS OR BAND. ROLLIE HYDE, Gooding Greater Shows, Columbus, O. **lv25**

TENOR MAN—READ AND go; also transpose Alto at sight. Prefer location. Address BOX 456, Billboard, Chicago, Ill.

ALTO SAX AND CLARINET — THOROUGHLY experienced, modern style, flexible tone, expert sight reader. Union, fax, exempt from military service. Wish position with reliable dance or concert orchestra. Broadcasting experience. Age 36. Will send photo on request. SAXOPHONIST, 22 14th St., Sioux City, Ia.

DIXIELAND DRUMMER — HAVE CAR. CAN join on wire. Reliable offers only. Write or wire HES. H. CROLEY, 1713 Ft. William St., Sylvauga, Ala.

DRUMMER — THOROUGHLY EXPERIENCED, all essentials. SHORTY TALBERT, Carlton Hotel, Danville, Ill.

DRUMMER — SOBER, RELIABLE. NEW DRUM outfit. Location preferred. LAURENCE FAUBEL, Wisner, Neb. **lv25**

DRUMMER — FULLY EXPERIENCED, WHITE pearl outfit. Solid rhythm, swing or sway. Union, young, sober, reliable. Dance work preferred. State all first contact. Have car. No panic. Available July 20. Write or wire BOB JAMESON, 223 N. Locust St., Adrian, Mich.

GOOD DRUMMER DOUBLING CONCERT MODEL Vibraphone. Available immediately. Union, reliable. All particulars essential. MUSICIAN, 411 1/2 E. Howard St., Hibbing, Minn. **lv25**

GUITARIST — RHYTHM OR SOLO; ALSO vocalist and some arranging. Young, union, draft deferred. JERRY CADDY, 1616 C Ave., N. E., Cedar Rapids, Ia. **lv19**

GUITARIST — ELECTRIC STEEL CONSOLE. Fully experienced. Road, spot, show. Double Standard Guitar. Solid rhythm. Dance work preferred. Union, young, sober, reliable. State all first contact. No panic. Available July 20. Write or wire JAMES STUTZ, 509 Columbus Ave., Sandusky, O.

SLIPPHORN MAN — SIGHT READ, TONE, range, 160; 15 years' experience all lines. I am fast arranger and copyist. Have standards. Young, good appearance, draft-free. Double Guitar. E. J. DONOVAN, 62 Somerset St., Springfield, Mass. **lv19**

SOLO-CORNET — DOUBLE SOPRANO SAXOPHONE. Circus or other bands. Union, long experience. Also teach Spanish and German. Interpreter for American tourists to Mexico. HERMAN MELLER, 423 W. 6th St., Sioux Falls, S. D.

STRING TRIO — CAPABLE AND DEFENDABLE. Vaudeville, concert, request programs, hotel dancing. Large library, draft exempt. Pianist doublets. String Bass and Organ. BOX C-167, Billboard, Cincinnati. **lv26**

VIOLINIST, VOCALIST — DRAFT EXEMPT. Six years' strolling experience. Consider top cocktail unit. Full particulars, photos, recordings to right parties. BOX C-177, Billboard, Cincinnati, O. **lv25**

1ST OR 2D TRUMPET AND TENOR SAX, double Clarinet. Both modern, all essentials. Allow three days for forwarding. MUSICIAN, 2268 Cathedral Ave., Washington, D. C.

AT Liberty — Dixieland Trumpet. Reader, take off all essentials. Joe Coleman, 913 W. E. Newell St., Flint, Mich.

Guitarist — Modern electric takeoff. Thirteen years with top bands, trios, young, union and draft deferred. Write Freddie Stevens, 2145 E. Willis Ave., Detroit, Ill. **au9**

Troubadour Doubling Vocals — Sing O. K. in time, good diction, phrase nice. Prefer to play second or third Troubadour. Preferred Vocalist with several bands. Send recording of voice if desired. No panic. Full details to Bonnie Nichols, Bedford, Va.

AT LIBERTY PARKS AND FAIRS

AERIAL COWDENS — Three Snappy Acts. BILLBOARD, Cincinnati. **lv19**

AERIAL FREE ACT — BOB FISHER'S FEARLESS FLYERS, Billboard, Cincinnati. **au5**

BALLOON ASCENSIONS

furnished with one to six chute drops. Girl or Cent Parachutist. Modern equipment. HENDERSON BALLOON CO., Haskins, O. au2

HIGH POLE THRILLER

World's Highest Aerial Contortion Act. Two different acts. Reasonable price and literature on request. BOX C-75, Billboard, Cincinnati, Ohio. au2

FONDAND AND GLADYS — TWO ACTS. HIGH

Double Trapez Act and two people Platform, Comedy Ring and Chair Balancing Act. Address 317 Oak St., Columbus, O. au2

FOUR HIGH-CALIBRE ACTS — WORLD'S BEST

Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapez Act, Hand-Balancing and Acrobatic Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. ju19

FRED'S KIDDIE 'CIRCUS' — TRAVELING PET

Zoo. Different, reasonable. Syracuse, Ind. au2

JAMES COGSWELL — CLOWN COP. UNCLE

Sam, presented on high stunts. Committee, write, 1433 Rose St., Lincoln, Neb. au10

RINGLING BROS. BARNUM AND BAILEY CIRCUS

Feature at Madison Square Garden, New York City. Miss Ora, world's only Lady Horizontally Bar Artist. Why not you? For open time, write or phone JERRY D. MARTIN, au23 board, Cincinnati, O.

STEVE FARKAS, STILT WALKERS — FOR FAIRS,

Celebrations, Parades. 452 W. 36th St., New York City. au2

THE CARMENES — TWO COMPLETE AND

distinct acts. Gymnastic Balancing Novelty, Comedy Acrobatic Act. Price and literature on request. P. O. BOX 89, East Lansing, Mich. ju26

THE GREAT CALVERT — STAR HIGH-WIRE

Act of the 1940 New York World's Fair. GREAT CALVERT, 164 Avenue A, Rochester, N. Y. au16

THREE CLOWNS — LAUGHING SUCCESS

Two different acts. Write anywhere. Address RIDICULOUS TRIO, Billboard, Chicago. ju19

TRAINED HORSES AND ANIMALS — BARE-

back Riding, Juggling, Singing, Comedy. MUSICAL MILLERS, Wilton, Wis. au30

Aerial Contortion — Lady Gert. Three amazing

Acts. Double Trapez, Comedy, Resisting Ladder, Swinging Ladder. Flashy appearance. Literature, write on request. Address Billboard, Cincinnati, Ohio. au2

Dahlstrom's Animal Circus — Dogs, Cats, Monkeys

and other acts. Genuine best of satisfaction. Go anywhere. Address 429 16th Ave., Melrose, Ill.

Five Acts for Fairs and Celebrations — Four

novelty acts. Black Wires Act, Comedy Juggling and Juggling Act, Comedy Trapez Act, and outstanding Dog Act. Chester Huter, Wakarusa, Minn. au2

Gebrs. Fred and Marie — Four different, Free

Acting, Traps, Tight Wire, Acrobatic. Free Attraction. Iron Jay Bottling and Double Trapez, Lady and Girl. Beautiful wardrobe. Reasonable. 201 W. 6th St., Chicago, Ill. au28

The Act and Mily — 2 Acts. Comedy Acrobatic, Hobo

and Manilla and Circus. Working streets or indoors. Price reasonable. 1918 Street, St. P. Wyo. au2

Charles La Croix (in Person) — Original, Outstanding

attribution. High class platform. High class platform. Very attractive equipment. Special huge mechanical advertising possibilities. Write on request. 1460 Broadway, New York City. au2

Clark's Animal Show. Two distinct acts. Five

Dogs, one large Baboon. High class Monkey performed by man and woman. Best of wardrobe. German, goats, and Harkins, 2850 Woodbrook Drive, Cincinnati, O.

Pamphlet's Society Circus — Dog, Fox and

lion. High class platform. High class platform. White Cheetah, Military Marches. Presented by the only original Pet. Pamphlets, Address Camps Broadway, City St., Boston, Mass. ju24

Peterson Acts for Parks and Fairs — The Alvers Sisters,

Ruth and Rose, in their outstanding Juggling Show, assisted by their brother, Comedian. Also two Comedy Juggling Shows, mounted in the world. See our act. Also we have Helen and Wilma, clever Contortionists Team. Reasonable price and literature by request. The Alvers Sisters, 2709 N. Healdsburg Ave., Evanston, Ill. au19

The Lewises — Two Platform Acts, aerial and

comedy. Lady and girl. 1861 W. Main St., Baltimore, Md. au2

AT LIBERTY

PIANO PLAYERS

PIANIST — ALL ESSENTIALS. WORKING BUT desire change. BOX C-174, The Billboard, Cincinnati, O. ju19

New-Talent Pianist for small show, small club, or hotel. Excellent technique. All essential. No wins. Harold Deager, Maryland, Wis. au2

Pianist — For hotels, theaters, resort, etc. Concert and dance. Inquire for NHO acted shows. Address: Box 28, Union. Box 4171, Billboard, Cincinnati. au2

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY — GOOD OLD-TIME AND COW- boy Singer, Chord Guitar, Sing lead, baritone or tenor (follow lead). Sober, dependable, and nice personality. M. C. radio, or stage show. Age 26, salary only. Eight years experience. Write all. Go anywhere. Address COLORADO SLIM, R. D. No. 3, Punksutaway, Pa.

At Liberty After September 21 — Hyster Comedy. A. New Billboards Comedy. Hyster Comedy. Entertainers. Eddie, Accordion, Clowns, and Hyster Comedy. Singing, Yodling, Instrumental, specialty and variety of comedy. Hear best comedy radio in winter and fairs in summer, including Ohio State Fair and Atlanta, Ga. Have new car and V. A. station. Strictly sober. Perfect radio set-up. Will take stage of travel. Write, don't visit. Hyster Comedians, 812 18th St., Lakewood, Ind. ju26

Lady Yodlissimo — A-I worker, plenty shows. Orlino Accordion. Work acts, some Piano in evenings. Car and trailer. If you are stage if needed. His services optional. Dolores El Sheen, Custerfield, Mich.

OHIO GATE MARKS

(Continued from page 48)

are being offered, even in small parks, and large spots are no longer hesitant in buying big names.

Record July 4 Crowds

Without exception, parks had record crowds over the holiday week-end, the weather being okeh. Midways were jammed until midnight and all attractions did business topping any previous holiday period in recent years. Sunday bids also held up well. Carl Sinclair, manager of Meyers Lake Park here, said the first two weeks of the season were about \$100,000 ahead of the same period a year ago and that he was encouraged by nightly weekday crowds which sometimes are as good as 1940 Sundays. Wednesday night fireworks are pulling crowds and will be continued until closing. Free acts have stimulated night patronage and this policy also will be maintained. Fewer picnics are on the books but they have not been missed, Manager Sinclair said.

Officials at Summit Beach Park, Akron, said grosses to July 1 were equal to all of last season. Plans call for construction of several major concessions before close of the season. Over 10,000 feet of neon has been installed and more is going in. Consistent free-act policy is maintained and acts have been contracted up to closing day. Dance business is the best in years and pool business has gained. Takes for games have been phenomenal.

Chippewa Lake Park, near Medina, has been the mecca of picnics since early June, with almost daily outings on the books for closing weeks. Manager Parker Beach reported. While June crowds were not as large as in some other years, spending has been better and concessionaires reported they are far out in front. Dance business is holding up well, with a new name band in every week. Sunday outdoor concerts have been drawing capacity crowds.

Idora Park, Youngstown, is having a big year, with practically every major outing in the district repeating. Dance biz is reported better than last year. Middle-bracket bands are offered. Weekend patronage has been capacity.

Smaller parks in the district, including Sandy Beach, Akron; Lake Park, Columbus, managed by Helen and Dick Johns, and Tanager Park, New Philadelphia, report excellent business. In each instance roller rinks and penny arcades are doing better than at any time in the past decade.

Craig Beach Park, near Diamond, O., is "way ahead" of 1940 figures, according to Manager Art Mallory. July 4 week-end grosses jammed the midway and all attractions had a banner day. Midway has been backlogged and there are several new concessions. Free acts, band concerts, and free movies are offered weekly.

R. L. Hand, manager of Rock Springs Park, Chester, W. Va., reported his spot looked like old times over the holiday week-end, with the season's best attendance mark registered on the holiday. The report has been having a big season. Picnic bookings are gas, with former week-end guests and concessions are getting a better play than in past years. Park is using free acts this season.

PONTCHARTRAIN RECORD

(Continued from page 48)

group. Winner will go to the annual Atlantic City Pageant. Happy Harrison's Circus was set to follow Hilly Carver as free attraction for two weeks beginning July 13. July 24 will be Lions' International Day at the beach, in conjunction with the group's annual convention here that week.

Gar Moore, beach publicity director, was recently elected president of the Advertising Club of New Orleans. He is also pub man here for Mort Singer interests. Harry Batt Jr. has joined the beach staff after completing a semester at Gainesville (Ga.) Military School and is helping on concessions. Several new concessions have been added since the beach opened. Manager Batt surprised employees on July 5 with a bonus for

all who have been with the beach since beginning of the season.

Other Spots Do Biz

Reports on the Mississippi Coast reported all available food cleaned out and hotels turned away thousands for want of space, but concessions suffered somewhat by too much rain. At Galveston and Sylvan Beach, crowds were best of the season and new patronage highs for the day were recorded. Band festival, fireworks, and military pageant were special events sponsored by the Galveston Beach Association. Water was not as hot as this, but failed to keep thousands out of the surf. Picnic grove was jammed at Sylvan, with Jimmie Livingston's cork drawing thousands to the dance floor at 80-cent admission per person on reservations. Fireworks were added. Bids were advertised for this week for construction of one-mile road to the beach from LaPorte, to be completed by Labor Day. It will make the resort more accessible.

AC's 500,000

(Continued from page 48)

cashing in more on Boardwalk crowds caught in the rains than any other enterprise in town.

Piers Set Marks

Figures showed that both piers set all-time gate marks for the three-day period and that both bettered their Friday records on Saturday. They gave extra performances in their theaters to take care of thousands standing in line. Bands in the ballrooms played virtually without stop. At Hamid's pier a three-day deck brought a total of 122,000 paid admissions. At 75 cents per head, half rate for uniformed servicemen, the gross hit an estimated \$95,000. Steel Pier checked out 178,000 paid admissions. At 75 cents a head, cash registers tinkled to the tune of about \$125,000. At their present rate, with Easter Sunday, Decoration Day, and July 4 business in, both piers are expected to make box-office history this season.

Holiday headlines included Dennis Day, Dinah Shore, Four Ink Spots, and orchestras of Benny Goodman, Sammy Kaye and Johnny McGeer at Steel Pier.

Hamid's Pier had Sally Rand, Victor McLaughlin, Adrian Rollini Trio, and Tony Pastor's cork. Central Pier had Hobby Hill of Fame, collection of inventions and hobbies of theatrical and screen stars, along with the Royal Treasure Houses of Europe, replicas of royal crown jewels.

CARROLL PROGRAM

(Continued from page 48)

square base, where bombers will take off for Europe.

Full-course old-fashioned clambake is

LETTER LIST

(Continued from page 54)

- Bob HOPKINS, ROBERT W. FRANCIS, Nest, Martin, Kings, Bob, Kay, Guy Beard, Kernin, P. J., Kelly, F. J., La Pointe, Paul, Lewis, Robert, Lymbons, Frank P., Lane, B. H., Mack & Marshall, Mason, Tom C., Moore, R. H., Mule, Bobbie, Moore, William, Mose, Bob, Niboy, Robert, O'Brien, Dan, O'Donnell, James, Oliver, James, Overland, Leo, Wagner, Tex, Waddock, N. J., Webb, Frank, Weston, Herbert, Williams, Dick, Williams, Willie, Wilson, Harry, Wolf, Rocky Capt., Wong, Sen, Wright, Arthur, Wright, Earl

MAIL ON HAND AT

ST. LOUIS OFFICE

390, Arcade Bldg.

To insure against delay in having letters advertised under "St. Louis Office," they must be mailed to reach St. Louis by Wednesday morning.

Parcel Post

Roberts, Bill Se.

Women

- Abm. Mrs. Mildred Brown, Mrs. Harry Abm. Mrs. Bath, Brunson, Bolo, Buzzard, Madam, Collins, Mary, Attractions Bankers, Mrs. Bell, Mrs. Lela, Margaret

scheduled for the latter part of the afternoon, with an open forum to follow "For those who are not too filled to talk."

Colored movies, music, good fellowship, and inspection of the park, which has created a niche in the amusement field, will follow.

Manager Carroll has the itching out for all his friends and associates in the industry and has extended an invitation to all who can to attend.

All that needs remain after this full program will be to have Eddie give out a few tips for his forthcoming horse meet at Great Barrington (Mass.) track, which he recently took over and will operate in September along with the centennial celebration of Great Barrington Fair. He has been promised full co-operation of Springfield and Hartford stables for the meeting. Harry Storin, his publicity head, will handle details.

With the Zoos

WHIPNADE, England.—Zoo here has solved the wartime feeding problem by growing nine tenths of the feed.

DUDELEY, England.—Llama and two

bison were born in the zoo here recently.

ST. LOUIS.—An all-time attendance record was established by the zoo here over the July 4 week-end, according to Director George P. Vierbler, when 80,000 visited the garden. Figures given were 40,000 Friday, 15,000 Saturday, and 25,000 Sunday.

MILWAUKEE.—Plans have been announced for erection of a \$6,000 addition to the antelope house in Washington Park Zoo here.

PHILADELPHIA.—Philadelphia Zoo has acquired from Brookfield Zoo, Chicago, a blaturong, and from a private zoo a Spix meaw, crimson-winged parakeet, and New Zealand kea.

PORT WORTH, Tex.—Forest Park Zoo here has two lion cubs, born to Martha on July 4. They bring her total number of cubs to eight in five years. Her mother, Rosie, has the zoo record of 34 cubs in her 10 or 12 years here.

AKRON, O.—Two tigers were born on July 5 at the new zoo in Summit Beach Park here. One died. Mother is a Bengal, owned by Capt. Roman Proskak. Event rated a feature story with two art shots in The Akron Beacon-Journal the following day.

Men

- Almo, Mrs. Walter, Moon, Mrs. L. D., Mastis, Clyde, Chapman, Mrs., Nibson, Lella, Martin, Terry, Rogers, Mrs., Miller, Frank, MILLER, HAY, HOWARD, Pats, Marth, Howell, Walter, RAY, Anna Bell, Sawyer, Marie, Edwards, Cecily, Howard, Clyde, Schick, Mrs. Virginia, Moran, J. NICHOLS, WILLIAM P., SLOCUM, Wm. P., WILSON, Mrs. "Billie", NORTH, James H., WILSON, Mrs. Margaret, O'BRIEN, JAMES J., YOUNG, Evelyn, JOSEPH, Zimmer, Florence, Patrick, Anne, Pearl, Walter J., Patrick, Arthur, Fries, Jack, Penoyer, Harry, Reed, G. S., ROLL, C. S., Robb, Joe, Rubin, Joe, Sanders, Russ, Beck, Joe, Sells, Virgil, Shadow, Alton, STOKES, Ed. Earl, Shields, Roy, Sparkes, Frank, STALEY, C. H. STALLINGS, NORMAN, SHANKLIN, HANNON, DANIEL, BOSS, Stanley, Len, Steifer, Virgil, Stokes, F. L. (Paul) Strahl, Edward, Strud, Edward, TYLER, VIRGIL DAVID, Swan, W. L., Tarleton, C. Busky, Taylor, Jim, TERRELL, LEROY, THOMPSON, E. L., Thoson, Edward E., Thove, Jack, Tinsley, Carl, Towner, W. J., Wright, Robert W., WILSON, WALTER H. LAWRENCE H. WHITE, Wm. (Tom) Williams, Bob, Wilson, J. Ernest, Wilson, Harry E., Wright, Donald

Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Military Purchases Cause Upswing in Portable Sets; Latest Designs in Demand

NEW YORK, July 12.—Workers near army camps report a tremendous upsurge in portable radio sales. The increased business is chiefly the result of the military market. Soldiers and sailors are buying portable radios in large quantities, it is reported.

The portable sets have long been popular with the public. Economical to operate and light in weight, they were the logical answer to the demand for an outdoor unit for use on picnics, camping trips, etc.

Soldiers, sailors, and camp workers have turned to the portable sets as a

means of entertainment. Manufacturers have reported unusually large shipments to camp areas. Bingo and salesboard operators working near camps have found that the offer of portable radios as prizes increased their business considerably.

Operators working the army camps report that soldiers prefer the latest designs, particularly the sets offered in brighter colors. Two-tone combinations are also favored. The army boys also insist on station-getting ability and modest prices.

Typical of the novelty type is a new baby grand piano radio, featuring hand-finished, inlaid-wood cabinets. The set operates equally well on AC or DC current and has five tubes. In addition to its novelty eye appeal the radio offers clear station reception.

Another popular item, and particularly now that the baseball season is in full swing, is a radio fashioned like a baseball. Set has a diameter of eight inches and is 10 inches high. The base is of bakelite with a bright metal trim that adds considerably to the appearance. A five-tube superheterodyne radio is housed inside the baseball. Set has a high-power output and a PM dynamic speaker. It requires no aerial or ground and has fine tone quality.

The men operating near army camps report that the price factor is important, since the soldiers don't have too much money to spend. Quality construction and an unbreakable cabinet are two other important requirements. The radio sets housed in a plastic framework seems to answer the purposes of the trainees best, for they can withstand considerable rough usage.

While the military market has been an important factor in creating increased sales for portable radios, there has been a step-up in demand for portable home sets. Reports from agricultural regions show increased interest in portable radios.

The boom that has materialized in the portable radio field has spurred manufacturers to turn out additional, attractive designs. And the specialty workers handling radio sets are cashing in on the unusual interest in the sets at this time.

Housewares Show In Atlantic City

ATLANTIC CITY, July 12.—The New York Housewares Manufacturers' Association, Inc., is presenting the Housewares Show July 13-18 in the Auditorium here. There are 400 exhibitors this year and a record attendance is anticipated.

The show is featuring all the latest housewares, major and small appliances, china, glassware, and pottery. Many new items have been introduced and old lines restyled in keeping with the modern tempo.

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.

Rains Dim Fourth Biz

NEW YORK, July 12.—It was an indoor Fourth of July through the North Atlantic States area, with a steady rain dampening the public's traditional retreat to the great out of doors over the holiday week-end. Instead of a financial bonanza the holiday turned out to be a headache for most concessionaires.

There can be no accurate estimate of the loss sustained by outdoor men, but Coney Island's loss totaled at least a million dollars. There was but a meager throng of 8,000 in front of Steeplechase Park to take the oath of allegiance during the Presidential address. Jones Beach had expected a banner throng, but visitors also could be counted in the low thousands. Other Long Island beaches were equally deserted.

At Palisades Park, which expected to gross at least \$85,000, concessionaires played pinocle and listened to Clyde Lucas and his orchestra between bands. A report from Playland, Rye, stated that 3,000 people showed up. More than 50,000 had been expected.

Reports were not all unfavorable, however. Asbury Park and Atlantic City did a fair business, chiefly because most of the holiday crowd had already moved in. Business picked up Saturday and Sunday throughout the entire section, although not up to the levels expected.

While the Fourth week-end was termed succinctly a washout, the business picture to date is not as black as it seems. Most of the concessionaires admit that business this year so far has been far ahead of last. There's considerably more money in circulation and competition from the World's Fair has been removed. Admittedly the poor holiday weather affected grosses, but a few good week-ends during the summer should more than offset the loss.

While the shore resorts were practically empty, Broadway was jammed all day, and enterprising pitchmen, disregarding the weather, were able to get some of the holiday cash being spent. Movie and legitimate houses along the Gay White Way had to display S. E. O. signs as holiday visitors filled them to capacity.

The weather was bad only in the northeast section. Over the rest of the nation the weather was mostly fair.



BINGO HAS returned in a substantial way to Elizabeth, N. J., judging from attendance at some of the games that have resumed operation. Merchandise prizes are being offered exclusively, and it is expected that there will be no further difficulties with the law. The game had been banned several weeks ago by the Union County grand jury.

BINGO OPERATORS who play the smaller celebrations and outdoor sponsored events report good business this far this season. Operators say the turn-outs are surprising. The smaller celebrations offer a wide field for bingo game operators. *The Billboard* offers leads for many profitable dates at outdoor celebrations. An important point for the operator to consider is that at these smaller celebrations the competition is not so keen from the other attractions offered.

CHARITABLE ENTERTAINMENT sponsors in Cincinnati staged 160 more bingo games in the first five months of this year than they did in the corresponding period last year, according to

Fluorescent Lighting For Homes Forecast

NEW YORK, July 12.—Specialty salesmen have been reporting wide acceptance of fluorescent equipment in stores and homes. C. H. Sprague, electrical engineering authority, predicts that this system of illumination will be more generally installed within the next three years, as the equipment is no longer expensive. As a matter of fact, some installations only require to be screwed in or plugged into a socket.

Since its first introduction fluorescent lighting has been greatly simplified. Sprague explained that fluorescent lighting breaks up all shadows. It is a cold light, he said, and develops only about one-third as much heat as the customary incandescent or tungsten lamp.

the report of Eugene T. Weatherly, chief of police. There were 1,272 bingo parties for the first five months this year, compared with 1,112 for the same period last year. May attendance at 262 games totaled 299,932, and gross receipts were \$205,459.66.

WHAT DRAWS bingo crowds in the summer? This all important question can be answered with two words—energetic promotion. Alert operator know that the roominess and added comfort of outdoor games is an incentive to players. But to keep players coming back again and to hold their interest, it is necessary to continue intelligent promotional effort and advertising.

Word of mouth is an operator's best advertising medium. If he operates his games legitimately, start games on time, gives good merchandise prizes, and settles all disputes amicably, then he builds up good will of players. They, in turn, will recommend his game to other bingo enthusiasts.

If not prohibited by law, newspaper and direct-mail campaigns can be used effectively. Much money need not be expended on promotional effort. It's quality rather than quantity that counts. Local newspapers will usually co-operate in the matter of free publicity if games are under sponsorship of some worth-while local organization.

The distribution of merchandise prizes that are practical is another important point. Items such as cameras, portable radios, sporting equipment, etc., go particularly well at this time. An important point to bear in mind is that the greater the value of the prize the better the audience reaction.

Bingo and prize jobbers are offering many good values this year and an operator can have diversified merchandise at nominal cost.

Mills Sales Company reports that the demand for its Lady Baby Doll is increasing rapidly. Company officials state they have done a big business with this original softy sleeping doll. However, the price is \$7.50 per dozen, and not \$7.20 as it appeared thru error in the July 12 issue of *The Billboard*.



By BEN SMITH

According to reports, salesboard manufacturers are enjoying one of the best seasons in years, and all signs point to a continued upswing. In the past the summer months meant a layoff for most manufacturers, but not so today. Many of them have been forced to work day and night shifts to fill orders on hand and yet, despite this step-up in production, are way behind in deliveries. The salesboard game is developing into a real bonanza, and if you're wide awake you will be among those who will rake in the shekels.

There seems to be a bit of a misunderstanding as to the offer we made to add names to our list of deals distributors. By deals distributors we mean concerns that create complete deals for resale to operators. The operator who places the deal on location is not a distributor in the strict sense of the term.

We often receive requests from operators to supply names of distributors and we are glad to send these along. If you are a distributor and would like to have your name added to this list let us hear from you.

We believe it smart business and good operating to change off on consolation awards from time to time. There is no reason why the pen and pencil should not continue to play an important role on deals—but not in extension to all other items, even if it means on occasion that the operator must pay a few cents more for another type of premium. The added zest and quicker turnover should more than compensate for the additional cost.

Time and again we have said we would like to receive and run squibs on new items. How about it, Mr. Manufacturer? Drop us a line if you have anything which may interest the boys.

Manufacturers who have gone to the trouble of creating products specially designed for salesboard promotion have been amply rewarded. There should be every incentive for other manufacturers to do likewise. The salesboard market is wide open for new ideas and new items.

The smart operator is following the crowds to the seashore and country. He combines business with pleasure, has his fun, and makes his expenses while having it.

HAPPY LANDING.



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NEWEST...HOTTEST
MOST TIMELY
NOVELTY ITEM
PROFIT-DEAL
EVANS NOVELTY CO.

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consider yourself lucky to get this NEW, BIG
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Direct
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Mills
Sales Co.
Write
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ST. MARKS PRINTING CO.
30 THURSDAY, NEW YORK

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.

Knuckle Free Knife

The new Aer-Flu Knuckle Free cake and fruit knife introduced by Plastic Creations avoids the wrist-wrenching, knuckle-scraping action that is so irritable in the last stroke of cutting. It is claimed. This freedom of action permits a perfect cutting of even slices of fruits, cakes, and pies, and even avoids the crumbling of crusts. Item is made of Dupont Lucite, is sanitary, needs only to be washed in warm or cold water, and retains no odors. Since it cannot chip, the danger of chipped glass in food is completely eliminated. A serrated edge and the "hook-in-the-blade" feature eliminate the vacuum ordinarily caused when cutting with a flat blade.

Military Joke Novelty

An up-to-the-minute laugh number is a new book novelty recently introduced by H. Fishlove & Company. Item simulates a book with cover showing draft-board scene, with graffiti at medical examination. Upon opening, a pair of rayon panties pops out and scene shows girl with skirts blown up as a result of strong draft. A sure laugh getter, this is but one of a line of timely military joke novelties offered by this house



Persia Rugs

Bingo, premium and salesboard operators are cashing in with the beautiful, flashy new Persia fur rugs, reports the Sangamon Manufacturing Company. Rugs are two by four feet and have all the appearance of expensive importation. Put up in handy easel display box and is protected from handling by sturdy cellophane, making it an attractive piece.

Chewing Gum

An all-year-round money-maker is chewing gum, according to the announcements of the American Chewing Products Corporation. Specializing in

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
N5821—Outside Flying Birds	\$1.00
N6214—8-inch Carnival Special Balloon	Assorted
N6938—Chinese Snakes	2.15
N4855—6 1/2 in. Fur Monkeys	3.75
N6100—Tired Head Babies	2.75
N6100—6 to 10 in. Fur Tails	Per 100... 2.75

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Very Flashy
WHITE GOLD COLOR chromium plated case with metal link bracelet to match. 10 1/2" lighe size. Guaranteed movement. Gift boxed. Looks like a \$10.00 watch.
\$3988—Each \$2.25
YELLOW GOLD COLOR case with chromium plated back. Metal bracelet is yellow gold color. Otherwise same as white.
\$3988—Each \$2.50
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PREMIUM USERS
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BARGAINS
FLASHY
ROLEY POLEY
POP-EYES—CLOWNS
BEARS—SCOTTY DOGS

AMERICAN MADE



ASS'T CHARACTERS
No. 6—SIZE 6"x3"
\$4.75 IN LESS THAN
5 GROSS LOTS

BIGGEST
FLASHIEST

ITEM IN HISTORY—RUSH
YOUR ORDER NOW

• 1/3 DEP. WITH ORDER, BAL. C. O. D. •

LEE WHOLESALE CO.
188 W. RANDOLPH ST.
CHICAGO, ILL.

BRIGHT COLORS
NOT PLASTER
LIGHT WEIGHT

ONLY 3¢ EACH
In 5 Gr. Lots
Size 6"x3"
Per Gr. \$4.32



AMERICAN MADE

ASS'T CHARACTERS
No. 10—SIZE 10"x5"
\$7.20 GR. IN 5 GR. LOTS
\$8.00 GR. LESS THAN 5 GR. LOTS

LOOK!

New!

P.D.Q. AUTOMATIC PHOTO MACHINE

Today's Big Money Maker

Takes and Finishes Black and White, or Sepia Photographs IN ONE MINUTE.

Complete outfit costs about \$60. That's all you require to start this Big Money Business.

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.

Joe Hey, Ark., writes: "CROSSED \$39.20 SATURDAY." Zeller, Mass., says: "DID \$20 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 PHOTOS IN 2 DAYS."

This amazing ONE MINUTE PHOTO MACHINE requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos.

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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.

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BULOVA — GRUEN — WALTHAM — ELGIN

WE LEAD FOR PRICE AND QUALITY

NORMAN ROSEN Wholesale Jeweler

801 SANSOM ST. PHILADELPHIA, PA.

Wrist & Pocket Watches FOR LADIES AND GENTS
Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.



JEWELRY ENGRAVERS TAKE NOTICE!

We have a large and complete stock for immediate delivery. Write for illustrations and our low prices today.

CASH IN ON THE BIGGEST SEASON IN YEARS!

FEATHER DRESSED CELLULOID DOLLS

B24N5—4 1/2" Doll

Per Gross \$4.50

B24N6—6 1/2" Doll

Per Gross 7.50

B24N7—10" Doll

Per Gross 16.50

B24N9—7" Doll

Per Gross 7.50



FLYING BIRDS

Large Size, Trailer With Tinsel and Inside Hummer.

B38N71—PER GROSS \$3.00

CANES

B15N100—Pendant Cane (for Dolls, Pen-cases, etc.)

PER 1000 \$6.35

B15N101—Current Handle Bamboo Kiddle Cane

PER GROSS 4.00

B15N102—Bamboo Cane, Crook Handle

PER GROSS 4.25

B15N103—Man's Bamboo Walking Stick

PER GROSS 5.50

B15N104—35-Inch Chesterfield Cane, Brown Down

PER GROSS 8.00

B15N105—35-Inch Chesterfield Cane, Assorted Colored Down

PER GROSS 9.00

CHINA HEAD SWAGGER CANES

B15N106—Kiddle Swagger Cane, Curved Character Head

PER GROSS \$5.40

B15N107—Adult Swagger Cane, Assorted China Head

PER GROSS 7.20

BALLOONS

B25N63—No. 9 Favorite Ass. Per Gross \$2.60

B25N64—No. 1 Favorite Ass. Per Gross 2.80

OAK BALLOONS

B25N65—No. 9 National Colors Per Gross \$2.75

B25N66—No. 9 Patriotic Salutes Per Gross 3.00

B25N67—No. 9 Circular Stripes Per Gross 3.60

B25N68—No. 9 Scarce Prints Per Gross 4.25

B25N69—No. 10 Mickey Mouse Heads Per Gross 3.75

B25N70—No. 12 Mickey Mouse Heads Per Gross 4.25

FUR MONKEYS

B25N255—6 1/2" High Per Gross \$3.60

B25N256—8" High Per Gross 6.00

B25N257—12" High Per Gross 12.00

MINIATURE STRAW HATS

4-in. Nest, Colored Feathers

B45N9 Per Gross Hats \$3.50

6-inch Hat, Duplicate of real straw hat, in everything but size

B45N13 Per Gross \$4.50

COOLIE HATS

B45N15—12 Inches Wide Per Gross \$9.00

B45N14—16 Inches Wide Per Gross 12.00

national sales thru agents for many years. This well-known firm reports a growing demand for its popular 20 packages of stick gum per box. Each package contains five full-size sticks of highest quality gum, wrapped attractively in cellophane. Box is of colorful display design, which makes an appealing store counter display. It is also of handy size for the agent to carry.

Veterans' Specials

The Veterans' Service Magazine announces a popular demand for its latest patriotic numbers. Service joke books head the parade of sales, the firm reports, and its patriotic calendars are reported going over big. Another of their line that is selling on sight is the book written by J. Edgar Hoover titled 'Fifth Column Exposed!' Firm also carries a complete line of holiday greeting cards.

Picture Plaques

LaFrance Flower & Novelty Company, Inc. reports a healthy response from pitchmen, novelty workers, and premium, bingo, and salesboard operators for its new line of picture plaques, which incorporates realistic 11x6 1/2 x 6 1/2 inches under full-bulged glass in attractive and novel effects. The line offers a varied assortment of subjects, including a scenic, religious, baby, and novelty types in various shapes and sizes, many having artistically screened mirror backgrounds. The Hollywood Twin set, measuring six and a half inches in diameter, features the camille. The number is also offered in sweet pea, apple blossom, rosebud, rambler rose, and orchid styles. Other types are available in sizes up to 10 by 10 inches. Firm is in a position to make immediate delivery.

ATTEN-SHUN!! MILITARY JEWELRY

Lapel Pin—yellow finish, red, white & blue—Enam. Eagle. Locket—gold, silver, steel, corded. Illus. vs actual size. No. B26J36—Army—Per Doz. \$1.00. No. B26J37—Navy—Per Doz. \$1.00. No. B26J38—Aviation—Per Doz. \$1.00. No. B26J39—Army—Per Doz. \$1.00. No. B26J40—Navy—Per Doz. \$1.00. No. B26J41—Aviation—Per Doz. \$1.00.

Military Rings—Bright polished finish. Adjustable shanks. Aviation Army, Navy and Aviator designs—5 doz. at a display. No. B26J42—Sample Doz., \$1.00. Try 3 Doz., \$2.95. No. B26J43—Sample Doz., \$1.00. Try 3 Doz., \$2.95.

14 pieces post paid for \$1.00. Write for free copy of 'Military Jewelry' and 'Patriotic Jewelry'. For thousands of flashy items send for our No. 412 Mid-Summer Catalog FREE! NO OBLIGATION BUSINESS. We do not sell retail.

JOSEPH HAGN CO. Wholesale Distributors Since 1911 217-223 W. MADISON ST., CHICAGO

N. SHURE CO., ADAMS & WELLS STS. CHICAGO

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 line of Premiums, Novelties and Specialties 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

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.

JOIN THE PARADE FOR BIGGER AND BETTER VALUES! WAGONN—AGENTS! Free Catalog Lists Many Timely Money-Making Items! Patriotic Brooches, Emblems, Lapel Buttons—Send \$1.00 for Big Sample Assortment. CHAMPION SPECIALTY CO., 814-U Central St., Kansas City, Mo.

ELGIN, WALTHAM, BULOVA Renewed Guaranteed MEN'S WRIST AND POCKET WATCHES \$3.25 Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG. LOUIS PERLOFF 729 Walnut St., Philadelphia, Pa.

PLAY YOUR HUNCH! JUST SHAKE—BANG!—YOUR LUCKY NUMBER APPEARS—Use Bart's Newly Patented Numbers Device. Make Selections! Maybe Long Shots. Russia, Cuba, Bolivia and other names where Numbers Drawings Winners. Mail Order Bill to Dept. "B" MUNCH PRODUCTS, 210 E. Washington Blvd., Los Angeles, Calif. ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

Flashlight Holder

The Packard Manufacturing Company announces that its new Upwardown Flashlight Holder is proving a ready seller, either as a side line or in spe-



BUY United States DEFENSE SAVINGS BONDS and STAMPS

STOCK UP NOW!

- With These Fast Selling Single Items LOW PRICES! DOUBLE EDGE BLADES—5 to Package, Per 1000 \$2.50 SINGLE EDGE BLADES—5 to Package, Per 1000 3.00 CLIP COMBS—Colored or Black, Gross 2.50 POCKET COMBS—Colored or Black—Bulk, Gross 1.60 ARMY RINGS—Gold or Silver Finish, Gross 7.50 HANDKERCHIEFS—Colored Border—12 1/2x15", Gross 3.00 ARMY & NAVY NEEDLE BOOKS, Gr. 2.90 POCKET WATCHES, Ea. .75 NOVELTY JEWELRY—12 Art. to Display Card .70 HAND-STRIPS—8 to Package, Gross Postage 1.60

BENGOR PRODUCTS CO. 876 BROADWAY, NEW YORK, N. Y.

ANNOUNCEMENT

KIPP'S 1941 CARNIVAL, NOVELTY AND GENERAL CATALOG IS JUST OFF THE PRESS.

Write for copy. State your business. LEON LEVIN, Mgr.

KIPP BROS.' CO. 117-119 So. Meridian St., Indianapolis, Ind.

FREE! WHOLESALE CATALOG OPPORTUNITIES 4000 Household goods, display card items, variety apparel, cosmetics, food, jewelry and toys are a few of the thousands of articles shown in this exciting catalog, for salesmen, agents and dealers. 260 PAGES Check-full of interesting money makers. See ideas that may increase your earnings \$2 to \$15 a day and thrilling values. Each ad covers item and underlines business guarantee. Get your copy by sending for it today! SPORS CO., 741 Bisset, Le Centre, Minn.

port says the item is a money-maker for agents selling to jobbers, retail trade, or direct to consumer.

Fluorescent Fixture Lamp

The Skybeam Company reports that its new Fluorescent Fixture Light is making money for the boys in the field. Comes complete with lamp of most attractive design and can be screwed or plugged into any light socket. Firm announces it is the only simplified fully fluorescent fixture lamp on the market. Ideal for homes, business establishments, offices, or any place where electric outlets are available.

Print-o-Press

A real money-maker, according to the Professional Products Company, is the Print-o-Press, which the firm reports is proving an easy seller all over the country. A typewriter printer, the machine has an automatic feed that prints up to legal-size sheets. Has a hundred uses, such as turning out direct mail pieces, letters, circulars, etc. Report says that quick sales come from business firms, societies, church organizations, and women's clubs. It is easy to operate, and this is proving a strong sales point. Small size and operates by hand.

DRESSING ROOM GOSSIP

(Continued from page 44)

Gill, Leo Frances, Bob Clark, Dr. and Mrs. Schlack, and Ken and Bertha Maynard. Mrs. George Singleton has been with us for the last four weeks—and I thought I knew everything. Otto and Hanna Griebeling celebrated their 12th

wedding anniversary July 4. All the clowns presented Hanna with a bouquet of roses.

Other visitors were Mr. and Mrs. C. D. Cochran. Mrs. Cochran is the sister of Mrs. Ira Watts. Jimmie Watts left recently to join Uncle Sam's forces. He is stationed at Camp Lee, Va. Bill Harper is a recent addition to Senator Juan Lobo's Wild West contingent. The Linderman brothers, Pete, Al, and Bill, were recent visitors. Jack and Irene McAfee also visited recently. Had a nice letter from Mr. Everett Hart, president of the famous Saddle Club.

The Fourth of July went over with a bang. We had a grand dinner in cook-house. Mitt Carl and his boys served everything from soup to nuts. We gave our own show between shows, with all the performers participating. Shades of Lillian Leitzel, little Rose Olive Reifemach doing her ring act as cute as they come, and Klara Delbosque (Pavlova) in miniature at the 4th of July show.

At St. Louis City, Ia., memorial services were held at the grave of Irene Ledgett. A large number of our show were present, including Vic Robbins and his band. In lieu of a chaplain or minister, Arthur Borella was called upon and accredited himself with appropriate words and prayers. A beautiful floral piece was placed on the grave.

Huffy Hoffman returned to the show after being away to attend an operation performed on his father, who is doing very well. Les Smith was called home due to his mother's serious illness. Harry Thomas and Florence Tennyson were guests of Dr. E. H. Wilson recently and report a wonderful time. Wilson is from Rockford, Ill.

FREDDIE FREEMAN.

NATIONAL PRODUCTS CO. BIG VALUES

ORDER NOW BEFORE PRICES ADVANCE—IMMEDIATE DELIVERY



PERCALE CUDDLE PANDA
white plush head; clamped-in moving eyes; black and white check percale body; white fleece circles at tips of hands and feet; red felt jacket; stuffed softly; squeak voice. Height 17". Packed 1 doz. to box. #683 **\$7.95** Dcs.

PERCALE CUDDLE GIRL DOLL
washable doll face, clamped-in moving eyes; yellow wool hair; print percale body, shaped arms and legs; matching plaid dress with crown; trim; stuffed softly; squeak voice; height 18". Packed 1 doz. to box. #685 **\$7.95** Dcs.

TERMS: 25% Deposit, Balance C. O. D. Write for NEW Catalog, just off the press.

NATIONAL PRODUCTS CO. 25 W. COURT ST. CINCINNATI, O.
In our own building where we occupy over 50,000 sq. ft. of floor space.

PERCALE SOFTIE BEAR:

brown plush face with clamped-in moving eyes; colored percale chest and feet; print pantaloons; stuffed softly; squeak voice; lace ruffle down chest; height 11". Packed 1 doz. to box. #900.

\$3.95
Dcs.

IRIDIUM-TIPPED

14 Karat Gold Plated Pen Point stainless steel, non-tarnishable, non-corrosive. Eye-opening, streamlined design — and-proof fountain. Hairline top band (patented); broadened cap band; modernistic assorted colors. **\$3.95** Dcs.

AMERICA'S LATEST CRAZE

YOUR NAME

In Raised Coral Colored Letters on a Genuine Tropical SEA-SHELL BROOCH

Flash—Color—Plus Name Approval. Gallatin's Redwood was the Shell Name Brooches are Tremendous! Beautiful Sea Shell, ranging a gamut of colors, and Coral Letters. Knobs these hold! Truly Nature's most exquisite creation. The latest selling novelty in years. Costs 2 1/2¢ complete with printed brooch card. Easy to assemble with Pen or pencil—like writing a note. Getting a very fast 20¢ at Fairs, Conventions, Celebrations, Houseparties, Beaches, Amusement Parks, Caravans, Clubs, etc. Ideal demonstrators at Giant Kroger, Kroger and McCarty Stores, Hardware Demonstrators! Pitchmen! Novelty Workers! Ask Now! Write for NEW PRICE LIST: Gross Thousand Sun Set Shells \$1.75 \$10.00 Jeweler's Brooch Pins 1.20 10.00 Printed Brooch Cards50 4.00 Coral Colored Letters 50¢ a pound. Samples, postpaid, 19¢, 50¢ deposit with order. Balance C. O. D. Use Air Mail. Special Delivery Western Union for Fast One-Day Service.

J. A. WHYTE & SON

7310 N. E. 2d Ave., Miami, Fla.
Importers of Cuban and Bahama, West India, Hawaiian, Cuban, etc., Real Lemons and Shell Jewelry. Price list on request.

SLUM JEWELRY \$1.00 Ass't'd Gross

ARMY, NAVY & AVIATION RINGS—\$1.50
18k. Pict. Doz. ...
CROSSES, with Banners, Doz. \$1.00,
\$1.20, \$1.50, \$1.75. RINGS, hot numbers. Dozen
75¢, \$1.00, \$1.25, \$1.50. LOCKETS, popular
numbers. Dozen \$2.00 and \$2.25. Banners,
Balance C. O. D. Include postage with order.
FELDMAN BROS., 150 CANAL ST. NEW YORK CITY

ELGIN & WALTHAM

REBUILT WATCHES \$1.75
7 Jewel, 18 Size, in E.
H. Engraved Cases, at

Send for Price List, Money Back if Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.,
113 N. Broadway, St. Louis, Mo.

FOUNTAIN PENS

New! New Wheelbarrow Pen. Push-Button.
Lever-Fill Combinations. Ideal for pitchmen
and fair workers. Write for new summer specials.

STARR PEN COMPANY, Dept. O,
500 N. Dearborn, Chicago

MEDICINE MEN

Write today for new wholesale catalogue of Tonics, Oil,
Nuts, Soap, Tablets, Herbs, etc. Low prices—
rapid service. (Product Liability Insurance Covered.)
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio

For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

MADALINE E. BAGAN . . . shoots from Hartford, Conn., that she is off the road for the summer under a doctor's order. She expects to be back in harness after Labor Day and make the fair in the Middle West, then go to the West Coast for the winter. Connecticut is booming, she says, but nearly all towns are closed to pitching.

HOW CAN a fellow hope to be successful if he fails to keep posted on his particular line of trade?

BOB WILSON . . . pens from Warren, Minn., that Grand Porko (N. D.) State Fair turned out a blank for everybody. There were six jewelry men there, but not a pitchman. He says: Wilson, working name sea shell brooches, broke even. He says Warren is fair.

MRS. DOLLY CONN . . . of the Connie and Dolly Show, is ill with Brill fever in Phebe Putnam Hospital.

Albany, Ga., and will be there for several weeks. She would like to hear from friends.

FAMOUS LAST WORDS: "Yeah, I crossed plenty at that spot, but not enough to take care of those C. O. D's."

ED BAILEY . . . is reported working paste to poor business in Warren, Minn.

J. E. BALLENGER . . . is still operating around Crystal Springs, Miss., and says the tomato crop is fine and that business has been exceptionally good.

JERRY THE JAMMER SEX: "Blame yourself for your lack of ability. It won't do you any good to blame the other guy for it."

DOC WILSON . . . former med man, is located in Wesson, Miss., taking orders for a printing and a tailoring firm. Says he's doing all right.

L. A. PRICHARD'S . . . custard concession at Crystal Springs, Miss., is still doing big business.

MR. AND MRS. W. E. SPENCER . . . sheeties, are in Palmouth, Mass., working the camp there to good taste, info Joel C. Haugh. The Spencers drive a new Buick and Mr. Spencer still wears that three-diamond hoop, says Joel.

SELF-EXALTATION has ruined many a promising pitchman. If you're in that category, get smart. Self-praise is a poor recommendation.

MR. AND MRS. JOHN O'HARA . . . worked Norfolk, Va., with pens recently to good business.

JOEL C. HAUGH . . . found Baltimore, Md.; Wilmington, Del.; Trenton, N. J., and New Haven, Conn., excellent. He says Lowell, Mass., was tough on the Fourth. Joel is working pens.

JIM AND MARGIE WOODS . . . report from Sylva, Ga., that a trister hit the Phelps picture and vaudeville show July 5 and tore the tent to ribbons. Phelps is said to have ordered a new



The OAK RUBBER CO. RAVENNA, OHIO

AGENTS, DEALERS WANTED!



25,000 Social Security
Prices Below Cost.
\$ 2.50 per 100
\$20.00 per 1,000
All Perfect—No Re-
jects. Send only 25¢
and see for yourself.
2x4x1 1/2 free, or
Plates, etc.

We need a Smith Stamping Machine for stamping plates. Please write, state price and conditions.
FRANK BONOMO
208 Melrose St., (Dist. B-10), Brooklyn, N. Y.



NEWEST, FAST SELLING JEWELRY

FOR ENGRAVERS, FAIRS, MILITARY STORES,
RESORTS, PROMOTIONS, Etc. **FAST SERVICE!**
Send \$3.00 for samples and write for free catalog.
MAJESTIC BEAD & NOV. CO.
307 Fifth Avenue New York, N. Y.



MILLIONS SOLD

ACE Blade prices reduced.
Flashy display cards. Each
blade boxed in oil to han-
dlesliping sharpeners. For
plates. Factory prices—great
middle man's profits. Blade-
free for sampling your trade.
We use shipping. Blade name
for free blade, factory prices.
ACE BLADE CO.
Dept. 519-A Buffalo, N. Y.

88 E. Eagle St.



AMERICA'S LEADING MANUFACTURERS OF

FELT RUGS
Lowest Prices. Sample, \$1.35. Postage Prepaid.
EASTERN MILLS, EVERETT, MASS.

top, and the show will continue in a few days.

THE ROAD to success formerly was paved with good intentions. Now it's paved with good preventions.

GEORGE HARRIS is making a tour of the Western States with a razor-blade deal. While in Seattle, Wash., he met two sheeties, Ed Arnoheim and Rappert, both of San Francisco, and says they were doing well. Harris also saw Jerry Dillon, of sheet fame, who was on his way to Alaska. Harris also tells that Jake Kaplan, sheetie, has been working Redding, Calif., to good results, and Mary Ragan is doing well in the Crystal Palace Market, San Francisco, with herbs. D. Lewis was sighted in San Francisco, still on the sheet.

FAMOUS LAST WORDS: "Every town in which I stop, the merchants' association tenders me a special banquet."

JACK (BOTTLES) STOVER scribbles from Clarkburg, W. Va., "Harrisburg, Va., is the scene of action. All the trouperes are up and at 'em. The Wharton family is building a new trailer while working around the valley. Mariani Wharton has a ball game; Mike Wharton and the Stover brothers, penny pitch and percentage. I am hitting the high hills of West Virginia with the leaf."

PVT. JENNINGS B. MESSER is at Patterson Field, O., 12 miles out of Dayton.

THIS BUSINESS of being a successful pitchman can't be learned in a season. It requires years of experience.

TOMMY ADKINS was with his father to St. Louis from Mexico, Mo., to be operated on for tumor.

PITCHMEN'S PRAYER: "Please give us some spenders."

MRS. MIM WILSON is a mom to The Billboard last week in which that anyone knowing the whereabouts of Bill or Bob Wilson have them get in touch with her at their aunt's home in Cedar Rapids, Ia., as their father is in a hospital.

LITTLE JOHN JENNINGS pens his first pipe from Columbus, Ga., saying that he has covered most of Georgia and Alabama and that most towns are closed tight. However, he worked out of Atlanta to good results.

TRIPPOPINING: "Make friends and hold them. That's the most important point in any business."

GEORGE LAMBERT former manager of The Western Business Press, San Francisco, and Brownie Holmes have left the West Coast and are in Atlantic City with perfume.

JACK RUSSIAN has opened the Silver Rail on Market.

Street, San Francisco, and is reported doing good business.

HARRY C. SULPHER pipes from Aurora, Ill., that that town has not had a circus or carnival so far this season. He says business there is very good.

NOVELTY WORKERS are now beginning to consider selling angles and spots for Labor Day.

A. L. KING tells from Lindale, Tex., that he is ready to go with his med show. He says everything is fine in East Texas. Pat O'Brien and Johnnie Dempsey are asked to pipe in.

PVT. ARTHUR MARKS who is with Company E, Seventh Infantry, Fort Lewis, Wash., says that the camp would be a hot spot for a good worker.

WAS IT a grand and glorious Fourth?

T. E. (DOC) OLOVER who has been operating around Forest Hill, La., recently, has moved to Glencora, La., and says he is finding business better.

DON'T BEGIN worrying now about where you're going to locate next winter, but the time is opportune to do a little thinking and angling along that line.

WE KNOW a number of pitchmen who are popular in their field because they set a good example for their contemporaries.

KEY-CHECK HARRY HISCO is still doing business at the same old stand in Natchez, Miss., and says he's going to stay put for the rest of the summer. Harry's business has been fairly good. He makes an occasional trip out of town to Crystal Springs, Centerville, Port Gibson, Wesson, and other near-by Mississippi towns, and says he finds business pretty good in these places, especially in Crystal Springs, where the tomato crop is being harvested.

DECIDE BEFOREHAND that you're going to be a failure and you won't be disappointed. There's no other answer.

SAM BLUESTEIN in Denver after making has just arrived in Denver after making spots in Oklahoma and Texas to fair bid. He says he has bought the ex on the air show in Denver which looks very big, with 150,000 persons expected to attend during the two days.

Pitchmen's Ingenuity

By E. F. HANNAN

IT HAS been said that the first arch supports ever sold were put out by a med showman, who got the idea after listening to people tell about their foot troubles while he was selling a corn remedy. However, before arch supports were factory made and in large quantities they were being manufactured and purveyed by salesmen who carried them as a side line with med and allied lines. Colloidin, or what is commonly known as liquid coat plaster, was sold by a New England pitchman long before it became a standard product in drug and other stores. This med salesman got the idea from an old-time druggist who had been recommending the preparation to his customers.

For a long time a prominent tooth paste was a steady seller and had a wide appeal to traveling showfolks and others because of its convenience. Packed in tin box and almost unbreakable or unspillable, it was popular with travelers. But long before it appeared on the advertised market a Boston med salesman used it as a pitch item, demonstrating with a set of false teeth to show how well the soap worked. The first coat hangers were of wood and one of the first, if not the

first, to make this useful gadget was a small firm which sold its product exclusively to demonstrators who unloaded them on the public.

Ingenuity has played a part in introducing many of the now common items that are sold generally in stores as a matter of course. This ingenuity was often supplied by pitchmen and canvassers who opened the way for capital to take on. The inventive mind of the pitchman has hatched a good many ideas, many of them becoming a part of our daily necessities.

Pitchdom Five Years Ago

Blacky Rogers was in Indianapolis teaching Leonard Rosen the pitch game. . . . Jeff Farmer was back in harness after being inactive since February and was at his old spot at the market in Richmond, Va. . . . L. Peterson made Fairbault, Minn., July 11, and found it good. . . . Doc McDonald was in Wilkes-Barre, Pa., which he found good. . . . Charles Lozman reported that word had been passed around the Windy City that pitching would be permitted in some spots in the Loop. . . . Bill Westfall, old sidekick of Art Cox, made Anderson (Ind.) Free Fair. Cox was still in a hospital at Northville, Mich. . . . Teddy Goldstein was getting plenty of kale working humatonas at the Dallas Exposition. Teddy had also gone into the restaurant business on the grounds and was clicking. . . . Morris Kahnroff was in Cincinnati and visited the Pipes desk, after which he left for Indianapolis. Assisting Morris was S. B. Bills, a newcomer. . . . Doc Clyde McMahon and wife had been touring in Missouri and Oklahoma. They had a new car and house trailer. . . . Atlantic City's Board-warden Joe Hess had three spots there, working pens. Al Morris had opened a night club which he called Pitchmen's Paradise. Lionel Hirsch was working gummy on Cookman Avenue to good biz. Fred Haven was also there. . . . Harry McGee was in Salina, Kan., and reported things looked good in the wheat belt. . . . O. E. Poole, veteran pitch lad, visited the Pipes desk. . . . Bush-Byrre Show was doing okay biz in New York State. Owners were W. A. (Doc) Quackenbush and Billie Byrne. With them were Tom Evans and Shirley White. . . . Tom Sigourney and partner, Ed Fairbrother, and wife visited the Pipes desk on route south from Chicago. . . . Ben (Hobo) Benson was back in New York after a trip to the West Coast. He and Kolley, the garter man, were working 14th Street. . . . That's all.

- Bazonburg. Vol. Fire Co. Celebration, 14-15.
Bismokin. Night Pairs-Carnival, 13-36.
Wind Gap. Church Celebration, 14-31.
TENN.—Belmer. Tomato Festival, 17-19.
TEX.—McGregor. Rodeo, 17-19.
Friday. Picnic, 15-19.
Valley Mills. Reunion, 18-19.
UTAH—Price. Rodeo, 17-19.
VA.—Washington. Horse Show, 18-19.
WASH.—Castle Rock. Community Festival, 14-15.
WIS.—Milwaukee. Mid-Summer Festival, 12-20.
Two Rivers. Legion Polles, 18-20.
WYO.—Sheridan. Rodeo, 13-17.
CAN.—Cardston, Alta. Stampede, 16-17.

- July 21-26
ARK.—Batesville. Water Carnival, 24-25.
CALIF.—Portuna. Rodeo, 26-27.
IDAHO—Hagerman. Pioneer Day, 24.
ILL.—Cherry. Picnic, 23.
Maywood. Legion Festival, 18-27.
Mount Olive. Home-Coming, 24-26.
Vandalla. Old Settlers Reunion, 24-26.
Wyoming. Picnic, 23.
IND.—English. Home-Coming, 21-27.
Oss City. Street Fair, 24-28.
Blymes. Picnic, 24-26.
Le-Gods. Lions Club Celebration, 23-26.
Ridgeville. Lions Club Home-Coming, 21.
Windfall. Merchants Street Fair, 21-26.
IA.—Comanche. 100th Birthday Party, 24-26.
Earville. Gala Days, 21-23.
KAN.—Champion. Soldiers Reunion, week July 21.
Downs. Celebration, 23-26.

- ME.—Hiram. Old Home Week, 21-26.
MICH.—Chelsea. Am. Legion Carnival, 24-26.
Edwardsville. Legion Home-Coming, 23-24.
Manistique. Blueberry Festival, 25-27.
MINN.—Pomona. Harvest Jubilee, 23-24.
MO.—Grady. Legion Home-Coming, 25-27.
Louisburg. Celebration, 23-24.
NEB.—Jansen. Picnic, 24-25.
South Omaha. Legion Festival, 19-26.
N. M.—Pecos. Fiesta, 25-26.
O.—Barnesville. Firemen's Celebration, 21-26.
Port Recovery. Harvest Jubilee, 25-26.
Jewett. Veterans Picnic, 23-26.
Malvern. Home-Coming, 23-26.
Rittman. Fire Co. Celebration, 21-26.
ORE.—Bipene. Pioneer Pageant, 26-28.
PA.—Pittsburg. Celebration, 21-26.
Roseto. Celebration, 21-26.
Tarentum. Firemen's Celebration, 21-26.
Williamson. Firemen's Jubilee, 21-26.
S. C.—Clemson. Veterans Picnic, 23-26.
S. D.—Madison. Yankee Doodle Days, 25-26.
Hot Springs. Race Meet, 24-27.
TEX.—Waco. Picnic, 23-26.
Leonard. Picnic & Old Settlers Reunion, 23-26.
UTAH—Salt Lake City. Covered Wagon Days, 21-26.
Opden. Pioneer Days, 21-24.
WASH.—Shelton. Pioneers Picnic, 27.
WYO.—Cheyenne. Frontier Days, 23-26.

MARQUEE

(Continued from page 44)
Tarzan and Her Jungle Maid, respectively. Only part of the herd is on location at each place but the herd will participate in the films at a later date.
WILLIAM MEINHART, of Massillon, O., on the front door of the Hagenbeck-Wallace Circus its last season on the road, and prior to that with the Ringling show, is stationed at Camp Lee, Va., for a year's service in the U. S. Army.

Events for Two Weeks

- July 14-19
CALIF.—Coronado. Horse Show, 15-20.
Salinas. Rodeo, 17-20.
Santa Barbara. Dog Show, 20.
ILL.—La Harpe. Soldiers & Sailors Reunion, 14-18.
Stockton. Street Fair, 15-18.
IND.—Ashley. Street Celebration, 15-19.
Cokesville. Home-Coming, 15-19.
Hoangdam. Street Fair, 15-19.
Montpelier. Race Meet, 15-19.
Pauipi. Legion Celebration, 14-19.
IA.—Wapella. Home-Coming, 15-17.
MICH.—Etsi. Home-Coming, 17-18.
Holt. Home-Coming, 15-17.
Pontiac. Mid-Summer Festival, 12-26.
Traverse City. Cherry Festival, 15-18.
MINN.—Mississippi. Aquatennial Celebration, 15-18.
Sleepy Eye. Legion Jubilees, 15-16.
MO.—Eldorado Springs. Celebration, 17-19.
Farmington. Flag Festival, 14-19.
Feminist. Picnic, 15-19.
Everett. Picnic, 17-19.
NEB.—Burnston. Old Settlers Picnic, 17-18.
Gering. Oregon Trail Days, 17-18.
N. J.—Atlantic City. Housewares Show, 13-18.
Hammoncton. Celebration, 14-19.
N. Y.—Croton Falls. Fire Dept. Carnival, 17-18.
Lyons. Legion Celebration, 14-19.
Rochester. Rodeo, 14-19.
Vol. Firemen. Vol. Firemen's Carnival, 17-19.
O.—Canton. Street Fair, 15-19.
Columbus. Merchants' Celebration, week of July 14.
Leedsville. Celebration, 14-16.
Navarre. Vol. Firemen's Celebration, 14-19.
North Baltimore. Legion Celebration, 14-19.
OKLA.—Mangum. Rodeo, 17-19.
PA.—Bellvue. Firemen's Street Fair, 16-19.
Everett. Firemen's Carnival, 12-19.
Forest City. Rose Co. Celebration, 14-20.
Homestead. Firemen's Celebration, 14-19.
Homer City. Firemen's Fair, 12-19.
Lewers. Church Fair, 14-20.
Orlonsia. Old Home Week, 14-19.

MY ROUTE BUILDING PLAN Starts in a BIG PAY in a BUSINESS. Hundreds of men like you now make really big money week after week backed by our Money-Making "Money Route" Plan. Let me explain how your earnings should go up the minute you take on our 50-cents line of 50-100 goods. Many products nationally advertised in Saturday Evening Post, Good Housekeeping and 100 other top magazines. Show storekeepers proven plan to increase sales and profits up to 50% and compete with chain. Free Goods Offers and Premium Deals make it easy to start. Experience not needed. Write TODAY. H. B. LAYMON, President, Dept. 8-N, Spencer, Indiana

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Leonard Traube's

Out in the Open

NEW YORK

Show Biz and the U. S.

ONE of the most practical expressions of patriotism available to the people of the nation is the defense savings bond. That show business can do its part to help keep America safe and at the same time aid the individuals who make up the industry to store up some money that happens to be lying around and not doing anything worthy or constructive as mere money that is purposeless if idle or unused, is tipped off in the maiden edition *The Jackpot Journal*, midway organ of Johnny J. Jones Exposition. A leading editorial on page one of the mimeographed four-sheet job says that America's defense program is not going unheeded by outdoor shows and their personnel. "We hope this statement is more than wishful thinking."

The *Jackpot* (what an apt label for a carnival newspaper!) notes that contributions by the outdoor industry are large, "as witness the many pictures in *The Billboard* of our young manhood and their new places in the country's armed forces." It goes on to say that carnivals and outdoor shows in general are contributing liberally to the draft quota. "Here on JJJ we are represented by Bobby Cohn, Arden Morris, and Charles Martin. Several shows have been exhibiting this season under patriotic auspices and generously contributing to their coffers as a result of the increased business now being enjoyed."

This reminds us that one of the best available tie-ups is with the British American Ambulance Corps, headquartered at 420 Lexington Avenue, New York City. Some time ago an executive of that organization considered the idea of campaigning outdoors, emphasis on carnivals, with a view towards obtaining hook-ups on the gate or inside attractions or both. The idea sounds swell because it gives opportunity to be both patriotic and practical, which is the ideal combination. Early in the season *Andy Bros.* Shows inaugurated a tie-up with the ambulance unit with splendid results and is probably still working on this basis wherever it can.

The Jones show is supporting the campaign for defense bonds in this way: "How many on the show are buying defense bonds? Don't you think the government needs a little of our support. A mighty good cause and you should do your bit!"

How about it, showfolk? How about letting your government know how the outdoor show business does things when not even called upon direct?

THE Customers Write. . . . "Talk about your comic strips! Some of the statements made by carnival press agents furnish all the comedy relief necessary." Chaired by E. H. Nye from Columbus, O.

"As the vacation season is upon us, will you be kind and considerate to us subscribers and don't sneak off and leave Out in the Open an empty space. This flattery by Eigar H. (Doc) Kelley, Gales Ferry, Conn. Fortunately for those who think opposite to that of the Niteing pichman, this correspondent leaves for the annual spree on July 19.

"Thought you might like to mention Harry A. Illinois, a real pal and a thorough showman. You should have seen him scurrying around here like a mother hen with her chicks, attending to each of his interests as three Ferris Wheels, Magic Carpet, and Spooktown Trolley. Too bad there aren't more showmen like Harry in the park business." An unusual statement because it comes from

a manager, Rex D. Billings Jr., Seaside Park, Virginia Beach, Va.

"Out where the folks live right they enjoyed the biggest three days over the Fourth in the history of Ohio parks." Flash from Fred Fansher while spending the holiday week-end in Dayton, O.

"Enclosed clip might prove interesting because Julian Tutthill (amusement editor, *The Hartford Times*, Hartford, Conn.) draws a comparison between outdoor entertainment and the movies. The only trouble is that no solution is offered, unless it is that they put wheels under their enterprises and hit the road. Even the thought of that should prove discouraging if they know anything about the New Britain situation. Coleman Bros.' Shows played here for two weeks, Ben Williams for one, Dodson Shows predated us last week on the other side of town (Kensington), Wallace Bros.' Circus got a date in, and there have been half a dozen or so small, medium, and large church fairs. It's like an amusement park—open on May 30 and close on Labor Day." So says Jim McHugh, press agent of World of Mirth Shows.

Incidentally, Mr. Tutthill observes that New Britain's almost unbroken string of carnivals and other open-air enterprises this summer was crowned with the opening of World of Mirth Shows, which he refers to as "the world's largest and most exciting midway."

"I am out of the hospital after 14 weeks there and am resting at home in New York." From Fred LaReine.

Hartmann's

Broadcast

CINCINNATI

THE Department of Commerce, Bureau of Foreign and Domestic Commerce Bulletin a short time ago published a graph showing how the amusement dollar was spent in the United States in 1939. The graph has also been reprinted in daily newspapers and other publications. The source of information was the Bureau of Census. Motion picture theaters were given credit for 67.4 per cent; billiards, pool, and bowling, 8.8 per cent; horse and dog tracks, 4.4 per cent; legitimate theaters, 3.3 per cent; and amusement parks, riding academies, and private swimming pools (not including municipal), 16.1 per cent.

Which causes us to remark: What about outdoor and indoor circuses, rodeos, fairs, expositions, carnivals, celebrations, festivals, street fairs, etc.?

REGARDING the Hagenbeck-Wallace Circus wreck of 1918 (referred to in this pillar recently), Don Rockwood, collector of circustiana, of Waterville, Me., says he has heard another explanation of the cause. "It is claimed," writes Rockwood, "the engineer, Gustave Klaus, had been taking kidney pills, which were responsible for his becoming extremely drowsy. Chemists at the IOC investigation claimed the type of medicine Klaus was in the habit of taking would so affect him as to cause drowsiness. I have heard this story about the kidney pills from various sources, and know the facts regarding the same were brought out in the formal investigation that followed the calamity.

"Possibly readers of your column have heard other tales regarding the cause of this wreck. And possibly, too, somebody would know all about the investigation and tell the readers of *The Billboard*."

FROM B. H. Nye comes this: "See you tuck a poke in your column recently at the circuses that bill a town and fail to cancel or show up. Suggest you take a swing at the carnival agents who contract towns or sew up lots and their shows neither appear nor cancel. It is

Nat Green's

The Crossroads

CHICAGO

THE three-day holiday week-end which included July 4th, Saturday, and Sunday, reminded showmen of the "good old days" of the early '30s. All over the Middle West ideal weather prevailed, and reports from shows, rides, and concessions indicate they had the biggest Fourth of July week-end in many years. In the Chicago area every sizable town within 100 miles of the inland metropolis had a celebration of some sort. In an 80-mile drive north and west of Chicago we encountered some 14 celebrations and all were doing a thriving business. The Thearle-Duffield Fireworks Company reported it had more than 160 fireworks shows on the Fourth—an all-time record. At Soldier Field on the Chi lakefront thousands of people saw a giant thrill show, and at the parks in Chicago, Aurora, Hammond, Gary, and neighboring cities there were record crowds.

NOTES from Here and There: Dennis Pugh, who spent a couple of weeks in a Texas hospital a few weeks ago, was in Chi last week feeling much better but still not up to par. He was happy, tho, at the reports received from his show at Red Oak, Ia., saying business over the Fourth was big. . . . Charlie Riley postcards from Anderson, Ind., that he is now with Bill McCloskey's Zoexia attractions on the Beckmann & Geroy Shows. It's his first experience on a carnival and he's learning fast. . . . Bruce Kempf in from an extended jaunt thru Texas and the South-

west, and looking over spots in which to put his mechanical shows. . . . Harry Mamsch did okay for himself and the American Legion at Crystal Lake over the Fourth, packing and jamming the lot. . . . *This Week in Chicago*, the little publication that tells you where to go for your night-lying, celebrated its 21st birthday Thursday (10). First issue, edited by Marie Armstrong Hecht, wife of Ben Hecht, of the famous Hecht-MacArthur team, looked very much like an almanac. But that's all changed and the "book" that Walter West and Marion Odmark are getting out is strictly streamlined. . . . Bill Conway and Ed Kelly, of the Ringling-Barnum show, are in town and, as usual, have sidestepped the showmen's hangout—the Sherman, for the quiet dignity of the Elmhurst. Frank Mahara and his billing crew also have started work in the Chi area. By the time this is in print Frank Braden will be making his first rounds of the papers.

THE Ted Club's *Midway Breeze* on the

Royal American Shows gave the people of the Johnny J. Jones Exposition an idea for a similar "house organ," and the result is the *Jones Jackpot Journal*, with Frances Lockett as editor and J. J. Jones, assistant editor. First issue is neat and newsworthy. . . . Roy Luskbaugh, superintendent of the General Motors show now touring the country, is proud of the outfit, as well he may be. His special pride is the poleless top suspended from a framework of aluminum ribs. Roy, who hails from Covington, Ky., knows plenty about canvas, having learned from an expert—his father, who was a famous tent-maker of Cincinnati. . . . Earl Kurtze, of the WLS Artists' Bureau, has a busy fair season ahead, having some 165 fairs and celebrations booked. . . . Contrary to earlier reports, the Iowa State Fair will have a rodeo this year, but only in the afternoon. . . . Second annual Port Plain (N. Y.) Circus, under the direction of George Duffey, Fort Plain manufacturer and circus fan, evidently was a big success, judging by the description and pictures carried by *The Port Plain Standard*, which devoted almost half its front page to the event. . . . "Crowd Riots at Thrill Show" is headline carried by *The Detroit News* in its July 7 issue. Columbus, O., papers carried similar headlines recently. It's unfortunate that promotions of this sort are allowed to continue to give show business a black eye!

his first musical training in the public schools as a member of the Madison Boys' Band under the leadership of the late Elmer E. Towne. Victor Robbins, another Madison boy, was director of the band with Sells-Floto, and three years after Blackwell's graduation Robbins persuaded him to sign up. That was the beginning of his six successive years with the show. Contributing the story said:

"Mr. Blackwell was married four years ago. He has a small son, Keith, aged two years. He has returned to the farm where he spent his boyhood, a short distance from the business section of town. . . .

"And after witnessing close to 2,300 circus performances, still the luro of the spectacular remains with Mr. Blackwell to such an extent that he is planning to attend Ringling Bros.' Circus this July 7 when it expects to show in Portland, Me. He has a double incentive for he will see many performers in it who were formerly with Sells-Floto."

ANNOUNCEMENT!!

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Buy Bonds

The coin machine industry marshals its forces in support of the nation thru Defense Bonds

There are many ways in which every citizen may give concrete support to the nation during this period of world crisis. Many young men within certain age limits, and many young women too, are giving actual service in the military or naval forces or in some of the auxiliary services. To them we all owe a special vote of thanks.

At this time every citizen should give consideration to the purchase of Defense Bonds as a very definite way in which to support the nation until the threat of danger is past.

To many who already have some systematic way of saving money the purchase of these bonds simply means a change in methods of saving, or the transfer of accumulated funds to the purchase of bonds. The advantages of the bonds have been amply explained so that all citizens are now well acquainted with the plan.

The point to be stressed is that of getting united action on the part of many millions of citizens so that the total sum invested in Defense Bonds will indicate a rallying of the American spirit in keeping with all the traditions of the nation. The bonds are available and the job now is to get people to quickly comply with the dictates of their own good judgment.

Many millions of people who never followed any systematic plan of saving money will find both the stimulus and the means of starting to save by purchasing Defense Bonds. Even those who can only save small amounts will find the plan permits the purchase of stamps for small sums which may later be exchanged for bonds. Thus the plan makes it practical for all to save for their own future and at the same time help the nation carry its immense load of defense preparations.

To the spirit and purpose of the plan the coin machine industry is giving doubly of its energies. Its organizations are helping to stimulate interest in the bonds and also to enlist its own membership in the actual purchase of bonds. Many of its organization workers are helping in local campaigns to put the bond drive over in the home town. The trade papers in the industry are giving enthusiastic support to the cause in every possible way. Individual firms in the industry, both large and small, are using many means to publicize Defense Bonds and to stimulate action in the pur-

chase of bonds. Slogans are being used in advertising and in correspondence. Meetings are being held by many organizations to plan for definite action.

The coin machine industry is determined that no other industry will show greater enthusiasm or make a better record for support of the cause in proportion to its size.

As each day passes reports come in of increasing enthusiasm, of new groups getting into action, and of new ideas being put to use to rally the American spirit to the support of defense.

The spirit of the present organizations that are at work is sure to prove contagious also, and new organizations will come into being, and inactive ones revived, all moved by the cause which is leading millions of citizens to save for their own future while at the same time giving united support to the nation.

Music is going to play a vital part, as it always has, in uniting the people and getting them to act promptly. When it comes to music, the music box division of the coin machine industry has something real to offer. It has already been using patriotic records to boost morale, and it will use the records boosting Defense Bonds with even greater spirit.

Because here is something definite, and here is something that calls upon each citizen for action.

The coin machine industry believes in America and in keeping alive the traditions which are a part of our history. The coin machine industry believes America is still the land of opportunity, that the future holds opportunities greater than ever, and that these hopes are worth our money, our loyal support, and the best we can give in the way of service.

The coin machine industry gladly joins with other industries and with millions of other citizens in boosting for defense and in promoting the purchase of Defense Bonds as a very practical way to help the nation now. With this spirit America and its allies will win, and then the way will be open to greater prosperity and peaceful trade in all parts of the world. Buy Defense Bonds and help bring about the greater prosperity.



Late June Market Reports

(Editor's Note: The following market reports for June arrived too late to be published in last week's issue.)

(the Mad Monk), a popular radio character.

BIRMINGHAM

BIRMINGHAM, Ala., July 12.—The phonograph business is the bright spot of the coin machine picture during June. Estimates of sales are anywhere from 50 to 100 per cent ahead of last year. Most new installations include a remote-control set-up, and wall boxes are also being installed in many long-established spots. Remote-control units are reported to have stepped up collections as much as 25 per cent.

Along with phones, the record business is booming. All Birmingham phone distributors now have record departments selling new and used disks.

Principal reason for the boom, of course, is that Alabama is one of the favored States in national defense spending. Steel and iron industries here are running at full capacity at Childersburg a \$75,000,000 powder plant is being erected; at Gadsden and Anniston shell forging and ammunition storage plants are going up; at Montgomery, Maxwell, and Gunter air fields are housing thousands of fliers. All told the government is spending \$300,000,000 for defense plants in this State and naturally the effects of boosted pay rolls here are being felt in increased coin machine play.

CANTON, O.

CANTON, O., July 12.—Counter machines and phonographs chalked up the biggest gains during June. Operators report collections of phones were good, due to the influx of defense workers. Distributors report sales of phones up 15 per cent over last month. Counter machines are getting a big play, and one operator reported a gain in play of more than 50 per cent over last June. Sales of counter games were up 20 per cent.

Pin games chalked up slight gains here during the month, while guns and bowling games benefited from the increased patronage of the Penny Arcades in amusement parks are getting. Baseball games are getting unusually heavy play. Play and sale of console machines was reported slightly better.

On the vending machine front cigarette, candy, and bulk machines all were up. Cig machine gains were due principally to more installations resulting from defense programs. The fact that kids attending the movies and other places of amusement seem to have more money to spend of late is held responsible for the increased patronage of candy and penny vendors, also more candy machines are beginning to appear in defense plants here.

Sales of used machines during the month were brisk, with indications pointing to the fact that the trend will continue as the outlook for coin machine patronage here is brighter than ever before.

MEXICO

MEXICO CITY, July 12.—Automatic phonograph sales in Mexico City and environs, dull since the advent of the new administration, show signs of staging a comeback. Local representative of major companies report. There are, however, very few 1941 models being delivered at the present time, although indications are that there will be a considerable turnover in new machines later this year. There is a constant demand here for second-hand phonographs, and several distributors report good sales of three and four-year-old models in the smaller towns.

The general picture in novelty amusement game merchandising in Mexico City is not a particularly encouraging one at the present time, representative jobbers declare. Few new pinball and other type novelty machines passed in operation have registered notable successes. In certain districts and with traveling carnivals some used machines make profits, however.

Purchases and import costs of machines combined with the small subsequent take in Mexican moneys (a Mexican 10-cent piece is worth around 2 cents in U. S. currency) combine to make operation untenable in many cases.

Several U. S. game manufacturers have shown foresight and originality in adapting certain games for the Mexican public. For example, the running figure in the Seeburg Ray-o-Lite indoor rifle game has been changed from the more usual chicken thief to that of El Monje Loco

PHOENIX, ARIZ.

PHOENIX, Ariz., July 12.—Coming of national defense activity to this valley is definitely making itself felt in the coin machine industry.

Largest source of new income for operators is the nearly 1,500 construction workers employed at the U. S. Army Air Corps' new Luke Field Advanced Flight Training base 18 miles west of here.

Also at work on the \$3,000,000 national defense project are approximately 1,500 Work Projects Administration workers, employed on work not covered by private contract.

Individual operators note that collections are better than before national defense came to the valley and anticipate greater increases as military personnel here grows and as other big construction now assured starts.

When Luke Field's essential housing facilities are finished, it will be assigned a personnel of from 2,000 to 2,500 men. A further business boom undoubtedly will result from the construction of the army's basic aviation training school to be established a few miles southeast of Phoenix. Cost of that project has been estimated variously as from \$5,500,000 to \$5,000,000. Field will have an initial personnel of about 3,000 men, a figure which is expected to be increased later to from 4,000 to 4,500.

TORONTO

TORONTO, July 12.—Business in this province continued to chalk up new records for peak play during June. Operators here are still unable to get all the equipment they'd like to have, but this condition is being alleviated somewhat by some distributors who have gone into the business of assembling equipment under special permission of the manufacturer.

Indications are that this particular end of the business will grow to larger proportions as long as the manufacturers continue to supply the necessary parts. The embargo on completed machines does not affect the importation of parts.

The refinishing of used equipment has become a fine art here, with several distributors making a specialty of fixing up specific types of equipment. Demand for reconditioned units is heavy and machines are bringing peak prices.

Brooklyn Distrib Hails Super Bomber

CHICAGO, July 12 (MR).—“There's only one reason I made this flying trip to Chicago,” says Bill Ahlberg, of Brooklyn Amusement Machines Company, Inc., “and that's to do everything in my power to speed up delivery on Evans' Super Bomber. From the first I knew this great game was a sure hit, but when operators began bombarding me with orders and more orders for Super Bomber, I decided the greatest service I could do them and myself was to get to the Evans' plant and do my best to impress the production and delivery staffs of our need for fast action.

“Don't think I didn't make sure of the demand for Super Bomber, too! I knew operators in my territory were reporting excellent earnings from this hit machine, but I wanted to see for myself. So I made a personal checking tour of top locations. And my findings sent me west as fast as I could come!”

“And Bill Ahlberg speaks for other distributors, too,” says officials of H. C. Evans Company. “Super Bomber is all in its name and more. With America so defense-minded, this top-action thriller is loaded with profits for locations. It's an entirely different game. Not a gun, it does not operate on the principle of shooting down aircraft. But instead, the player is treated to the opportunity of experiencing the feeling of piloting a giant super bomber in the fury of a combined air and naval battle. Every feature of Super Bomber is dramatically realistic. Amazingly lifelike are the interior of the plane's cockpit, windshield, instrument panel, controls, and bomb releases.

“We consider Super Bomber real ammunition for coin profits. And the whole Evans organization is out to see that every operator and distributor gets his chance to enjoy the traffic appeal, good will, and nottooth earnings of our newest hit.”

Defense Bond Electros Used by BB Advertisers

CHICAGO, July 12.—The Billboard offers to all advertisers the use of defense saving bonds and stamps in electrotype, such as the one illustrated below. The coin machine industry will be one of the first to include this emblem in its advertising.

“Here is an opportunity for all of us to take a direct part in building the defenses of our country and simultaneously boost the coin machine industry,” says C. J. Latscha, national advertising manager of The Billboard. “Let's not only buy all the bonds and stamps we possibly can, but let's help Uncle Sam sell them.”

“The United States Treasury Department has asked all newspapers and magazines to co-operate in publicizing the Defense Bonds Sales Campaign. They have requested that special editorial material and miniature posters be printed whenever possible.

The Billboard, in behalf of the coin machine industry, is endeavoring to be the first publication to do a thorough and complete publicity job.

In order to comply with the wishes of the Treasury Department and to make the coin machine industry the first industry to co-operate, the following is being done in this issue: 1. Walter Hurd has written a special full-page editorial; 2. A full-page advertisement is being published urging coin machine operators to buy Defense Bonds; 3. Electrotype of the miniature poster are being furnished free of charge to all advertisers who wish to place a message in their own advertisement. The use of these cuts is purely voluntary on the part of advertisers, the suggestion being only that they include it in regular advertising space.

Keeney Adds to Current Line

CHICAGO, July 12 (MR).—J. H. (Jack) Keeney, head of J. H. Keeney & Company, has announced that two new games are now in production. The games are Sky Lark and Twin Six. According to Keeney they offer revolutionary ideas in game operation.

“We are especially proud of Sky Lark,” he said. “After considerable experiment we devised a game that has successfully proved its worth to the operator who seeks an all-purpose, all-territory machine. Built into an elaborate console type cabinet, it can be operated as a one or five ball, four coin multiple play game. It can also be operated as a one or five ball, four coin multiple payout. We confidently predict that 1941 will not see a bigger money-maker than Sky Lark,” advises William (Bill) Ryan, Keeney sales chief.

Ryan continued: “As a running mate to Sky Lark, production also began on the new five ball replay game, Twin Six. There are scoring thrills galore on this Keeney interpretation of free-play amusement games. With super scores for a number of different scoring actions on the field and with a simplified easy-to-understand play, Twin Six is slated for power-house performance on free-play locations all over the country.”

Ryan advised that production continues on Contest, the super-size replay game which is operated for one or five ball, one or four coin multiple play, as is Texas Leaguer, skill-type baseball game.



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot. Built for 1c-5c-10c-25c Play. Made Only By

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1889—Tel. OOLumbo 2770
Cable address "WATLINGITE," Chicago

WAIT! Coming Soon!

EVANS' PLAY BALL

Manikins Actually Play Baseball! New! Different! Original! Not a Toy! No Make-Believe!

Southern Automatic Tells Summer Gains

LOUISVILLE, Ky., July 12 (DR).—Leo Weinberger, Southern Automatic Music Company executive, reports that summer sales on all types of equipment are showing steady gains.

“Although improved economic conditions in general are responsible in large part for the way business is improving daily, we must take some personal credit for better operating business in our territory,” Weinberger said. “After all, operators can't buy if the machines aren't available and they won't buy if available equipment is not up to certain standards. Inasmuch as we have made it a point to always have every kind of equipment, both new and used, on hand at all times and in the best possible condition, the part of Southern Automatic in present operating is commendable and greatly appreciated by hundreds of coinmen.”

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, prints, develops, 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 MUSESCOPE REEL CO., INC.
44-51 11th St., Long Island City, N. Y.

110 Volts AC Anywhere!
WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Furnish standard 110 AC 80 Cycles for operating coin-operated multiple machine picture, AC radios, electric organ, pin-ball games, etc.	
Complete 350 Watt, 110 AC Light Plant—List	\$ 97.00
Complete 500 Watt, 110 AC Light Plant—List	150.00
Also Wat Kato Rotary Converter—List	\$1.50

KATOLIGHT, Mankato, Minnesota, U. S. A.

MUSIC MERCHANDISING

Cold Shoulder Given Fancy Title Strips by Operators

Too many false alarms, they say; record companies feel the same way

NEW YORK, July 12.—The recent trend among music publishers and band leaders to get up special two-color printings of coin phonograph title strips for the operators has not been a successful promotion, according to the operators themselves. Most of those questioned were either indifferent to the fancy strips or absolutely adverse to using them. The latter opinion was expressed by those who claimed that the recordings represented by the fancy colored title strips were very often mediocre and came as a let-down to the customer whose eye was caught by the splash of color on the title-holder but whose ear was not pleased by the record itself.

Another objection was expressed by operators using wall box set-ups. Fancy strip promotions mean nothing to them, they say, because they are forced to print or type their own strips for the wall-box holders anyway, since they are never supplied with enough of the regular strips to service all their needs.

One of the record companies also registered a cold reaction to the strip promotions, stating that it only meant extra trouble for them and very often was not worth the effort when it came to returns. Others said a colorful title strip was okay when they felt they had a record which was either enough of a standout number or novelty to rate a special strip.

What will happen to this trend of fancy strips in the face of these reactions is difficult to foresee. Music publishers and band leaders may figure that it is still a good investment for them, even if the strip only accomplishes a more pointed way of calling their tunes and bands to the attention of the operators alone.

The fancy strip idea may eventually be taken over by recording companies as a block piece of merchandising with a different job done for each of their record releases. If this were done, no single record would be highlighted in the title-holder and the machines would have an added splash of color to entice the music patrons.

Whatever happens to the strip as a promotion piece, the trend itself manifests one more case where the music industry recognizes the coin phonographs as a potent medium for reaching the public. Various trials and error experiments along this line will no doubt be tried continually and improvements made for everyone concerned.

Modern Predicts Million Record Sale

NEW YORK, July 12 (DR).—"Judging by sales reports for the first six months of this year, Modern Vending Company's record department expects to sell 1,000,000 records during 1941," reports Nat Gohn, president.

"Operators like to get their records at Modern because we always carry a large stock of every label," says Lillian Schoenberger, head of Modern's record department. In addition, the extra services we offer to operators in suggesting likely money-makers helps make friends for our department," she continued.

Modern's "meet the leader" get-togethers have provided operators with an added incentive to make record purchases. Vocalists who visit the showrooms with the band leaders use an amplifying set-up to sing right along with the records as reproduced on the See-

Detroit Music Assn. Elects Directors

DETROIT, July 12.—United Music Operators, Detroit music association, has elected the following as directors for a one-year term:

Eddie Clemens, Modern Music Company; Tony Stracuse, Gunn Music Company; Frank Alluvott, Frank's Music Company; Philip Berman, Ross Music Company; Sigmund Kacynski; Christopher Hornbeck, Hornbeck Music Company, and Al Switzer.

The president of the Cleveland Chapter of the Ohio Phonograph Operators' Association, Pete Lukich, was a guest of the United Operators at their regular meeting Tuesday at the Fort Wayne Hotel. Gary Weber, of the A. M. I. Company, Cleveland, also attended. Both spoke at the meeting. Ray Orlich, another Cleveland operator, also attended.

William Rasek, owner of Williams Specialty Company, operating wired music



COLORADO MUSIC MERCHANT inaugurates step-by-step modernization plan. With Wurlitzer District Manager W. A. Bye and Al Roberts, Wolf Sales Company, Denver Wurlitzer distributors, is music merchant M. W. McBroom, Modern Music Company, Colorado Springs, Colo., signing up for a number of Wurlitzer phonographs. (MR)

as well as phonographs, joined the association at this meeting.

The UMO is completing plans to establish a hit tune of the month campaign in Detroit, following the idea originated in Cleveland, but with a number of changes that will make it definitely a real Motor City hit, according to James Ashley, president. This campaign will be started August 1.

Blatt Has Rights For Entire Island

NEW YORK, July 12 (DR).—William (Little Napoleon) Blatt reports that he has just closed a deal giving him exclusive rights to all types of operations on an island summer resort that's 70 miles long.

Willie is proudest of the music system installation he has made. However, he claims the rest of the operation holds promise of being one of the largest deals he has ever handled. If this venture lives up to Blatt's expectations, he plans a number of similar promotions for next summer.

burg phonographs on display. Such musical luminaries as Abe Lyman, Tommy Dorsey, Sammy Kaye, Frankie Masters, Vaughn Monroe, Glenn Miller, and many others have already appeared.

Houston

HOUSTON, Tex., July 12.—Latest defense contract for Houston territory was for the \$7,576,317 San Jacinto ordnance depot. That put the defense total for Houston area past the \$350,000,000 mark. Additional contracts are due to be signed in the near future, the largest of which will probably be doubling the capacity of Dow Chemical plant at Freeport at a cost of over \$18,000,000.

The Mills Panoram was introduced in Houston June 27 by South Coast Amusement Company. Harold Daily, owner of South Coast Amusement, said the machines were proving popular.

R & A Distributing Company is now Houston distributor for Singing Tower phonographs. H. M. Crowe, manager, says the machines were being well received. R & A has also recently been made South Texas distributor for Northwestern vending machines.

Operator Joe Salvato, of Galveston, recently installed 18 Seeburg phonographs at Camp Hitchcock, located between Houston and Galveston.

Mrs. A. L. Glidden, of El Campo, one of the big operators of the Southwest, has

Detroit

DETROIT, July 12.—Tony Scallci, proprietor of the East Side Enterprises, is operating exclusively in the music machine field now, having disposed of his pin game interests. Scallci is a frequent visitor at the Bowery Cafe, run by his good friend Frank Barbaro, where recording artists as well as machine operators gather.

Gene Callahan, manager of Ajax Novelty Company, is spending much time in the shipping department, getting out machines to fill the rush of orders. Sarah Ducho, office manager of Ajax, is learning to drive a car.

Stanton Welsh, who operates Welsh Amusement Park, near Utica, Mich., is adding new music machines to his route. He is a machine operator as well.

Harry Stahl, superintendent of Eastwood Park, is another park man who is expanding his music machine route. Stahl is one of the best known music operators in the Detroit district and a leader of the Michigan Showmen's Association.

Irvn Chester, who operates in the suburb of River Rouge, reports he is adding new Seeburgs to his music route.

Mervin S. Jacobson, of Jacobson Automatic Service, is consolidating his route operations and looking forward to being ready to meet whatever changes national defense needs may require. He is operating candy, nut, and cigarette vendors and scales.

J. H. Lang, of J & H Amusement Company, is convalescing from a recent operation and expects to be back on the job soon.

Joseph Budjack, of Budjack Enterprises, Inc., is going on the road with his Charact-o-Graph for the summer. He will return to Detroit in the fall to complete plans for larger scale production.

Joseph Separa, Detroit operator, is working on plans for a new-type coin machine which he expects to place on the market.

Sam Lucas, manager of the Michigan Panoram Company, was in Toledo, O., again for most of the week, organizing the business there.

Max Liptin, of Brilliant Music Company, was an enthusiastic spectator Tuesday at the All-Star game.

Harrison J. Scott is a newcomer to the ranks of local music operators.

Paul Scott, one of the oldest operators in this territory, has gone back to his old operating name of the Scott Sales Company and is operating pin games exclusively in suburban territories. He has taken as a partner George Weston, who was with the Mills Novelty Company back in the days of the Viola machines. Scott's former partner, John Pattee, with whom he operated as the Pattee Amusement Devices, has withdrawn from operation here to go on a farm he owns up-State.

Sigmund Kacynski, music operator, has bought a house trailer and is leaving with his family for a trip to the West Coast. His brother will manage his business while he is away.

Frank's Music Company, Gunn Music Company, Lincoln Music Company, Abe Kaufmann, and Harry Sarvis have grouped together to buy out the route and operations of the B & T Company, headed by John Tomczak, who is retiring from the business. The five new owners are dividing up machines and locations.

Birmingham, Ala.

BIRMINGHAM, July 12.—Monarch Sales Company, of which Clarence E. Howard is proprietor, is opening an

arcade in Columbus, Miss. The firm operates in Birmingham and Columbus.

Ten Ball Novelty Company, Nathan Allen, proprietor, has enlarged its quarters and added a record department.

Mendelson on Road For Acme Sales Co.

NEW YORK, July 12 (MR).—Sam Sachs, of Acme Sales Company, advises that Sam Mendelson, recently appointed general sales representative, is now traveling throughout New York State lining up distributors in key centers for the sale of Acme models.

"Mendelson is doing a good job," stated Sachs, "and advises that distributors are keen about our line and are anxious to gain the franchise in their territory."

New Orleans

NEW ORLEANS, July 12.—It's vacation time in Coin Machine Row. In the meantime phonograph operations are holding up well for this time of the year. As a result distributors of disks find it impossible to keep their stock up to demand, and sellers of leading lines of phonographs and wall boxes say it's the best summer in the history of the business. One distributor here closed an order to a single operator for a carload of phonographs.

Record-breaking throngs gave resort operators of coin machines the best Independence Day in years. At Ponchartraine Beach approximately 150,000 people teemed over the walks and waited in long lines to play coin-operated devices. Pin games, consoles, claws, weighing machines, merchandise venders, and cigarette and beverage venders brought in record receipts between Galveston, Tex., and Pensacola, Fla., despite rains on the 4th and 5th on the Mississippi Coast, playground of thousands of New Orleansians.

Mr. and Mrs. E. N. McCormick, Southern sales manager of Decca Distributing Corporation, left Monday for a two weeks' stay on the Northwest Florida Coast. Mac said that July sales of Decca records will be the largest for any single month thus far this year.

Andy Monte, of A. M. Amusement Company, and Dan Cohen, of Pleasure Music Company, leave this week-end for a two weeks' trip to the Windy City.

Sale of a carload of new Seeburg phonographs by the Southern Music Sales Company to the A. M. Amusement Company is reported by Ernie Oertle, head of the Southern company. It's the best sale of the month thus far and includes remote equipment. Oertle's company also distributes Columbia and Okeh records in this area, and these disks are turning over at peak pace. Virginia Schwartz is a new addition to the office force as secretary to Oertle. Bob Pampe, sales representative for Columbia-Okeh records at Atlanta, is spending a few days here.

The Automatic Instrument Company is soon to appoint a New Orleans territory distributor and stage a local showing of the new Singing Tower phono-

graphs. Confirmation of this distributorship will come within 10 days.

Al Mendes, district sales manager for the Rudolph Wurlitzer Company, has left for a vacation in Utah and Canadian Rockies, accompanied by Mrs. Mendez. P. A. Blalock, head of the P. A. B. Distributing Corporation, territory distributor of Wurlitzer phonographs, failed to keep his marriage to the former Maxine Pittman, of Columbia, Miss., last June 5 a secret any longer. They have just returned from a honeymoon.

Sales of Wurlitzer phonographs continue unusually large after a banner turnover in June. Frank De Barros, sales manager for P. A. B. Distributing Corporation, announced before leaving this week on a trip in Louisiana. Among recent golf operators who bought equipment were H. C. Hill, of Leesville, La.; A. D. Wall, Pensacola; C. D. Carlton, Marianna, Fla.; L. S. Fox Jr., Fox Amusement Company, Mobile; Kelsey & Levine, Hattiesburg, Miss.; J. E. Schwartz, Hattiesburg; Marvin Bates, Meridian; E. O. Vick, Gulfport, Miss.; Ben Neubauer, Thibodaux, La., and E. W. Neyland, Neyland Novelty Company, Alexandria.

Earl McGuffy has organized the McGuffy Amusement Company at Jackson, Miss., and has purchased phonographs to operate in that section.

J. H. Peres, head of the J. H. Peres Amusement Company, left Tuesday for a trip to Houston.

John Asproditas, of A. M. Amusement Company, joins the select rank of students of Isaac Walton. His catch last Sunday was on a par with the best.

Demand for pin games and consoles is unusually good for July, according to Nick Carbalaj, of Dixie Coin Machine Corporation, largest game distributor here. Latest additions to stock are Gottlieb's Belle Hop, J. H. Kenney's Contest, and Bally's Speed Ball. The firm reports continued good demand for Bally's Club Trophy.

Harry Pflamer, of Mount Royal Novelty Company, Baltimore, Md., came to New Orleans last week to buy a line of second-hand pin games and bowling alleys. He called on several distributors here.

Helen Asaro has joined the office staff of the Dixie Coin Machine Company as secretary. Mrs. Roy O'Keefe, bookkeeper for the firm, enjoyed several days visiting friends in Vicksburg, Miss.

One of the fastest growing operating firms in Louisiana is that of T. L. Miller at Natchitoches. Miller now has over 200 phonographs on location, as army camps spring up and project labor marches in.

Mark Boasberg, of New Orleans Novelty Company, is back at his favorite fishing grounds on Grand Island in the Gulf. Boasberg is one of those double-duty men who surf bathes and fishes at the same time and does both successfully.

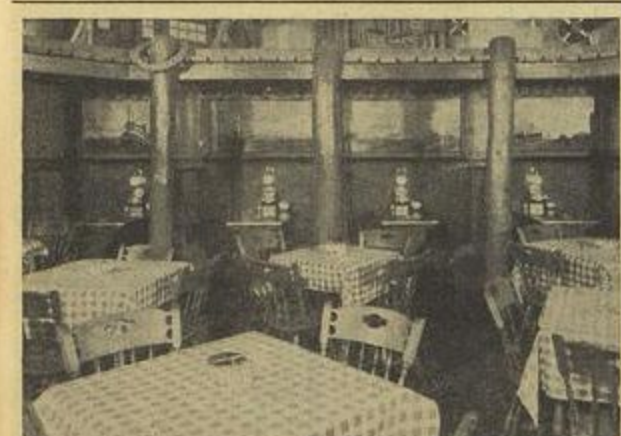


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DIRECT "TOUCH-TO-TOUCH" ACTION

SEE YOUR NEAREST "BUCKLEY" DISTRIBUTOR TODAY!

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Hunt W. Eldon
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1230 Broadway | FORT WAYNE, IND.
Indiana Sales Company
209 So. Concord Circle | OAKLAND, CALIF.
New Music Company
850 E. 14th St. |
| ALLENSTOWN, PA.
Paula Vending Co.
102 E. Ematt Ave. | GRANTWOOD, N. J.
Pathéco Novelty Co.
695 Patience Ave. | OMAHA, NEB.
Howard Sales Co.
1505 Farnam St.
Howard Sales Co.
1206 Farnam St. |
| AMSTERDAM, N. Y.
Columbia Novelty Co.
9 Blood Street | GREENVILLE, N. C.
McCormick Music Co.
217 E. Fifth St. | ORLANDO, FLA.
Southern Music Co.
878 W. Central Ave. |
| ASHBURY PARK, N. J.
Casino Amusement Co.
Monroe & R. H. Ave. | HABANA, CUBA
L. H. McHatters
Bazard Bldg., No. 321 | OTTAWA, ILL.
Wells Music Company
720 E. Main Street |
| ATLANTIC CITY, N. J.
Mollis Box Corp.
19 So. Virginia Ave. | HARRISBURG, PA.
Tri-State Music Co.
4123 N. 3rd St. | PASSAIC, N. J.
Famous Distributors
41 Garden St. |
| BALTIMORE, MD.
Oriole Coin Mach. Corp.
138 W. Mt. Royal Ave.
Phoenix Novelty Co.
2563 Pennsylvania Ave. | HOUSTON, TEX.
Sun Amusement Co.
513 Dallas Ave. | PERY, N. Y.
Silver Lake Amos. Co.
17 N. Main St. |
| BELMORE, L. I., N. Y.
Supreme Vending Co., Inc.
221 Grand Ave. | INDIANAPOLIS, IND.
Wind Music
828 Madison Ave. | PHILADELPHIA, PA.
Arthur L. Packard
Eastern Pa. Dist. Mgr.
Universal Amos. Co.
2010-12 Market St.
Quaker Vending Co.
720 E. Main Street |
| BIRMINGHAM, ALA.
Birmingham Vending Co.
2117 Third Ave., North | KNOXVILLE, TENN.
Triangle Music Co.
206 N. Magnolia Ave. | PITTSBURGH, PA.
Oriole Coin Mach. Corp.
1410 Fifth Ave. |
| BLOOMFIELD, N. J.
General Amusement Co.
25 Valentine St. | LADOGA, IND.
Merry Whirl Amusement Co. | PORTLAND, ORE.
Aubrey W. Stamer
807 E. W. 16th Ave. |
| BOSTON, MASS.
Best Sales Company
1022 Commonwealth Ave. | LEWISTOWN, PA.
Martin Shroy
114 Valley St. | PONTIAC, MICH.
Waltrine Enterprises, Inc.
83 Newberry St. |
| BROOKLYN, N. Y.
Brooklyn Amos. Mach. Co.
480 Broadway | LINDEN, N. J.
Arrow Amusement Co.
112 Northwood Ave. | ROANOKE, VA.
Roanoke Vend. Mach. Exch.
933 Center Ave., N. W. |
| BUFFALO, N. Y.
Best Amusement Co.
1442 Main Street | LOS ANGELES, CALIF.
General Music Company
2277 W. Pico Blvd.
Charles A. Robinson
1911 W. Pico Blvd. | ROCHESTER, N. Y.
American Coin Machine Co.
657 Ontario Ave., North |
| COLUMBUS, O.
G. N. Vending Co.
543 W. Broad St. | MANDAN, N. D.
Baker Sales Co.
308 Second St. | SACRAMENTO, CALIF.
D. S. Boyle
1021 Sixteenth St. |
| CHICAGO, ILL.
Martin-Lindell Dist. Co.
800 Lincoln Ave.
Niles Center | MASILLON, O.
Elton Sales Company
127 W. Trimmont St. | SAN FRANCISCO, CALIF.
William Gorham
(Pacific Coast Dist. Sales Mgr.)
1157 Post St.
Main Music Company
280 Colma Gate Ave. |
| CHATTANOOGA, TENN.
Dixie Amusement Co.
615 Cherry St. | MEMPHIS, TENN.
Tri-State Music Co.
684 Marshall Ave. | SAVANNAH, GA.
Wallace Amusement Co.
41 Habersham St. |
| CHESTER, PA.
Automatic Vending Co.
929 Parker St. | MEXICO, D. F.
Robert W. Weekes
Radio, Postal 8902 | SEATTLE, WASH.
Hoopering Brothers
102 Fifth Avenue, East |
| DALLAS, TEX.
Walbro Sales Company
1713 Young Street | MIAMI, FLA.
L. J. Thompson
825 N. W. 23rd Ave.
Bill Frey, Inc.
140 N. W. 1st Ave. | SPOKANE, WASH.
Crest Novelty Company
243 W. Trent Avenue |
| DAYTON, O.
A. S. L. Sales Co.
112-113 Washington St. | MILWAUKEE, WIS.
Patterson & Dennison, Inc.
6210 W. Greenfield Ave.
West. Alms. Dist. | SYRACUSE, N. Y.
Rex Amusement Co.
71 So. Salina St. |
| DENVER, COLO.
James E. Blackwell
(Mountain States Dist. Sales Mgr.)
Blackwell Distributing Co.
535 Buchanan St. | MINNEAPOLIS, MINN.
Music Installations
1318 Nicollet Ave. | TOLEDO, O.
National Sound System
2137 Pryor Lane |
| DETROIT, MICH.
American Novelty Co.
8105 Grand River Ave.
ELIZABETH, N. J.
Atlas Vending Co., Inc.
410 No. Broad St. | MOBILE, ALA.
Automatic Vender Co.
152 Houston St. | TRENTON, N. J.
Central Service Novelty Co.
504 Perry St. |
| ELIZABETH CITY, N. C.
R. D. Box
216 N. Balfie St. | NEWARK, N. J.
Music Systems of N. J., Inc.
641 Montross St.
Ace Music Co.
11 Coon Place | UNION CITY, N. J.
M. Bell & Sons
182 New York Ave. |
| ELWOOD, IND.
King Automatic Music Co.
1512 South "A" St. | NEW ORLEANS, LA.
Buckley Mfg. Sales Co.
8215 Canal Street
Pleasure Music Co.
1010 Poydras St. | UTICA, N. Y.
Rubin Sales Co.
410 Washington St. |
| FARIBAULT, MINN.
Goshier Sales Company
601 Central Ave. | NEW YORK CITY
Wm. Blatt
(N. Y. C. District Sales Mgr.)
Bell Music System, Inc.
557 Rogers Ave., Bklyn., N.Y. | WATERBURY, N. Y.
M. Forman
103 Public Sq. |
| FREMO, CALIF.
Joe N. Barry
104 N. First St. | | WILKES-BARRE, PA.
Rex Novelty Co.
17 N. Washington St. |



PACKARD PLA-MOR REMOTE-CONTROL UNITS in Pier 76, a cleverly decorated new location in Providence, R. I. The compact design of the Pla-Mor wall box makes possible the overhanging lights which illumine the nautical scenes. (MR)

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Ina Ray Hutton and her band will cut a flock of records for Okeh this week before her pianist, Roy Allen, is drafted into the army. . . . Bing Crosby's latest release for Decca, "Be Honest With Me" and Goodbye, Little Darlin', Goodbye," marks the first time Bing has gone for hillbilly recordings. . . . Dolly Dawn, who recently took over the George Hall band, has signed with Bluebird for four sides, with an option for more. . . . Artie Shaw has organized a new band for recording sessions only. It's a 22-piece outfit including Shaw, has 14 string instruments, and seven of the musicians are Negroes. First recording of this outfit will be out on the Victor label Friday (18). Tunes are "Love Me a Little Little" and "Don't Take Your Love From Me." Lawrence Welk will trek into New York August 19 for three days of recording for Decca. . . . Tommy Dorsey and his

band will embark on a four-week vacation starting July 28. Dorsey expects to spend most of his on a schooner off the New England Coast. . . . Reports around New York have it that Eli Oberstein, former head of the defunct U. S. Record Company, is about to take another foray into the recording business. . . . American Federation of Musicians' executive board will hold a special meeting in Chicago the Wednesday after Labor Day to consider the several resolutions introduced on the floor of its recent convention in Seattle, Wash. . . . Kay Kyser and Ginny Sims have been playing to some West Coast army camps for Hollywood's national defense committee.

Talent and Tunes 1941

A flock of mail has reached this pillar recently inquiring about The Billboard's third annual edition of Talent and Tunes on Music Machines. Operators, music publishers, band leaders, and band management offices have used the previous two editions as a reference guide and are anxious to have this data freshened up. For their information, the 1941 edition of the Talent and Tunes on Music Machines supplement will be included in the issue of The Billboard appearing on the newsstands the last week in September. Not only will the forthcoming issue of that supplement include all of the pertinent information about bands, tunes, and coin phonographs published in the first two numbers, but many added features will be incorporated into the 1941 edition concerning current trends and changes which have taken place in the industry the past 12 months. Too, there will be exclusive material heretofore unpublished in any trade magazine. Watch for it!

Release Previews

Xavier Cugat's next recording date with Columbia will include these tunes: "Mambo," "Pizzicato Polka," "The Anvil Chorus," "Spring Song," and "The Toreador Song." . . . "Neloni" and "This Love of Mine" were cut by Tommy Dorsey for Victor. His next session will take in "Blue Skies" and "Swingin' on Nuthin'." . . . "City Called Heaven" gets recorded by Shep Fields on Bluebird, Sammy Kaye for Victor, Will Bradley for Columbia, and Barry Wood on Victor. . . . Bing Crosby's next Decca release is "Pale Moon" and "Who Calls?," with the Merry Macs and



SAM TARAN SIGNS AS WURLITZER DISTRIBUTOR for Western New York. Taran affixes his signature while Wurlitzer District Manager Sam Cass looks on. Mayflosser will have an office at 356 Delaware Avenue, Buffalo, with Ray Peterson as manager. Arthur O'Meara will be sales representative. (MR)

Cohen Offering Baseball Game

MINNEAPOLIS, July 12 (DR).—William (the Sphinx) Cohen, head of Silent Sales Company, returned from Chicago today and announced a special sale on

Bob Crosby's Bob Cats assisting. . . . Decca's next on Woody Herman is "Night Watchman," backed by "Hey Doc." . . . Dinah Shore's newest for Bluebird is a ditty titled "Jim." . . . For swing fans, Mildred Bailey will be released on Decca with "Everything Depends On You," and "All Too Soon."

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:

WILMINGTON, DEL.:

All Alone and Lonely. Jimmy Dorsey.

Another late one for this maestro and already hitting the phonographs here. J. Dorsey's current popularity on the machines will probably give this number enough impetus to carry it quite a ways. Besides that, however, it's a good ditty, and operators here report plenty of life from it.

INDIANAPOLIS:

You Were Meant for Me. Connie Boswell.

This is a revival of an old tune and the Boswell version has become a top-ranker in the phonographs in this Midwest city. One reason for the record's nickel-catching power now is no doubt due to the movie Penny Serenade in which the tune is used. Operators should watch for this film and try to cash in on the tie-up.

DENVER:

Boulder Buff. Glenn Miller.

It's a hot jump-swing recording by one of the masters at that technique, and coin phonograph patrons in this Rocky Mountain area are giving it a good percentage of their nickels. Miller has been broadcasting and touring in the West the past several weeks, something which certainly has not hampered the maestro's drawing power in these parts.

DAVENPORT, IA.:

Henry, Dear, I Guess I'll Be on My Way. The Four Clefs.

Both of these are vocal race records, and for that reason the audience for them is limited somewhat. However, operators in this city and also in downstate Illinois report that they are using these numbers successfully in several of their locations.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended July 12 and the week before, ended July 5, see the Music Popularity Chart in the Music Department in this issue.

the well-known Texas Leaguer games. He said he was glad to be able to offer operators an attractive price on a game that had demonstrated its player appeal in all parts of the country. It is proving especially good for summer trade, he said.

Cohen announced that his firm would have at least six truck loads of the latest Keeney games on hand for delivery the coming week, and that he could recommend these games as high quality machines. They include the Contest game and the Sky Lark novelty replay game.

Another new Keeney game, called Twin Six, which Cohen says is the greatest games on the market for providing simple scoring features which the general public will appreciate, will also be included.

CITY CALLED HEAVEN

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P-12 . . . \$22.50	
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016 . . . 49.50	
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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 13)

BING CROSBY (Decca 3856)

Be Honest With Me—V. Goodbye, Little Darlin', Goodbye—V.

Crosby goes into the hillbilly field for his latest pairing, coupling two of Gene Autry's better-known ballads on one disk. Because of the corniness inherent in the songs themselves, they emerge as two of the weakest performances turned out by the incomparable Bing in recent months, but in his hands they are still head-and-shoulders above the average disk. It isn't exactly possible for Crosby to make a bad record; it's merely that in this case comparison with some of his other superb vocal jobs renders these tunes ineffective. John Scott Trotter and an eight-piece outfit lend a deliberately court tempo and instrumental performance to the proceedings.

If the songs haven't played themselves out on machines around the country, these Crosby interpretations of them may have a good enough chance. But figuring analytically, it's not made the grade, despite Bing's tremendous popularity. It's difficult to see these as doing much of anything along the phonograph.

ARTIE SHAW (Victor 27499)

Georgia on My Mind—FT. Why Shouldn't I?—FT.

Two more oldies are dressed up by Shaw, and turned out in the smartly tailored manner that has become a habit with him. His clarinet runs around, over, and under two more brilliant bits of arranging, and the Hoagy Carmichael and Cole Porter songs, on the A and B sides respectively, have rarely sounded better, fuller, or richer. The scoring is forceful and vivid, with the lush string section standing out both because of its own fine work, and also as contrast to heated jazz solos.

It is the same tradition as previous Shaw bits of musical comedy and other standard songs, either side here has coin phono possibilities. Whether they can be realized is a toss-up, because some of Artie's things along this line have been highly successful, while others, equally as good, have missed out.

JIMMY DORSEY (Decca 3859)

Time Was (Duerme)—FT. VG. Isle of Pines—FT. VG.

Becoming worn a bit thin after two too recent examples of the style, Dorsey's double vocal and changed tempo formula is used again on the first side here. As in *Ampapa* and *Green Eyes*, this latest Latin adaptation has Bob Eberly leading off in slow tempo, a middle ork interlude in stepped-up rhythm, and a Helen O'Connell swing lyric rideout. There is nothing wrong with the format—first *Ampapa* and current *Green Eyes*, with the lesser extent, proved that in terms of disk profit—but it's to be feared that the old axiom about getting too much of a good thing may be evoked if Jimmy keeps this up indefinitely. Plattermate is a slow ballad that stars Eberly, with the band getting little chance during its short inning midway up the side.

If the nickel-droppers haven't shed a bit of the two-vocal, two-tempo style that Dorsey employed on *Ampapa* and the currently popular *Green Eyes*, he will have another successful disk on the A side here. It's to be wondered whether he can do it three times in a row, but this band's records are exceedingly hot at the moment, and he may be able to accomplish what seems to be a little doubtful. Second side has machine potentialities via an attractive title, and the usual excellent Dorsey treatment and Eberly vocal.

LEW WHITE (Victor Set P-77)

Musical Dramatizations of Favorite Songs—Four-record album.

This packaging offers considerable to those who like to have a musical accom-

CITY CALLED HEAVEN

paniment to their nostalgia. White's organ blends with a mixed chorus, vocal soloists, violin, and harp in disseminating some pretty versions of sentimental ballads of the *In the Gloaming* and *The Last Rose of Summer* school. It's all done sweetly, quietly, and nostalgically, but it makes pretty tired record-listening, even taking into account the mood that is being striven for. This type of thing can be exciting in its own way, if handled with some degree of brilliance, but here it's pretty much of a lackluster job.

There is nothing about this album set or its individual records to interest operators in a widespread sense.

SAMMY KAYE (Victor 27498)

A Rose and a Prayer—FT. VG. Harbor of Dreams—FT. VG.

Kaye switches from the novelty groove of his *Daddy* and *Refrain* *Dragons* to return for the nonce to spry ballads. *Rose* and *A Prayer* is by far the better song here, and as such sounds better. It gets off to a better start, too, than does the reverse, with a particularly lovely intro setting the mood for Kaye's typically soft, sweet musical styling and Marny McKenna's straightforward vocal. Flip-over takes a weak number, whose only claim to glory is its resemblance in the first two bars of its melody, to Emmerich Kalman's beautiful *Play Gypsies, Dance Gypsies*, and makes it listenable in the pretty scoring that Sammy customarily brings to his disks. Tommy Ryan does the word-selling in his usual appealing manner.

Both songs here are commercial ditties of the first water, and despite the fact that both are ASCAP tunes and as such playable only on one radio network, their type is such that the plugging each will get on Mutual is almost certain to push them into the upper brackets. With Kaye's disks in demand now after *"Daddy,"* they make extremely likely items for any operator.

VAUGHN MONROE (Bluebird B-11207)

A Rose and a Prayer—FT. VG. The Worm Who Loved the Little Tater-bug—FT. VG.

Monroe does *Rose* and *A Prayer* in his expected solid ballad style, using an interesting and slightly different arrangement over a medium beat. Vaughn sells the lyrics on the first chorus, and winds up the side after some pretty brass blending. Companion piece is the more interesting side, tho, a cute novelty ditty that's scored with the tempo drive of a slow riff tune. The arrangement is excellent, and the beat is fine, with the machines of the number sold to the listener before Marilyn Duke comes up for her chorus. Her work is the clinching argument that sets the side down as one of the best releases of the week.

Either side is fine coin phono fodder, the A ballad because the song is quite likely to become a hit in its own right, and the reverse because it's a particularly salable novelty number whose natural gifts are vastly improved upon via perfect handling by the Monroe band. This one should have no trouble what-ever attracting attention under coin phono needs.

CONNIE BOSWELL (Decca 3858)

A Gey Ranchero—V. The Clock Song—V.

Miss Boswell contrasts a light, bouncy number in the *El Rancho Grande* vein with a number whose novelty-sounding title disguises its true slow ballad identity. On both sides she sings in her usual fine, individual style, her *Jersey Bounce* to the infectious tune and lyrics of the A song, and selling the B ballad with feeling and warmth. She hasn't much opportunity for anything but straight singing on either side, but her vocal style is distinctive enough to sound better straight than most singers do when attempting out-of-the-world arrangements.

Altho these aren't outstandingly unusual bits for the music machines, they present

operators with an opportunity for drawing in some nickels on the strength of a name performer, a fine performance, and worth-while material.

ART JARRETT (Victor 27501)

All Alone and Lonely—FT. VG. Green Eyes—FT. VG.

Jarrett's second Victor release at the helm of the former Hal Kemp band reveals again the same stylization that previously characterized the crew when it was headed by the late maestro. If anything, there is too much staccato trumpeting on both sides here, and used as it is for both melody lead and obbligato, it gets just a little tiresome before both numbers are finished. More of the subtle needs and less of the trumpet styling—in other words, a more shrewd balance of the two musical motifs that identified the old Kemp band—would have made this disk far better than it is. Babe Stuart (of the Smoothies) sings the A side vocal adequately, with Jarrett and the Smoothies holding forth on the B side workage. Art first and joined for a good swing ending by the trio.

Jarrett will find it a little foggy tough bucking Jimmy Dorsey's already established "Green Eyes" record, and there is nothing particular about the first side to attract undue phone attention. This band, once it catches on, and the public accepts it as it did the old Kemp crew, may be a definite asset on music machines, but it will take better recordings than these sides to accomplish that for it.

TONY MARTIN (Decca 3857)

Flamingo—V. Where in the World—V.

After his super-fine job on *Intermezzo* last week, Martin comes up with another equally good performance. *Flamingo* hasn't the complete beauty of the *Intermezzo* job, because the choral voices used on that one are lacking here. But the tune is very much in the Martin style, and he sings it excellently. There is a polish to Tony's vocal disks that not too many other recordings, either vocal or dance, possess. Dave Rose's suave and lovely instrumental backing adds to that finesse, and altho the B side song here is not up to *Flamingo* in quality, the Martin singing and the Rose accompaniment (with the accent on strings) make fully as listenable A side out of it.

The song on the first side has far more to it as a number than its companion here, and that being the case it's more in the coin phono pattern. It could be a profitable item, as sung brilliantly by Martin.

As the summer swings into its middle stretch, *The Billboard* is starting the machinery that has resulted for the past two years in the special Talent and Tunes on Music Machines Supplement which appears at the end of September. Editorial content of interest and significance to everyone connected in any way with the record business is now being prepared, and this year's supplement—the third annual one—is already shaping up as the best so far.

SHEP FIELDS (Bluebird B-11206)

Habanera—FT. You're Blase—FT. VG.

Fields's first recording with his new brass-less, all-reed band was an adaptation of a classical compo, *Marche Slav*, and his second pressing follows the same pattern. This time it's one of the exciting themes from Bizet's score from the opera *Carmen*, and it's handled with all the scoring ingenuity that characterized Shep's first disk. Lew Haring's arrangement makes colorful, unacknowledged use of the saxes, clarinets, flutes, and piccolo at his disposal, and the writing has both pretty spots (rare in fast-tempo ride arrangements) and driving, pulsating swing. Tenor sax and clarinet solos in particular are excellent. Plattermate is an English musical comedy song of several years ago, the reeds sound exceptionally pretty on the sophisticated melody. Also well arranged, particularly as to some fine obbligato, this side further displays the listening appeal of a band without brass, if the materials at hand are utilized correctly. Dorothy Allen sings a nice vocal, and a guitar bit is played well, and offers good contrast to the reeds.

The classical overtones of the A side militate against its machine chances, and the sophistication of the B song likewise is a handicap in getting over the phono hurdles. With more commercial song material, particularly strong pop tunes, Fields might be able to make his new crew highly attractive to phono patrons.

(See ON THE RECORDS on page 71)



TOP MONEY MAKERS IN ALL YOUR LOCALITIES

BING CROSBY Brahms' Lullaby (Cradle Song) You and I ... 3840

JIMMY DORSEY Blue Champagne All Alone and Lonely ... 3775

ANDREWS SISTERS Aurora Music Makers ... 3732

BING CROSBY Be Honest With Me Goodbye, Little Darlin', Goodbye ... 3856

GUY LOMBARDO Ma! I Miss Your Apple Pie Boo-Hoo ... 3822

WOODY HERMAN Intermezzo My Mom ... 3738

MERRY MACS The Hut-Sut Song Mary Lou ... 3810

JIMMY DORSEY The Things I Love Once and for All ... 3737

JOHNNY LONG Blue Skies Besu Night in Hotchkiss Corners ... 3823

JOHNNY MESSNER Daddy Mobile Flag Stop ... 3816

ANDREWS SISTERS Daddy Sleepy Serenade ... 3821

BOBBY BYRNE Do I Worry? Nighty-Night ... 3773

JIMMIE LUNCFORD Chocolate Battle Axxo ... 3807

DICKIE McBRIDE New It Makes No Difference New Tulsa Twist ... 5949

ART TATUM Wee Baby Blues Battery Bounce ... 8526



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Neiani*

Tommy Dorsey—27508

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Tommy's Mustache—
Corrido*

Feliciano Brunelli—27488

★ Plus This Trio
of Treats!

You and I*

The Angels Came Thru*

Glenn Miller—B11215

'Til Reveille

Dawn

Wayne King—27511

In the Hall of the Mountain

King

Harbor Dreams*

Alvino Rey—B-11216

* Vocal Refrain

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RECORD BUYING GUIDE--PART 1

Records and Songs With the Greatest
Money Making Potentialities for
Phonograph OperatorsRecords 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 ●

MY SISTER AND I (8th week)	JIMMY DORSEY (Bob Eberly) KING SISTERS BENNY GOODMAN (Helen Forrest)
INTERMEZZO (7th week)	GUY LOMBARDO (no vocal) WAYNE GOODMAN (no vocal) WAYNE KING (no vocal) WOODY HERMAN (Woody Herman)
MARIA ELENA (6th week)	JIMMY DORSEY (Bob Eberly) WAYNE KING (no vocal) TONY PASTOR (Dorsey Anderson)
DADDY (6th week)	SAMMY KAYE (Ensemble) ANDREWS SISTERS
THE HUT-SUT SONG..... (5th week)	HORACE HEIDT (Donna and Mer Don Juant) FREDDY MARTIN (Eddie Stone and Ensemble) KING SISTERS THE JESTERS
JUST A LITTLE BIT SOUTH OF NORTH CAROLINA (5th week)	GENE KRUPA (Anita O'Day) MITCHELL AYRES (Mary Ann Mercer) DICK TODD

● COMING UP ●

THE THINGS I LOVE JIMMY DORSEY (Bob Eberly)
BARRY WOOD
Climbing strongly toward the top is this ballad that has more to it
musically and lyrically than most of its type. Dorsey's recording is
the one that is to be found on a large majority of machines, with Wood's
version (A vocal one) trailing along behind, but managing to pull in
quite a few nickels on its own.

GREEN EYES JIMMY DORSEY (Bob Eberly-Helen
O'Connell)
Another Dorsey pressing that is going along to good profits despite its
being a sequel to Jimmy's *Anapola* both in type of melody and in
manner of interpretation. Usually follow-ups, particularly when they
come so soon after the original click, don't make the grade, but this one
seems to be the exception that proves the rule. This isn't as big as
Anapola by any means, but it's doing exceedingly well.

GOODBYE DEAR, I'LL BE BACK HORACE HEIDT (Ronnie Kemper-Donna
IN A YEAR Wood)
Managing to continue to attract its share of phono patronage, but
somehow not fulfilling the promise it showed when it debuted, this
song that takes its inspiration from the draft has hit a bit of a rut,
and doesn't seem to be heading any higher at the moment than it has
been the past couple of weeks.

BLUE CHAMPAGNE JIMMY DORSEY (Bob Eberly)
The apparently unbeatable Dorsey orchestra has still another fine music
machine item in this ballad that also is above average in melody and
lyric. This one isn't close to the top as yet, but it's on the way, and
probably the only thing that is holding it back is the presence of so
many other hit Dorsey disks around.

BOOGIE WOOLIE PIGGY GLENN MILLER (Tex Benke-Modern-
aires)
Mentioned as a "Possibility" in part two of the Guide last week, this
is now starting to hit the jackpot with a nice display of nickel-nabbing
strength. It's the first Miller recording to find its way into this section
in some time, and it looks good to give him the sort of hit he consistently
had last year.

YES, INDEED TOMMY DORSEY (By Oliver-Jo Stafford)
This T. Dorsey effort is only doing fairly well currently. It started its
career with an upsurge that it hasn't been able to maintain too well,
and altho it's netting some margin of profit for operators, it still isn't
as big as it seemed to indicate it would be when it got going.

KISS THE BOYS GOODBYE BEA WAIN
TOMMY DORSEY (Connie Haines)
Pretty fair, this cute movie tune will undoubtedly get better when the
film (of the same title) it comes from has its general release soon.
Miss Wain's vocal record leads Dorsey's dance version at the moment.

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."

FRIENDLY TAVERN POLKA HORACE HEIDT (Ensemble)
(12th week) Still managing to hang on.

AURORA ANDREWS SISTERS
(8th week) Weakening perceptibly in general, altho pretty good in
scattered locations.

EVERYTHING HAPPENS TO ME TOMMY DORSEY (Frank Sinatra)
WOODY HERMAN (Woody Herman)
(8th week) Not far from thru.

Names in parentheses indicate vocalists. Double-meaning 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.Take a leaf from the
Ole Professor's Book...
GO PLACES WITH
THESE 3 NEW
KAY KYSER
HITS!HERE'S
MONEY-MAKING FANFARE ON

Columbia RECORDS

36244
COWBOY
SERENADE
YOU AND IHere's a brace of winners
that hits all the high
spots. "Cowboy Serenade"
has that "Home on the
Range" appeal—plus all
the new tricks—and
makes good listening
with its slow, sweet
tempo. "You and I" is a
top arrangement of Meredith
Wilson's theme on
Maxwell House Coffee
Time.36137
'TIL REVEILLE
SAY WHENGet this pair going fast
on your coin machine
"from taps 'til reveille."
"Til Reveille" boasts a
de luxe vocal and some
fine and fancy work with
bugle calls. "Say When"
has plenty of that makes-
you-want-to-dance
tempo.36233 WHY DON'T WE DO
THIS MORE OFTEN
I'VE BEEN DRAFTEDHere's the one the fans have all been
clamoring for. Get your order in early
for this singable, danceable hit. Backed
by another sure-fire topnotcher... a
Selectee's Serenade that will start the
big parade marching right up to your
machine.Trade Mark—"Columbia"
Reg. U. S. Pat.
Off.ORDER FROM YOUR
Columbia
DISTRIBUTOR
TODAY!

ON THE RECORDS

(Continued from page 69)

JEAN SABLON (Victor 27500)

I'm Misunderstood—V. Sur Les Quais du Vieux Paris (On the Banks of Old Paris)—V.

Sablou sings the first side in English and the second in his native tongue. The accent, the intimate delivery, and the singer's smooth baritone make for nice listening entertainment on Ted Grouya's *Misunderstood*, and the reverse is interesting because it showcases Sablon more in character. With a vocal style, either in English or French, that is individual and quietly exciting, Sablon has a definite place on records today.

Except in locations with a French patronage, these sides contain little to interest operators.

BOB CROSBY (Decca 3860)

Do You Care?—FT. VC. Will You Still Be Mine?—FT. VC.

The answers to the two musical questions asked by the Crobyites here are given with little spontaneity. The band sounds tired, and the lively second side tune is spoiled thru being dragged over a full ensemble arrangement that has little life. Les Tilton makes up in part for the ork's indiscretions with a good vocal, and Crosby and the Bobolinks supply the A side wordage adequately.

It's hard to see operators becoming too excited about either side here. Tommy Dorsey's version of the B song has not found the phone popularity that it merits, and if that hasn't thus far, this arrangement of it isn't calculated to do it.

GLENN MILLER (Bluebird B-11203)

Peekaboo to You—FT. VC. Cradle Song—FT. VC.

The coyly titled *Peekaboo* to You swings along nicely in Miller's arrangement, and there is some brass tooting in the bright, precise style that helped to establish this band. Alto sax and trumpet choruses are good, and the Modernaires are okay, despite a slightly confused vocal arrangement. The reverse, however, is the side that commands real respect. Brahms' *Cradle Song*, as scored here by H. G. Chapman, is treated with all the dignity it possesses, and on it Ray Eberle sings with a sensitivity that he doesn't display too often in his balladry. Backed by glee club singing from the ork, his work is excellent, which is a good thing, inasmuch as three-quarters of the side is vocal. The whole performance here is the best answer to those intolerant classicists who believe that it isn't possible for a dance band to get out of the musical gutter.

"Cradle Song" is unusual enough to create a stir on coin phones, for despite its classical background, it has a simple sincerity that can be understood by anyone. As done here, it should make a profitable thing for operators. The first side presents far less that's different or unusual, but it might have a fair chance.

Parsons, of Buckley, Back From Survey

CHICAGO, July 12 (MR).—F. H. Parsons, vice-president of Buckley Music System, Inc., has returned from an extended trip thru the Southwest. After having visited a number of the Buckley distributors, he reports business on Buckley illuminated music systems going at top speed.

Parsons says: "My idea in calling on our distributors in the Central South and Southwestern parts of the country was for the purpose of paying a friendly visit and offering suggestions to facilitate the handling of business with the factory. In every distributor's office I found that the music system business was going at full speed and that installations were being made for music operators as fast as the installation men could do the work.

"Operators and distributors with whom I talked all seem to have the same idea that music systems should be installed in all of their good locations right away. Operators generally have become acquainted with what music systems will do for them in the way of showing greatly increased profits.

"As far as I can see, business conditions in our line are the same in every town, are on the increase, and by the close of this year we ought to have one of the best years we have had in some time."



HYMIE ZORINSKY, of the H. Z. Vending Company, Omaha, Neb., at the right, with Al Douglas, of Davol, Zorinsky, Davol distributor, entertained Douglas when Al made a recent trip to introduce the firm's three new hits, *American Flags*, *Lucky Smokes*, and *Races*. (DR)

Buffalo

BUFFALO, July 12.—Coin machine operations over the warm and clear Independence Day week-end reached some new highs.

Never before have penny arcades been so liberally patronized, and the equipment is of the newest and best. Every park in this vicinity is featuring the coin machines, and several parks have put elegant new fronts on arcades.

The Columbia-Okch record distributorship, which was given up by W. Bergman Company here July 1, has been taken over by the Westinghouse Merchandising Company, Inc.

Another big change is to take place here July 15 when the Wurlitzer phonograph distributorship for this territory will change hands. Harry Winfield, whose J. H. Winfield Company had been the local Wurlitzer outlet for many years, will continue his salesroom for pin games, novelty games, and merchandise of all kinds, as well as his operator's set-up.

New Wurlitzer distributor here, starting July 15, will be the Mayflower Novelty Company, headed by Sam Tarah, of St. Paul, which will establish a local branch.

Phil Rich, American Cigarette Machine Company, who is spending practically all his time on the sale of Pla-Mor wall

BEAUTY plus UTILITY plus ECONOMY

Tested and Endorsed by the Nation's Leading Music Ops and Distributors!



ULTRATONE

Chandelier Baffles

CHROMIUM
NON-ILLUMINATEDSuspended from a Single Ceiling Point
Like a Standard Lighting Fixture.

MODEL UA: 31 in. diameter. Accommodates 15 in. or 12 in. Speaker. \$28.50

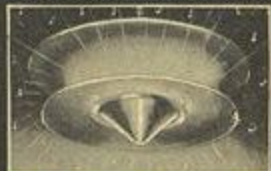
MODEL UAS: Same as above, equipped with finest quality TRI-WAY PM 12 in. Speaker. \$39.00

MODEL UB: 24 in. diameter. Accommodates 12 in. or 8 in. Speaker. \$27.50

MODEL UBS: Same as above, equipped with finest quality TRI-WAY PM 12 in. Speaker. \$38.00

Nothing in the music field today makes it as easy to obtain first class locations as a promise to the proprietor to install an Ultratone or Illumitone Ceiling Speaker. A beautiful fixture PLUS a new magnificence of tone with a full 360 degree coverage to every corner of the room. One of these speakers suspended in the center of the room often takes the place of three or four auxiliary speakers otherwise necessary. Order today for immediate delivery from your nearest Distributor or direct.

All Prices are Net F.O.B. New York
Subject to Change Without Notice



ILLUMITONE

Chandelier Baffles

GOLD OR CHROME
ILLUMINATEDBeautiful Indirect Lighting. Shipped
Completely With Baffle.

MODEL IB: 31 in. diameter. Gold. Accommodates 15 in. or 12 in. Speaker. \$30.50

MODEL IBS: Same as above, equipped with finest quality TRI-WAY PM 12 in. Speaker. \$41.00

MODEL IC: 31 in. diameter. Chrome. Accommodates 15 in. or 12 in. Speaker. \$34.50

MODEL ICS: Same as above, equipped with finest quality TRI-WAY PM 12 in. Speaker. \$45.00

NEW! TRI-WAY FEATHERWEIGHT
Permanent Mount Pick-Up
A Adapter & Volume Control Unit
Try this unit in some location where records are wearing out fast and see what a tremendous difference this volume adapter and volume control combination makes in the lasting quality of records—in addition to the permanent improvement in tone quality—no wax savings! No service calls and record costs! No drilling or machining. Installed in five minutes.
Single unit for WURLITZER \$18.50
24", 30" & 36" 60". Each \$24.50
Twin Unit for installations using two WURLITZER 41" & 48" 61". Each \$24.50

TRI-WAY PRODUCTS CO., INC. 108 E. 27th ST. NEW YORK
Pacific Coast: MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

boxes at present, reports an installation in Lockport, N. Y.

Vic Stehlin, president of Buffalo Amusement Operators' Association, now recovered from his recent operation, is still thinking about his idea of going into the arcade business. His daughter Alice recently left the Stehlin family in name when she married Charles J. Breisinger June 28. Breisinger is assisting Vic Stehlin in the operation of his amusement games biz.

Al Bergman, Royal Amusement Company, just announced plans to enlarge and redecorate his retail record store.

He is setting up separate headquarters for his operating business. Job including installation of a credit system for purchase of radio, recorders, etc., and other new merchandise in addition to records. Opening is scheduled for August 15.

Mrs. James Hakestele, Iroquois Amusement Company, is president of the Buffalo council of the Women's Benefit Association, which is holding its golden jubilee State convention in town this week. She has spent a good deal of time entertaining the 440 attending men and women.



BOB CHESTER, RISING YOUNG BAND LEADER, visits with Joe Weinberger, Southern Automatic Music Company's chief in Cincinnati, and operator Jack Markham at Ohio's 20th Century Cafe. Chester is enthusiastic over the ear-level tone reproduction of the Seeburg HiTone Symphonola, Weinberger reports. (MR)

CITY CALLED HEAVEN



Fulton Bag & Cotton Mills
write for prices

MUSIC OPERATORS QUICK CASH

FOR USED RECORDS

We pay the highest cash prices for Used Records of all types. Give quantity, details, description. UNITED, P. O. Box 1000, Newark, N. J.

PHONOGRAPH HEADQUARTERS

WURLITZER

61

COUNTER MODEL WITH STAND
GUARANTEED \$79.50 PERFECT

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-GLO \$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 39.50
- Air Raider 109.50
- Heavy Bomber 119.50
- Sky Fighter 175.00
- Anti Aircraft (Brown) 69.00
- Buckley De Luxe Digger 89.50
- Love Testers (Used) 125.00

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
- \$22.50



1/3 Deposit With Order

GERBER & GLASS

914 Diversey Blvd., Chicago

EASTERN FLASHES

NEW YORK, July 12.—George Ponsler is personally supervising the Mills Panorama promotion, while the rest of his organization handles the other lines. Seymour Plich is active taking orders for Gottlieb's new release, Spot Pool. He is also handling a constant flow of used machine orders. In addition, Jack Miznik is kept on the jump seeing that plenty of Packard's Pla-Mor boxes are installed.

Mike Munves has been shipping used games daily, and Joe Munves reports no let-up in demand for arcade equipment despite the fact that the season is well under way. Brother Mark states that operators have not been receiving his literature the past month because orders have been far in excess of games available.

The three Ambassadors, Al Sherry, Phil Gould, and Al Koonde, announce they have taken an additional store to be used for shipment of used games. . . . Al Simon and Jack Semel, of Savor, say the stress of handling Chicago Coin's new game, Show Boat, and taking care of their mail order and local business on used games leaves them little time for themselves.

Bill Alberg and Charley Aronson, of Brooklyn Amusement, are enthused over the reception Evans Super Bomber is getting. They are telling operators to prepare for Evans Play Ball, which will be ready for delivery any day now. . . .

ational Mutoscope Steel Company, Ace Bomber will break all previous sales records set by the firm, with orders mounting amazingly. . . . Irv Grunstein has developed into a movie camera fiend since purchasing a new moving picture machine. . . . Harry Block seems to be cornering the parts and supplies market. He recently bought out the Miraban parts and supplies department and is now dickering with another outfit on a similar deal.

PAST FLASHES

Roy McGinnis reports that business is really humming in good old Baltimore. . . . Joe Ash, of Active, Philadelphia, is making big strides in the direction of being the top spot in his locality. . . . Dave Stern, of Royal, Elizabeth, N. J., took his vacation over the Fourth and did he burn when the rains came. . . . Max Levine, of Scientific, is still undecided about vacation plans and may not be able to get away at all with the orders for Hating Practice keeping him at his desk.

Hymie Budin returned from Chicago this week in the heat of spirits. He says Stoner will soon have a big surprise for operators. . . . Harry Shifman, of Atlantic, is doing a big job on new and used equipment, both in town and nationally. . . . Jack Berger, of Newark Coino, says this is another year he will have to pass up his vacation. . . . I. L. Mitchell is getting ready to move into larger quarters. Mitchell maintains it is the only way he can keep his many new customers satisfied.

Tony Gasparro, of Weston, is rushing all over town getting orders for Exhibits

ing his hand at selling equipment for the various manufacturers and is doing a good job. . . . Harry (Get-Together) Samuels can be found almost nightly at the Rendezvous of Hotel Schneider.

DeWitt Coeger, Schenectady, N. Y., is the originator of the following slogan: "Late to bed, and early to rise, and you're bound to get the best locations of the other guys." . . . Del (Smiling) Heneman, Schenectady, N. Y., can be found every night on his front porch cooling off with a case of beer.

Tony (Durrell) Degutis, New Britain, Conn., is out of the hospital after a siege of four weeks and is back in full swing. . . . Max (Baron) Puttman, after supporting the New York race tracks for a spell, is back at work in New Britain. . . . Alex (Flash) Guid is emulating the famous monk trio. He hears, sees, and says nothing. . . . Sol Chain, New Bedford, Mass., is going to town with his Newscis. . . . Joe Rubin and wife came into the city from Utica for a visit.

Cleveland

CLEVELAND, July 12.—Lou George, Canton Automatic Phonograph Company, Canton, O., out of the hospital and getting along fine.

Joe Young, manager of Graham Distributing Company, is receiving compliments on the new display of Wurlitzer machines at his showrooms. The company had a Wurlitzer demonstration at the Ohio Music Teachers' Convention, Cedar Point, which drew much attention. Graham firm has opened a Toledo office and showroom at 221 15th Street. W. J. Condel is manager. Harry Graham, of the Detroit office; Joe Young and Bob Bleekman enjoyed a fishing trip at Manistee. Bob has moved his home from Chicago to Cleveland. He has his arm in a sling due to a fracture but it does not interfere with his business activities.

Preparations for the celebration of Sweetest Day, October 18, have been started by the Sweetest Day Committee. Begun in Cleveland 21 years ago it is now observed all over the country. W. M. Hinson, secretary, states indications point to this being the best year for the event since its inception.

Ben Cohen and Bill Ulrie are on the road for Avon Novelty Sales Company and bringing in loads of business. Art Nagel, company head, reports, The Cleveland area has many new spots opening up and the already established ones are adding to their equipment.



BUCKLEY MUSIC SYSTEM INSTALLATION CREW supplies North and South Carolina under the capable management of the McCormick Music Company, Greenville, N. C. (MR)

Bert Lane has a problem keeping a Drive-Mobile displayed on the floor.

Sam Sechs, of Acme Sales Company, states that his distributors are sending truck loads of phones to the factory for remodeling. . . . Maurice Kusner, of Tully Bowl Manufacturing Company, says his new bowling game is still riding high. . . . A beautiful interior decoration job has been done at the DuGrenier offices on Cohn Row. . . . Bill Wiener, now in Pennsylvania with U-Need-a-Pak's Model 500 cigarette merchandiser, reports business terrific.

OF MEN AND MACHINES

Charley Litchman, of Midtown, is flooded with used game orders. . . . DeWitt (Doc) Easton, Eastern regional director for Buckley, finds it necessary to cover his territory more often as a result of increased sales. . . . Barney (Shug) Sugarman, of Royal Music, reports that Buckley music is sweeping New Jersey and is in many class spots in the State.

Bert Lane, of Seaboard Sales, reports orders for Genco's Captain Kidd are coming in faster than ever. He states, too, that Genco will have a big surprise for operators soon. . . . Used music, reconditioned thoroughly, is what brings operators to National Novelty headquarters. Earle Becker's policy of handling the best in music has stepped up demand considerably.

Jack Devlin, of Pittsborough, says that Speed Ball, Bally's latest, is making a big hit. Fitz received a flood of calls from his out-of-town friends during Old-Timer's Week. . . . Miss A. M. Strong reports that operators using the new O. V. Adams Guns vendors are sending in letters of appreciation and re-orders. . . . According to Bill Rabkin, of Interna-

West Wind. . . . Jack Key, of Aoe, reports his new showrooms have attracted a number of new customers, with the colmen taking advantage of his air-conditioned offices during the hot days.

Joe Pashman is well satisfied with the way operators took to Koeney's Sky Ray and clams orders are still piling in. . . . Murray Sandow, of Simon Sales, is sending out loads of used equipment. "We have the finest mechanics in the city," Murray claims, "and when we release a game it's in perfect working condition."

HERE AND THERE

Fred Iverson, Seaboard Sales, has just returned from a trip thru New York State with a book full of orders for Genco's latest game and Mutoscope's Ace Bombers. While in Utica, Fred spent a day with Charley Gorman, sailing on Oneida Lake in Charley's boat. . . . Johnny Biliotta, Newark, N. Y., has increased his route and added some Ace Bombers to his arcade equipment.

Joe Hanna, Utica operator, is now try-

CITY CALLED HEAVEN

Music operators - get wise, use Miracle Point Needles

M. A. GERRIT CORP., 2947 NO. 30 ST., MILWAUKEE, WIS.

USED RECORDS

BOUGHT FOR CASH
 A. de KIKI, 220 Fifth Av., New York, N. Y.

A Quality

Just 2 Things To Do For Credit:
 1. Send Your Order With 10% Dep.
 2. Send Us the Name of Your Bank.

CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE

The kind of QUALITY BUYS listed below are bringing more and more operators to NATIONAL Novelty Co. Write WIRE OR SEE US ON YOUR REQUIREMENTS TODAY!

Wurlitzer 24, attractively reconditioned . . . \$109.50	Wurlitzer 616A . . . \$64.50
Wurlitzer 616B . . . \$109.50	Wurlitzer Standard . . . \$109.50
Wurlitzer 616C . . . \$109.50	Wurlitzer 616D . . . \$109.50

LIKE NEW! Our special Marble-Glo reconditioning process works wonders with our used phonos, inside and outside.

FREE! Write for National's Illustrated 15 x 24 1/2" Packed with quality buys of every type.

"America's QUALITY Used Game Headquarters"
NATIONAL NOVELTY CO.
 183 MERRICK ROAD, MERRICK, L. I., N. Y.

★
RIGHT UP AT THE TOP!

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 (Souvenir 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 OKEH RECORDS

- No. 6120—Charlie Spivak (dance)

★

From The Billboard's Record Buying Guide, July 12—

INTERMEZZO Tony Martin
It may seem odd to operators to find this song after it has been established for so many weeks as a top-ranking photo item. But in Martin's version it is done so superbly that it must be included in any appraisal of the week's outstanding records. It is also mentioned here for those operators who may want to keep the song in machines but who feel that a change of artist would prolong its life under the needles. This vocal arrangement of it, had it come along weeks earlier, would undoubtedly have been one of the biggest, if not the biggest, versions of this lovely ballad.

★

Publishers of INTERMEZZO

EDWARD SCHUBERTH & CO., INC.

11 E. 22ND ST.
NEW YORK

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.

'TIL 'REVEILLE KAY KYSER (Harry Bobbit)

Beginning to attract a considerable amount of attention in the machines in which it is now available, this Kyser recording would seem at the moment to present extremely bright future possibilities. And the future may be quite immediate, if the interest already aroused continues to grow.

BRAHMS' LULLABY BING CROSBY

A flood of excellent Crosby records has descended upon operators, and it's entirely conceivable that the latter are having a pretty tough time trying to figure out which to get started under the needles. Of the batch (of which any or all are potential successful disks) this one and the one listed below look most promising at the moment. In Bing's hands the Brahms' Cradle Song is done beautifully, and some operators are already finding it profitable.

PARADISE ISLE BING CROSBY

This is the second of the more likely looking Crosby pressings at the moment. It also is meeting with some favorable reaction from operators and their patronage alike, and it's quite possible that another week will find that reaction growing in intensity.

LET ME OFF UPTOWN GENE KRUPA (Anita O'Day-Roy Eldridge)

Some interest is being shown by nickel-droppers in this Krupa disk that offers a good swing tune, some fine trumpet playing by the septa Roy Eldridge, and a good vocal by Anita O'Day and Eldridge. There hasn't been an out-and-out riff tune in the boxes for some time, and this may be the one to break the spell.

NINE OLD MEN TOMMY DORSEY (Pied Pipers)

One of the best Dorsey recordings, both in the musical and the commercial sense, to come along in recent weeks. Its title is almost certain to attract attention, with most people presupposing that it has something to do with the Supreme Court. Actually, it has nothing whatever to do with that august body, but it's a lilting swing number that makes a strong possibility for operators.

TWO HEARTS THAT PASS IN THE NIGHT CHARLIE SPIVAK (Garry Stevens)

This has been mentioned in this space for a couple of weeks now, and although nothing has happened to the record to warrant its being put into the "Coming Up" section of Part 1 of the Guide, still there is enough action on it to make it necessary to keep operators in general informed of its presence, until such time as it either hits in a bigger way or it fades out.

● 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.

JIM DINAH SHORE

Operators, of course, remember how popular was Miss Shore's Yes, My Darling Daughter, and in this side she has another record that may very well duplicate the success of the previous hit. The song is modeled along the lines of the pop classic, Bill. And Dinah's singing of it is bound to create a great deal of phono interest.

ROSE AND A PRAYER SAMMY KAYE (Mary McKenna)

An ASCAP song, this ballad is likely to receive much plugging on Mutual, which will help it to establish itself despite its being banned on other networks. Jimmy Dorsey has had a record of it out for a few weeks, and the number may be fine for operators either in his version or in Kaye's. The latter does his usual soft, soothing job, and the combination of the song and its performance here definitely makes this item one of the best potentialities of the week for machines.

THE WORM THAT LOVED THE LITTLE WATER "BUG" VAUGHN MONROE (Marilyn Duke)

An extremely appealing novelty number that Monroe elects to do as a slow swing tune, this ditty is treated to an arrangement here that combines a good many of the elements that go to make up a click disk. The title is an attractive one for an identification slip, and the melody and lyric are infectious. Played and sung in a way to take the best advantage of the material at hand, here is something operators may do very well with.

CRADLE SONG GLENN MILLER (Ray Eberle and Ensemble)

Altho Bing Crosby has a slight head start on Miller as regards this Brahms' lullaby, Glenn does it so beautifully that there is no reason his disk can't supplement Crosby's under coin phono needles. Done in glee club style, and sung with much feeling by Ray Eberle as the solo voice, it's one of those distinctive recording performances that can't fail to garner a large share of attention if heard only once.

Names in parentheses indicate vocalists.

Double-measure records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are Going Strong and Coming Up in Music Machines appears on another page in this department.

●
RAYMOND SCOTT
goes to
town

IN A SUBWAY FAR FROM IRELAND

COLUMBIA RECORD 36211

●
HERE'S WHAT BILLBOARD SAYS ABOUT SCOTT'S NOVELTY HIT IN THEIR JULY 12TH ISSUE:

"An unusual novelty number, this one comes from Scott's writing pen and boasts, as its attractions for phono fans, an intriguing title, a melody with a lilt, some amusing lyrics, and the unison band chorus singing currently popular."

SO,

WHAT'RE YE AFTER
WAITIN' FOR . . .
GET IT WHILE IT'S
ON ITS WAY UP!

FROM YOUR COLUMBIA
DISTRIBUTOR



ESQUIRE PREMIUM VENDOR

1941's OUTSTANDING SUCCESS



Simple Premiums Displayed in Vendor. Ball Gum concealed Eliminates Cheating. Complete Unit Consists of 1 ESQUIRE PREMIUM VENDOR, Standard Powder Blue Finish; 1 DISPLAY INSERT IN MACHINE; 1 DOZ. SMALL TWO-BLADE KNIVES; 1 DOZ. LARGE SINGLE-BLADE KNIVES. MACHINE FILLED WITH 1100 BALLS OF GUM, INCLUDING 20 STRIPED BALLS READY TO BE SET ON LOCATION. Don't be misled by cheap imitations and inferior merchandise! Be first in your Territory with this proven money maker!

ENTIRE DEAL ONLY **\$12.50**
Rush Your Order Today!



VIEW-A-SCOPE

Shows Life-size T R U S FILMS in three dimensions. Scenic, Stage, Night Guns, Chiller's SPECIAL SALLY HARD, EARL OARROLL'S BEAUTIES AND OTHERS. Shows Standard Film Only \$29.95 Ea. Complete with 3 Films.

Operates on single Dry Cell Battery.

SILVER KING

\$5.50 Each in lots of 10

ONE OF THE 250 MODELS
5 lb.
"SILVER KING,"
\$6.50
10 at \$5.50

1 SILVER KING
10 LBS. CANDY
1 GROSS CHARMS

ALL FOR **\$8.45**
ONLY

Limited Time Only.
Rush Your Order
Now!

TORR 2047 A-50. 68
PHILA. PA.



Tax on Venders Definitely Dropped, Is Latest Report

WASHINGTON, July 12.—Latest reports here on the progress of the general excise tax measure is that governmental legal experts are now whipping the revenue act into shape for presentation on the floor of the House about July 16.

According to latest information, the proposed plan to tax merchandise vending machines a yearly \$5 fee has definitely been dropped. As reported last week, the House Ways and Means Committee voted to eliminate this suggestion, and nothing affecting this specific proposal has occurred since then.

Several of the products to be vended thru merchandise machines, however, appear definitely scheduled to bear part of the tax load. While an exception has been made for nickel soft drinks sold in bottles, the strap used to make these drinks is to be taxed 4 cents per gallon. Carbonic gas, used in bulk beverage venders, will be taxed 4 cents per pound.

Despite all the efforts of the National Confectioners' Association, it looks as though the candy and chewing gum will be taxed 5 per cent of the manufacturer's sale price. Altho tax on cigarettes and other tobacco products will remain the same, operators of machines will have to pay a new tax on matches of 3 cents per 1,000.

Latest reports indicate no change in the \$25-a-year use tax for coin machines employing cash or token payouts.

Of course, it is quite possible that both

the Senate and the House may make extensive changes in the bill, but indications now are that the act will go thru pretty much "as is" inasmuch as the legislators, recognizing the need for speed, appear willing to forego extended debate on the measure in an effort to get it rolling as fast as possible.

Lost Shipment Of Pipes Started Cigarette Business

DO YOU know how cigarettes came into existence? The tale is told in a recent editorial appearing in *The Chicago Daily News* in connection with an announcement that Somerville, N. J., authorities are seeking to tax the huge \$232,000,000 fortune of Doris Duke.

Here is the history as written in the *Chicago paper*: "The tale of this gigantic cigarette fortune, of which Doris Duke's share is but a part, is a chain of little incidents that grew into big money. It all started with the failure of a shipment of pipes to reach the French Legionnaires fighting in Syria, according to the French Syrian habit, some 100 years ago. The Legionnaires were besieging Acre, another old French custom since the Crusades. Hungry for a smoke, some unknown soldier emptied the powder out of the old-fashioned paper tube used to fire muzzle-loading smooth-bore cannon. He put the tobacco where the powder should have been and the first cigarette came into the world.

"A third of a century later Joe Johnston surrendered his army to Sherman not far away from the North Carolina hillside farm of old Washington Duke. Old Wash's main assets consisted of a bunch of big-boned heavily muscled sons, all named after Presidents like Wash himself. One of them was James Buchanan Duke, who made most of the money that the New Jersey politicians now hope to tax.

"But the tobacco business was started by old Wash, who sold tobacco to many of Sherman's soldiers. It was good tobacco and old Wash asked his Yank customers to write him for more when they got home, if they liked it. They did, and the Duke started to get rich.

"But they didn't get into the big money until someone invented and patented a cute little paper box in which to pack cigarettes. The fags needed advertising. Cigarette smoking spread in America, but very slowly, from two feet—New Orleans and the Rensselaer Polytechnic Institute in up-State New York, where Spanish-American engineering students liked to go to school.

"The little box attracted James B. Duke, who was propagandizing the cigarette with all the fervor of a North Carolina evangelist in his native hills. Duke saw that the box was ideal for packing advertising matter with the fags and he wasn't long deciding what the most effective advertising matter would be. Miniature reproductions of photographs of Lillian Russell, Anna Held, Frankie Bailey, and other glamour girls of the '80s and the early '90s were packed in every one of Duke's patented cigarette boxes and before long Duke was forming the Tobacco Trust.

"Everybody was doing it, but Duke was an early bird—his trust was doing business early enough to share honors with the Oil Trust and the Sugar Trust when Carbonists Davenport and Oppen began to draw those saucer-eyed, big-bellied sketches of old 'Uncle Trusty' in his various roles. Duke's trust was also one of the first to be "busted" by Theodore

Roosevelt, but its fragments lived happily ever afterward.

"It required one more war to make the cigarette virtually universal. Up to 1917 most Americans rolled their own. In many communities the factory-rolled fag carried a faint imputation of effeminacy. Only dudes were supposed to use them. But the war cured all that. The soldiers liked the convenience of the ready-made smoke as they liked the strict watch. Both were freed from all taint of dudishness by the A. E. F."

Jersey CMA's Budget Approved

NEWARK, N. J., July 12.—At a regular meeting Tuesday evening (8) the board of directors of the Cigarette Merchandisers' Association of New Jersey, Inc., discussed and approved the budget for the last half of 1941. Michael Lascari presided at the meeting.

Additional information on the wages and hours regulations was given to members. A new arbitration committee was also selected, and includes Michael Lascari, of Public Service Tobacco Company; Howard Kass, of Automatic Stores, Inc.; Michael Herman, of Mechanical Merchandisers' Company; Harry Malkin, of Malkin Sales Company; and Jack Radigan, of How Vending Company. A number of cases were heard.

House Limits Time On Mass. Cig Tax

HARTFORD, Mass., July 12.—A bill now before the Massachusetts Legislature would extend the existing tax of 2 cents on each package of cigarettes until June 30, 1943. Representatives rejected a provision making the life of the bill coterminous with that of the old-age assistance act.

Several amendments were accepted, including one which allows cigarette distributors 1 per cent of the tax each collects to cover expenses incurred in its collection.

Rugged Dependability! Carefree Performance! Built For Operating!

That's **Northwestern** BULK VENDING EQUIPMENT

Everybody alert operators are turning to Northwestern for their most profitable and dependable investment in bulk vending. Built for operating—that's the reason. Class Eye-catching beauty! Yet having all the ruggedness and dependability for years of carefree performance. Wide selection of money-making models to meet every location requirement. Invest in security—know you are buying the best!



Write today for information on our complete line of machines—our free trial offer—liberal financing and trade-in plan!

THE NORTHWESTERN CORPORATION
10 EAST ARMY TRAIL STREET, CHICAGO, ILL.

ASCO WEEKLY SPECIALS

VENDORS
1c Peanut 2 1/2 lb. \$1.95
1c Peanut 5 lb. 2.95
1c Hershey 40 bar 1.95
1c Hershey 54 bar 2.95
1c Bisk-Due 2 col. 2.95
1c 400 B. Gum 2.95
1c Silver King 5 lb. 3.95
1c Granito 2 col. 3.95
1c Eveready 4 col. 3.95
1c Adv. 211 Paul 3.95
1c Rubins 2 col. 4.95
1c Master Pops 5.45
1c Snacks 3 col. 7.95
1c 72 One, Bal. G. O. D. Send for Complete List.

Ball Gum, 25 boxes . . . \$2.75
Pistachio Nut, 1 lb. . . 38
COUNTER GAMES
1c Cris. Cross-B. 54.95
1c Bingo Bd. . . 5.95
1c Imp. Clap-Off 6.95
1c 1000 B. Gum 11.95
1c Sunfire 80 . . 11.95
1c Home Run Bdg. 11.95
1c Morris Target 12.95
1c Roll-a-Pak . . 12.50
1c Kicker-Catcher 23.75
1c American Flgs 22.50
1c Lucky Snacks 22.50
1c 72 One, Bal. G. O. D. Send for Complete List.

ASCO, 140 ASTOR ST., NEWARK, N. J.

Convention Okehs U-Need-a-Pak 500

BROOKLYN, July 12 (MR).—Leo Williams, vice-president, and Murray Wiener, secretary of U-Need-a-Pak Products Corporation, advise that their display of the new Norman Bel Geddes-designed Model 500 cigarette merchandiser at the Ohio State Tobacco Association Convention at Cedar Point, O., July 8-10, was very successful.

"The Model 500 was well received at the convention, as it was upon its initial release at the Chicago Coin Machine Show in January," explained Wiener. "Operators were shown actual production machines right off their assembly lines. The streamlined central delivery, graduated keyboard, and mounted mirror were the talk of the convention."

Williams and Wiener visited several accounts in the Midwest after leaving Cedar Point and will return to New York next week.

COMING EVENTS

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.

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, July 12.—Curley Robinson, managing director of the Associated Operators of Los Angeles, Inc., has again taken the lead toward building good will for his organization. This time it's a Drive Safely Campaign. Operators were mailed stickers for the inside of their windshields. Sticker has picture of little girl playing with her doll and caption is "Have a Heart, Mister! Drive Safely." At the bottom of the sticker are the initials A. O. L. A. C., Inc.

That word of advice is for the other fellow, but to the member using this sticker on his car Curley has addressed an important message on the back of it. It reads, "Drive Safely—Save a Life. Design for Living. The most lovable quality any human being can possess is tolerance. It is the vision that enables one to see things from another's viewpoint. It is the generosity that concedes to others the right to their own opinions and regularities. It is the benignity that enables us to let people be happy in their own way instead of our way." It is signed by the A.O.L.A.C.

In the way of general news, the operators report business holding up to expectations. The expected lull following holidays did not come and coinmen are glad to report that things are clicking. Cigarette vending machine operators report good sales from their machines in the sections in which there are defense industries. One important spot is the Shipyard Workers' Union at San Pedro, where 3,400 members are in the local. Machines in this and similar spots are netting top sales. Candy bar and nut vending machines are doing all right in factories geared for the defense productions.

Photographs are also getting their share of the business. In the downtown section of Los Angeles, where soldiers and sailors congregate when on week-end leave, machines get good plays. Jim Alle has a machine in Italian Kitchen, spaghetti spot, that is bringing in a nice sum. He uses remotes, and convenience is netting Alle a pretty penny. Joe Lein Amusement Company has photographs spotted along the beachfront eating spots at Santa Monica, and they, too, are doing a good business.

The Palladium in Hollywood, where Abe Lyman is winding up a four weeks' engagement, was the scene of a gathering of Victor people the other night. Noted in the group were Harry Mizson, recording director of RCA; Jack Jenkins, Mr. and Mrs. Walt Buckel; Jack Smith, Paul Braunt, and Mel Foster. The talk during the evening hinged on Lyman's recording of *FeedBack Freddie*. Eddie Heller is Lyman's record promotion man and has been kept busy visiting music machine operators in this section.

Mac Mohr is still busy as ever putting out Daval and Baker products. He is contemplating a trip to San Francisco to

look over the situation again. It was not long ago that Mohr made this swing around the territory.

E. C. McNeil, of National Vendors, Inc., is back in L.A. following a jaunt to the factory in St. Louis. Business, he reports, is on the upgrade and many of the operators will be forced to stick to their guns this summer rather than take vacations. With buildings for defense projects being completed from time to time, McNeil is of the opinion that the boys will stay on the job to install their machines in these new locations.

Cal Brown, of Mills Sales, is looking at literature from Lake Tahoe, but it doesn't mean a thing. Brown says he's too busy to even think of taking a rest. He says that Mills Paboran is clicking in this section. Edna Campbell, who held honors as a diving star, is undecided about her vacation, but it will be where there is good swimming. Her only comment on the two weeks off is that she'll go where there's lots of sunshine and where sports predominate.

Cliff Blake and Max Kraut, U-Need-a-Pak representatives on the West Coast, recently closed a big deal with Coast Cigarette Vendors, Inc. At the present time Blake is keeping batch, as Mrs. Blake and son are in North Carolina for a six weeks' visit.

Bud Parr, of General Music Company, is back in town after a four-day fishing trip in Mexico. He reports that the sport is at its best in that section this year.

Arthur A. Brant, of 20th Century Amusement Corporation, is sticking close to his desk these days. Music machine business in his locations is above expectations, he reports.

Les Lorden is a hard man to find any day except Friday. That's the day he devotes to selecting records for his locations. Being a musician himself, Les gets a big kick out of listening to the different arrangements.

Keeping music machines around airplane industries is proving a big job for Johnny Yates, of Santa Monica. Business is good, so he doesn't mind.

Bill Webb reports that automatic music machines are the thing in the drive-in sandwich places. He's got machines there and says they are doing all right for themselves.

Philadelphia

PHILADELPHIA, July 12.—The Philadelphia Panorama Company has been organized. The machines introduced last month will be distributed by three of the town's biggest music operators: Edward Klein, Premier Music Company; Samuel Weinstein, Mutual Music Machines Company, and William Heirig Jr. Offices and showrooms of the Panorama concern have been set up at 714 South 11th Street.

Frank Engle and Mike Spector, Automatic Amusement Company, led the Boardwalk parade of the local industry taking in the July 4 holiday in Atlantic City. Spotted at the Ritz-Carlton Hotel with their families, Engle and Spector report that business in distribution of Seeburg machines in this territory is twice as big as it was last year at this time.

Columbia Records gets another Wexler for its executive staff. With Elliott Wexler in charge of record promotions for Motor Parts Company, Columbia's Okch distributors here, brother Paul Wexler, who was also a football star at the University of Pennsylvania, joins the Columbia home force in Bridgeport, Conn.

Henry Margolis, head of Automatic Coin Amusement, is enthusiastic over the boom in his music machine business

and is looking around for a record store location to augment his operations.

The music stage adornment for music machines invented by Maurice Pinkel, head of High Point Amusement Company, is catching on big on test locations. Pinkel is preparing to enter into mass production for his machine promotion aid.

Local operators are eyeing a choice arcade location in Camden, N. J., on downtown Broadway. The site was once an arcade and has been closed since. Opening of arcades in this section is still mushrooming among the operators.

Pinball operator Sam Litt is buying more equipment to take care of an enlarged route. Litt aims at developing the biggest route in the city.

Bill Rodstein and Nat Chodoker are in a tie position, and it's a deadlock for the title as the handsomest pinball operator in town, according to an unofficial poll at the last meeting of the pinball operators' association.

Sam Lerner, head of Stanley Music and Amusement Company, reports that his machine arcade on the Boardwalk in Wildwood, N. J., broke all previous records for the July 4 week-end. At present it looks as the Lerner will have to enlarge his enlarged arcade before the season is over.

Molly Zamble, salesgirl at Artie Pockross' Universal Amusement Company, was the lovely maid of honor July 6 at the wedding of her sister, Rose, at Jefferson Manor.

Al Rodstein, head of Arco Sales Company, is busting his chest with pride as the proud papa of a very pretty daughter.

Max Bushwick, head of Capital Amusement Company, is another busting with pride at the success of his wife's successful career as an eye doctor since the opening of her office last month.

Martin Mitnick, president of the pinball operators' association, reports that his arcade in Ocean City, Md., is doing bigger business than last year at this time.

Local trade will be happy to hear that Jack Brandt's wife has fully recovered from her recent illness and is up and around again. Brandt is secretary of the pinball operators' association.

Nat Chodoker and Lynn Brown, pinball operators, are the latest of the local boys to open an arcade. Partnership was formed for the operation of a machine arcade on the Boardwalk in Atlantic City. Lynn Brown is the brother of Max Brown, who was once a partner with Chodoker in the Pasadena Amusement Company here.

Artie Pockross, head of Universal Amusement Company, reports another increase in his distribution of the Buckley music system.

Machine operators report that all their locations with target ray machine guns did phenomenal business over the July 4 holiday week-end. Apart from the fact that rain kept the city folk indoors, increased patronage of the machines was mostly the result of the soldiers and sailors that flooded the town.

Spokane

SPOKANE, Wash., July 12.—Mick Rego, local phonograph operator, left July 8 for Chicago to visit manufacturers and take delivery of a new car.

Bill Paradise, who heads Crest Novelty Company, flew to Seattle this week to attend a meeting of pinball operators.

J. H. Lynch, record manager for Standard Sales Company, is vacationing in Seattle. A new member of the company is Bob Kimball, who comes from General Electric in Denver. H. D. Severson, the head man, is batching it while Mrs. Severson visits in San Francisco.

John Magers, serviceman for Interstate Novelty Company, has just returned from a vacation in Yellowstone National Park.



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-in.
Send for literature of
complete line.
Immediate delivery
on all models.

VICTOR ESQUIRE \$ 7.50
TOPPER 6.95
ESQUIRE PRE-
MIUM VENDOR 12.50
ROLL-A-PACK 12.50

DISTRIBUTOR

Immediate Delivery—Largest Trade-In.

COUNTER GAMES

Kite \$22.50	Lucky Snooker \$22.50
Tackles 22.50	Amer. Flaps 22.50
Wide-Well 22.50	Daval 21 19.75
Wings 22.50	Amer. Eagle 34.50
Kicker and Catcher, 22.50	Pony Plus 27.75

Immediate Delivery—Liberal Trade-In.
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.

A FORTUNE IN SMALL COINS
IS BEING SPENT DAILY
GET YOUR SHARE,
NO SHARING,
Own a Cash
Business.



Make big money
without selling.
Place "Silver
King" buttons
in stores, taverns,
etc. Also
New Year-a-Scope,
our new big money-
maker. Shows three
dimensional films—
40 different films
available. 7 models
of various sizes
\$3.95 up. Paid or
a 30% time. Get
WRITE facts today.

AUTOMATIC GAMES
2422K Fullerton Chicago (91), Ill.

HAVE YOU TRIED—

Java-P-Nuts

Send for Sample

• WRITE ONE ORDER—PAY ONE FREIGHT •

PAN CONFECTIONS

345 WEST ERIE ST. CHICAGO, ILLINOIS

ATTENTION, OPERATORS!

A better quality coated chewing gum. Always fresh. $\frac{3}{8}$ " and $\frac{1}{4}$ "
Ball Gum also Pellet Gum. Write for samples and prices.

U. G. GRANDBOIS CO., Kalamazoo, Mich.

LET'S GO! U.S.A.
KEEP 'EM FLYING!



WHILE SAM NEEDS PILOTS
BE A U. S. ARMY
FLYING CADET

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Industry Mentions

Magazines
Newspapers
Radio

Collier's, July 19. In a series of short items about "Our New Army," the following appears: "Post Exchange officers usually manage to earn at least a little profit on merchandise, but the gentleman who sits on the lid at Blanding has one that stumps him—he loses money on postage stamps. Here's how: For convenience in handling, the P-X buys its stamps in rolls, paying the usual premium of 3 cents a roll. There are no stamp vending machines at hand to make up this loss, so the boys get their

stamps at par and the P-X pays and pays.

The Saturday Evening Post, July 12. Cartoon by F. Roth, page 62, shows an automatic phonograph in a tavern location.

Associated Press wirephoto released to member papers July 8 shows Mary Brian, movie actress, playing an old-time slot machine. It appears to be of the Dowsy Bell era. The machine is located in a mining town of Virginia City, Nev. Miss Brian, looking her nickels in the belt, is also interested in losing her husband at near-by Reno.

The Des Moines Register, July 8. Harlan Miller in his column "Over the Coffee" has the short item: "Memo to owners of juke boxes and other phonographs: If you have any phonograph records you're ready to dispose of, why not send 'em to the State sanatorium at Okdale, where the 400 patients find the stock of records too meager."

United States Tobacco Journal. Advertisement for the Bayuk Tobacco Company has an illustration showing a salesman playing a marble machine.

A Timely Tip TO PHONOGRAPH OPERATORS, PIN GAME OPERATORS AND VENDING MACHINE OPERATORS



U. S. PATENT APPLIED FOR—BEWARE OF INFRINGEMENT!

Here Is Your Opportunity

To share in the record profit making ESQUIRE PREMIUM VENDOR DEAL that has set a new all-time high for FAST & STEADY \$ PROFIT \$.

THOUSANDS OF ESQUIRE PREMIUM VENDORS now on locations all over the country have proven their remarkable DRAWING POWER and SURE MONEY MAKING ABILITY.

WASTE NO TIME

Placing your order, you'll be back for MORE—and MORE ESQUIRE PREMIUM VENDORS. Don't take our word for it—Check with ESQUIRE PREMIUM VENDOR Locations. You'll find the answer—A BIGGER AND BETTER INCOME FOR YOU!

Complete Unit Consists of the Following:

- 1 ESQUIRE PREMIUM VENDOR—STANDARD POWDER BLUE FINISH
- 1 DISPLAY INSERT IN MACHINE
- 1 DOZEN SMALL 2 BLADE KNIVES
- 1 DOZEN LARGE SINGLE BLADE KNIVES
- MACHINE FILLED WITH 100 BALLS OF GUM, INCLUDING 20 STRIPED BALLS READY TO SET ON LOCATION. PORCELAIN FINISH 50c ADDITIONAL.

ENTIRE DEAL FOR ONLY **\$12.50**

Terms 1/2 Cash With Order, Balance C. O. D. Full amount with order saves you C. O. D. costs.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO



"It's all in knowing how!"
—Ceil Jensen, The Chicago Daily News, July 5, 1941.

Moving Pictures. Monogram's The Roof of the Press has a scene showing actor placing coin in an automatic phonograph. A Republic picture, Mr. District Attorney, also uses a music machine as a prop.

The Philadelphia Record, June 21. In an editorial on The Hut-Sut Song and how the double-talk Swedish song is fast climbing up the hit parade ladder, the exposition concluded with: "So far the song's paid \$50,000—and the jukeboxes have just begun to play it."

The Philadelphia Daily News, June 17. Jeff Keen, in his Observations chatter column, relates this human interest story: "It happened at Arthur's famous steak place on the waterfront... Bob Crosby, the famous bandstand and brother to the even more famous Bing, was dining there with his wife and nearly two-year-old daughter, Kathy... As the Crosbys were leaving, Bob, who was carrying the child on his arm, handed her a nickel and suggested that she put it into the juke box and indicate what record she wanted to hear... The tot put the coin in the slot and pressed one of the selector buttons... The record was one that had been made by Jimmy Dorsey and not a Bob Crosby one."

Snow and Glassgold At Ohio Convention

CEDAR POINT, O., July 12 (MR)—Burnham (Big) Glassgold, sales manager of Arthur H. DuGrenier, Inc., and Joe Snow, the firm's Detroit representative, displayed the Champion cigarette merchandiser and Candy Man 5-cent candy bar machine at the Ohio Tobacco Jobbers and Cigarette Merchandisers' Convention here this week.

"We were very pleased with the reception given Champion and Candy Man," said Glassgold. "Joe Snow and I are going to Detroit from here, and then we will make a short trip thru Missouri."

Oklahoma City

OKLAHOMA CITY, July 12.—Business in this area is in a slight slump, but receipts are still holding up fairly well.

Bob Hutchins, 21-year-old son of Ben Hutchins, Lawton operator, was inducted into the army recently as a second lieutenant. Bob, a June graduate of the University of Oklahoma, has been stationed at Fort Sill, Okla. Another member of the Hutchins family, Ben Jr., is busy at San Antonio with his preparatory course for entrance to Kelly Field.

B. H. Williams, manager of Commercial Music Company, has returned from a week's stay at Houston, Tex., where he reports business good. Jewell Reddick, office girl at Commercial, also has returned from a two-week vacation in the old home town, Sherman, Tex.

Mrs. T. G. Wolfe, wife of the manager of Sooner Novelty Company, and their two sons, Tommy and Bryce, are getting away from it all with a week of rest at Hot Springs, Ark.

R. B. Gooch, Stillwater operator, recently installed a new Seeburg machine in the dance hall adjacent to Stark's Crystal Plunge at Stillwater. The hall may be kept open through the year.

H. P. Shider, general representative of the Wurlitzer factory at North Tonawanda, N. Y., was a recent visitor at the office of Commercial Music Company, State distributor for Wurlitzer. Another Commercial visitor was M. H. Rosenberg, district manager from Omaha, Neb.

Bob Taylor has left the London Music Company to rejoin N. H. Hickman, Oklahoma City operator. His route for London will be supervised by Marvin Castle.

Norris Evans, son of W. B. Atkins, Oklahoma City operator, was here this week on leave from Camp Barkeley, Tex., where he is a corporal in the 45th Division. He formerly was associated with Atkins in his operations and has been in the army about four months.

Mrs. B. C. Dickson, wife of the Shawnee operator, has returned from a month's vacation around the Great Lakes region.

John Harter, Oklahoma City serviceman for the Rice Music Company, has become a draft eligible and registered last week for selective service.

E. E. Settlemyer, Oklahoma City operator, has installed a new Seeburg machine in the Century Club.

The Phonette Company of America, which may enter the Oklahoma field with penny boxes, has had a representative in Oklahoma City for several weeks.

The Commercial Music Company has received its first shipment of new Wurlitzer wall boxes with three-color entry. First of the new machines were bought by Ben Hutchins, of the Lawton Novelty Company.

Recent visitors at the Sooner Novelty Company have included Bob Lester, Duncan; L. K. Weston, Altus; Dudley Anderson, Blackwell; Virgil Biggs, Perry; E. E. Settlemyer, Jack Cook, L. W. Druman, and W. B. Atkins, all of Oklahoma City; R. E. Mossman, Perry, and Albert Burnham, Duncan.

Jack Coil, Oklahoma City operator, has returned to the city after a three-day pleasure trip to Galveston, Tex.

Scott London, younger brother of Jack London, head of the London Music Company, is now with the 166th Field Artillery at Camp Shelby, Hattiesburg, Miss., being transferred from Fort Sill, Okla., last week.

Ben Hutchins, head of the Lawton Novelty Company, was a visitor in Oklahoma City last week and reported business good.

T. G. Wolfe, of the Sooner Novelty Company, has returned from what he termed a successful sales trip to North and Northwestern Oklahoma.

Despite a current falling off of business attributed to the new 2-cent tax on cigarettes, Bert Strong, of Oklahoma Vending Company, says he expects July and August to be best months of the year for vending machines throughout the State.

This is largely due to increased road travel, he explains.

R. B. Gooch, Stillwater operator, has been on the ailing list for two weeks, suffering from rheumatism.

Mr. and Mrs. L. W. Rice, of the Rice Music Company, have ended a two-week vacation trip that covered 3,500 miles. Main points on the itinerary were New Orleans, Indianapolis, Chicago, and several places in Iowa.

Baltimore

BALTIMORE, Md., July 12.—W. W. Richardson has been appointed manager of the Dixie Machine Company. He succeeds George Sekel, resigned. Richardson formerly operated here before going to North Carolina, where he was identified with the Kostekes Novelty Company, Charlotte, and the Gaston Novelty Company, Gaston, N. C. The Dixie Novelty Company here is also an operation of the Kostekes interests.

George Sekel is reported to have entered the coin machine business on his own here.

"There has developed a noticeable demand for consoles," states Michael Bandor, head of the Maryland Novelty Company. "The demand for these has grown to the point where it is difficult to get enough of these units to take care of all locations. Bally's High Hand, Mills Four Bells, and Mills Three Bells, together with other equally well-known consoles are favored." Having several solo flights to his credit, Bandor is looking forward to receiving his federal certificate as a qualified pilot soon.

The lobby of the Central Police Court is an excellent location for vending machines. Three candy vending machines, two gum vending units, and two nut vending machines are located there.

The Keystone Novelty Company, which has been conducting demonstrations of the Mills Panorama in its showrooms, plans to begin placing this machine on location this week, states William J. Claire, manager.

A Mills Coca-Cola unit has been installed in City Hall. This is the first time in the history of the city that a soft-drink vender has been installed there.

Standard Cigarette Service is extending its activities to include candy vendors. National candy vending units of the counter type are being installed. The Standard Cigarette Service, headed by Max Gaby, also operates cigar vendors as well as gum, nut, and penny sales.

Roy McGinnis states that new machines are now coming thru better to take care of the steady growing demand. Used machines, he said, are very active, with best sales in the newer conditioned units. McGinnis spent the holiday week-end at Virginia Beach.

Art Nyberg, head of Calvert Novelty Company, states that Seeburg sales are running well ahead of previous weeks. Wall boxes also are active, he said, as well as games. Nyberg spent the holiday cruising down the bay in his Christ-Craft.

The steady growth in its business has made it necessary for the General Vending Service organization to add to its office personnel, states Irvin Blumenfeld, head of General.

The rainy Independence Day holiday period boosted plays at taverns, restaurants, and drugstores not only in metropolitan Baltimore but also at water-front resorts and amusement places, particularly Maryland's famous Ocean City.



Curly Robinson Gives Equipment For Night Softball

LOS ANGELES, July 12.—The following item is from *The Ledger*, of Montrose, Calif. Curly Robinson, mentioned in the story, is head of the Associated Operators of Los Angeles County. The story follows:

"Santa Claus, the venerable saint who makes life worth while for the youngsters, has apparently changed, his name to Curly Robinson.

"Or so it would seem to the young softball players of the Valley to whom the Los Angeles business man this week sent a parcel of gifts thru his friend Capt. Dan Helme, of the Sheriff's Montrose station.

"Included in the parcel were one dozen new bats, six new indoor balls, one dozen assorted gloves, and a catcher's mitt, all first-line Wilson athletic equipment. There was also some equipment for the smaller children.

"Robinson, who has no interests in the Valley other than his interest in young people, donated \$25 to the local children's clinic some time ago."

Lieberman on Defense Bonds

CHICAGO, July 12 (DR).—Bud Lieberman, Chicago distributor, is considering a new slant on game purchases which he will suggest to operators who visit him in the future.

"There is a great deal of favorable reaction to the purchase of Defense Bonds," Lieberman said, "and I can't think of a better place to put money. Now the best way to get a lot of money to put away for the rainy day is to operate dependable equipment, both used and new, and the best place to get that equipment is from a distributor who specializes in selling only those games which he himself has faith in. As a consequence, the operator who buys from a distributor like that and puts his net profits into Defense Bonds will have the limit in bond purchases sooner than he thinks. As a matter of fact, it's such good advice that I'm taking it myself, and since I naturally make money when my customers make money, Uncle Sam is going to have some steady customers."

Arcade Operator Dies

CANTON, O., July 12.—Mrs. Loretta Mains, 55, who died here July 2, was one of the pioneer penny arcade operators in Eastern Ohio. She started in the business soon after the turn of the century, and prior to operating an arcade at Meyers Lake Park here had similar enterprises at Chippewa Lake Park, near Medina, O., and at Springfield Lake Park, near Akron. She had operated the arcade at the local park more than 20 years. She married Glen Mains

shortly before the World War and he became associated in the business with her. He has managed the Meyers Lake arcade for many years.

Minneapolis-St. Paul

MINNEAPOLIS, July 12.—Coin machine operators in the city are looking forward to a heavy take during the coming week, with thousands of visitors coming to the city to take part in the second annual Minneapolis Aquatennial, summer festival, opening today and continuing thru July 20. Coinmen are co-operating 100 per cent with Aquatennial officials thru the purchase of \$1 buttons. Many will wear slack suits during the week, official garb of the festival.

Jimmy Karusik, operator of J. A. K. Sales Company, the Beau Brummell of the coin machine business locally, is looking forward with considerable interest to the arrival of Mr. Stork at his house.

Earl Marnach, of Caledonia, Minn., and Elizabeth Forestall, who works in the Caledonia Bank there, are planning an early marriage. Earl and his partner, Ed Kromroy, of Kromroy Novelty Company, came to the Twin Cities this week to stock up on merchandise. They said the music business is good thruout their territory.

Eddie Skalicky, former Jackson, Minn., operator, now at Camp Claiborne, La., has been promoted to corporal.

Congratulations are in order for Harold Havenor, Eleva, Wis., whose wife gave birth to a girl last week. This makes their second daughter.

Archie LaBeau, of LaBeau Novelty Company, has been on a business tour of Western Minnesota all week. Meanwhile, N. L. Nelson advises that business has been stepping along at a fast pace.

Sherna Schanfeld, the bosses' secretary at Hy-G Amusement Company, reports that Seeburg phono shipments have picked up in recent days, and Henry Hy Greenstein and Jonas Bessler, Hy-G execs, along with their salesmen, are being kept busy filling orders from the new merchandise on hand.

Ted Bush and Oscar Truppman, of Acme Novelty Company, have arranged to have their 11 men all dressed up in slack suits during Aquatennial week. An Acme Novelty outing and fishing trip is being readied for Lake Minnetonka near here.

While William (Sphinx) Cohen, of Silent Sales Company, was in Chicago all week on business, Freddie Sitar, of his staff, was busily engaged making preparations for a staff excursion aboard the Steamer Capitol July 15. The trip will take the gang down the Mississippi River.

Operators coming in to the Twin Cities from outlying territories reported their



INSTALLATION OF 11 PACKARD PLAMOE well boxes in the O. K. Lunch, Providence, R. I., has upped automatic music earnings many times, according to the operator who installed them. (MR)

July 4 business was better than it has been in several years.

Frank O'Brien, Eastern distributor for O. D. Jennings Company and a native St. Paulite, returned to his native haunts for a visit over the Fourth. He and Mrs. O'Brien were the guests of Oscar Truppman, Irv Sandler, both of Acme Novelty, and their wives at a Fourth outing.

Paul Beestrand, of Coin-a-Matic Amusement Company, reports that the music business has been holding up in fair shape during recent weeks.

Har Harbor, take-off on Bar Harbor, exclusive summer resort at Nisewa, Minn., has been opened at Excelsior, Minn., by Bob Smith, with coin machine equipment

one of the important features of the tavern. Smith reports his idea is catching on in great shape. Isadore Truppman, Minneapolis operator, has installed a Wurliitzer phono and pinball machines at Har Harbor.

The music business of Minnesota Automatic Machines, according to Leo Landsberger, has been moving ahead with great strides. Leo undertook to pioneer a new field for locations which if it had worked out would have been one of the revolutionary finds in the local music field. He installed phonos in a number of the leading beauty parlors in the city in the belief that patrons would play the equipment. Remote-control units were set up for their convenience. The idea, however, didn't click here.

Recent visitors to this coin machine market included George Hansford, of Yankton, S. D.; Mike Inig, Menno, S. D.; Bob Wiley, Superior Coin Machine Exchange, Des Moines; Larry Ueno, Twin Brook, S. D.; Herb Keller, Nileville, Wis.; Frank Davis, Spooner, Wis.; George John, Sauk Center, Minn.; Cecil Bosker, Keokuk, Ia.; Joe Epstein, Des Moines; Pete and John Steffens, La Crosse, Wis.; Elsie Madson and John Porter, Superior; Fred LaFond, Little Falls, Minn.

E. T. Barron, of the wholesale vending machine house bearing his name, reports business stepping along at a good pace. He intimated that vending machine operators, thru their legal counselors, are preparing court action against the Minneapolis vending machine license ordinance passed earlier this year. Counsel for the vendors is in the midst of preparing the papers necessary to the launching of the litigation.

Business at Mayflower Novelty Company, according to Herman Paater, has been very good. Delivery of equipment by the manufacturers, however, is holding up the parade. Mayflower is all set for the opening of its new Buffalo branch July 15.

Harry Lerner, Minneapolis operator, who had been confined to his home for more than two weeks, is back on the job rarin' to go in the way of lining up new locations for his ever-increasing phono business.

WHILE THEY LAST!

REGULAR \$69.50 NEWEST DELUXE MODEL

TEXAS LEAGUER

Now Only \$49.50 **BRAND NEW—** IN ORIGINAL CRATES

3-WAY PLAY—9 BALLS, 1c. . . 12 BALLS, 2c
18 BALLS, 5c

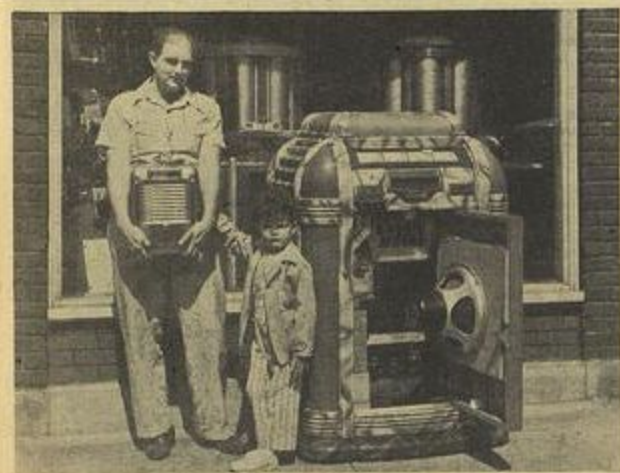
WILL BE WORTH DOUBLE OR MORE IN 4 MONTHS! GREATEST LONG-LIFE LOCATION AND ARCADE MACHINE EVER BUILT AT ANY PRICE!

Terms: 1/3 Deposit With Order

Shipping Points: Chicago or Minneapolis. Send all orders to Minneapolis.

SILENT SALES CO.

Silent Sales Bldg., 200-208 Eleventh Ave., So. MINNEAPOLIS, MINNESOTA



CALVERT ANDERSON, SEEBURG OPERATOR, of Jeffersonville, Ind., poses with part of a Seeburg Music System which has been in operation on location for more than two years. Anderson maintains that the phonograph mechanism has played more than 192,000 times on a remote control installation with but very few service calls . . . and that's a lot of nickels, he thinks. (MR)

CLOSE-OUTS IN FREE PLAY GAMES

LIKE NEW IN ORIGINAL CRATES

Suzette Boom Town, Social \$75.00	Mills Jumbo Parade with Mint Vendor \$44.80
Stoner's Waw, Social \$65.00	Billy Beauty \$17.50
New Pikes Peak, New Model \$50.00	Charm 10.00
Daily 21, New One & Five Cent, Special 12.50	Landslide 15.00
Baby High Hand, F. P. Special, Get Our Price	Dice, Features 12.50
Buddy High Hand with Mint Vendor 15.00	Booting Alley 12.50
Free Play Get Our Price	White Bull 12.50
	Buckaroo 10.00
	Skylark 24.50
	Duplex 54.50
	School Days 35.00
	Ten Spot 74.50

USED MACHINES

Mills Jumbo Parade, F. P., Like New, Social \$100.00	Supercharge 7.50	30M1-2-3 \$22.50	Pyramid 7.50
Red Hot 10.00	Big Six 7.50	Pickem 7.50	ABT Challenger
Early Double 7.50	Topper 10.00	Almost New 20.00	Stewart-McQuine
O. O. D. 10.50	Lucky 10.00	Almost New 20.00	Woods 1941
Five Fingers 7.50	Red Cap 10.50	Almost New 20.00	Model F. P.
Twinkles 7.50	Triple Threat 5.00	Woods 1941	Ball 60.00
Billy Supreme 7.50	Mr. Chips 10.00	Peanut Machines	
Miami 10.00	Thriller 7.50	1/3 DEPOSIT, BALANCE O. O. D.	
Variety 7.50	Blackout 7.50		

419 MARKET STREET PHILADELPHIA, PA.

FEDERAL MEN STOP SLUGS

Detailed Story on How Govt. Agts. Trapped Manufacturers

By ARTHUR E. NACK, Rowe Manufacturing Company

WITH the precedent set December 20, 1940, when Max Wasserman, Omaha novelty dealer, was convicted as a result of using slugs to obtain merchandise from vending machines—the United States Secret Service, acting on order of the Attorney General, has swept the country of all important manufacturers of slugs.

As a result of evidence obtained by agents of the Secret Service and the Post Office Inspection Service, in co-operation with local police, seven firms, alleged to be manufacturing or distributing slugs, were indicted before a Federal Grand Jury, convened in New York, by United States Attorney Mathias F. Correa, Monday, May 5, 1941.

\$5,000,000 Business

Commenting on the use of slugs in candy, gum, and cigarette vending machines, in automat restaurants, in telephone coin boxes, in subway turnstiles, in parking meters, and in other coin controlled sales devices, Correa pointed out that this is the first step by the federal government to smash a nationwide racket that is costing American business men \$5,000,000 annually.

Referring to slug advertising that reads, "These slugs are not intended for use in vending machines," Correa compared the racket to that known during Prohibition days as "the wine-brick dodge," when certain sellers of grape concentrates advertised that it was illegal to add yeast to their products inasmuch as the result would change their "soft drink" into potent wine violating the Prohibition laws.

Action was begun by the federal government in answer to complaints instituted by the Rowe Company,

the National Automatic Merchandising Association, and influential operators thruout the country including John F. Dahl, of Omaha, who was largely responsible for the conviction of Wasserman.

Seedman to Hill to Jackson

Late last year, George Seedman, acting for Rowe, brought the problem to the attention of the Honorable Lister Hill, United States Senator from Seedman's home State of Alabama. When apprised of the

national character of the slug business, and of the huge losses legitimate industry suffered as a result of it, Senator Hill personally referred the matter to United States Attorney General Robert H. Jackson.

Simultaneously, Seedman wrote to important operators thruout the country urging them to bring their slug problems to the attention of their United States Representatives and Senators. A co-operative attitude was evinced by practically every one of these Representatives and Senators who were informed of the situation.

The crusade was carried to other operators in an article entitled, Counterfeit Coins, which not only admitted the seriousness of the problem, but which also advised operators how they could help overcome it. This and other articles attracted nationwide attention. Trade magazines reprinted them; operators everywhere contacted their representatives and senators and asked for federal prosecution under the counterfeiting laws.

U. S. Orders Investigation

Meanwhile, the federal government had already gone into action. Attorney General Jackson and Chief of the United States Secret Service Frank J. Wilson agreed that the slug racket—covering many States and making use of the mails—should be the subject of a special investigation; consequently, the United States Attorney at New York and the Post Office Inspection Service were directed to obtain evidence which would make it possible to bring federal action against the slug makers.

On January 30, 1941, a conference took place in New York, at the offices of United States Attorney Correa, between Supervising Agent James J. Maloney, of the Secret Service in New York, and Assistant United States Attorney Samuel H. Reis. Representatives of the Rowe Company, and other firms using automatic equipment, were present.

Greenberg's Correspondence

At the beginning of this conference, there was considerable debate regarding procedure to be followed. At this point of the discussion, Herbert Greenberg, service manager of Rowe Cigarette Service Company, produced copies of a series of letters which he had written to, and received from, slug manufacturers thruout the country.

These letters clearly showed that the slug-makers were aware that their products were being bought for use in legitimate vending machines.

Following Greenberg's disclosures, it was decided that the United States Secret Service, and the Post Office Inspection Service, would co-operate in obtaining indictments against these slug manufacturers.

United States Secret Service Agents Edward A. Connors and John H. Hanly, acting under Agent-in-Charge John J. McGrath, were assigned to the case. To these men goes principal credit for the crushing of the \$5,000,000 annual slug racket.

Slugs Bought by Mail

Letters were sent to all important slug manufacturers asking for prices and samples of slugs to be used in vending machines. As all of these firms enjoyed a large national mail-order business, such inquiries at-

tracted no suspicion, and they were answered promptly with samples and price lists.

Upon receipt of these replies, slugs were ordered by mail, sometimes with a money order for full payment in advance, and other times, C.O.D. In all cases, the slugs were sent by parcel post.

On several occasions, it was specifically stated that the slugs were wanted for use in cigarette vending machines. The slug makers replied with definite recommendations. In this manner, sufficient evidence was obtained for indictment.

Connors Goes to Dayton

Regarding the largest of these firms, De Vere Novelty Company, of Dayton, O., Agent Connors made a personal visit March 13, accompanied by Agent Edwin P. Huntington, of the Cincinnati office of the Secret Service. Posing as customers, Agents Connors and Huntington introduced themselves to the head of the firm, Philip O. Flint, and told him that his 10-cent size Super-Checks were not working well in cigarette machines. Agent Huntington showed Flint two 10-cent Super-Checks and one 10-cent Super-Slug, and stated that the latter worked better than the Super-Check.

Flint replied that such a thing could not be possible for his Super-Check was made of a special alloy, and that he had discontinued making Super-Slugs because of numerous complaints on which he had had to return money to his customers.

Slugs as Good as Dimes

Flint then took out two slug ejectors—one for nickels and one for dimes—and demonstrated that his 10-cent size Super-Check worked just as well as an actual dime. He admitted, however, that it was possible to set machines to eject both coins and slugs, and he showed the agents how this could be done, but quickly assured them that this was impracticable and that they would not find many machines with this unfair adjustment.

Flint also showed the agents a slug made in Milwaukee. It was of nickel silver, he said, and much inferior to his Super-Check. Then, mentioning that he was selling from 100,000 to 150,000 slugs a week, shipping them all over the country, Flint emphasized that, even with this tremendous volume, he seldom received complaints.

Agents Connors and Huntington, still posing as customers, then bought 100 slugs, and Agent Connors, explaining that he was from New York, asked if he could have slugs sent to him there.

Flint took his order, and on March 24 Agent Connors received the slugs thru the mail.

In all cases, slugs purchased by the agents were tested in Rowe cigarette and candy machines, in Pitney-Bowes Mail-o-Mats, in telephone coin boxes, in subway turnstiles, and in Horn and Hardart Automat Restaurants. The slugs operated like genuine coins.

Work of New York Police

While too much attention cannot be directed to the job accomplished by the federal agencies, recognition also is due the New York City Police for their success in laying the groundwork of the entire effort.

Under the direct supervision of Captain Bernard Dowd and Lieutenant George McNulty, Detectives Thomas Farrell and Edward Cronely, of the Main Office Squad, did

Write for list of Brand New Free Play Games at CLOSE OUT PRICES—Ask for our "hot off the press" ATLAS BARGAIN BULLETIN

FREE PLAYS	PHONOGRAPHS	CONSOLES
BALLY'S Beauty \$20.50 Limeholt 27.50 Mascot 27.50 Play Ball 67.50	SEEBURG'S Mayfair (Special Pearlite Finish) \$154.50 Piana, 1026, 104.50 Royale 82.50 Regal 124.50	Slant Top Liberty Bell \$39.50 '39 Walnut Cabinet Galloping Dominoes 134.50 Big Game, F.P., Wasting! 84.50 Junco Parade, F.P. 94.50 Royal Flush 89.50 Scouter Bell 69.50 Saratoga, Exhibit's 32.50 Fast Time, Jennings, Skill, Ft. Sample 139.50 Galloping Dominoes, Black Cabinet 52.50 Tanforan 32.50 Sugar King 35.50 35 Buckle Truck 104.50 Q&A, '39 109.50
CHICAGO GOIN'S Commodore \$24.50 Roxie 27.50 Skyline 42.50	WURLITZER'S 50, 1937 \$49.50 51, 1938 49.50 51, 1939 79.50 600, Keyboard 142.50 600A 134.50 616 84.50	
EXHIBIT'S Lancer \$27.50 Landscape 29.50 Wings 29.50	ROOKOLA'S Super Rockolites \$194.50 Window 79.50 Count, Mod. '39 84.50 '39 De Luxe, 139.50 Rhythm King 42.50 18 Rec. 44.50	
GENCO'S Bandwagon \$44.50 Blonde 29.50 Cordillon 36.50 Dude Ranch 42.50 Mr. Chips 21.00		
GOTTLEB'S Big Show \$26.50 Drum Major 32.50 Daisy Star 42.50 Parade 62.50		

SEND FOR COMPLETE PRICE LIST TODAY!
Terms: 1/3 Deposit, Balance C. O. D.

FRIENDLY PERSONAL SERVICE

BUD LIEBERMAN Says

CONSOLE BUYS!

3 BUCKLEY DE LUXE DIGGERS.....\$67.50 EACH

GALLOPING DOMINOES	TANFORAN
35 TRACK TIMES	JOCKEY CLUB
SQUARE BELLS	KENTUCKY CLUB



"Every Deal Personally Handled by Bud"

On Hand for Immediate Delivery! Wire or Write for Prices!

We Both Lose Money if You Don't Trade With Me!

Also hundreds of 1 and 5-Ball Free Play Tables ready for immediate delivery! Every machine reconditioned and ready to make money for you.

WE DISTRIBUTE FOR ALL LEADING MANUFACTURERS!

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!

a remarkable job in tracking down slug users, and in obtaining from them information as to the sources of supply for slugs. Working in cooperation with Greenberg, of Rowe Cigarette, Detective Farrell and Cronnelly uncovered the entire set-

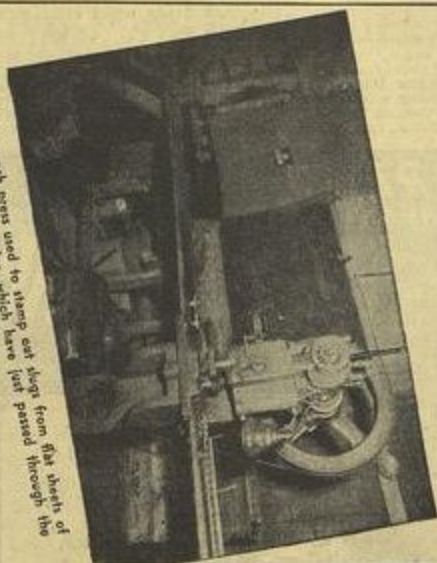
up by which slugs were made available to anyone who wanted them, at any time, simply by sending an order thru the mails. When it became evident that the racket was interstate, and therefore not within the jurisdiction of the New York Police,

the subject was brought to the attention of the federal government.

To all of these law-enforcement agencies—the New York police, the United States attorney general's office, the secret service, and the Post Office Inspection Service—the high-

est commendation is due for the action initiated, and for the efficiency displayed in carrying it thru to a successful conclusion. Results already are apparent in the substantial reduction of slug losses reported by operators everywhere.

A SLUG FACTORY EJECTED!



A big punch press used to stamp out slugs from flat sheets of metal. Perforated strips, which have just passed through the machine, are visible on the right.



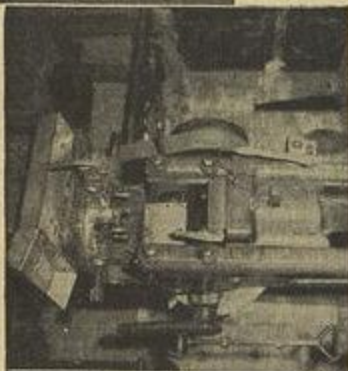
Waste metal, boxes of loose slugs, and a few of the nicely tooled dies which were used to stamp out the slugs.



Secret Service Agents examining dies. Note the waste strips behind the Agents, and the box of finished slugs upon the work bench.



Here's a corner of "the show room" with a tempting display of wrapped and unwrapped slugs. Latest prices: size Super Slug No. 1—25¢ size, \$1.10 per 100; 10¢ size, Super Slug No. 2—25¢ size, \$1.10 per 100; 10¢ size, \$1.00 per 100; 25¢ size, \$1.50 per 100. In addition, "The SEALED BOOK" with all the secret systems, tricks, methods and devices for cheating at dice, cards, tops, and wheels is available for only \$3.00.



Another expensive press—but a big money-maker.



Secret Service Agent admits more dies, behind him the sign reads, "No Leasing."



Here's "the shipping department." Mail orders from all over the country fill the cartons in the foreground. This one room shipped from 100,000 to 150,000 slugs each week. The slug maker's mark-up was big, and his customer's profit was bigger—until the law caught up with both of them and demonstrated that slugs won't pay cash, or keep reststeepest out of jail.

These illustrations furnished by courtesy of
Honer Manufacturing Company, Inc.

Boston

BOSTON, July 12.—Business picked up again this week after a brief lull. The Hub's coin rows were fairly busy with many out-of-town coinmen dropping in for brief visits.

Max Putterman, of Putterman Novelty Company, Hartford, Conn., and Fred Iverson were guests of Murray and Leonard Schultz, of Atlantis Distributing Company, at Revere Beach a few nights ago. Not content with showing the Baruch every section of the Beach, the Schultz

boys concocted a story that had the Hartford coinman's hair on end. The story was so good that when the boys tried to confess it was false Putterman refused to believe it.

An increase in the number of liquor licenses throughout the State was announced this week and music machine men immediately began checking the new locations.

Maurice Kushner, newly appointed Massachusetts and Rhode Island distributor for Rock-Ola, announced this week he is expanding his showrooms to properly display the new line. Kushner said he would break down

the walls between the two stores he now occupies. His son, Harold Kushner, back from the University of Alabama, is coming into the business and will go on the road as a salesman. A showing of the Rock-Ola line is expected to be held within a few weeks. Kushner left for Chicago this week to arrange for the shipment of merchandise.

Charley Ford, Squantum, Mass., music and game operator, reports collections good. Charley recently added games to his route and plans further expansion.

Phil Gates, Hudson, Mass., game operator, one of the newer members of the industry, reports business continues good and anticipates a banner season. Phil's locations are around the army training camp at Camp Devens and also in locations around Hudson and Marlboro, Mass.

Bernard Michaud, Waterville, Me., music operator, made the long trip down to Boston to purchase new equipment. He reported business picking up considerably during the past few weeks.

J. Fred Gagnon, of the Cape Cod Cigarette Service, Hyannis, Mass., is town for a two-day buying trip, picked up new equipment, including music machines. Tourist trade on the Cape is expected to hit new highs this year, and Fred is optimistic as to the chances of operators cleaning up.

The pressure of business has kept many out-of-town operators away from Boston during the past few weeks and Hub distributors report several operators ordered equipment by telephone.

Norman Herman and Nathan Fram, of the Central Distributing Company, report they have been operating music and games for only a few months and are well pleased with the way collections have been mounting.

Leon Glasbein and Maurice Packett, of General Amusement Company, Lynn, Mass., in Boston to purchase new equipment. General is adding games to its routes, and purchases of guns are contemplated.

Ray Shea, Worcester, Mass., music operator, who transferred one of his telephone music units from Worcester to Framingham, reports collections mounting. Ray's unit is the only one of its kind in Framingham.

Paul and Arthur Strand have installed remote equipment in most of their music locations and report increased collections. They operate under the name of Mohawk Phonograph Company, Greenfield, Mass. An expansion of the present route is planned.

Fred Tognacci and Lasa Ferrari, of Melody Amusement Company, Framingham, Mass., are busy purchasing new equipment to add to their fast-growing route.

Maurice Kushner, of the Tally-Bowl Manufacturing Company, reports shipments are being made promptly despite the tremendous influx of orders. A battery of the new machines has been set up in the Sportland at Savon Rock, Conn., and another at Salisbury Beach, Mass. Arcade operators are enthusiastic over the new machines, Kushner reports.

Murray Schultz, head of Atlantis Distributing Company, who claims to speak seven languages, including broken English, announces Atlantis showrooms will be closed at noon Saturdays for the summer. "And you can make that emphatic in all seven languages," Murray adds.

William Donahue, new pintable operator in Lawrence, Mass., while purchasing more equipment, reports business good.

Ed Ravreby, of Owl Mint Machine Company, reports Panoram sales holding up well, with collections rising all over the territory. Chief difficulty is in getting machines. Eddie reports, disclosing he recently made a special trip to get more equipment to keep on hand. Owl Mint has just taken on mechanic Harold Kaplan, of Lynn, Mass.

All coinmen were kept busy on Bunker Hill Day, June 17, a local holiday. None were able to close for the day.

H. P. Moseley, of the Moseley Vending Machine Exchange, Inc., of Richmond, Va., visited a few Boston coinmen Tuesday (17) while on a brief stop in the Hub. Moseley said he was visiting his

daughter in Newport, R. I., and had come to Boston for a few hours only. He snatched a few minutes to chat with local coinmen and compare notes.

Boston coinmen, busy with remote installations, began to feel the pinch of national defense work this week, when a scarcity of remote speakers was noted.

Peanut operators in this section are anticipating the formation of a peanut merchants' association.

Benny Ross, of Vendomatic, reports the summer letdown has not hit Vendomatic. Benny is busy looking for new and used peanut and ball gum vendors to satisfy the demand.

Benny Pasquariello, Atlantis Distributing Company mechanic, out for a few days because of illness.

Harry Segall, State Vending Company, of Winthrop, Mass., receiving condolences on the recent death of his father.

H. R. Sumner, Newton Automatic Sales, is enlarging his nut vending machine route. Sumner is regarded as one of the most efficient operators in this area. He has just purchased a few dozen more vendors to place on location.

George Zakus, M-I-Good Vending Company, Peabody, Mass., is now selling ice cream and buying all kinds of vending machines to expand his route. George is servicing his route at night and is building his route to accommodate approximately 400 1-cent vendors.

George Marks, Boston coinman, opening a new arcade at Brant Rock, Mass., near Marshfield, where a fire destroyed all amusement activity a few months ago. George reports the arcade is well away from the fire area and is located in one of the few places where there is still a good summer traffic flow. About 30 new games and guns have been purchased for the arcade, and George is enthusiastic over the prospects for the summer.

Arnold Heltstrom, of Braintree, who is managing the Lake Winnepeaukee arcade for Mrs. Ethel Smith, reports he is distributing coupons as skill awards for pin games.

Several gun installations have been made in theater restrooms and lobbies. The practice is spreading, and local coinmen believe it is a new and welcome method of increasing their revenue.

Several new ice-cream vendors, dispensing the popular Eskimo Pies, have made their appearance. Locations are said to be service stations and bowling alleys particularly.

Irv McClelland, Seeburg district manager for this territory, out on the road all week covering the western part of Massachusetts and Vermont.

The passage of the cigarette tax bill by the Legislature was watched carefully by local cigarette merchandisers. The bill provides for the extension for another two years of the present 2 cents per package tax. Under the terms of the bill, cigarette vending operators must make plans immediately to draw up lists of locations for the authorities. A portion of the bill, pertaining to revoking the license of dealers who do not abide by other State laws, the fair trade act especially, was deleted from the measure before passage.

Leo Fox, Hub Automatic Sales Company, local Wurlitzer distributor, reports the demand for phonographs continuing. Alho factory shipments are a bit slow, Leo says the machines are moving out of the Hub showrooms rapidly. Collections are very good, according to reports from operators who visit the Hub showrooms in search of equipment.

Ben Palastrant, Packard Music district manager for the Eastern district, keeping up Packard's prestige with a steady flow of post cards from the cities he visited on his latest swing around the territory. Each morning a card arrived reading, "Packard goes to town in every city and town in the country."

George Spiwack, mechanic for Sid Wolbarst and Phil Ferraris, is in charge of their new arcade at Wollaston Beach.

Louie Blatt, Atlas Coin Machine Company, reports demand for machines continuing as operators stock up now in anticipation of a shortage later on. Lou

7 REASONS WHY

THE MULTIPLE PAYOUT CONSOLE—

TYING CHAMP

IS TOP IN

MONEY-MAKING PERFORMANCE!

- QUINELLA!
- 40 COIN "BUY-THI-BOARD"!
- BIG JACKPOT!
- SUPER-ACTIONIZED PLAY ON FIELD AND BACKBOARD!
- SUPERIOR CONSTRUCTION THROUGHOUT!
- SUPER-DELUXE CONSOLE CABINET!
- Immediate Delivery!

See Your Distributor Today!

WESTERN Products, Inc.

325 W. NORTH AVE., CHICAGO, ILL.



MAYFLOWER'S SUMMER CLEARANCE

ALL EQUIPMENT THOROUGHLY RECONDITIONED AND READY FOR LOCATION

FREE PLAY GAMES							
Zembla	\$37.50	Glamour	\$22.50	Speedway	\$17.50	Triumph	\$10.00
Leader	\$2.50	Score Champ	\$2.50	Drum Major	\$7.50	Variety	\$10.00
Sovery	\$2.50	Red Hot	\$2.50	Twinkle	\$5.00	Flash	\$10.00
Big Time	\$2.50	Three Score	\$2.50	Flagship	\$5.00	Conquest	\$10.00
Hotshot	\$3.00	Score A Line	\$2.50	Lancer	\$5.00	Contact	\$10.00
On Deck	\$3.50	Score A Card	\$2.50	Up & Up	\$5.00	Congo	\$10.00
Wings	\$7.50	Lite A Card	\$2.50	Vegas	\$2.50	Thriller	\$10.00
Sports	\$7.50	Double Feature		Top Notcher	\$2.50	Lucky Strike	\$10.00
Commodore	\$7.50	Alpine	\$2.00	G. O. D.	\$2.50	Risk	\$10.00
Lucky	\$7.50	Merry-Go-Round	\$2.50	Super Charge	\$2.50	All Stars	\$10.00
Dixie	\$7.50	Big Top	\$2.50	Big Six	\$2.50	Liberty	\$10.00
Short Time	\$7.50	Sky Rocket	\$7.50	Roller Derby	\$10.00	Parade	\$7.50
Big Top	\$5.00					Rebound	\$7.50
Rotation	\$3.00						

SKILL GAMES (LEGAL)					
Sky Battle	\$110.00	Roll-A-Ball	\$7.50	Bally Ball's-Eye	\$25.00
Exhibit Bicycle	\$5.00	Wurlitzer Skee Ball	\$7.50	Bally Golf	\$5.00
Kenney Air Balder	\$5.00	Kenney Basketball	\$5.00	Casino Dice	\$10.00
Exhibit Ski Ball	\$3.50				

MULTIPLE PAYOUTS					
Mills Spinning Wheel	\$54.50	Gottlieb Multiple Races	\$17.50	Western Hot Day	\$15.00
Bally Thundersdown	\$9.50	Western Derby Time (Mull.)	\$5.00	Western Assabon	\$5.00
Bally Sport Page	\$4.50			Western Derby King	\$5.00
Bally Gold Medal	\$2.50			Roadside Across the Board	\$5.00
Kenney Handicapper	\$2.50				

CONSOLES					
Pace 1040 Pay Day	\$129.50	Kenney Track Time	\$84.50	Ace	\$4.50
Western Race Meet	\$5.00	Mills Square Ball	\$5.00	Gen-A-Pao	\$4.00
Pace Sarcophag 1940	\$5.00	Pace Sarcophag 1939	\$5.00	Costa-Smoke	\$4.00
Pace Sarcophag 1940	\$5.00	Evans Galloping Dandee (black)	\$7.50	Tri-Pac	\$3.50
10c Rail	\$5.00	A. B. T. Challenger	\$10.00	Spin-A-Pao	\$3.50
		Jiffy	\$10.00	21 Vender	\$3.50
		Clippers	\$10.00	David Haeck	\$3.50
		Grandstand	\$10.00	Pronto Dice	\$2.50
		Hold and Draw	\$7.50		
		A. B. T. Target Skill	\$8.50		
		Yally	\$6.50		
		Cup	\$6.50		
		One-Third Deposit With Order	\$6.50		

MAYFLOWER NOVETY COMPANY

MAYFLOWER BUILDING, 2218 University Avenue ST. PAUL, MINN.

ATTENTION, OPERATORS!

MILLS JUMBO PARADE, THREE BELLS, FOUR BELLS; CHROME, SPERRY AND BONUS BELLS; ALBO GOTTIE'S CHERRY POOL. SCIENTIFIC BATTING PRACTICE AND UNIVERSAL GRIP SCALERS READY FOR IMMEDIATE DELIVERY.

Write for Prices on Gottlieb's New ZEPHYR, YANKEE, WINGS and CHAMPS.

MISCELLANEOUS USED MACHINES	
JUMBO PARADE, Free Play	
Meat (Slightly Used)	\$85.00
LIBERTY BELL	\$25.00

(The prices on above used machines are F. O. B. (Rebates))

TERMS: 1/3 Deposit, Balance C. O. D.

ALL USED MACHINES ARE OFFERED SUBJECT TO PRIOR SALE.

ROANOKE VENDING MACHINE EXCHANGE, INC.

535 CENTER AVENUE, N. W. ROANOKE, VIRGINIA



says his only trouble is in getting shipments from the factory and keeping operators appeased by getting the machines out as fast as they come in.

Bert Finberg, Finley Music Company, is removing almost all of his music equipment and brightening up his route.

S. Gallant, Fitchburg game operator, in town to purchase equipment, reports business good in his area.

Lenny Schultz, Atlantis Distributing, took a week-end off in New York after setting a battery of machines at the Shrine Circus in Providence, R. I. Meanwhile brother Murray keeps busy satisfying the demands of operators who are seeking equipment.

Frank Spivack and Norman Scotch, Jackmar Vending Company, Boston, report collections increasing. Boys are doing a good job with their nut vending machine route and have just added about 50 machines.

Dave Schultz, Acme Cigarette Sales, Cape Cod, has set a game room at the new and exclusive Coconawisset Club there. All the latest equipment, including a music machine with remote equipment, has been installed in the club.

A showing of all lines carried by the Automatic Coin Machine Company is being planned for the opening of new showrooms at 1209 Washington Street, Frank

In Washington

WASHINGTON, July 14.—It is anticipated that the much-publicized excise tax bill will come before the House of Representatives this week, probably July 16 or 17. The Ways and Means Committee will introduce the bill.

Some of the proposals will relate to coin machines and may bring the industry back into the headlines again. The proposal to tax payout games at \$25 per year is expected to attract most attention. Reports last week indicated that vending machines had been dropped from the bill, and it was also unofficially reported that music boxes have been classed as vending machines. The bill originally had a proposal to assess a manufacturers' tax of 10 per cent on phonographs and records.

If the bill comes before the House this week newspapers no doubt will carry complete reports.

King reports the new store will be ready soon. Automatic carries a complete line of all types of coin-operated equipment.

Ed Adams, Mills Automatic Merchandise Corporation of New England, reports business continues about 25 per cent ahead of last year's figures.

Murray Schultz, Atlantis Distributing Company, up and around again after breaking his leg at his summer cottage at Onset, Mass.

Sam Landau, Boston music operator, purchasing equipment and enlarging his route.

Herbert Ellis, one of the members of the Atlas Coin Machine Company's staff, ill at home for the past few days.

Frank Ward, Fairfax, Va., music operator, came to Boston for a few days this week and spent some time looking over new equipment.

Ben Palastrant, Peckard district manager in this section, back from an extended trip through his territory. Palastrant covered 3,500 miles in his new Cadillac. He reports that he booked orders for more than 1,000 Packard Plamor selectors during the trip. Business conditions were good at all places. Ben reports.

Ernest (Blackie) Blackman, of Apex Coin Machine Company, off for a brief vacation to Lake Winnepesaukee, N. H.

Louis Levine, Hub music operator, confined to his Brookline home with a slight illness.

Benny Ross, of Vendomatic, reports business booming. Benny is looking for a cigarette distributorship and hopes to have one lined up before the fall.

L. Captell, who operates the Penny Arcade at Norumbega Park, reports business good. Spot attracts a good crowd, many of whom come for the dancing at the ballroom in the park.

Leo Fox, of Hub Automatic Music Company, local Wurlitzer distributor, reports business continues on the upswing.

Al Dolina, Pioneer Music Company, has opened the new Harwichport Recreation Center. Spot is said to be very attractive and Dolina is using the best type of coin machine equipment there.

Suggest Napkin Holders on Wall Box

OKLAHOMA CITY, July 12.—The wall box phase of the coin machine industry would receive a tremendous boost if boxes could be equipped with napkin holders, in the opinion of Orville Anthony, whose business is installing wall boxes.

Anthony, who just returned from several years on the West Coast, says it would be good business for both napkin makers and phonograph manufacturers to provide such arrangement.

"At least 50 per cent of the places where I've installed boxes," he said, "asked for the napkin equipment—which I didn't have. And I have heard literally dozens of cafe owners say they wouldn't hesitate to put in wall boxes if they had holders attached."

"I think the idea must have started with peanut machines. Quite a number

Economize with SOUTHERN'S Better Buys!

A-1 USED PHONOGRAPHS WITH NEW MARBLEGLO FINISH

WURLITZERS	16 Record \$49.50	Commander Musical \$29.50
312 or 412 \$34.50	12 Record \$35.00	Beltonberg \$15.00
412 or 716 49.50	Imperial 20 59.50	A. B. or D 12 Ric. 25.00
412 in Illuminated 59.50	Windsor 79.50	Casino 119.50
24 Record 59.50	100 Grand Model 119.50	Plaza or Regal 129.50
Counter Model 91 79.50	55 Stand 119.50	Green 139.50
Counter Model 91, with Base 89.50	1000 Deluxe 139.50	Classic 179.50
600 139.50	Beltonberg \$15.00	Selector 169.90
800, with Remote Control Adapter and One Well Box 275.00	12 Ric. 25.00	
850, 1941 Model 289.00	Castro 119.50	
	Plaza or Regal 129.50	
	Green 139.50	
	Classic 179.50	
	Selector 169.90	

CONSOLES, PAYTABLES, ETC.	Establish Bowling Alley \$23.50	FREE PLAY GAMES	Liberty \$12.95	Retain \$32.50
Mills 1-2-3 Payout, 1939 Model \$29.50	Rockola Ten Pin 39.50	Lucky 19.50	Brooks 19.50	Super Changer 19.50
Mills 1-2-3 Free Play, 1939 Model 39.50	Blank Cabinet, Keany And Aircraft Gun 44.50	Lancer 24.50	Line Star 24.50	Spot Em 19.95
Mills Free Play Junior Payout, Green 44.50	Billy Ball's Eye Gun 49.50	Line Star 24.50	Lucky Strike 27.50	Score Star 19.50
Evens Jungle Camp Free Play, Green 109.50	NEW AND USED COUNTRY GAMES	Line Up 32.50	Line Up 32.50	Score Champ 19.50
Bally High Hand, Console 139.50	Doral 21 Game 19.50	Landlide 39.50	Used Pile Pack 27.50	Short Stop 24.50
Paces Race, Black Cabinet 89.50	Used Pile Pack 27.50	Milant 19.95	Mills Vist Pocket 27.50	Score Card 5.00
Paces Race, Brown Cabinet 89.50	Turf Fish 6.00	Mr. Chips 22.50	Turf Fish 6.00	Sporty 27.50
Key Day, Table 19.50	Greetschen Vending 3.00	Mr. Chips 22.50	Mills Ticketta 3.00	Summerline 29.50
Princess 29.50	Used A. B. T. Challenger 22.50	Mr. Chips 22.50	Used A. B. T. Challenger 22.50	Summerline 29.50
Turf Champ 29.50	Used Texas Leaguer 34.50	Mr. Chips 22.50	Used Texas Leaguer 34.50	Summerline 29.50
Jennings Derby Day 27.50	Guillotine Gripper 6.00	Mr. Chips 22.50	Guillotine Gripper 6.00	Summerline 29.50
Turf Champ 27.50	Real 21 6.00	Mr. Chips 22.50	Real 21 6.00	Summerline 29.50
Track King 27.50	Used Ochs 6.00	Mr. Chips 22.50	Used Ochs 6.00	Summerline 29.50
Lionel Ball 27.50		Mr. Chips 22.50		Summerline 29.50
Galloping Demolition 59.50		Mr. Chips 22.50		Summerline 29.50

THE WISE OPERATOR WILL CAREFULLY CHECK OVER THE ABOVE LIST OF MERCHANDISE AND ORDER IMMEDIATELY. PRICES ARE DUE FOR INCREASE AS WELL AS SHORTAGE OF EQUIPMENT FOR THE ORDER FROM OFFICE NEAREST YOU. IF THAT OFFICE SOLD OUT, SHIPMENT WILL BE MADE FROM NEXT NEAREST OFFICE. IN ORDERING STATE SECOND CHOICE.

SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. Second St. LOUISVILLE, KY. 531 N. Capital Ave. CINCINNATI, OH. 312 W. Seventh St. CINCINNATI, OH. 426 Broad St. NASHVILLE, TENN.

Pennies FROM Heaven



FLIPPER is a MONEY MAKER

PENNY PLAY

- Nothing to go out of order.
- Five Color Back Board.
- Location Tested.
- It will pay for itself in three weeks.

Price \$16.50
6 for 84.00
1/2 Deposit With Order, Balance C. O. D.

WRITE FOR EXCLUSIVE DISTRIBUTORS DEAL!

THE MARKEPP CO. 3328 CARNEGIE AVE. CLEVELAND, OHIO

ATTENTION, OPERATORS

We have moved our Boston, Massachusetts, Office to

1209 Washington Street

Drop in and see our Mr. King.

AUTOMATIC COIN MACHINE CORP. Boston and Springfield.

of the vendors now have napkin holders on the sides, and phonograph men would be smart to pick up the idea. I can't speak for the rest of the country, but I'm damn sure it would sweep the Co. East, and I'll bet most of the other areas are ripe for it, too."

U. S. Travel Head Urges Vacations; Won't Hurt Defense

By W. Bruce Macnamee, Chief U. S. Travel Bureau

WHAT of the war and of travel? This is the dynamic consideration in the minds of millions of Americans today. Is there any real conflict between the idea of recreational travel and the tremendous implications of our great defense program? Here in the nerve plexus of the nation the answer is reassuring.

The United States Travel Bureau, which has been giving its closest attention to the dramatic changes in the travel picture resulting from the war, views the situation in this way:

When the conflict occurred, the highly sensitized travel industry alertly shifted its emphasis to the tourist havens remote from war. Most of these lay in our own country and in the 20 other peaceful republics of the Western Hemisphere. This was the first consideration.

THE TRADING FOOL HAS MORE MONEY THAN 'CENTS'

- Wanted To Buy For Cash
- SLOT MACHINES
- PENNY TARGETS
- PHONOGRAPHS—Wurlitzers
- PENNY CIGARETTE MACHINES
- RAY GUNS ALL KINDS
- GRIPPER—Gottlieb's State Prices

KING HARRY'S MUSIC SERVICE 1046 Broad St. AUGUSTA, GA.

tional income this year, thus giving direct economic aid. But "intangible" assets of travel can be of even greater importance. As viewed by leaders here travel is one of the most realistic means of welding the people together into a unit for an even deeper understanding of the American way of life as contrasted to the way of life imposed upon other peoples.

There has come the abiding conviction that travel in America is an adventure in democracy. In the creation of national hemispheric unity it reaches the apex of its usefulness.

But there are other important factors. The contribution of travel to national health lies largely in its ability to bring needed relaxation from the serious problems with which all of us are confronted. It brings us into contact with the eternally fresh sources of inspiration in our great national parks and the other scenic wonderlands of the American panorama. It also brings us into contact with evidence of the creative genius of man at a time when we are likely to think only of his ability to destroy.

New Aluminum Substitute Being Tested

CHICAGO, July 12.—The United States Forest Products Laboratory has announced a new product at its laboratories in Madison, Wis., which may be used to replace aluminum in the manufacture of airplanes, according to a recent report in *The Chicago Journal of Commerce*. Technicians of the laboratory declared that the new product, developed from wood, is lighter than aluminum but is as tough as steel.

They have named the new substance "compregnated wood." The name is derived from the fact that the wood receives its particular qualities thru the processes of compression and impregnation.

How Wood Is Made

"Compregnated wood" is made in this fashion: Thin sheets of wood first are impregnated with a solution of phenol and formaldehyde, the bases of the phenol plastics. These sheets then are compressed into a solid mass, less than one-half their original total thickness. The resulting material is one which laboratory tests indicate may revolutionize airplane construction as well as manufacture of mosquito boats and other small craft used by the navy. Technicians report that it resists to rupture, tension, compression, and elasticity tests in much the same manner as ordinary mild steel. Its test values are said to be four or five times those of the best natural woods. Yet it is only one-fourth as heavy as aluminum, lightest of ordinary metals.

Smooth as Glass

Another virtue of the new wood is its smoothness, which is comparable to that of glass. This may help aeronautical engineers to overcome one of their most persistent enemies—speed-reducing parasitic resistance, or "drag."

Moreover, the surface of compregnated wood is more impervious to weather than paints or lacquers; no paint would be necessary on an airplane constructed of this material.

The new wood is easily machined, according to Forest Products scientists. It can be readily sawed, drilled, or turned on a lathe.

Technicians emphasize the difference between compregnated wood and "plasticized wood," which has received wide attention as a material for airplane construction. The latter is plywood bound together with phenolic resin glue under heat and pressure. This glue, or plastic, is applied to the surface of the plies.

New Method Different

But in the manufacture of compregnated wood, the original plies are soaked in the raw ingredients of the plastic, phenol and formaldehyde, dissolved in water. The solution penetrates the cell walls of the wood, the water is eliminated as the wood slowly dries, and the blended phenol and formaldehyde re-



DURING AN ENGAGEMENT AT THE RIVOLI THEATER, Toledo, O., Horace Heidt, band leader, joined operator Rudy LePoint and Frank Martin, Acme Phonograph Company officials, in an informal audition of one of Heidt's recordings on a Seeburg Hi-Tone Symphonola. (MR)

main as a film of plastic on the inner surface of the cell wall. Then, when the pressure is applied to the plies, they become a homogeneous mass.

Dr. A. J. Stamm, the laboratory's senior chemist, has found that conifers yield the best wood for the manufacture of the new product. But success also has been had with other woods, including poplars, cottonwood, aspen, and the gums.

Scientists here do not predict that entire airplane fuselages or wings soon will be stamped out of compregnated wood. Cost of necessary molds would be prohibitive. But it may soon be possible to mold sections of a type and size to revolutionize airplane construction.

Andy Wolf Heads Minneapolis Assn.; Recall Year's Deeds

MINNEAPOLIS, July 12.—Its season climaxed with election of new officers at the annual election dinner meeting Wednesday (9) at the Radisson Hotel, Minneapolis Amusement Games Association was looking forward to a new year of achievement that will rival the concluding year in accomplishment.

The new executive slate includes Andy Wolf, president; Phil Moses, vice-president; Wesley W. Smith, secretary-treasurer. Retiring officers are Doug Gleason, president; M. M. (Doc) Berenson, executive secretary; Smith, vice-president; Moses, treasurer. The association voted to dispense with its six-man board of directors and place full responsibility for the organization in the hands of the officers. In the event of emergency the

entire membership will sit as an executive board-at-large.

Getting off to a good start, the association members are going in heavily for purchase of Defense Savings Stamps offered by the government. Vice-President Moses is in charge of distribution of the stamps, which were snapped up by all members present at the Wednesday meeting.

Also on tap in the way of community co-operation this year is the coin machine industry's effort in behalf of the Minneapolis Aquatennial, summer festival opening today for an eight-day period. Earlier in the year there was some talk of assembling a float to participate in the huge parade. This idea was discarded, however. Several coin machine men have instead outfitted their personnel with official Aquatennial sports-wear uniforms, and practically every coin machine business owner in the city has purchased Aquatennial buttons for his entire personnel.

As a boost for the sale of Defense Savings Stamps, the association ordered reprints made of *The Billboard's* leading editorial of July 5 and mailed them to a large mailing list.

During the year just ending for the association complete harmony reigned in the city organization, which co-operated admirably with the State group in sponsoring the State show and convention last March. The Minneapolis association has successfully endeavored to bring favorable publicity to the coin machine business in the city.

Its promotional activities along this line included presentation by individual member operators and jobbers of phonographs for State and city institutions, sponsorship of an advertisement in which the famous Andrews Sisters were shown playing pinball machines.

Plan Big Honolulu Amusement Center

HONOLULU, July 12.—An amusement center featuring a motion picture theater, air-conditioned bowling alleys, rifle range, dance floor, and equipment for skee ball and table tennis will be built here by the Royal Amusement Company. The new project will cost between \$150,000 and \$200,000. It was announced by Adolph Ramish, president of the company.

The amusement center will be in line with the attempts being made thruout the community to provide more entertainment for the nearly 50,000 soldiers and the personnel of the entire U. S. fleet now stationed here.

Site of the project will be a 27,000 square foot lot adjacent to the Civic Auditorium recently purchased by the Royal Amusement Company. This is located midway between downtown Honolulu and the Waikiki Beach district.

Music Boxes Soon To Boost Defense Bonds

Music box operators have contributed to national morale by using patriotic records in their machines. Irving Berlin has written a song to boost the sale of defense bonds, and another for the ordinance department. Now that these songs have been recorded, music box operators can contribute even more definitely to boost the defense program by using the records in their machines.

The Cleveland Plain Dealer, May 21, editorialized on the proposed song as follows:

"BOND SALES IN SONG. In the weeks that have elapsed since the defense stamps and bonds were offered, the observation has been made many times that sales would be disappointing if there were no organized campaign. Those of us who remember the Liberty Bond drives with their use of every known publicity and sales device have been inclined from the first to discount the Treasury representation that ample funds would be provided for defense thru voluntary purchases.

"While Secretary of the Treasury Morgenthau in his latest comment on the defense bonds sales says they are 'going along very nicely,' the impression is abroad that since the first week they have been falling off at a rate which suggests the need for a new selling approach.

"It is therefore with pleasure that the public reads that Irving Berlin is writing a song designed to spur defense stamp and bond sales and incidentally to build up a favorable national defense psychology. After what Berlin did with *God Bless America*, one may easily be convinced that another of his songs may be precisely what the situation demands. Already we are eager to whistle it."

Bainbridge, Army-Bound, Honored by Friends

MOOSIC, Pa., July 12.—Milton Bainbridge, sales manager for the Wurliizer phonograph division of the firm headed by Ben Sterling Jr., leaves for army service July 21. Maple City Amusement Company, a Sterling customer and large operator of phonographs, gave Bainbridge a send-off party and banquet July 7 at the Star Tavern in Honesdale.

The party was attended by about 50 friends and well-wishers. The affair was arranged by Messrs. Williams, Polt, and Erk, of the Maple City firm.

13,000,000 to 200,000,000 pounds," Dr. Reed said. "Expansion of the hosiery industry has been one of the sensations of recent years."

Nationally, farm population stood still while the population of cities expanded 8 per cent and villages increased by more than 14 per cent between 1930 and 1940," he said. "No wise marketing man will fail to see the importance of contrasting population movements, combined with the knowledge of changing retail outlets as shown by our census of business.

"The importance that transportation has reached in the affairs of the average American family may be measured from the fact that expenditures for automobiles and gasoline come within 1 per cent of the expenditures for food. The proportion of each \$100 of retail sales which went to filling stations increased from 83.70 in 1929 to 86.70 in 1939."

FOR BETTER VALUE GET AMERICAN EAGLE

NEW "DEFENSE REELS" MODEL
OR "BELL FRUIT" REELS MODEL

TOKEN PAYOUT! 1c OR 5c! GOLD AWARD



Model Only \$2.00
Extra! Mechanism Un-
conditionally Guaranteed
for 2 Full Years!!
Quick! Order Now!

\$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.

Changes in Market Demands Reviewed

CHICAGO, July 12.—Revealing changes in market demands of the past 10 and 20 years, Dr. Vergil D. Reed, assistant director of the Federal Bureau of Census, told a gathering of advertising and industrial executives meeting here that there have been great changes in certain common commodities.

Cigarette consumption, he said, has nearly doubled in 12 years. Soft drinks, he reported, have grown more popular notwithstanding the repeal of prohibition. He also cited such facts as that the American public is consuming more fruit and tomato juices, potato chips, peanut butter, cheese, sausage products, and rayon than 20 years ago, but is using less wheat flour, silk fabrics, gingham, and harness.

"In the last 20 years," he said, "consumption of canned fruits, fruit juices, and tomato juice have skyrocketed threefold. Production of wheat flour has declined in the face of increasing population."

While all silk fabrics showed a decline from 47,000,000 to 7,000,000 pounds in 10 years, rayon fabrics increased from

A MESSAGE TO YOU...

Defense Savings Bonds and Stamps give us all a way to take a direct part in building the defenses of our country—an American way to find the billions needed for National Defense.

The United States is today, as it has always been, the best investment in the world. This is an opportunity for each citizen to buy a share in America.

We print this message in the cause of Defense.

The
Billboard



REST ASSURED

... YOU'LL

**MAKE MORE MONEY TODAY, TOMORROW
AND FIVE YEARS FROM NOW WITH**

**BATTING
PRACTICE**

The present national emergency has brought unsettled conditions . . . but YOU can provide NOW for whatever may be ahead . . . by getting on the "Steady Profits Bandwagon" with **BATTING PRACTICE**. Rest assured—you'll sleep more soundly with plenty of **BATTING PRACTICE** Games on location! They 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.

West Wind Taxes Exhibit Production

CHICAGO, July 12 (MR).—"In spite of the expected summer slump, the production lines of the Exhibit Supply Company are being taxed to the limit in order to keep pace with the constant flow of orders being received for West Wind," states John Chrest, sales manager.

"Altho only announced in last week's issue of *The Billboard*, already the number of orders taken is so large that the production department is lagging far behind.

"West Wind is a game that fascinates players because of its unusual features and its nine ways to score. It is an established policy of the engineering department of the company to create and produce such interesting games that appeal to the players. After all, the player is the person who creates the demand for a game.

"If they dislike some principal feature of any game, the play usually falls off, which, of course, is noticed in the receipts of the game.

"Smart operators have learned that with Exhibit games they always have successful runs."

Grand National Reports Sales Up

CHICAGO, July 12 (DR).—Grand National's sales curve continued its upward turn last week, it is said. "Orders from every part of the country helped to swell the total substantially ahead of last year at the same time," claimed officials.

"Equipment is going thru our reconditioning department just as fast as our able staff can handle it," said Al Gehring, "and still we are having to beat even our own records in giving the prompt delivery service we always maintain."

Mac Churris commented especially on the wide variety of games in demand. "One of the many reasons so many operators turn to us for their equipment is the fact that we have a good stock of practically every type of game that is in demand. So, whatever they want, we have for prompt shipment."



CHROME BELL COLUMBIA

Flagship of a magnificent fleet of Columbia Bells.

You need this Chrome Bell to command the play on every location.

Stately in appearance, large Fruit Reels, Cash or Check payout, large Jackpots; convertible on location from Nickel to Dime or Quarter Play.

Its low price will surprise you.

We also feature other types of Columbias for every type of operating need.

GROETCHEN TOOL COMPANY
130 N. Union St. Chicago, Ill.

14 Totals, Same as New	\$10.00
14 Mills Gold Awards, Late Numbers	12.00
5c Mills Vest Pocket, Blue & Gold	22.50
Plain Plates, Same as New	18.50
Northwestern De Luxe	6.00
Northwestern Standard, Penny-Nickel	2.75
Northwestern 32	2.50
Purses, Chromium Finish	2.00
All Metal Cast Iron Stands	1.00
1/2 Deposit, Balance C. O. D.	
AMUSEMENT SALES CO.	
4304 Jefferson Kansas City, Mo.	

Toronto

TORONTO, July 12.—Frank Kirke has opened new showrooms at 124 Dundas West under the name Frank Kirke Novelties. He was formerly associated with Charlie Seigel as part owner of K. & S. Novety. Seigel continues with K. & S.

H. Palter, local distributor for Halpin Manufacturing Company, advises that the first of the new Singing Towers have been completed at the Canadian factory in Mount Bridges, Ont.

Bill Fielding, Windsor operator, is making a flying trip to Vancouver, B. C., stopping off at Calgary, Alta., to see the stampede.

Bill Painter takes time off these sultry days to get in a few hours of his favorite sport, fishing. Bill is head of the P. & H.

Coin and reports he recently placed a large order for new Wuritzers.

Ernie Chevalier, manager of the local office of Donald Fielding Company, reports business at the new Playland at Sunnyside Beach is making history.

Art Vigneux, head of the Vigneux Bros., is spending a vacation in Nova Scotia.

A. B. Sartin, field engineer, freezer division, Mills Novelty Company, spent a few days with R. Fields, local Mills distributor.

Jack Swartz, of Quebec Coin, and M. Fine, Roxy Specialty, both of Montreal, were recent visitors. They report that province business is at its best.



BIG CHERRY

**SENSATIONAL HARLICH
DIE-CUT BOARD**

Here's real flash! New slot symbol tickets feature cherries as winners. It's a honey for profits.

No. 11397 5c a play 1000 Holes
Takes in . . . \$50.00
Average payout . . . 25.92

For Other New Harlich Boards
Write for Folder No. 416

HARLICH MFG. CO., 1413 W. JACKSON BLVD., CHICAGO, ILL.

Genco's Argentine Boosts Summer Play

CHICAGO, July 12 (MR).—"It doesn't take very long for good news to spread thru the coin machine world," comments Dave Gensburg, head of Genco, Inc. "In this instance, the news is of Genco's new thriller, Argentine, which is reported a real shot-in-the-arm for lagging summer locations.

"Operators say that Genco is to be congratulated for having brought out so sensational a new game following a sensational predecessor, Captain Kidd.

"Argentine has all the glamour of Buenos Aires, caught in a dazzling riot of backboard color," declared Gensburg. "Players have taken to it like a duck takes to water, because it's different, daring, extra intriguing—and offers not two, not four, not six, but eight smart

replay features. The come-on incorporated into Argentine is so keen that every twist of every ball carries interest, suspense, and importance to the player.

"Test locations were terrific despite the hot weather encountered. From what we're hearing about the first batch of Argentines that were shipped, our tests were conservative.

"Among Argentine's eight replay features are: (1) By lighting bumpers one to six, which give one replay when lit thereafter; (2) by lighting bumpers one to six, then top special-when-lit bumper will give three replays; (3) by lighting bumpers A and B, then bottom special-when-lit bumper will give three replays; (4) by going over tango lane when lit; (5) by going over conga lane when lit; (6) by going over conga lane when triangle lit; (7) by high score; (8) extra special replays by going over conga lane when triangle and conga lane are lit."



WOMEN IN INDUSTRY are attractively portrayed in this scene showing Jennings employees giving Totalizers their final testing. (MR)



**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!

**PENNY \$29-75
PLAY**

Nickel Play, \$31.75
Stand—\$3.00 Extra.

Sold on 10-Day Trial Money-Back Guarantee.

No if's—And's or But's.

deposit with order, or mail for amount and save C. O. D.
Immediate Delivery.

BAKER BUILT GAMES

**TORR 2047A-50. 68
PHILA., PA.**

**WANTED
ROTARIES**

Will Pay Cash

CHARLES SCHWARTZ

540 Old South Building
Boston, Mass.
Liberty 0466

An article of interest to the coin machine trade, outlining the vast outlet offered the industry by the pools and beaches throughout the country, appears in "The Pool Whirl" column in the Parks Department in this issue.

Ginsburg Visits Atlas Omaha Branch

CHICAGO, July 12.—Eddie Ginsburg, spending the past week in the Omaha, Neb., office of the Atlas Novelty Company, reports he was pleasantly surprised by the favorable response to the opening of the newest of the Atlas branches. Friends of Ginsburg from Nebraska and Iowa, learning that he was in town, paid him visits and complimented him on the service of the Omaha branch.

Accompanying the Atlas official on the trip was Joe Kline, newly installed as manager in charge of the pin game division. Kline, who has been schooled in the Chicago office, has built up a following in Iowa and Nebraska. He will head an experienced and well-trained personnel.

Irving Oritz, official in the Chicago office, reported that Ginsburg prolonged his visit for the purpose of formulating and setting up the firm policy as directed from Chicago. "This policy," said Oritz, "has become popular and is known as Atlas Personal Service. The influx of operators into our Omaha office is proof that this policy is well appreciated."

Ginsburg said that he was indebted to many in the Nebraska and Iowa territory both for their patronage and friendship. Among those who called on him were Jim Heitkamp, Pete Wright, Les Champman, John Plank, and others.

Sauve Remodels For Better Display

DETROIT, July 12 (DR).—Extensive remodeling is being completed by the A. P. Sauve Company, one of Detroit's largest jobbing houses. The new set-up will enable the company to devote three times the space formerly given to display purposes by taking over a basement section formerly used for casual storage. This will be a separate display room for used games only. Another section of the basement has been outfitted to hold the service department with modern tools for all types of repair and service work on all types of machines.

On the main floor the offices have been moved and rearranged allowing considerably expanded space for display of new machines. The entrance to the basement salesroom has been made more convenient by the installation of a service elevator.

Alterations are in charge of Roy deLongre, general manager of the company, who expects to have them completed in about another week.

GLOBE MONEY MAKING DIE CUT BOARDS

**SENSATIONAL - - - TIMELY - - - MONEY MAKERS
BLITZKRIEG**



A real hot board for fun and profit. A shot at the Dictator is a shot in the arm for the taker. A fast mover—right to the last hole. Cash in on this timely NICKEL CRABBER. SPECIAL 8 - COLOR LAMINATED DIE - CUT BOARD SURE TO CATCH THE EYE AND THE DOUGH! Get started today—send in your order and start collecting the nickels. Plenty of Action. Jackpots pay from \$2 to \$25.

1850 HOLES—5c A SHOT
TAKES IN\$92.50
AVERAGE PAYOUT 49.45
AVERAGE PROFIT. 43.05

WRITE FOR OUR
COMPLETE
CATALOGUE OF
MONEY MAKING
BOARDS

GLOBE

PRINTING COMPANY
1023-25-27 RACE ST. PHILA., PA.

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

PIN GAME OPERATORS WANTED

We can supply a full line of the latest pin games to responsible parties who can operate same. Must have references and stand rigid investigation! For information write
BOX D-87, THE BILLBOARD, 25 OPERA PL., CINCINNATI, OHIO

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.

**SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd**



GROUP OF SONG PUBLISHERS, reviewers, reporters, magazine editors, orchestra leaders, and artists at Mills Novelty Company's Music Hall helping to celebrate at a party in honor of Russ Morgan. Morgan and some of his artists are in the picture. (MR)

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! Cramped with "come-on" — a knockout for competitive play. All mechanical — no service problems. Take our tip and order at once!

PENNY PLAY \$29.75
 F. O. B. Chicago
NICKEL PLAY, \$31.75
 Stand, \$5.00 Extra
 1/2 Deposit With Order.

GERBER & GLASS 914 Diversey Blvd. CHICAGO

FROM THE HOUSE OF DEPENDABLE SERVICE

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Broadcast \$25.00	Golden Gate \$20.00	Plymate \$30.50	Sporty \$25.00
C. O. D. \$20.00	Harroville \$22.50	Polo \$30.00	Yeggs \$25.00
Chief \$17.50	Topper \$18.20	Punch \$20.00	Stratoline \$55.00
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1940 PACE SARATOGA—FREE PLAYS AND PAYOUTS MECHANISM AND APPEARANCE LIKE NEW.

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Genie Motors \$39.50	Seaburg Shoot-the \$60.50	Uwe, 15 Be. \$39.50
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Milk 1939 1-2-3s \$29.50	Jennings Roll-in-the \$60.50	Bally Eagle Eyes \$20.50
Bally Kanzas \$24.50	Barrels \$60.50	Bally A-Hey \$19.50
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Gottlieb Policy Proves Profitable

CHICAGO, July 12 (MR).—"Looking back over the record of relationships between D. Gottlieb & Company and operators and distributors since 1927 brings some highly interesting facts to light," says Dave Gottlieb, president of the company.

"In checking with the records, we find that those who stayed with us are all still in the business and financially sound. Their success is our success, of course. We feel that much of this healthy business building is due to Gottlieb's policy of advising distributors and operators not to try to handle too much. In other words, we promoted their biting off what they could chew—and records show this old adage still holds good."

Reminiscing further, Dave commented that in the early days of D. Gottlieb & Company he helped finance several of his distributors and operators. "It's been very interesting and satisfying to see them all grow and prosper," he explains. "And many come in again and again for discussions and advice. My principle has always been to stay on the conservative side. From experience, I know that this principle is profitable."

"Right now, the best news I have for the trade is our new hit, Spot Pool, our latest release. How sensational this game is can best be illustrated by the trade's tremendously enthusiastic response to Spot Pool at its introduction. As soon as we could, we sent sample shipments to distributors all over the country. Immediately, we were deluged with a flood of orders—shot back at us with pleas for speedy delivery. Spot Pool's simplicity and animation is potent. Add to these the similarity to pool, played by so many millions of Americans, and the unique action, speed, and thrills of Spot Pool and you have a game that's bound to set the trade on fire."

Tavern Spots Okeh Batting Practice

NEW YORK, July 12 (MR).—"The appeal of Batting Practice is the feature that meets with the strongest approval of location owners, according to Max D. Levine, president of Scientific Machine Corporation, manufacturer of the game. "The realistic reproduction of the thrills of baseball is the magnet that draws players to the game."

"Not only do players try their skill at the Batting Practice machine, but the game is a constant topic of discussion wherever placed. When customers walk into a tavern they are attracted by the authentic reproduction of the baseball diamond and, if they are not already enthusiastic players, it is not long before they try their hand at playing the game. And the player who gives the game a trial becomes a regular fan, for its action captures the fancy of all baseball fans."

"Tavern keepers are highly pleased by all this interest in Batting Practice. The game retains customers and gives them an incentive to return. The pulling power of the game has been proved time and time again, and that is why location owners co-operate with operators handling the game," Levine concluded.

Kicker and Catcher Production at Peak

CHICAGO, July 12 (MR).—"The rapidly mounting clamor for our new counter game, Kicker and Catcher, is a challenge to our production department," says officials of Baker Novelty Company and how we're answering that challenge! Every production facility of our modern plant and equipment is keyed to keep up with orders.

"Continued installation of new equipment, the best to be had, and the building of general offices in the new plant keep us on the hop. But all of us here at Baker are putting our shoulders to the wheel. A rush of business like this, previous to our removal to our new location and facilities, might have been too much. But as it is, we'll be able to take everything in our stride now and give our operators and distributors service that's super in every way."

"We're not overlooking other Baker hits, either. Lucky Strike and Baker's Pacers are maintaining their powerful appeal. We're turning them out at a good rate, as well as Entry, Baker's new five-ball novelty game that has met such enthusiastic acceptance thruout the country."

Ponser Panoram In New Offices

NEW YORK, July 12 (DR).—George Ponser Company has opened a suite of offices in the General Motors Building for the sale and promotion of Mills Panoram. The suite has three large offices and a spacious reception room.

"Altho the offices have been open only a week, the staff is rushed to the limit," Jack Mitnick and Ponser report. "The weekly average for those operators running between 10 and 20 machines in the city," they state, "is far beyond our hopes. These operators have already ordered additional machines. We feel this is the highest compliment that can be paid the machine."

"No Contest" in Phono Design Competition

BOSTON, July 12.—The phonograph design competition conducted by the Institute of Modern Design, Boston, news of which has appeared in *The Billboard* from time to time, has been declared "no contest," according to James S. Plaut, institute director.

It is said that the decision was made after the most serious consideration—because there were not enough designs submitted and because most of them were not practical. Plaut declared that there had not been sufficient information given designers and that the competition prize was not high enough.

Considering this, Plaut declared: "We propose to hold a larger and much better competition in the fall. We feel that the idea is still a sound one and that if we raise the prize money and clarify the regulations enough good designs will be submitted so that we may recommend a group to the industry as being feasible for production."



LARRY COOPER FETED AT WURLITZER FACTORY. Wurlitzer District Manager Cooper and P. O. Brandt, Wal-Bil Novelty Company, St. Louis, Wurlitzer distributor, visited the factory recently and started a minor celebration. Bidding them welcome are, left to right, standing: Ben Holinger, (Cooper), Ray Haimbaugh, and D. O. Lee, all of the North Tonawanda (N. Y.) plant. Sitting are Walter Shuck, manager Wurlitzer retail store, Cincinnati; General Sales Manager M. G. Hammergren; Spence Rees, assistant general sales manager, and Brandt. (MR)

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AMERICAN EAGLE**

BELL-FRUIT or
DEFENSE REEL
SYMBOLS

FEATURING
FREE PLAY
M V S T R Y
AWARD
TOKEN OUT 2 FULL
YEARS UN-
CONDITIONAL
MECHANISM
GUARANTEE.
Sample \$34.50
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GREATEST
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OUT COUNTER
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3939 Grand River, Detroit, Mich.

machine operators is the new Feather-weight Permanent Jewel Pick-Up Adapter and volume-control unit. The adapter and volume-control unit combination has set new marks for record longevity. It is claimed, with tone quality also improved. Service calls and needle costs have also been cut down considerably, the firm claims. Unit is installed within five minutes, and no drilling or machining is necessary.

**Roy Torr Praises
Counter Skill Game**

PHILADELPHIA, July 12 (DR)—"Kicker and Catcher may be a skill game to some," says Roy Torr, Philadelphia distributor, "but it is 'pennies from heaven' to me. So far we have not been able to keep machines in stock for more than three hours after receipt of a shipment—and shipments are coming in daily.

"At present we have been able to make all deliveries within 24 hours. I believe that Kicker and Catcher will be one of the smash hits of 1941," concluded Torr.

Mississippi

NATCHEZ, Miss., July 12.—Independence Day celebrations in Southwest Mississippi and Northeast Louisiana aided operators here. Bathing and beauty revue at Clear Springs Recreational Area, seven miles west of Meadville, Miss., was one drawing card. Operators said business was good in area this day.

Several new locations have opened at Lake St. John, near Ferriday, in last few weeks. Among operators putting out equipment there are Ham, Nelson, Jim Culpepper, and R. Bruce Swayze Jr. All declare that their business has been good.

Bill Eldt, well-known Natchez operator, brought back some big fish from his vacation to prove that not all of the big ones get away when he's in a fishing mood.

Sam McCabe and Sam Serio, of Seramae Novelty Company, are among the stockholders of the Natchez Baseball Association of the Evangeline League.

Coin machine operators of this section say their business has fallen off some because of the heat, but all agree that it should get better as the weather cools off.

However, this season has been an exception due to heavy summer tourist trade, the defense program, industrial boom, and army camps located in this section.

Frank Perrault, serviceman of the Seramae Company, is also handling machines in the territory for Buster Williams, of the Service Novelty Company, Newellton, La.

Week-end business is aided by "good will" tours here from near-by army camps. Officers and enlisted men continue to prove good machine players, especially around pay days.

**Tri-Way Products
Sales Hit New High**

NEW YORK, July 12 (MR)—Officials of Tri-Way Products Company, Inc., report that sales during the past few months have increased so rapidly that all previous sales records have been broken. Music operators all over the country have been boosting Tri-Way products, it is stated.

The Ultratone and Illumitone speaker-herfies made an immediate hit when first introduced, and both items have been steadily gaining in popularity. The speakers were built with the operators' problems in mind. Attractive in appearance and with superior tone quality, the speakers give full 360-degree coverage to all parts of a room. In many cases one of the speakers, suspended from the center of the room, replaces several auxiliary speakers otherwise necessary.

Another important item in the Tri-Way line receiving a big play from music



BATTING PRACTICE GAMES are featured at Faber's giant Sportland on the Boardwalk, Coney Island, N. Y. (MR)

3 UP

It's really different—that's why it's enjoying top popularity in hundreds of locations. Try it and be convinced.

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THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

ALL AMERICANS \$39.50
METRO 35.00
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BOOM TOWN \$75.00
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WRITE QUICK for Our Complete Price List of All New and Used Machines!



1/3 Deposit, Balance C. O. D.

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BROOKLYN, N. Y. Telephone NE 6-3700

Addison Novelty Co. 925 BELMONT AVENUE
CHICAGO • ILLINOIS

Keeney's Super Track Time \$149.50
Keeney's 1938 Track Time 79.50

Baker's Pacars, Like New (Serial 27242)
5c J.P., 30-1 Daily Double \$184.50
Paces Starline Jr., 1240 Model 89.50

WHAT HAVE YOU TO TRADE?
Buy U. S. Defense Bonds

MECHANIC WANTED

Prefer men above 38 years who has had two or more years' experience in repairing Phonographs, Gramophones, Slits, Pin Games. The work will be confined to shop which is well equipped. Give experience and references. Well experienced man can expect good pay.

LOVELADY MUSIC MACHINE COMPANY
BALL GROUND, GA.

**Arcade Operator
Reports Increased Biz**

COBROCKTON, O., July 12.—Dick and Helen Johns, well-known penny arcade operators, have augmented their line-up of amusement machines with several new pin games, automatic phonographs, and a new Batting Practice game. They report the new baseball game clicking big with park patrons and plan to take it on their Ohio county fair circuit with their under-canvas arcade this summer.

Johns said patronage at the park arcade has been much improved this summer, due to improved industrial conditions.

The Johnses will start their Ohio county fair season with their arcade the first week in August at Warren, O., playing Eastern Ohio fairs until early in October.



**HOLE IN ONE
1c SKILL GAME**

A ball of glass is rolled in front of a realistic golf hole which holds a swinging club controlled by the player. Genuine skill is required to make a "Hole in One." All skillful hits are recorded. Ball game capacity 750 balls.
Operator's Price **\$12.50**

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REVOLUTIONARY
COUNTER SENSATION!

KICKER and CATCHER

100%
NEW!

100% MECHANICAL!
100% SKILL!
100% LEGAL!

Creating a sensation everywhere! Brilliant, original playing action entirely under player's control. A knockout for competitive play—loaded with "comon"! Entirely mechanical—no wires—no batteries. Cash in quick! Order today!

NICKEL PLAY
\$31.75

PENNY PLAY
\$29.75

Stand, \$8.00 Extra



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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:

50 No. Yellow 9"x14"	\$48.60 per 1000
55 No. Red 8"x14"	42.95 per 1000
100 No. Yellow 9"x18"	57.75 per 1000
100 No. Baby 6 1/2"x15 1/2"	47.40 per 1000
120 No. Red 8"x15 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

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CHICAGO, U. S. A.

Coinography

Irving Sandler

A LITTLE more than four years ago he was a helpless invalid, confined in a sanatorium near here, his life hanging in the balance. Today, full of vim and vigor, Irving Sandler, ace salesman for Acme Novelty Company, can keep up with the best of them. He recently completed a 2,400-mile round-trip in the wheel of his car in search of business for Acme throughout the Northwest.

An enigma to medical men, Sandler has successfully fought off the dreaded tubercular germs which kept him flat on his back for more than three years. In show business in New York, Sandler, a native Minneapolitan, was suddenly stricken with the dreaded disease. With his wife and their young son, they made the long journey back to Minneapolis, where Sandler was admitted to the sanatorium.

Family finances were very low. Mrs. Sandler obtained employment at the sanatorium to be near her husband. Days and weeks grew into months and

years. The bed was Sandler's home, his very existence. Then came the time when the doctors said he could be up and around a bit. Interesting in writing, he soon became editor of Terrace Topics, the sanatorium's paper. Later he helped direct several stage productions in which inmates were the actors.

At long last he was ready to be discharged from the sanatorium. The question arose as to what employment he would undertake. Sandler contacted an old friend, Ted Bush, of Acme Novelty Company. The doctors had ordered outdoor work for Irving. Bush readily agreed to hire him as a salesman.

His knowledge of show business stood Sandler in good stead when he became a coin salesman. Always joking, always smiling, he had little difficulty making good contacts and selling merchandise. Today he has blossomed forth as one of the star coin machine salesmen in the Northwest. 18 months after he was first introduced to the business.

"Sandler was a good investment for us," Oscar Truppman, sales manager for Acme Sales, said. "We had faith in his ability to come back, as he did against the dreaded tuberculosis. We had faith in his ability to sell. He has justified that faith not a little bit."

Arcades Good In Singapore, Coinman Reports

LOS ANGELES, July 12.—Singapore is a good spot for arcade equipment and spots are going over big, but operators are not allowed to buy equipment even if no money is passed, Eddie Tait, veteran showman and arcade operator, reported on his arrival from his Manila headquarters.

"Arcades go strong in amusement parks, but there isn't a chance of getting in new equipment," Tait said. He related a story of a deal with N. D. Yong, Singapore operator, who wanted to buy four punching bags. Tait was leaving the country and wanted to turn them over to Yong. Authorities put a quiescence on the deal. Although Tait explained that no money was to be passed in the deal as a last resort, the officials ruled against the transfer.

Tait listed as popular in the section the punching bags already mentioned, old Mutescope, and Keeney and Mutescope guns, the last named also being popular at this time in Manila.

In Singapore it is necessary to give a prize of some sort at every game. Even ray guns require awards, as the natives go for skill games but want to know "What do I get?"

Dallas

DALLAS, July 12.—Altho they have not been in Texas long enough to learn the value of American money, 50 British eagles now in training at Love Field are real devotees of American amusement machines. The young pilots spend much of their leisure time playing phonographs and pin tables located in the cafe canteen at the airport's training base. After three months' training at Love Field the detachment will move to Terrell, Tex., where permanent training school for British pilots is now being built. Coin machine operators are finding other army camps and training schools are fine locations for amusement games. They report that the games are a real source of entertainment for the soldiers and pilots now in training.

Publicizing a week's appearance of the Dave Apollon vaudeville unit which plays the Majestic Theater here this week, Prock & Robbins, Inc., decorated the theater lobby with a new Rock-Ola phonograph stocked with hit tunes of the Apollon show.

The headquarters of Prock & Robbins, Inc., has an attractive new sign which proclaims the firm to be distributor of Rock-Ola phonographs, music equipment, and coin machines.

In a daring daylight robbery Prock & Robbins, Inc., office here was entered and robbed of an undetermined amount of cash last Sunday morning. Cash was taken from stamp, candy, and cigarette vending machines after the burglars were unable to knock the knob from the firm's safe.



CONGRATULATING EACH OTHER are Jerry Colombo and Duce Bond on the success of the Automatic Instrument Company's phonograph, Singing Towers. Colombo is the manufacturer's district manager, and Bond is head of Trimmont Coin Company, Boston, New England distributor. (DR)

PIKES PEAK



The latest type award model makes consistent money. Write today for the unusually special operator's price on Pikes Peak.

GROETCHEN TOOL COMPANY

130 N. Union St. Chicago, Ill.

STERLING BARGAINS

1 Red Arrow Brown Cabinet Pace Race, 30-1 Odds \$128.00
Paces Race, Brown Cab., 30-1 Odds 32.50
Baker's Pacers, Like New 149.50
Mills de Volt Pacers 27.90
Mills Jumbo Pacers, F.P. 59.50
Mills de Volt Brown Front Glory Balls 66.60
Mills de Volt 35.00
Bully Gold Cup, F.P., 1939 Model 22.50
Mills 1-2-3, F.P., 1939 Model 42.50
Sensory Chicken Gun 22.50
Tennis 1/2 Deposits, Balance O. O.

Write for our complete list of Used Machines.

STERLING NOVELTY CO.

600 S. Broadway LEXINGTON, KY.

A FORTUNE IN SMALL COINS IS BEING SPENT DAILY

GET YOUR SHARE.
NO SELLING.
Own a Cash Business.
Make big money without making. Place "Editor King" vending in stores, taverns, etc. Also new View-a-Scope, our new big money-maker. Shows three dimension films—450 different films available. 1 model of various from \$3.95 up. Pull on a 2 1/2" glass. Get FILITE facts today. Write.

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IT'S SENSATIONAL! Coming Soon!

EVANS' PLAY BALL
Baseball in Full Reality!
Manikins Do Everything But Sock the Umpire!

Seven Up	\$56.50	Stars	\$53.50
Four Reels	83.50	Score Champ	16.50
July	15.00	Blonds	24.50
Formative	32.50	Big Color	28.50

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New DEFENSE Model

AMERICAN EAGLE

featuring FREE PLAY MYSTERY
AWARD TOKEN PAYOUT and
DEFENSE REELS. CAN ALSO
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SAMPLE
\$34.50
BALL GUM
MODEL
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World's Greatest Cigarette Reel
Token Payout Counter Game.
Steady Proven Profits.



SAMPLE
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BALL GUM

15c Per Box, 100 Pieces, Case of
100 Boxes, \$13.75.

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THE AMAZING LEGAL FILM-A-SCOPE

Exhibits pictures in third dimension on film
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with 1c or 5c play. Now you can collect
earnings without legal worry. Easy to
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WANTED

GOTTLIEB CHAMP

BOX D-86, Billboard, Cincinnati, Ohio

Shufflette To Offer Jin-Go

MILWAUKEE, July 12 (MR).—A. H. Slade, president of Shufflette, Inc., reports that his firm is ready for distribution a new game called Jin-Go. "Jin-Go is actually bingo with a college education," declares Slade. "Each individual plays his or her own game and races opponents. The table is beautiful veneer, six feet long and stands 60 inches high on the backboard. Playing surface is three and one-half feet above the floor. The players sit in a comfortable arm chair and roll balls endeavoring to place the ball in a chosen hole. Each time the ball goes thru a hole it lights a corresponding light on the backboard.

"When any one table completes a straight line (there are 12 ways to win) a large bell on the wall rings, lights on all other tables go out automatically, and the winner receives his award. The operator then throws a starting switch to start the next race.

"The fact that there is no obstruction on the playing field means that the player wins by his own skill and speed. We are preparing literature which will illustrate prizes available for use with Jin-Go. Production on the games has been started and we will be ready within 30 days for delivery. The price of manufacturing, with the multitude of relays, transformers, and equipment is so high that actual selling of the table would be at a prohibitive price. We are therefore laying out a license and monthly rental plan which will give the licensee an exclusive in his territory."

Groetchen Wings "Keeps 'Em Flying"

CHICAGO, July 12 (MR).—For several weeks in succession, Wings, a five-reel cigarette game, has headed the hit parade of Groetchen counter games," report factory officials.

"We keep a close tab on the popularity of each of our games and sense trends toward one game or the other right from the start," states Karl Klein, "but in Wings we were completely surprised by its ever-mounting popularity.

"Yankee, our convertible cigarette and fruit reel game, is a close second, followed by Pok-o-Reel and Klux. Operators have taken this group of games to heart because of their superb streamline styling and reliable mechanical performance. There has never yet been any service request on our popular coin dividers—demonstrating Groetchen's superior workmanship.

"Our patented turbo-reels on token payout games have found wide acceptance in the trade. In bells, Columbia Chrome Bells serve an ever-widening group of operators who have recognized in this flashing piece of equipment the most versatile bell ever offered, each Chrome Bell coming equipped with penny, nickel, dime, and quarter coin chutes."

FOR WHOM THE 4 BELLS?

For the man who wants to make more money than he ever made before. Four Bells is manufactured exclusively by Mills Novelty Co., Chicago, Illinois



MILLS NOVELTY COMPANY • CHICAGO

Daval Sales at Peak—Douglass

CHICAGO, July 12 (MR).—"Our games reached a sales peak during the first half of this year," declares Al S. Douglass, Daval official, "and we believe that the second half of 1941 will prove even greater than the first.

"Daval has been one of the busiest of all coin machine factories the first six months of 1941. We have introduced many counter games, such as American

Eagle and Marvel.

"To reach peak sales," Douglass stated, "we had to continue in high-speed production every working day. This meant continual development of new ideas, while our games were going at top speed throughout the country. We believe that the machines we have produced during the first half of 1941 are among the greatest of all money-makers in the counter games field.

"Another thing that I believe should prove of interest to every operator in America," Douglass states, "is the fact that of incorporation by the secretary of state. The company has a capitalization of 100 shares of stock. Stockholders and promoters are Jacob Singer, Edward Goodman, and Hilda Gould, New York.

"We have recently jumped our production on these games over 75 per cent. More and still more operators are coming in to get started on their territories with Marvel and American Eagle.

"Other machines now in production at the Daval plant are Lucky Smokes and American Flights, double game combination which has met with great acclaim. One small non-token payout machine that is winning a great many friends everywhere is Daval's Races."


New York Incorporations

ALBANY, N. Y., July 12.—Rozen & Geller Amusement Machine Company, Inc., Brooklyn, has been granted a charter of incorporation by the secretary of state. The company has a capitalization of 100 shares of stock. Stockholders and promoters are Jacob Singer, Edward Goodman, and Hilda Gould, New York.

To promote and finance amusement devices of various kinds are among the purposes of the Two Way Bowling Corporation, New York City, which has been chartered by the State. The project has a capitalization of 200 shares of stock, the subscribers to which are Frederick Mack, Alexander Schlesinger, and Julian Jowitz, New York.



ROCK-OLA'S SAN ANTONIO, TEX., DISTRIBUTOR sent these two Highway trucks all the way to Chicago in order to insure receiving Spectrovox Tone-Column phonographs in time to make deliveries to operators. (MR)



**BALLY games
are consistently
BETTER games**

"INCORPORATED IN EACH BALLY GAME," writes Joseph A. Hanna, of Hanna Distributing Company, Utica, New York, "is mechanical perfection together with the appealing features which tend to instill within the player that desire to 'try again.' This, I believe, is the reason why BALLY games are consistently BETTER games."

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.

GIVE amusement to U.S. Army and Navy men
by contributing to United Service Organizations

SELL amusement successfully to the U.S. public
by operating newest Bally profit proved games

JOCKEY-CLUB
CLUB-TROPHY
HIGH-HAND
BIG-TOP
ROLL-EM
SPEED-BALL

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO - ILLINOIS

**DON'T HESITATE!—
GET IN TOUCH WITH ME NOW!
YOU'LL BE GLAD YOU DID!**

! BALLY'S SPEED BALL NOVELTY HIT! 5 BALL

And All BALLY Products Ready for Immediate Delivery

Write, Wire, Phone—If You Can't Get Down in Person

JACK FITZGIBBONS

453 West 47th Street, New York.

All Phones: Circle 6-8343

SUPERIOR
PRODUCTS

SUPERIOR'S SCOOPS
EXCLUSIVE PUNCHBOARD PAPER

14 N. PEORIA
CHICAGO, ILL.

GOLD DISCOVERED

**PACKS OF GOLD RICHEST
STRIKE IN HISTORY**

Millions are acclaiming SUPERIOR'S die-cut PACKS OF GOLD the most exciting and entertaining board of the season. This beautiful 3-dimensional board designed by the nation's foremost salesboard designers is a masterpiece of color and attraction.

Operators everywhere are staking claims in the SUPERIOR field. They are finding that this number is a real money magnet.

This wallpaper board offers 1680 holes at 5¢ per sale. Action galore with "3 Bars" (4) and last punch in each large panel (6) each receiving one punch in Gold pot. Board takes in \$64.00 and the total average payout is \$44.00. The total average profit is \$40.00 and it is an extra-thick board. Let PACKS OF GOLD become your summertime profit-maker.



JANE WITHERS at Gerber's Sportland Arcade, Ocean Park, Calif., operates a Sky Fighter, while a group of her friends await their turn. From left to right: Tim Taylor, Joe Brown Jr., Helen Greco, Buddy Pepper, Freddie Bartholomew, Jackie Searle, and Jane Withers. (MR)

Show Boat Proves Merit of Quality

CHICAGO, July 12 (MR).—Sam Genberg, Chicago Coin Machine Company executive, reports that Show Boat, most recent Chicago Coin release, is already proving the worth of careful construction and new play ideas which characterize his company's creations.

"It has always been our contention that a game which features an interesting building play theme based on a foundation of quality construction and good materials is bound to be a money-maker," Genberg declared. "Every Chicago Coin game has proved such a policy to be the correct one because Chicago Coin games have been top money-makers for years. Not only have these games made money on the basis of dependable operation, but they have meant more money in the pockets of operators when the time came to trade them in on new equipment.

"Show Boat is no exception. Plenty of colorful action built around the new type boy-and-girls and A-B-O-D scoring. With high score and super award to increase interest, these features are stimulating a big player demand that the operators are eagerly filling as fast as we can turn the games out."

Bally Starts Bond Campaign

CHICAGO, July 12—"Bally's first again!" says Herb Jones, Bally Manufacturing Company advertising manager, discussing the co-operative coin machine campaign to help sell U. S. Savings Bonds.

"Several weeks before the campaign was announced," Jones explained, "we decided here at Bally to use part of our advertising space to publicize U. S. Savings Bonds. Accordingly we prepared a simple reverse-color slug with the message, 'Buy Defense Bonds!' This has been used regularly in our advertising, except when we have substituted our 'Give to USO' slug.

"Altho we are proud that Bally got going ahead of the field, the important thing is, not who was first, but who will keep it up. Let's all see to it that every coin machine ad carries at least a line which contributes to the national defense program."

'Push-Button' Poker Popular in Clubs

CHICAGO, July 12 (MR).—Push-button poker, as played on Bally's High-Hand console, is proving a most popular

pastime in golf and country clubs, according to Bert Perkins, assistant sales manager of Bally Manufacturing Company.

"Operators in every section of the country," Perkins stated, "are telling us about the remarkable profits they are earning with High-Hand. The universal popularity of draw poker, of course, explains the popularity of the machine—because High-Hand is regulation, no-fault poker according to Hoyle and the U. S. Department of Internal Revenue, which rules that the machine is actually a deck of cards and, therefore, must carry the playing-card tax stamp.

"A close second to our poker-on-wheels machine is our new dice-on-wheels game, Roll-Em, with a seven-selection coin-head and the new double-or-nothing build-up feature. Roll-Em is also turning in some choice collection records. Roll-Em is built only in automatic payout. High-Hand, on the other hand, is a replay machine and is quickly convertible to automatic payout. Both machines are available in nickel or quarter play, with or without mint vender, with or without skill feature."

**IT'S
TERRIFIC!**
EVANS'
PLAY BALL

Coming
Soon!

Real Baseball
Played by Manikins
Pitcher Actually Picks Up
Ball—Winds Up—Pitches
... Batter Swings!

MILLS PHONOGRAPHS
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Baltimore Office: Baltimore, Md.
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Buy United States Savings Bonds and Stamps.



It's New!

KEENEY'S ALL-TERRITORY Deluxe Console Sensation... The Multi-Convertible

SKY LARK

COMBINATION PAYOUT OR FREE PLAY
1 OR 5 BALL
1 OR 4 COIN
MULTIPLE

Completely Adjustable to Any Way You Want It! The most beautiful deluxe cabinet in coin-dom—bubbling over with big-play, bigger-profit features for every territory—every location!



INTRODUCING...

Twin Six

THE NEW 5 BALL SUPER SCORE HIT

... Simplified
... Fast Action
High Powered
APPEAL!

Scoring thrills galore! Super Scores for lites out and bumpers — for High Score — for "Special"! It's a natural!



IMMEDIATE DELIVERY FROM YOUR KEENEY DISTRIBUTOR

Contest...

A JUMBO SIZE GAME FOR JUMBO PROFITS!
1 OR 5 BALL, 1 OR 4 COIN MULTIPLE
REPLAY... SUPER-SIZE - SUPER-DELUXE!

J. H. KEENEY & CO., Inc. "The House that Jack Built" 6630 S. ASHLAND AVE. CHICAGO

READY FOR IMMEDIATE DELIVERY KEENEY'S NEW MULTIPLE PAYOUT OR FREE PLAY COMBINATION —

SKY LARK

We guarantee Sky Lark to be a better game than Keeneey's famous Winning Ticket! Need more be said?

SILENT SALES COMPANY
Silent Sales Bldg.
200-208 Eleventh Ave., So.
MINNEAPOLIS, MINNESOTA

Also Delivering NOW Keeneey's CONTEST Jumbo 4 or 5 Ball Free Game.

CABL TRIPPE Price Plus Guaranteed Satisfaction

ALL A-1 RECONDITIONED—READY FOR LOCATIONS

CONSOLES AND SLOTS	FOR DEFENSE	WAITING 1c BLUE SEAL SLOT
BALLY DIXIE	BUY	BALLY AUTOMATIC
EVANS KEENE	FOR DEFENSE	BALLY FAIRGROUNDS
JENNINGS FAST TIME	FOR DEFENSE	BALLY PRAEKNESS
JENNINGS CIGAROLA (5c & 10c)	FOR DEFENSE	BALLY GOLD MEDAL
KEENEY 1037 TRACK	FOR DEFENSE	BALLY GRAND STAND
MILLS SQUARE BELL	FOR DEFENSE	BALLY GRAND NATIONAL
MILLS 5c DICE CONSOLE	FOR DEFENSE	BALLY SANTA ANITA
MILLS 5c D.J.P. YELLOW FRONT	FOR DEFENSE	BALLY KENTUCKY (L.A. New)
STONER ZETA (Newly)	FOR DEFENSE	MILLS BIG RACE
		WESTERN DEAD HEAT

Terms: One-Third Deposit, Balance C. O. D.
Send for Our Complete Price List on Any Games You Are Interested In.

IDEAL NOVELTY CO.
2823 Locust St. St. Louis, Mo.

WILL PAY CASH For **SEEBURG** 1937 — 1938 — 1939 — 1940 MODEL PHONOGRAPHS Also **WURLITZER** 600-A, 500 AND 800 MODELS Give lowest price and condition of equipment in first letter. Address: BOX 120, Care of Billboard, 390 Arcade Bldg., St. Louis, Mo.

PERFECTLY RECONDITIONED—FREE PLAY

Anabel	Metro
All American	Pig Ball
Cross Line	Pawbus
Drum Major	Red, White & Blue
Dble. Feature	Restless
Four-Rose	Sara Suzy
Flicker	Sparky
Headliner	Stars
Leader	Sport Parade
Lord of the Isles	Swing
Lancer	Sub Hawk
Lindette	Short Stop
Lucky	Thriller
Leap-Leader	Triumph
Mystic	Zemba
REG. MODELS—\$8.00 Ea. Airport, Chevrolet, Chubbly, Pick Em, Brooks, St. Moritz, Variety.	

1 1/2 Cash Bonus, Under \$18.00 Full Cash. Cash Address: Dalemachin, N.Y. MARC MURVES, INC. 555 West 157th St. New York, N.Y.

GOOD VALUES IN A-1 RECONDITIONED MACHINES—READY FOR LOCATIONS

FREE PLAY GAMES	METRO	CHALLENGER, 1c
ATTENTION	MYSTIC	CHALLENGER STANDS 2.50
ALI BABA	POWER HOUSE	ADVANCE VISTASCOPE
BORDERTOWN	STARS	(With Stand)
COMMODORE	ZOMBIE	EXHIBIT VITALIZER
DIXIE	COUNTER GAMES	LUCKY PACK
FLICKER	DAVAL "21", 1c	SMOKE REELS
LEADER	BALLY BABY	TOILETTE

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J. S. MORRIS & SONS 4626 DELMAR BLVD. ST. LOUIS, MO.

West Wind

-another Exhibit Money Maker

BREEZY 9 WAYS to SCORE

BUY DEFENSE BONDS

See Your Distributor

EXHIBIT SUPPLY CO • 4222 W. LAKE ST • CHICAGO

112.50

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 thrilling events:

- 3 of a kind wins 1 pack.
- 2 of a kind wins 5 packs.
- 1 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.

OPERATORS PRICE **\$22.50**

Groetchen Tool Company
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SIMON SALES

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Today's Best Buy!

KEENEY'S New DELUXE TEXAS LEAGUER

0 to 16 Balls Adjustable 1c, 2c, 5c Play

Now Delivering! EXHIBIT'S "WEST WIND" • KEENEY'S "SKY RAY"

Write for our price list of all the latest new and used coin-operated amusement machines of all kinds.

MILLS Best money-making equipment. BELLS — CONELED TABLE MODELS

WANTED TO PURCHASE: BALLY RAPID FIRES and SEEBURG SHOOT THE CHUTES

WINGS

RECOMMENDED & DISTRIBUTED

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THIS WEEK'S SPECIALS

Hi Hat \$69.50	Rings \$14.50	Ocean Park .. \$14.00	Tooper \$14.50
Velvet \$9.50	Line Light .. \$24.50	Super Charger \$14.50	Beauty 19.50
Crossing ... 29.50	Pike's Pack .. 17.50	Triple Entry .. \$16.00	Crystal 59.50
Fox Hunt ... 27.50	Super Six ... 14.50	Track Time .. 45.00	Champion ... 14.50
Triumph ... 9.50	Speed Demon 19.50	Spin-1 49.50	Marrels ... 15.00
Dough Boy .. 55.00	Sea Hawk ... 59.50	Jeely 14.50	Beacon Town 75.00

KEENEY ANTI-AIR CRAFT GUNS, \$45.00.
Send Order With 1/3 Deposit—Mention 2nd and 3rd Choice.

LEHIGH SPECIALTY CO.
SECOND & GREEN STREETS PHILADELPHIA, PA.

WHOPPER

75¢ 15¢ 5¢

LARGEST JACKPOT PAID \$10.00

AMAZING LOW PRICE!

WRITE FOR CIRCULAR SHOWING NEW HITS!

GARDNER
2307 ARCHER CHICAGO

DIE CUT SHAPE!
23.25 ALL PROFIT!
JUMBO HOLES!
TIMELY APPEAL!
FLASHY COLOR!

BIGGEST 750 HOLE BOARD EVER MADE!

★ ★ BUY DEFENSE BONDS ★ ★

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

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! Player feels the thrills of a bomber pilot in action. By skillful manipulation of realistic controls player releases bombs. Split-second timing and accuracy score direct hits that blow up enemy battlefields. Radically new, exciting, action and startling realism makes it irresistible! 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.

Winner's Wreath For Flying Champ

CHICAGO, July 12 (MR).—Flying Champ, multiple payout console currently on the production lines of Western Products, Inc., is winning wide acclaim from operators and distributors, as well as players, reports Western sales head, Don Anderson.

"Figuratively speaking, Flying Champ is wearing the winner's wreath wherever it is being operated," Anderson says. "Earnings reports and comment as to player reaction were never more bright. And, with good reason. Flying Champ has everything needed to put it out in front. Among the many features that are boosting Flying Champ revenue day after day are the Quinella, the forty-coin buy-the-board and a big jackpot. These together with some of the most glittering and colorful action ever presented on a playing field or a backboard, are skillfully built into a super de luxe console cabinet that gives the game true championship caliber. That our distributors and their customers are justifiably enthused about Flying Champ may be seen in the overwhelming quantity of orders that are pouring in daily."

Anderson advised that production continues on Barrage, novelty free-play game.

Hole-in-One Going Fast

BROOKLYN, July 12 (MR).—Dave Robbins, of D. Robbins & Company, states that the supply of the popular 1-cent skill game, Hole-in-One, will last only a few more weeks.

"Due to the fact that we cannot manufacture this game to sell at our established price, as it contains a good quantity of aluminum in it," explains Robbins. "I am closing out the balance at a price. After the present supply is sold the game will be discontinued, as it would be impossible to build them except at a much higher cost."

★ NATIONAL SUPER VALUES ★

5-BALL FREE PLAY GAME BARGAINS		1-BALL FREE PLAY GAMES	
Anabel	\$24.95	Mr. Chief	\$19.00
All American	45.00	Oh Boy	22.00
Attention	49.50	Oh Johnny	29.50
Bally Beauty	24.95	Pickens	10.00
Big Chief	54.50	Polo	32.00
Big Six	12.00	Powerhouse	37.50
Bionda	27.50	Rebound	14.50
Bowling Alley	22.00	Red Hot	17.50
Brite Spot	24.50	Roxy	22.50
Cadillac	34.50	School Days	68.00
Charm	22.50	Score	12.00
Criper	18.00	Score Card	22.00
Oceanodore	22.00	Sports Champ	22.50
		Zonite	91.00

PAYOUTS	
Grand Natl.	\$85.50
Santa Anita	119.50
Heatwave	55.00
Sport Page	\$50.00
Jumbo Parade	85.00
Grandstand	74.50

LEGAL EQUIPMENT	
Bally Rapid Fire	\$104.50
Bally Lucky Strike Bowling Game	24.00
Bally Alley Bowling Game	18.00
Kenney Roll-Around	49.50
Seaburg Chicken Sam	45.00
Jenning's Gnomes	50.00
Evans Tommy Gun	85.00
Kenney Air Raider	104.00

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TERMS: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE 1411-18 Divoray Blvd. CHICAGO

BUY DEFENSE BONDS

OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES FOR DEFENSE

COUNTER GAMES	PAYOUTS	Square Ball	\$57.50
Ace, 1c & 5c	\$6.00	Sugar King	45.00
Fair Deal, 1c	9.00	Track Odds	30.00
Daval "21"			
1c & 5c	9.00		
Imp, 1c	7.00		
Klix, 1c	10.00		
Penny Pack	5.00		
Pick-a-Pack, 1c	8.00		
X-Ray, 5c	8.00		

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 Game to us within 10 days, and receive Full Credit.

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We Have All the New Games On Hand for Immediate Delivery. Write for Prices.

OLIVE NOVELTY CO. 2625 LUCAS AVE. ST. LOUIS, MO.



KNOW WHY I'M SMILING?

... because I'm enjoying the great pleasure of selling a really terrific hit.

GENCO'S NEW ARGENTINE

The Game's That's Boosting Summer Play Every Day!

Bert Lane

• NOW OFFERING A BETTER DEAL ON ALL EQUIPMENT FOR ALL TYPES OF LOCATIONS! WRITE, PHONE, OR SEE ME NOW!

SEABOARD SALES, INC.

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ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

TAKE A GOOD LOOK

at **Chicago Coin's**
NEW MONEY MAKER
SHOW BOAT

IT'S THE GAME EVERYBODY WILL BE TALKING ABOUT!

CHICAGO COIN MACHINE CO.
 1725 DIVERSEY BLVD., CHICAGO

Buy DEFENSE Bonds!

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS **ALLIED APPROVED** RECONDITIONED COIN MACHINES **USED!**

SUMMER SPECIALS!
 FREE PLAY GAMES

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Paradise . . . \$29.50	Masoot . . . \$29.50	C. O. D. . . . \$19.50
Five in One . . . \$49.50	Roy . . . \$49.50	Triumph . . . \$19.50
Gold Star . . . \$29.50	Double Feature . . . \$29.50	Fish Landing . . . \$19.50
Dude Ranch . . . \$29.50	Hold Over . . . \$29.50	Flaship . . . \$19.50
Sporty . . . \$29.50	Follies, 1940 . . . \$29.50	Golden Gate . . . \$19.50
Gold Cup . . . \$29.50	Charm . . . \$29.50	Flash . . . \$19.50
Rare Buy . . . \$79.50	Lancer . . . \$29.50	Super Six . . . \$19.50
Summertime . . . \$29.50	Cando . . . \$29.50	Super Charger . . . \$19.50
Yacht Club . . . \$29.50	Cumadore . . . \$29.50	Juniper . . . \$19.50
Sporty . . . \$29.50	Punch . . . \$29.50	Big Six . . . \$19.50
Biondie . . . \$29.50	Score Champ . . . \$29.50	Contact . . . \$19.50
Dough Boy . . . \$29.50	On Boy . . . \$29.50	Rebound . . . \$19.50
Brick Spot . . . \$29.50	Topper . . . \$29.50	Chobbi . . . \$19.50
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Three Score . . . \$29.50	Lucky Strike . . . \$29.50	Four, Five, Six . . . \$19.50
	Mr. Chips . . . \$19.50	Scop . . . \$19.50

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Wurlitzer 616 . . . 84.50	Rockola Standard 1939 . . . 127.50
Wurlitzer 716 . . . 134.50	Rockola Monarch . . . 84.50
Seeburg Plaza . . . 134.50	Rockola Windsor . . . 79.50

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 PHONE: CAPITOL 4747 TERMS: 1/3 Deposit, Balance C. O. D.

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Registered DUO Locks!
 Your cash boxes are safe when you install Registered DUO Locks. ONE key opens all your machines. NO ONE ELSE CAN GET YOUR KEY! For Pin Games, Phonographs, etc. furnished one style or assorted—master key opens all locks. Restores your Registered Key today by sending for a FREE registration card. There is no cost or obligation to buy locks now or later.

No. 84-10, set of 10 locks—\$51 per lock.
 No. 84-25, set of 25 locks—\$69 per lock.
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 No. 84-100, set of 100 locks—\$175 per lock.

Parts and Supplies for Coin Machines Since 1929—
 Write for FREE Catalog No. 84-17
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All American . . . \$42.50	WESTERN'S Major League Baseball, Free Play, like new, \$129.50	Seven Up . . . \$49.50
Flicker . . . 44.50		Sport Parade . . . 47.50
Formation . . . 27.50		Lucky . . . 17.50
Sea Hawk . . . 37.50		Triumph . . . 14.50
Score Champ . . . 19.50		Band Wagon . . . 12.50
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Keeney's Anti-Aircraft, Keeney's Air Raider, write for price.		
Memor. (Traction, Visible P. O.), slightly used, \$14.50.		

1/3 With Order, Bal. C. O. D.

SPECIAL!
 Just a Few Left
 Double Feature . . . \$12.50
 Rush your order while quantities last!

QUALITY SPEAKS FOR ITSELF

FIVE-BALL FREE PLAY	FIVE-BALL VENDING	ONE-BALL FREE PLAY
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Juniper . . . 12.00	Follies . . . 17.50	Derby Time . . . 34.50
Playmate . . . 17.50	Keeney-Ball . . . 14.00	Mills 1-2-3 . . . 22.50
	Three Score . . . 19.50	
	1/3 Deposit With Order—Balance C. O. D.	

MODERN AUTOMATIC EXCHANGE, INC.
 2618 CARNEGIE AVE., CLEVELAND, OHIO 3507 SOUTH AVE., YOUNGSTOWN, OHIO

Ace Bomber National Hit

NEW YORK, July 12 (MR). — Ace Bomber is living up to the predictions of Bill Rabkin, president of International Microscope Reel Company, Inc., who stated the machine would be a hit after its first try on test locations.

Operators all over the country, aware of the profit-pulling powers of Microscope machines, bought up Ace Bombers in quantities. Judging by the many repeat orders, the game has established itself as an outstanding money-maker.

One operator gave the following reasons for the machine's popularity: "We all knew that guns were going over big, and Ace Bomber, combining the appeal of a gun with the lifelike action of an air raid, has extra appeal. Players get an added thrill out of the alarms, searchlights, and other air-raid effects combined in the playing of the game."

The firm is now turning out an ever-increasing quantity of the games daily.

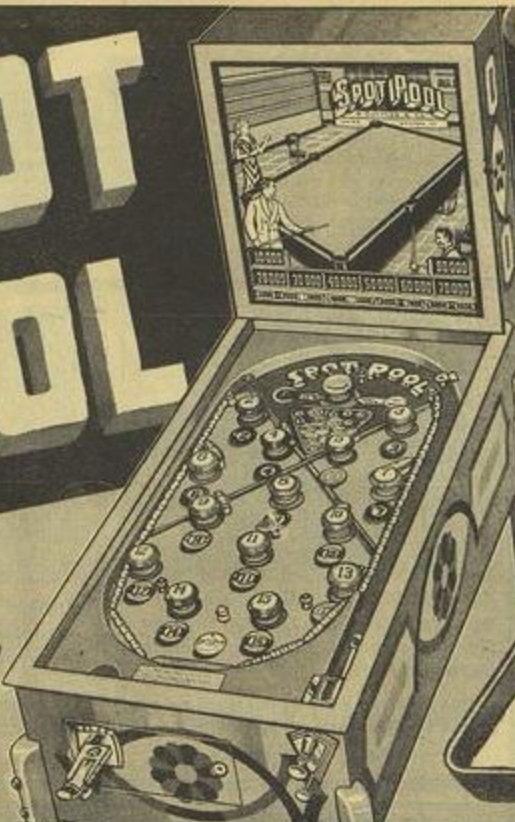
F.P. BUYS for the Wise!

Lincoln . . . \$29.50	Leader . . . \$28.50
Landlide . . . 17.50	Jolly . . . 19.50
Gold Star . . . 32.50	Four Roses . . . 47.50
Formation . . . 28.50	Flicker . . . 42.50
Drum Major . . . 21.50	Croustine . . . 27.50
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Punch . . . 12.50	Rotation . . . 16.50
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Metro . . . 37.50	Nippy . . . 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.
 1/3 Down, Balance C. O. D.
 "THE HOUSE OF 'GOOD WILL'"
Ambassador Vending Co.
 789 Oney Island Ave., Brooklyn, N. Y.

SPOT POOL

with
SPECIAL
"SPOT-'EM"
FEATURE!



Get out from behind the 8 Ball with this Terrific, New, Hit Sensation! Shoot your order quick!

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WE'RE DELIVERING

The finest and best new and used equipment! Also all the latest products of the following manufacturers whom we exclusively represent . . .

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We carry a complete stock of all types of new and used equipment. Write us your needs.

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Monarch Merchants Of Service--Stern

CHICAGO, July 12. — "We are really merchants of service to all operators in every sense of the word," points out Al Stern. This is the function and basic principle of our entire organization. Operators from almost everywhere in the United States have many times called us and asked us to do almost the impossible in shipment, and found to their express satisfaction that it was done.

"We do our best at all times to give operators the benefit of our knowledge and experience regarding machines. We believe it is an established fact among operators that our word can be relied upon.

"We feel very proud that operator after operator has expressed his appreciation to us for the help and assistance we have rendered on innumerable occasions. I personally feel that the facts outlined are the main reasons for our steadily increased volume of business. Our resolve, therefore, in the future will be the same as it has been in the past—to be merchants of service to all operators."

IMMEDIATE DELIVERY ON MILLS THREE BELLS, FOUR BELLS, OWLS, JUMBO PARADES, CHROME BELLS, BROWN FRONTS, VEST POCKETS, DOMINOS AND SUPER TRACK TIMES. ALSO BALLY'S ROLL-'EM.

BUY NOW BEFORE PRICES ADVANCE—WE HAVE THESE IN STOCK

BARGAINS OFFERED SUBJECT TO PRIOR SALE

5 Bally Mystic	\$52.50	3 Bally Santa Anita	\$107.50
1 Bally Headliner	19.50	3 Jennings Fast Times, F.P.	65.00
2 Sparks	52.50	3 Bestway Gems	100.50
1 Ump	49.50		
6 Red Hot	17.50		

FIVE BALL FREE PLAY

5 Bally Triumph	\$ 9.50	1 Chicago Coin Yacht Club	\$19.50
1 Exhibit Conquest	9.00	2 Chicago Coin Major	9.00
1 Exhibit Lancer	19.50	1 Steiner Glubbie	9.00
1 Exhibit Home Run	9.00		
2 Keeney Big Six	17.50		
1 Keeney Super Six	15.00		
1 Demco Big Town	17.00		
2 Chicago Coin Ocean Park	16.00		

COUNTER GAMES

1 Jennings Little Merchant	\$12.50	3 Columbia Bell, G.A.	\$62.50
1 General Imp	6.50	1 Rear Play	40.00
1 Groethen Liberty	18.50	1 Columbia Bell, J.P.	40.00
1 Groethen Mercury	18.50		

CONSOLES

1 Keeney's Track Times	\$ 62.50	1 Baker Paper 26621	139.50
1 3B Model	62.50	5c Play	139.50
1 Mutoscope Sky Fishper	165.00		

"All orders must be accompanied by 1/3 deposit, balance C. O. D. Write and ask to be put on our mailing list. Above prices are effective July 19, 1941."

MOSELEY VENDING MACHINE EX., INC.
00 Broad Street
Day Phone 3-4511
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Night Phone 5-5328

PENNY ARCADE SPACE WANTED!

Will install complete Penny Arcade on rental or percentage basis in any location near army camps or other suitable spots. All BRAND-NEW machines. Send full details and space available.

BOX D-27, care The Billboard, Cincinnati, Ohio

Allied Offerings Score Success

CHICAGO, July 12 (DR).—"Allied games in themselves are a hit but at our summer specials sale they've proved a knockout," says Sam Kleinman, president of Allied Novelty Company, Chicago.

"We're forced to step lively to keep up with the booming demand for our machines. Operators from all over the country have grabbed up stocks so fast that every available Allied facility is now being used to replenish stocks.

"All Allied buyers have been sent into the field to scour the market for coin games to keep our stocks up to par. We feel two obligations—to make our summer special sale a real money-maker for operators and to maintain Allied's reputation for prompt service, ample stocks, and thoroughly reconditioned machines."

CENTRAL OHIO QUALITY BUYS

FREE PLAY TABLES

Anabel	\$25.00	Fleet	\$32.50	Punch	\$12.50	Variety	\$15.00
Bandwagon	35.00	Gold Cup	35.00	Power House	32.50	Vogue	15.00
Bloodie	25.00	Line Up	22.50	Playmate	27.50	Zombie	38.00
Crossing	32.50	Lens Star	22.50	Progress	32.50	1-2-3	29.50
Dirle	32.50	On Deck	22.50	Bumbar	39.50	Ocean Park	15.00
Dude Ranch	25.00	Polo	27.50	Triumph	12.50	Home Run	19.50

PHONOGRAPHS

Wurlitzer 412s, Marble	\$40.50	Rockola Imperial 20, Lite	\$ 99.00
Wurlitzer 412z	32.50	Up, Out, Out Sides	\$ 99.00
Wurlitzer 416A	52.50	Rockola 1940 Super	250.00
Wurlitzer 416, Lite Up	65.00	Rockola Finish	250.00

and Paymaster, New, Why IMMEDIATE DELIVERIES ON BATTING PRACTICE, TEXAS LEAGUE, AND ALL THE NEW FREE PLAY GAMES. HALF DEPOSIT WITH ORDER. BALANCE C. O. D.

Central Ohio Coin Machine Exchange
491 S. HIGH ST. COLUMBUS, OHIO

FREE PLAY GAMES

Blue Grass	\$95.50	Dark Horse	\$12.50	Defender	\$109.50
Castles	27.50	Short Special	79.50	Rapid Fire	99.50
Bordertown	29.50	Shocks	22.50	Bulls Eye	34.50
Stare	12.50	Home Run	27.50	Chicago Sam	37.50
Triumph	59.50	Trailway	67.50	Anti-Airval, Brown	44.50
Paces	27.50	Victory	32.50	Black	34.50
Pylon	27.50			Fire & Smoke	16.50
Variety	12.50				

GAZES

ajax NOVELTY CO. 1707 Woodward Ave. DETROIT, MICH.

IT'S BURSTING WITH THE THRILLS AMERICA WANTS!

NOW! QUANTITY DELIVERIES OF ACE BOMBER! . . . just in time to boost summer collections in every location and arcade! . . . handled by the following star-studded list of blue ribbon distributors! **THE NEWS IS BOOMING ALL OVER THE COUNTRY THAT ACE BOMBER IS A TERRIFIC GUN—AN OUTSTANDING MONEYMAKER.** True to the famous Mutoscope tradition, **ACE BOMBER** is the kind of machine that gives you a steady moneymaking backbone no matter where or what else you operate. **SEE AND ORDER ACE BOMBER AT YOUR NEAREST DISTRIBUTOR NOW!**

ACE

TRADE



GET THE FACTS AND YOU'LL SURELY GET ACE BOMBER . . . a real, PROVEN hit!

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1021 Golden Gate Ave., San Francisco, Calif.

MAC SANDERS

2837 West Pico Blvd., Los Angeles, Calif.

WESTERN DISTRIBUTORS, INC.

1226 S. W. 16th St., Portland, Oregon
3126 Elliott Avenue, Seattle, Wash.



ACE BOMBER, like all Mutoscope products, is **BUILT TO LAST**. It is performing perfectly under a constant barrage of play.

BIRMINGHAM VENDING CO.

2117 Third Ave., North, Birmingham, Ala.



PROFIT COMMUNIQUE: Ace Bomber is capturing the biggest collections of the year!

DENVER DISTRIBUTING CO.

1856-58 Arapahoe St., Denver, Colorado



That rugged two-handed trigger gives the player the feeling that he's handling the real thing. Just holding the gun is a thrill in itself!

THE

General Vending Service Co.

306 North Gay St., Baltimore, Md.



100% LEGALITY is what operators want and need right now . . . and **ACE BOMBER** is the game that provides this protected income!

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914 Diversy Blvd., Chicago, Ill.



ACE BOMBER is a fine investment for present and future earnings!

CARL TRIPPE

IDEAL NOVELTY CO.

2823 Locust St., St. Louis, Mo.



Co-ordinating ACE BOMBER'S four sets of anti-aircraft guns and searchlights to "get" the raiding bomber is a continuous challenge that brings heavy repeat play.

B. D. LAZAR COMPANY

1635-37 Fifth Avenue, Pittsburgh, Pa.



The furious, flaming action of ACE BOMBER'S self-raising guns and searchlights is a guarantee of greater play.

THE MARKEPP CO.

3328 Carnegie Ave., Cleveland, Ohio



ACE BOMBER is so close to the real thing that even Army men are practicing on it in locations and arcades near Army camps!

MAYFLOWER NOVELTY CO.

2218 University Ave., St. Paul, Minn.

IT'S DISTRIBUTED BY THE LEADERS AMERICA FOLLOWS!

BOMBER

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ACE BOMBER

Heart-stopping Air Raid Alarms, whining sirens, and realistic Blackouts combine to give ACE BOMBER its sock appeal.

MILLS SALES CO., LTD.

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ACE BOMBER

ACE BOMBER is proving to be not only a great booster for summer play, but its unending challenge to the players' skill and its timeliness for air defense practice assure a long run of lasting profits!

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Day Phone, 3-4511 Night Phone, 5-5328



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Operators are reporting intense player interest in ACE BOMBER. It's a fast game that gives players a thrilling run for their money.

RELIABLE MUSIC CO.

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ACE BOMBER

"From what I've already seen of ACE BOMBER, I predict it will be one of this industry's top moneymakers for a long, long time."

Bert Lane.

SEABOARD SALES, INC.

619 10th Avenue, New York, N. Y.



ACE BOMBER

ACE BOMBER gives all the intense realism of the battlefield . . . without the danger!

SOUTHERN AUTOMATIC MUSIC CO.

540-42 South 2nd St., Louisville, Ky.
531 N. Capitol Ave., Indianapolis, Ind.
312 West 7th St., Cincinnati, Ohio
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ACE BOMBER

300 SPLIT-SECOND SHOTS, multiplied by the thrill of war realism, equals OVERLOADED CASHBOXES for operators of ACE BOMBER!

STEWART NOVELTY CO.

133 E. Second South, Salt Lake City, Utah



ACE BOMBER

IMPRESSIVE SIZE is an added attraction for ACE BOMBER . . . yet locations and arcades welcome it because it takes up very little floor space while piling up big collections!

UNITED AMUSEMENT CO.

3410-12 Main St., Kansas City, Mo.

•HITCH YOUR BANKROLL TO A HEADLINER!

ACE BOMBER Grips Them, Startles Them, Dares Them To Be Better and Better Marksmen! An enemy bomber roars overhead, the player tries to co-ordinate his rugged two-handed trigger with the four sets of searchlights and anti-aircraft machine guns that lift up and spit destruction at the passing raider. The skill comes in aiming and timing the proper searchlight and anti-aircraft battery as the bomber approaches and flies over the territory guarded by those particular defenders. Player hangs on tensely, doggedly, straining every nerve to take deadly aim! ACE BOMBER is T. N. T. in action . . . a gold mine in profits!

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NEW WAY TO
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Bally Gold Cup, Oak . . . 44.50
Bally Record Time . . . \$94.50
Bally Sport Special . . . \$84.50
Bally Kureka . . . 39.50

FIVE BALL FREE PLAY GAMES

BALLY
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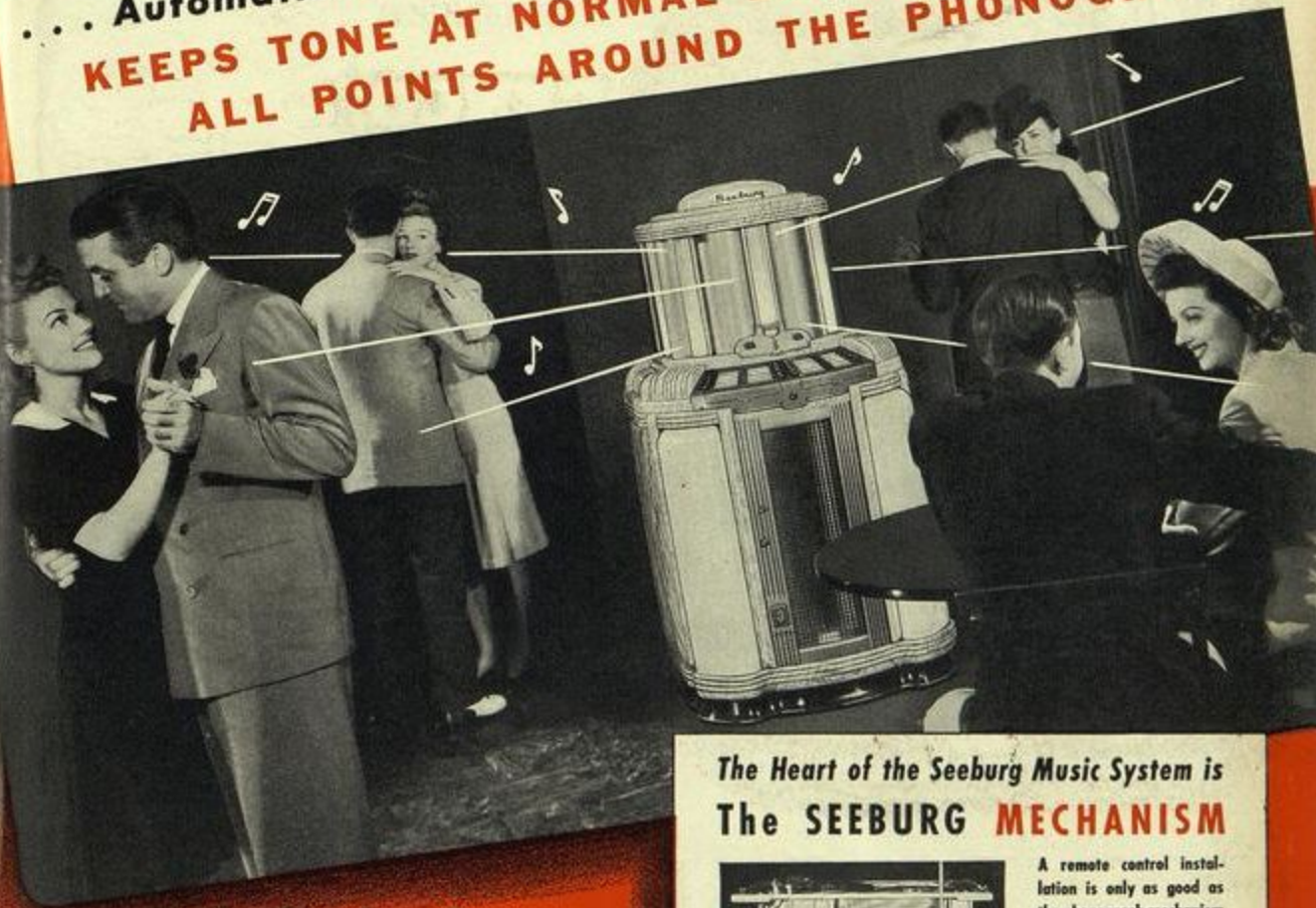
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Because no other phonograph can even approach the brilliance of its beauty or the sparkle of its tone, it stands supreme in crowd pulling appeal. That's what the location owner wants. He's satisfied! You're set! The other fellow hasn't got a chance. And the earning power of this Super-DeLuxe model scores an all-time high in profits.

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