

# The JUL 23 1941 Billboard

The World's Foremost Amusement Weekly

JULY 26, 1941

15 Cents

Vol. 53. No. 30



## HERMANOS WILLIAMS TRIO

Direct From Argentine  
Currently Waldorf-Astoria  
Hotel, New York  
Exclusive Management:  
Music Corporation of  
America



**Sonny Dunham**  
*Bluebird*



**Harry James**  
*Columbia*



**Les Brown**  
*Okeh*



**Lanny Ross**  
*Victor*

**NICKEL, NICKEL, NICKEL . . . .**  
*Here's our tip for a sure coin-machine click!*

# "LAMENT TO LOVE"

. . . . picked by four top-flight artists as their choice  
for the newest song-ballad sensation of the nation!

**OTHER ROE-KRIPPENE PRESENTATIONS**

"MOON OVER COUNTY FAIR"  
"YOU'RE MORE AMOROUS THAN GLAMOROUS"  
"I'M GOIN' TO FOLLOW THE SWALLOWS TO DIXIE"  
IN PREPARATION— "TO US WHO HAD TO STAY"  
"ANSWER TO MY SISTER AND I"

★ ★ ★  
**ROE-KRIPPENE MUSIC PUBLISHERS, INC.**  
New York Chicago Hollywood  
1650 Broadway Woods Theater Bldg. 1509 N. Vine St.  
54 W. Randolph St.

# Ballroom Ops May Get That Tax Exemption

WASHINGTON, Sept. 1.—The Senate Finance Committee late yesterday agreed to two major House-passed tax exemptions for the amusement industry. These are cabaret admissions tax exemptions for ballrooms and theater admission tax exemptions for public-supported symphonies and operas.

The committee's action, the not final, is expected to strengthen the exemptions remain in the committee's final report, their enactment is assured. The exemption to ballrooms from paying the cabaret admissions tax is a particularly important one, and has been a subject of a running controversy for years. Ballroom operators have insisted that the exemption was intended in Congress' original law setting up the cabaret tax. The exemption applies to ballrooms serving only "incidental refreshments."

In other actions affecting amusement excises, the committee agreed to a House-passed provision for a penny hike in the present 7-cent-a-pack cigarette tax. The increase would expire December 31, 1953. The Senate committee also approved a House provision to raise the present \$150 annual tax on coin-operated gaming machines to \$250. This would raise about \$7 million a year.

In addition, the committee voted to increase a 10 per cent excise tax on the retail price of cigarettes, cigars and pipe lighters. On these items the House had voted a 20 per cent tax.

# Set Sales Higher, Disks in Decline

WASHINGTON, Sept. 1.—Yields from federal amusement excises for July were evenly divided between gains and losses, according to latest figures compiled by Bureau of Internal Revenue. Complications among the longest was the phonograph disk tax yield, which showed the first downward trend in almost a year. Shinkings were registered also in the tax yields from July theater and concert admissions, alcohol and coin-operated devices. But collections from the tax on radio-TV and phonograph sets continued to show heavy gains, a trend which has been uninterrupted in nearly a year. Also on the plus side were returns from taxes on cabaret and roof garden admissions, musical instruments and tobacco.

The July yield from the excise on radio sets, TV sets, phonos and components soared to a total \$5,959,679, a gain of \$1,897,549 over the previous July. Returns from this tax have been running (Continued on page 15)

# FARM AND PAT TO "EGG AND I"

NEW YORK, Sept. 1.—Television this week was responsible for a real life switch when actress Patricia Kirkland was forced to move from her father's (playwright Jack Kirkland) Bucks County farm into an apartment in the city as the result of getting the featured female role in the Columbia Broadcasting System's new TV soap opera, *The Egg and I*.

The story line of Betty MacDonald's format in her seller deals with a couple who move to a farm to get away from city life.

# Berlin Report

By WEKAY  
(This column will appear every month.)

BERLIN, Sept. 1.—As a show town, Berlin has lost more of its big artists than most of the big artists have not returned, except for brief engagements, and those not always successful. The reason is obvious.

Berlin is governed by four powers—the U. S., Britain, France and the U. S. S. R. There are two different currencies, the West mark and the East mark. The city is divided into four sectors. The so-called East Sector, governed by the Communist magistrature backed by Russian occupation troops, is separated from the Western sectors in more than one way. All businesses, including amusements, suffer from these conditions.

Many of the formerly best theaters are located in the Soviet sector. They are under communist management and are considered the "property of the people." Shows are Red slanted. West Berliners, for the most part, don't patronize them.

In the Western zones, many of the best showplaces were bombed out during the war. Despite decent government remaining theaters are plagued by high costs, and the city can hardly keep up with customary subsidies, without which the theaters cannot exist.

The Hebbel Theater in West Berlin has been closed since May, and the job of the director is still open, though many of the leading managers were offered good salaries and a free hand. Emil Rameau, returning after 18 years in Hollywood and London, is the new manager of the city-owned Schiller Theater and the Schloss-Theater in Suedtitz, U. S. S. R. Until 1932, Rameau was deputy director of State theaters in Berlin. Almost all theaters are currently closed, and not due to open until next month.

# 85% Berlin Performers Are Unemployed . . .

Approximately 85 per cent of Berlin's performers are still unemployed. Under the auspices of the West Berlin magazine, popular price performances are occasionally held at various public parks for their aid. Since the New Scala dropped its flik-flick policy two years ago, there has been practically no vaude house of any importance in Berlin. The Friedrichstadt Palace in the Prussian sector will offer some vaude when it opens next month. There are plans to back the building of a vaude-opera house with 1,800 capacity in the West zone, which might open in the fall of 1952.

# Sponsor May Move 'North' to ABC Web

NEW YORK, Sept. 1.—Colgate this week was reported weighing a switch with its Mr. and Mrs. North radio series from the Columbia Broadcasting System to the American Broadcasting Company. The stanza has the 8-30 p.m. Tuesday period on CBS.

Decision on the move is expected shortly.

# Review Index

Record Reviews	26
Classical Reviews	26
Legit Reviews	44
Night Club Reviews	43
Radio Reviews	10
Television Reviews	10
Vaudeville Reviews	43

# Highlight Reviews

## TELEVISION

# There's Still No Show Like KFO, And Tillstrom Boy's a Genius—Oh!

By JOE CSIDA

This 1951-'52 kick-off for Kuke indicates something which cannot possibly come as a surprise to televisioners: That there is no show like KFO. The same artful whimsy, charm, warmth and wholesome good fun which zoomed Barr Tillstrom's little people and Fran Allison to the top of the tele heap was as abundantly evident as ever on "opening night." Whether it's Kuke and Ollie describing a mysterious lady in black, whom they encountered in their European travels, and suspected of being Beulah Witch; or Ollie lousing up things by answering the phone as Tillstrom's secretary to say he (Ollie) doesn't know what's on TV at the moment because they don't have a TV set; or Fran trying a *Home Again* original with her two friends; or Ollie vocalizing a hilarious hilariously adaptation based on the French phrase, *Cherchez la Femme*, the half hour is a sheer delight.

I hate to say this about anybody, but that Tillstrom character is a genius. The battery of big-time advertisers picking up the heavy time tab on Kuke will all get their money's worth and, equally important, so will the viewers.

Joe Csida.

TELEVISION—Reviewed Monday (7:17-7:30 p.m. EDT). Sponsored (this segment) by RCA Victor thru J. Walter Thompson. (Other sponsors: Tuesdays, Procter & Gamble thru Benton & Bowles and Compton; Wednesdays, National Bluebird Company thru McCann-Erickson, Thursdays, Time, Inc., thru Young & Rubicam; Fridays, Procter & Gamble, see above). Via WNET and NBC-TV. Producer, Beulah Zachary. Director, Lewis Gomaritz. Designer, Joseph Lockwood. Musical director, Jack Facinotto. Cast: Barr Tillstrom, voice for all puppets; Fran Allison.

## LEGITIMATE

# Ginger's Stage Bow Is Heavy-Footed Plodding Thru Labored 'Love' Opus

By SIDNEY GOLLY

It is unfortunate that Ginger Rogers had to choose this particular vehicle for her debut as a legit actress, as the opus is a dull, overwordy conversation piece, with the most obvious of plots. Miss Rogers is one star who has hitched herself to a wagon.

The yarn concerns a great actress who loses her current beau to her sister, who played by Miss Rogers) and to save face books onto a French diplomat, who accepts her proposal of marriage as a gesture of chivalry. Since the diplomat's personal physician was the actress' girlhood sweetheart,

it isn't hard to figure out the final pair-off.

However, the author takes three acts and five scenes to tell his tale. The dialog is extremely labored, the comedy trite, and the situations unreal. In fact, not a single character is believable, and motivation is completely lacking.

Farrell has given the show a lavish production, and direction, in the main, is good. Miss Rogers' clothes will make female hearts flutter for many months.

But one unfortunate fact must be faced—Ginger Rogers is far out of her depth in a conversation

piece. The lack of action and the necessary timing required by such proceedings are too much of a handicap for a musical comedy-trained performer. There was no cutting room to remove the awkward delivery, the stilted gesture and the misread line. The impression remains of a handsome, beautifully dressed woman reading back lines that she had previously (Continued on page 44)

"Love and Let Love", reviewed at the Shubert Theater, New Haven, Conn., Monday, August 27.

## RADIO

# Dateline Korea, Courage by Marines, Savvy by Sgts., Broadcast by Mutual

By SAM CHASE

This documentary was developed largely from tape recordings actually made on the battlefields of Korea by Marine Radio Correspondents. The comments of these men, heard above the din of battle, indicate more clearly than dozens of printed news stories the compound of fear, guts and exhaustion which makes up modern warfare. In this context it was gripping listening sans the fluff and trimmings and poetic interpolations which usually go into the radio documentary.

The show opened with recordings of services to marine dead in a South Korean rest area some three weeks ago. This served as

the spine of the show, with cutbacks to portions of the services. But the real flesh were the taped reports of the battlefield correspondents on the actual fighting scene with the rest of the Marine First Division.

**Fighting Scenes**

These included one take from Marine Sgt. Gene Coon, riding atop a tank as it approached its objective, then a later take as the marine was lying behind a wall while the troops were audibly exchanging fire, panting from the exertion of his sudden drop to cover. "I'm lying as flat and close to the ground as I can get with-

out digging a hole," he said emotionally.

The report from Staff Sgt. Thomas Flanagan was perhaps even more dramatic. It was aired in a succession of takes as Flanagan and the men he was with labored and fought their way up a hill. Half way up, they went past their supporting artillery, with the big guns booming. A little while later Flanagan reported that "we're pretty close now." (Continued on page 12)

"Dateline Korea", reviewed via Mutual Broadcasting System, Sunday night, August 26.

## VAUDEVILLE

# Mitchum Jams 'Em in and Scores Solid in Songs Yet! Murray Assists

By BILL SMITH

This is a bang-up show. It had the jammed house shrieking open the first day from the first act to the last one. The one-day stand of Robert Mitchum paid off handsomely. When he came on, it was a bedlam, the stage door was jammed all day with autograph hounds. If Mitchum does as well on other persons, he may well become a new box office name who can actually deliver.

Despite his lack of stage savvy, Mitchum did a real job. His chatter with Jan Murray was only fair. It was Murray's help that got Mitchum over the verbal hurdles. But if the big guy didn't handle lines too well, he did a fine job with a couple of songs. Using almost a song talk style, Mitchum belted out two numbers in a blues

fashion, demonstrating musicianship and a voice that was surprisingly good. The house went wild.

Jan Murray, loped out in long-legged fashion and devoted his first 10 minutes to virtually new material. He started off with a special based on *Be Happy Go Lucky*, then into some *Lucky Strike* songs, seguing into a movie best routine which drew some of the biggest yows heard here since Martin and Lewis broke it up. It was apparent that Murray's TV stints have improved his draw. The customers welcomed Murray, yocked it up when he was on and paid off with more bonuses when he wound up.

Tom Arden also was in there with her big voice selling four

numbers to gratifying applause. After an offstage intro she came on with *When You're Smiling*, followed with *Too Young*, *Sorcerer* and then *Love*. The gal has good stage poise and a cool singing style. But selling on voice alone isn't enough. She might learn how to move.

The show started with Prydy and Day, comedy jugglers, who use a lot of talk in their act. The boy-girl team did a lot of excellent tricks. This, plus their talk, made them one of the best sight and (Continued on page 46)

Robert Mitchum and Jan Murray: reviewed at the Paramount Theater, New York, Wednesday, August 29.

# The Billboard

The Amusement Industry's Leading Authority  
Founded 1894 by W. H. Donaldson  
Publishers  
Roger S. Littleford  
William D. Littleford  
E. W. Evans, Pres. D. Tracy Lawrence, W. Carter, Secy.  
Editors  
Joseph C. Costa, Editor in Chief, New York  
C. R. Schroeder, Coin Machine Editor, Chicago  
Web Dutton, Outdoor Editor, Chicago  
Sam Sachs, Amusement Editor, Cincinnati  
Sam Aron, Chief, Washington Bureau  
Managers and Divisions  
E. W. Evans, Gen. Mgr., Cincinnati  
W. H. O'Connell, Office & Publicity Director,  
2100 Patterson St., Cincinnati 22, Ohio  
Phone: DItch 6452  
W. G. Littleford, Gen. Mgr., Eastern Division  
1842 Broadway, New York 18, N. Y.  
Phone: PLaza 7-2800  
H. C. Senter, Gen. Mgr., Western Division  
188 W. Randolph St., Chicago 1, Ill.  
Phone: CLinton 5-9193  
Sam Ashby, Gen. Mgr., West Coast Division  
9000 Sunset Blvd., Hollywood 28, Calif.  
Phone: HUver 9-9100  
F. B. Jovering, Gen. Mgr., Southwest Division  
300 Aracade Bldg., San Antonio 1, Mo.  
Phone: CLinton 9-9100  
C. J. Lavitch, Advertising Director  
K. Kenner, Advertising Mgr., New York  
M. L. Ruffer, Advertising Mgr., Chicago  
B. A. Brown, Circulation Manager  
Main Advertising and Circulation Office  
2100 Patterson St., Cincinnati 22, Ohio  
Phone: DItch 6452  
Subscription rates payable in advance: One Year, \$10 in U. S. and Canada. All foreign countries \$15. Single copies 25c. Change of address should give old as well as new. Liked weekly. Entered as second class matter May 1, 1902. Postoffice at Cincinnati, Ohio, Office, Class B, 1911.  
March 5, 1979. Copyright 1951 by The Billboard Company. The 1951 Billboard also publishes year-to-year the monthly directory of amusement and recreation establishments in the U. S. and Canada. No. 36

## S. A. Boom Increases for Yank Acts; Aliens Here Turn Down Offers, Fearing Re-Entry Mess

NEW YORK, July 19.—The South American field, which boomed for domestic acts with the shutting out of European talent there, may be further restricted to American acts, with alien acts now resident here wary of accepting South American engagements because of the fear of difficulties in getting a re-entry permit.

The cancellation of Ilona Massey, Hungarian, who was scheduled to sail for an engagement at the Urea, Rio de Janeiro, brings to light a situation which is giving bookers for the South American casinos more than a few headaches.

Because of name talent shortage, many acts recently booked were taken from the lists of alien residents. However, the flow of these acts there has been cut to a trickle because of their fear of not being able to get back into this country.

The only aliens able to get re-entry permits with a degree of certainty are those with British passports. Formerly French, Spanish, Italian, Greek, and other Continentals were able to come and go freely. But now that most of Europe is under axis domination, State Department officials have been holding up passports for scrutiny.

Another situation causing headaches to the South American casino bookers is the delay in getting passports. Fear of fifth columning is said to be behind the additional scrutiny.

War conditions have not changed the status of acts currently playing South America. There are no monetary restrictions in taking coin out of the country, except that government per-

mission must be obtained before money orders can be cashed out. Even when an check is obtained, the amount is limited. However, when an act leaves the country there are no restrictions as to the money that can be taken out.

The rate of exchange in Brazil is favorable to American acts who are paid off in American dollars. The rate fluctuates between 14 and 30 milreis to the dollar. Many of the shops and hotels are glad to get United States green, and shopping offers many advantages to the acts.

Acts working in S. A. are required to pay a 4 per cent income tax on earnings, same as the amount paid by the natives.



PAUL MARTIN, of *The Morning Telegraph*, feels that *The Billboard's* night club-hotel poll neglected to give the press agents a chance to get back at newspaper men—so he's planning to run a column or two on what the p. a.'s think of the boys who use (or don't use) their copy. Most of the comments this corner has heard couldn't be printed in a newspaper that's sent thru the mails. . . . Frank Law and Ray Burgess, local p. a.'s handling the Buckingham Hotel, scored something of a triumph when they got the estate of Paderewski to permit the great musician's body to lie in state in the hotel instead of in St. Patrick's Cathedral, as originally intended. And they did such a big job on the funeral that they're now press agents for the Paderewski estate. . . . One of the greatest compendiums of misinformation in recent journalism came when *The Herald-Tribune* ran a story Saturday (13) on the funeral of Sam Scribner, whose passing was mourned by a host of stagefolk. The late manager's full name was Sam Alexander Serfonte—so throughout the story he was referred to as Mr. Alexander. And in lists of those present there was a host of incorrect references, chief of which was the listing of boy Herk as among "musical comedy and burlesque stars." . . . WOR pulled an unusual stunt July 15 when it broadcast the rehearsal of a band without benefit of any planning or staging. Charlie Sprake's crew did the practicing, and the session went over Jerry Lawrence's *Moonlight Saving Time* recorded show after the ork had finished its nightly session at Glen Island Casino, New Rochelle, N. Y. The rehearsal went exactly as usual, with no changes because of being on the air—the unquestionably some choice language that customarily fills the air of rehearsal halls when things go wrong was omitted. . . . An act who recently turned agent is finding plenty of difficulty getting work as an act. The bookers are afraid that he'll walk off with the spot in which he's working.

JOSEPH N. WEBER, ex-prxy of the American Federation of Musicians, is contemplating compiling and editing a history of the AFM for the use of posterity. All he is waiting for is an check from the union on the expenses that would be entailed—but the check can't be obtained until the next AFM convention in 1942. Meanwhile, history marches on! . . . George Abbott, who has been scouring the ranks of younger talent for his forthcoming *Young Man's Fancy*, has signed Jack Jordan Jr. for a singing and dancing role. . . . Jack Edelstein, theatrical attorney whose number turned up early in the draft lottery, is doing quite well in the army. . . . Because of the five-week stay of the Bob Hope pic at the Paramount, agents are trying to figure out when the next Bob Hope flicker will be booked. They want to place their acts on the same bill with it, figuring that maybe the next one will also turn out to be a five-wrecker. . . . While playing the State recently an act living out on Long Island for several nights in a row made arrangements with a hack driver to take him home for a flat \$5 fee. One night they forgot to make the usual arrangements—and the metered bill was \$3.50.

OVERHEARD in the ladies' room at Roseland Ballroom (by Mrs. Spelvin, of course): "Tell me honestly, does he impress you as a wolf?" . . . The phony gorillas plugging the Frank Buck picture in the lobby of the Palace are developing peculiar disabilities. One of them has intestinal trouble. It looks like gastric ulcers—but on the outside of the stomach. Serious-minded explainers claim that the expanding and contracting rubber of which the gorilla is made opens an air-hole and was patched, and now the patch is beginning to loosen at the edge—but this corner prefers to think that the gorilla got his ulcers merely from standing for two weeks listening to reports that in his sector of operations there's a body of water named—Lake Stroiowitz. . . . According to newspaper stories, scientists of the Department of Agriculture have succeeded in straightening out crooked squashes. Band leader Mel Marvin suggests that we turn a group of agents over to them and see what happens.

Be Safe Than Sorry  
In Legal Affairs...  
READ  
New Law on Show  
Licenses  
In the Carnival Department  
of This Issue

### Miami Herald's Crusade

MIAMI, July 19.—Wide-open Miami will be shut tighter than a clam if *The Miami Daily Herald's* influence is strong enough. In a front page editorial *The Daily Herald* asked its readers today, "Civic Decency or Clever?" The inference applied to the former Capone stronghold, outside Chicago.

Thru Sugar's Domino  
Petrillo  
the Padrone

BEFORE I go into this week's song, dance, and monolog I beg to insist that I am as staunch a patriot as James C. Petrillo, who wears shabbily at times the AFM presidential mantle bequeathed to him by Joseph N. Weber. I also insist that I am stirred just as deeply as Petrillo by listening to the strains of *The Star-Spangled Banner*—played by a union or non-union band or orchestra.

If my readers believe me, I go further and insist that Petrillo's order to AFM bandmen that the national anthem be played at the beginning and end of every musical program is dictatorial; imbued with unkind harm to the sentimental and patriotic value of the anthem and unworthy of the president of one of the largest labor unions in the country. . . . Because I consider myself a staunch patriot and because I revere and respond so intensely to the playing of the national anthem I make this plea to President Petrillo and to those who have been ordered by him to vulgarize the anthem to do something about rescinding this order or, at least, modifying it to the level of reason.

Whether or not American marines are in Iceland or whether or not an American warship sank a submarine, the fact remains that we are not actually at war. When the regrettable day arrives when we will be at war all of us will be guilty of excesses and among these can be expected, possibly as a morale stimulator, repetitious renderings of the national anthem.

Because we are not yet at war and because millions of Americans hope it might not be necessary to go to war, the martial spirit should be confined to channels of defense rather than flag waving and vulgarizing the country's anthem.

Patriotism can be demonstrated by helping in our varied ways with defense; by contributing to morale thru the many roads open to those who read, see, and hear. A musician or band leader should not be forced by his union to play the national anthem twice a day. The public should not be forced to have a sacred song drummed into its ears until it becomes as tiresome as the once-pretty Jennie Withers' *Hot Protégé Hair*, thanks to BMI. Petrillo and the AFM cannot make patriots out of musicians if they haven't got it in their hearts to be patriots. And that goes for the helpless public, too.

We are in favor in these times that "try men's souls" of more frequent manifestations of ceremonial patriotism. We are in favor of having the national anthem played more often. But not as often as Jim Petrillo feels is necessary. Let circumstances and the good taste and feel of patriotism of those who employ bands decide when the anthem should be played; not a union official who has no claim to being any more of a patriot than you, me, or the next fellow.

Petrillo can prove to me and possibly to most of us that he is big enough to profit by his mistakes if he will rescind the compulsory anthem-playing order at once. If Petrillo wishes I can point out to him many ways in which he as well as his tooling colleagues can contribute to the defense and morale of the country. One of these ways would be to devote every effort to get fresh back on thousands of the country's dark stages. There is nothing that will help the morale of the masses more than seeing shows again in thousands of benighted communities. And we would be more than pleased if every one of these revived shows would be opened and closed with *The Star-Spangled Banner*.

### HERMANOS WILLIAMS TRIO

(This Week's Cover Subject)

THE Hermanos Williams Trio offers a most unusual novelty turn—startling throws, lifts, unusual balancing stunts, done effortlessly and smoothly to the languorous rhythm of Tango music.

Pablo Williams; his wife, Amanda, and a younger brother, Louis, comprise the act, which is back in New York after an absence of 10 years. When it started its long successful career at the Moulin Rouge, Paris, in 1927 the act was composed of Pablo; Juan, a deceased brother, and Alfred Rodo, orchestra leader.

The trio arrived in New York early in April and their first engagement was at the Hotel Waldorf-Astoria, where they are still one of the stellar attractions. They recently doubled into the Radio City Music Hall.

Natives of Buenos Aires, Argentina, the trio have toured the swankiest night clubs and finest vaudeville and revue theaters of the world. For eight consecutive seasons they repeated dates in the finest spots of London and the French Riviera and appeared at command performances before royalty until interrupted by the outbreak of World War II. When they returned to Buenos Aires, after the war broke out, they produced their own revue which included Henry Garat, French musical comedy star.

Eddie Darling, former head booker of the Keith-Albee Circuit, saw the Hermanos Williams on one of his frequent talent scouting trips in 1926 and signed the act for an American vaude tour which included the Palace Theater, New York.

SPECIAL PRINTED ROLL OR MACHINE	TICKETS	ROLL TICKETS
		STOCK
100,000	RESERVED SEAT—PAD—STRIP COUPON BOOKS—RESTAURANT CHECKS—SALES BOOKS—AND ALL ALLIED FORMS.	ONE ROLL \$ 5.00 FIFTY ROLLS 15.00 ROLLS 2,000 EACH
\$20.00	409 LAFAYETTE ST., N. Y. C. 32 W. WASHINGTON ST., Chicago. 615 CHESTNUT ST., Phila.	Double Coupons, Double Price No C. O. D. Orders Accepted
ELLIOTT TICKET CO.		

### Miami Circularizes Camps

MIAMI, July 19.—Miami wants some of that coin that soldiers, sailors, and marines spend when in a town on leave. In an effort to get this lucrative biz Miami has printed 100,000 folders to send out to every camp in the State to lure the service boys to its palm-lined shores.

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

Founded in 1894 by W. H. DONALDSON.  
R. W. EVANS, President and Treasurer.  
R. S. LITTLEFIELD JR., Vice-President.  
R. W. LITTLEFIELD, Secretary.  
A. C. HARTMANN, Outdoor Editor, Cincinnati.  
E. W. SIGAARD, Indoor Editor, New York.  
W. W. HURD, City Machine Editor, Chicago.

MAIN OFFICE AND PRINTING WORKS: 25-27 Opera Place, Cincinnati, O. Phone, MAIn 5306.  
BRANCH OFFICES:  
NEW YORK—138 ST. LOUIS—280 PHILADELPHIA—108 LOS ANGELES  
1164 Broadway, N. Y. 103, 11th St., St. Louis, Mo. 1222 Lancaster St., W. 8th St.  
CHICAGO—180 N. Dearborn, Chicago 4443. MAIn 6993, YANkee 8492  
FOREIGN OFFICES: LONDON—Edward Green, Crownhill House, Fulwood Place, London, W. C. 1.  
SYDNEY, AUSTRALIA—Kevin Brennan, City Taverners' Bldg., 198 Pitt Street.

ADVERTISING RATES—Fifty Cents per Page Line, \$7 per column inch. Whole Page \$17.50. Quarter Page \$8.75. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press close Monday.

Member of Audit Bureau of Circulation

Subscription Rates—8 Copies, \$1; 26 Copies, \$3; One Year, \$5; Two Years, \$8. Special Rates in Foreign Countries Upon Request.

Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1897. Copyright 1941 by The Billboard Publishing Co.

## ASCAP Elects 33 New Members

NEW YORK, July 19.—Board of the American Society of Composers, Authors, and Publishers yesterday announced election of 33 new members to ASCAP—26 writers and seven publishers. ASCAP's membership now totals 1,192 writers and 146 publishers. New pub members include Brown & Henderson; Coslow Music Company-Connolly, Inc.; Edition Musica, New York Ensemble, Music Press, Charles E. King, and Pan-American Music Company.

Writers include Isador Achron, A. H. Ackley, Edgar William Battle, Charles Carpenter, R. M. Crawford, Saxie Dowell, Roger Edens, Irving Gellers, Mort Greene, Remus Harris, Eddy Howard, Roger Wolfe Kahn, Buddy Kaye, Dick Robertson, Abe Tavin, and others.

## Chi Duet To Be Trio; "Eileen" 9C

CHICAGO, July 19.—The Loop's two legit shows—*My Sister Eileen* and *Hellzapoppin*—will be joined by *Charlie's Aunt* at the Studebaker starting July 29, featuring Phil Baker in the lead. The farce is slated for a tour of key cities, if a click.

*Eileen* is in its 22d week at the Harris, still milking out between \$9,000 and \$10,000 a week. *Hellzapoppin*, now in its last two weeks at the Erlanger, is getting many of the conventioneers and is also attracting attention thru repeated publicity tie-ups.

The Princess Theater, old legit landmark here, will be torn down in the near future. House has been dark for a couple of years.

## 8,000 See Carroll Show At Camp Haan Bowl

LOS ANGELES, July 19.—More than 8,000 officers and their wives and soldiers from Camp Haan and March Field attended the Earl Carroll show given in Camp Haan Bowl near Riverside, Calif., Tuesday night.

Line-up included Earl Carroll Girls; Slate Brothers, comedy team; Fay Carroll, vocalist; Buster Shaver with Olive and George, midgets; Anna Lee, acro dancer, and Gray Brothers, dance team.

## Possibilities

TRAFFIC SERVICE FEATURE  
CLEANED BY MEMBERS  
OF THE BILLBOARD  
STAFF

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

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

## For NIGHT SPOTS

ROSS AND WEST—comedy team (two lads) caught recently at the Roxy Theater, New York, with a Major Bowes unit. Do radio impressions, ranging from Hitler to a Macdonald-Eddy duet. Also impressions of newscasters that click solidly. Their frequent high spots indicate that with material all on a par with their best they could go far. Strong on satire. Could carry their own act either in vaude or night spots.

## For LEGIT MUSICAL

JUNE BRADY—singer and impressionist caught recently with the Major Bowes unit at the Roxy Theater, New York. Has an appealing, melodious voice well suited for pop tunes and handled excellently. Combines her straight singing with impressions—that is, delivery of certain numbers as various singing names would do them. Straight singing ability combined with the impressions rates her a spot in a revue. Would also be okeh as a single in night clubs.

Carroll himself was on hand to offer a few remarks at the closing of the show. Performance well received. Ran two hours.

## Legal Definition May Close Cowharn

WESTBORO, Mass., July 21.—The summer theater at Westboro Town Hall continued in operation last week despite a closing order issued by Public Safety Commissioner Eugene M. McSweeney. The order was based on an opinion delivered by State Attorney General Robert T. Bushnell that the theater was operating contrary to law.

Bushnell's ruling was based on the fact that the spot operated under a permit as a "special hall." Under the interpretation of the law on which Bushnell based the opinion, such permits are applicable when the hall is used for occasional performances only. Despite the fact that the theater is operating on a staggered schedule with certain "dark" nights, it still does not come under the occasional performance clause, he claimed.

McSweeney ordered the closing as a result of a bill to clarify the "special hall" permit. The question of fire and safety laws also was involved.

Last week's performance of *Design for Living* went on according to schedule, despite the closing order. It was said a statement would be issued shortly by the promoters. Elissa Landi in *The Shining Hour* is scheduled to open tonight.

## Mobile Unit F Set; G Ready Soon

NEW YORK, July 19.—A sixth mobile unit to tour under the auspices of the Citizens Committee of the United Service Organizations has been set up by Harry Delmar, booker for the USO. A seventh is currently in preparation. Unit F is set to open at Fort Wayne, Ind., July 25 and will consist of Steve Evans, George Prentice, Hilton Sisters, Beverly Whitney, Linda Moody, and Marie Nord.

The outfit will continue at Grosse Mich., July 27; Fort Brady, July 29; Fort Custer, Ill., July 31; Fort Sheridan, August 2; Great Lakes Naval Training Station, August 3; Glenn View Naval Station, August 4; Camp Grant, August 5; Savanna Ordnance Depot, August 6; Scott Field, August 8, and Chanute Field, August 9.

The unit will probably be shifted to another corps area once this schedule is completed.

## "Road" Again Takes to Road

NEW YORK, July 19.—Tobacco Road, which was finally erased from the Broadway boards last month, will take to the road again beginning July 29.

Headed by John Barton and four other members of the original company, the turnpeters begin in the Bronx at the Windsor Theater, follow up the next week, August 5, at the Flatbush Theater, Brooklyn, and then trek to the West.

There the company opens in San Diego, Calif., August 17 for a week, proceeding then to Los Angeles, San Francisco, Portland, and Seattle in turn.

Sponsors of the play report that this will be the first Coast showing in more than two years.

## Yocum's Detroit Date Not Okehd, Says Frederick

CHICAGO, July 19.—L. A. Frederick, manager of the Frederick Bros.' Music Corporation office here, stated this week that the direct booking made by Rube Yocum with the Westwood Gardens, Detroit, was not okehd by any FB executive. Yocum has a year's booking contract with FB. The Yocum-Lamb contract with the Detroit office, started a four-week run in Detroit Friday (18).

Frederick stated that the matter will be turned over to his attorneys. He said that no promises were made to Yocum that the office would book no other Ice units in the same locale played by Lamb-Yocum.

## 5 GOOD REASONS FOR OWNING A WEBSTER-RAULAND PORTABLE RECORDER



It just makes good sense in music today to own a Portable Recorder as part of your standard equipment. And it makes especially good sense to own a WEBSTER-RAULAND Recorder because it's designed just the right way for your musical needs. Here's the proof:

- 1 It's complete—it's compact, easy to carry—sets up in a jiffy!
- 2 It's better—records with the higher fidelity you want!
- 3 It's easy to make records—as easy as tuning a radio!
- 4 It's economical to operate—pays for itself quickly!
- 5 It's modestly priced—you can afford to own it!

## HERE'S WHAT IT WILL DO FOR YOU!

A WEBSTER-RAULAND Portable Recorder will help your rehearsals, improve your air technique... report your progress... win you bookings by mail auditions... let you hear yourself as you sound to others...

WRITE FOR LITERATURE describing WEBSTER-RAULAND Portable Recorders. Available in single-speed or dual-speed types. Illustration above shows single-speed Model W-1207—compact, popularly-priced, easy-to-operate, dependable.

It will pay you to investigate WEBSTER-RAULAND.

WEBSTER-RAULAND CORP.  
3825 W. Armitage Ave.  
Chicago, Ill. Dept. 000

Please send me your free literature describing your Portable Recorders.

Name.....  
Address.....  
City..... State.....

WEBSTER-CHICAGO  
SOUND DIVISION  
**WEBSTER-RAULAND**  
3825 West Armitage Ave.  
Chicago, Ill.

## ONTARIO HOTEL

Well-Known Theatrical House  
\$1.00 Up Daily  
\$5.00 Up Weekly  
620 No. State St., Chicago, Ill.

## SPECIAL PRINTED ROLL & FOLDED TICKETS

100,000 SINGLES, \$16.50. F. O. B. COLLINSVILLE, CASH WITH ORDERS.

### DALY TICKET CO., COLLINSVILLE, ILLINOIS

## QUALITY REPRODUCTIONS OF

# PHOTOS

SIZE 8x10  
500—\$20.00—1,000—\$35.00  
FROM ONE COPY  
ORIGINAL RETURNED  
48 HOUR SERVICE

FAMOUS STARS PUBLICITY STAFF

6412 HOLLYWOOD BLVD. HOLLYWOOD, CALIF.

## WESTERN UNION

Over an Empire  
This is a 24-hour  
service in 48  
hours. Send  
your photos to  
Western Union  
at any  
office.

STANDARD  
35mm. film  
1000 photos  
1000 photos  
1000 photos  
1000 photos  
1000 photos

YOUR FAMILY AND ASSOCIATES ALWAYS CAN GET YOUR ADDRESS IF YOU WILL GIVE YOUR LOCAL WESTERN UNION OFFICE THE DATES YOU WILL CALL AT OUR OFFICES ON YOUR TRIP. NO EXTRA CHARGE.

## STOCK TICKETS

ONE ROLL... \$ .59  
FIVE ROLLS... 2.00  
TEN ROLLS... 3.50  
FIFTY ROLLS... 15.00  
100 ROLLS... 25.00  
ROLLS 2,000 EACH  
Double Coupons.  
Double Price. In  
No. C. O. D. Orders  
Ship Ticket, 10¢

## YOU ARE THE ONE TO BE SATISFIED

...we have 32 years of experience and machinery down to the minute for manufacturing  
**TICKETS**  
of any description  
which guarantees you immediate delivery.  
Get in Touch With  
THE TOLEDO TICKET COMPANY  
Toledo, Ohio—The Ticket Town

## SPECIAL PRINTED

Roll or Meeting  
10,000 \$ 6.95  
20,000 9.95  
50,000 12.75  
100,000 20.00  
1,000,000 150.00  
Double Coupon,  
Double Price.

# HEAVY BLOOD IN SPOTS

## Talent, Producers, NAB See a Wider Employment Field; Kent-Johnson \$2,500 Minimum

NEW YORK, July 19.—The once-lively spot announcement, no longer in the simple commercial blurb class, has become an increasingly lucrative field for performers and producers. Information from a variety of sources supports this view. The spot announcement has taken on the aspect of a "production," entailing in many instances name talent and heavy expense budgets.

According to producers in New York, the last year has seen at least a 100 per cent increase in spot business. Harry S. Goodman, one of the foremost producers of transcriptions, hits the general tenor by pointing out that production of spot announcements now totals about 40 per cent of the total commercial transcription business, as compared with about 20 per cent a year ago. This, says Goodman, is a conservative estimate, and the total may be nearer to 50 per cent of the entire commercial wax business.

Some of the producers are getting heavy dough. Alan Kent and Croom Johnson, foremost of musical spots, will not undertake to do a series of one-minute spots (up to 50) for less than \$2,500. This figure is exclusive of talent cost, and includes writing the music and production, plus commercial copy. Difficult to figure just what Kent and Johnson earn, but some idea of the sum can be gained from these facts: (1) \$2,500 is their basic minimum, (2) they have received as high as \$11,500 for an extended series, (3) they have 17 accounts (including Pepsi-Cola, Esso, General Electric, La Palina, etc.), (4) they collect royalties on the musical jingles, these royalties varying according to the pocketbook of the client and according to the number of stations carrying the spots. In connection with royalty angle, it is interesting to note that the Kent-Johnson jingles, being original, can be performed on both ASCAP and BMI stations.

With spot radio assuming more importance, the cry has already gone up that a batch of newcomers is filtering into the business and throwing a cheap product on the market. Kent-Johnson, for instance, claim that some producers make a series of 30 one-minute blurbs using two actors, music, and lyrics, for \$390, or roughly, \$10 a spot.

According to N. W. Ayer's Jack Rosche, one-minute spots, using only one announcer, can be made as cheaply as \$26 for 10. This figure is apart from studio and recording costs. A good production job, however, is likely to cost as high as \$700 for 10 spots for talent alone. Most lavish one-minute spot in the business is the Fred Waring one-minute job plugging sale of government defense bonds. Waring ork of 60 men, including chorus, does the millions for Defense for Uncle Sam number. All talent for this job, however, was obtained cuffs, and records were shipped to some 800 stations. Additional spots in this series will reportedly use Bob Hope and Dorothy Lamour.

### Talent

Performers who have been making spots include Tune Twisters, the McFarraires, Lynn Cate and a Canary, Ralph Baine, all of whom worked for Kent-Johnson; Thre Murray, Ward Wilson, Harry Von Zell, and Dan Seymour have made spots for Swan Soap; Seven-Up used Ward Wilson and Peg La Centra; the Jesters did a series for Cholelets; the Songsmiths for Dentyne; Howard and Shelton waxed for Dr. Pepper; Ayer agency used Basil Ruysdall, announcer of Hit Parade, for Goodyear spots.

These are just a few, but indicative. Another indication of wide use of talent in production spots is fact that N. W. Ayer, during this spring and summer, has used at least 20 actors, plus a few trios, on spots. Ayer's one-minute jobs, handled by Rosche, usually use three actors, one trio, an announcer, and sound effects.

### NAB Figures

According to Paul F. Peter, director of research for the National Association of

Broadcasters, "it would seem that this (spot radio) is a growing field for radio performers. . . . A great many of them employ sound effects, introductory music, and more than one voice. Moreover, in the last year or so there have been quite a few one-minute announcements which are practically capsule programs. These developments require more talent and, of course, in the case of transcribed announcements, the services of the transcription company or studio.

NAB's research department, in a compilation listing radio advertising in terms of units rather than dollars, points out a big increase in spots. One unit is equal to one minute of time on the air. Initial months of operation of this system cover period from September, 1940, thru February, 1941. NAB figures show that in September 200 stations reported using 5,818 one-minute spots for local advertisers and 47,654 one-minute spots for national advertisers. In the succeeding months of October, November, December, January, and February these figures jumped to 8,751 local and 76,247 national, with 290 stations reporting; 5,596 and 87,855 with 293 stations reporting; 9,983 and 86,620 with 290 stations reporting; 6,440 and 91,818 with 227 reporting, and 7,532 and 97,804 with 228 reporting. In this six-month period, the jump in general spot business is about 100 per cent, or approximately the same as estimated by producers in New York.

### Reasons

According to transcription producers, AFRA transcription code has in a measure been responsible for the increased spot business owing to high cost of regular transcribed programs. Goodman, for instance, is turning all his attention currently to spots. Again, there is the angle of getting a wider spread for less money. However, it is pointed out that an extensive spot campaign will cost a sponsor nearly as much money as a regular program.

## Advertisers, Agencies, Stations

### NEW YORK:

LESTER GOTTILIEB, press co-ordinator for the Mutual network, on a two-week vacation at the Tarleton Club in the White Mountains of New Hampshire.

Leon Goldstein, press rep of WMCA, back at his desk Monday (21) after vacation in the Thousand Islands.

WHN has issued a new rate card; effective October 1, based on the station's upped wattage. Construction of the station's 50,000-watt transmitter now nearly completed.

J. B. Williams Company, thru J. Walter Thompson agency, has renewed with WQXR its contract calling for promotion of Aqua Vela thru station breaks for another 13 weeks.

Ben Marden's Riviera, thru J. R. Kupelke Agency, will use 10 spot announcements weekly for 13 weeks on WQXR.

Socony-Vacuum Oil Company, Inc., will sponsor a 15-minute news program six evenings weekly on WABC, starting August 4. Set thru J. Strirling Getchell, Inc.

Keith McLeod has rejoined NBC as an assistant to Wilfred Roberts, production director.

William S. Gallmor added to the news staff of WHN.

Dudley Connolly, program director of WYRL, Long Island, on a two-week vacation in Birmingham, Ala.

Al Cook, former radio press agent and now in the U. S. Army at Fort McClellan, Ala., is now a radio operator. Didn't get any stripes, but got a rating.

### CHICAGO:

MARS, INC., has renewed Dr. I. Q. for 52 weeks on the NBC-Red network. Show is produced by Grant Advertising, Inc., and has been on the network since April 10, 1939.

William A. McGuinness, sales manager of WGN, announces that local time sales of the station were up 25.8 per cent for the first six months of 1941. Station has had

### What Is It?

PHILADELPHIA, July 19.—Eyebrow-raiser was rated by Philip Klein ad agency this week when it sent out press release telling that Will Brothers, local rug merchants, will replace commercials for the daily WFIL sponsored show with specially prepared material from the Army, Navy, Naval Aviation, Marines, USO, and the Fed Treasury Department. Hand-out carried a rubber-stamping:

"Uncensored. This is the U. S. A."

## Indians Move In On BMI; Merritt Tompkins a Chief

NEW YORK, July 19.—Nobody definitely knows whether Broadcast Music, Inc., is taking over the Indians or whether the Indians are taking over BMI, but there have been some very strange doings at the offices of the music company. Merritt Tompkins has become an Onondaga Indian. His new name is Chief Sounding Skies and he has been presented with a headdress.

That is not all. Developments during the week revealed that Sidney Kaye, CBS attorney and BMI exec, is also an Indian. He has been an Indian chief for some time but has managed to keep it quiet. When a batch of Onondagas recently came over to induct Tompkins into the tribe as a chief, Kaye could not restrain himself and let go with a couple of war whoops. These were Algonquin Indian noises, revealing Kaye as an enemy of the Onondagas and, ipso facto, a rival of Tompkins.

BMI, queried, said the Indians were not trying to sell BMI any music but had just come down from their New York State reservation because they had somehow become enamored of Tompkins and considered him worthy of induction as a tribal chief. Tompkins at first thought it was a gag, but the pained expression on the faces of the Onondagas persuaded him to submit to the ceremony with a straight face.

Hi Ya, Squaw Man!

## NBC-MCA Deal "Still Vague," Says MCA Exec

(Continued from page 3)  
Woods, who would be in on a final settlement.

Bill Goodheart, MCA exec, on Friday (18) stated the deal with NBC was "still vague." Asked if it would include the concert division of NBC, he answered, "It might and it might not." He would not reveal the price MCA had offered, pointing out it would give his competitors an advantage inasmuch as the deal had not been consummated.

Bertha Brainerd and other NBC talent execs could furnish no details other than to point out that, as of Friday, nothing had been set. The trade, however, expects a break in the situation the coming week, possibly Monday (21).

According to one NBC source, NBC is thinking of retaining the radio program sales division. This division entails booking of talent for radio, and booking of non-radio talent for appearances. In other words, such an arrangement would retain the radio end of the artists' bureau business. Others pointed out, however, that such an arrangement would not obviate the FCC's squawk that the chains were simultaneously employers and sellers of talent.

Some of the properties of the artists' bureau are: Information, Please (which nets \$850 weekly at 10 per cent), Fibber McGee and Molly (whom the bureau handles for radio only), Dorothy Lamour, Gail Page, Dr. Frank Black, Yvette, Dinah Shore, Graham McNamee, Ben Grauer, and a raft of other NBC announcers and script writers, Don McNeill (on Chicago's Breakfast Club), Cliff Nazarro, Donald Dixon, Barbara Jo Allen, Martha Tilton, Lillian Cornell (who has a Paramount picture contract), and others.

### MINNEAPOLIS, July 19.—

Divorcement of the WCCO Artists Bureau from Columbia Broadcasting System in August has been announced here by Al Sheehan, since 1932 manager of the Artists Bureau. Columbia, under the new arrangement caused by the recent FCC orders, is selling the WCCO bureau to John Williams and Urbane Bowdin, members of the staff. Associated with them will be Jack Kilmartin. Sheehan will remain with WCCO as operations director. The bureau will take over new quarters at 510 WCCO Building. Several hundred performers and musicians will be affected by the change in management.

Under the new set-up, Sheehan said, the bureau will seek a booking franchise from the American Guild of Variety Artists, Local 9.

### New WNEW Accounts

NEW YORK, July 19.—Prudence Foods, Inc., has signed a 52-week contract for time on WNEW Make-Believe Bedroom, starting August 4. Series to be aired three weekly, Mondays, Wednesdays, and Fridays, 10:45-11 a.m. Set by Chambers & Wiswell, Inc., of Boston.

T. S. Rubber Tire Company, starting this week, sponsors a 26-week series of recorded musical programs on WNEW, Tuesdays, 8-8:15 p.m., set by Scheer Advertising Corporation.

### Payne Chi AFRA Prexy

CHICAGO, July 19.—Virginia Payne was re-elected president of the Chicago local of AFRA at the annual election Tuesday (15). Also re-elected were Raymond Jones, executive secretary, and Philip Lord, treasurer. Other officers chosen were: First vice-president, Norman Barry; second vice-president, Paul Nettings; third vice-president, Carlton Kadell; recording secretary, Annette Harper.

Nancy Boesen has joined the KHJ staff to handle switchboard duties. . . . Douglas Oil & Refining Company, Gardena, Calif., thru H. W. Kantor & Sons Advertising Company, set a deal with KFI for 52 one-minute transcriptions. (See ADVERTISERS on page 8)

### LOS ANGELES:

SAM HAYES, NBC newscaster for Sperry Flour, has been renewed for 52 weeks beginning August 11. Program originates at Hollywood Radio City and is heard over six stations of the Pacific Coast-NBC-Red.

Dr. John Matthews thru the Tom Westwood agency bought 13 broadcasts from 5 to 5:30 p.m. Saturdays over KHJ for religious programs. Deal runs from July 12 to October 4. . . .

# Radio Talent

New York by JERRY LESSER

**KEITH McCLEOD**, for years with NBC and more recently with the **HENRY SOUVAIN** agency, is back at NBC as senior director. . . . **HELEN RUNOFF** has forsaken radio acting to become a member of WOR's press department. . . . **LOU LUBIN** leaves for the Coast to do the character of Rainbow Benny in the new *Thin Men* picture. **LOU** created the character in the Broadway show *Horse Fever*. . . . **FLOYD BUCKLEY** and his brother, **JEFF SPARKS**, who have been in radio over 15 years, worked together for the first time on **ED EAST'S** *Spotlight* program. . . . **ERIC DRESSLER**, Rush Gates on *Hearts of Julia Blake*, opens at Westport, Conn., in *Little Dark Horse* the week of July 21. Others in the cast are **EVELYN VARDON**, **WALTER SLEZAK**, and **KATHRYN WARREN**. . . . **RUTH KRAKOVSKA**, who has appeared on *Silver Theater* and *I Want a Divorce* on the Coast, is in New York to resume her radio work. . . . **MARIA KANTY**, young coloratura who appeared with **PHIL SPITALNY'S** orchestra, has her own 15-minute program on WNYC, and is lined up for NBC television. . . . **JIM BOLSE**, who is vacationing on the Coast, must cut it short to be back for his sequence on *The O'Neills*. . . . **CHARLES (NBC)** **WARBURTON** leaves this week for a three-week fishing trip to Canada.

**KEYVELI ALKI**, Greek actress, has been signed for the *Bess Johnson* program on WPAE. **EUGENE MODELL** represents her on the Coast. . . . *The Men I Married*, written by **CARL BIXBY** and **DON BECKER**, directed by **OLIVER BARBOUR**, and announced by **DEL SHARBUUTT**, becomes a regular five-a-week feature over the Columbia network beginning Monday (21). In the cast are **LESLEY WOODS**, **CLAYTON COLLYER**, and **ETHEL OWEN**. . . . **ANN THOMAS** leaves for Havana on July 19. . . . There'll be a new male singer and ork leader when **EDGAR BERGEN** and

**CHARLIE MCCARTHY** return in the fall. . . . **MARLE McGILL**, CBS producer and casting director, goes to the University of Michigan August 9-11 to produce radio shows at the Ann Arbor Dramatic Festival. **McGILL** will work with radio amateurs there. . . . **NELSON CASE** is back at the microphones after a vacation in California. . . . **NELSON** becomes the new announcer on the *Johnny Presents* show. . . . **RICHARD STARK**, announcer, is a commuter from Red Bank, N. J. . . . **DICK TODD** has taken a cabin in Beacon, N. Y., for the summer. . . . **TED STRAETER** is back from a visit to his mother in St. Louis. He was feted as a local lad who made good in the big town. . . . *Tent Show* started Friday, July 18, over WINS. Cast includes **ROBERT KERR**, **GEMTRUDE CRIPPEN**, and **BERT KALMER JR.**, who will write, announce, and direct it besides playing one of the roles.

**DAUL HARTMAN'S** description of Heinrich Himmler: *Beau Gestapo!* . . . **HANK LADD** tells about an occasion when he, **BERT WHEELER**, and **EUGES BAER** went to Sing Sing to play a benefit for the inmates. They got there late and rang the gate bell for five minutes with no response. Finally, **BUGS** leaned on the bell with his elbow and five minutes later a guard appeared to open the gate. The humorist looked up at him and asked meekly, "Pardon me, sir—is anyone in?" . . . **MEYER DAVIS** hoed that the secret of preparing a good salad is to flavor it with garlic, but now he's puzzled trying to figure a way to keep the garlic odor a secret.

**DON COOK** added to cast of *We Are Always Young* on WOR, set by **ALAN BROCK**. Brock also arranged appearance of **Anthony Rosa**, of *Arsenic and Old Lace*, for the part of "Slick" Ryan on the same program, and has set **KIPPY HOMBER** on the *Reggie Fellers* broadcast.

## Chicago

By NAT GREEN

**WILLIAM MILLER**, radio and concert tenor, who has been guest star on the *Carnation Contented* program for several weeks, has been signed as permanent soloist for the show. Miller formerly was associated with the Alec Templeton program as soloist and director of the chorus. . . . **DICK BAKER**, pianist and vocalist, is emcee on the new *Fun* incorporated morning variety show over WJJD, Monday thru Friday. . . . **EVELYN LYNNE**, vocalist who has been featured on *Breakfast Club* and *Club Metinee* programs for the past two years, has signed as soloist for *Uncle Walter's Dog House* and *College Humor* on the NBC-Red network. Starts on the first-mentioned show August 8 and on *College Humor* August 5. . . . **CAROLYN MONTGOMERY**, pianist and vocalist, has joined the WJJD musical staff. Her program is *Carolyn Sings* on Mondays, Wednesdays, and Fridays at 6:30 p.m.

## Hollywood

By SAM ABBOTT

**GORDON JENKINS** and orchestra and **MARTHA TILTON**, NBC blues singer, will visit March Field, near Riverside, Calif., twice a month during the summer months to entertain the men of the U. S. Army Air Corps. . . . **DAVID ROSE** program on KJL-Don Lee is off for four weeks. . . . **Saluting KOB**, NBC-Blue affiliate in Albuquerque, upon dedication of the new 50,000-watt transmitter which went into service Wednesday (10), were Don Gillman, vice-president in charge of the Western Division of NBC; **MARTHA TILTON**, and **DON WILSON**. Trio flew to the New Mexico town to take part in the ceremonies. . . . **PRIYATE HOWARD DUFF**, of Fort Lewis, Washington, a radio actor before being inducted into the army last March, was given a three-day extension of furlough

to take part in *Point Sublime*, heard over the Pacific Coast NBC-Red. To check his audience listening to *Hollywood Tartletale* over KPL Erskine Johnson offered a free bottle of shampoo. Johnson paid for each bottle given away. . . . **Bonnie** in Santa Monica, Calif., sent **BOB GARRED**, KNX newscaster, a snapshot of a three-year-old chubby youngster. It turned out to be Garred. His father had taken the picture in Walla Walla, Wash. A film manufacturer released 10,000 prints—so now he's trying to get the other 9,999 back. . . . **DAVID YOUNG** is handling the *Pasadena Reporting* program over KJL. . . . **DAVE WILLOCK**, NBC comedian heard on *Signal Carnival*, has invented a push-car for dolls. . . . Production is under way at Metro-Goldwyn-Mayer on *Changed Identity*, yarn written by **Joel Malone**. . . . **JOHNNIE JOHNSTON**, NBC singing star, has been signed for a part in Paramount's forthcoming production, *Sweater Girl*.

# Waxeries Get Music From 70 Pubs At 2c Rate; NBC-Marks Confabs; Standard Suggests Adjudication

NEW YORK, July 19.—Between 60 and 70 publishing houses are now providing transcription companies with music at the royalty rate of 2 cents a pressing, and some of the leading wax companies feel they are now in a position to turn down all music which must be paid for on the basis of the old transcription fee. ASCAP pubs had been charging \$15 per tune per year for permission to record on transcription libraries, and 25 cents and 50 cents for pops and show tunes used in commercial waxes.

Negotiations are now going on between Lloyd Egnor of NBC-Thesaurus and the E. B. Marks Company, Thesaurus seeking to persuade Marks to fall in line with the lowered rate of 2 cents. Marks, who affiliated with BMI, has been holding out for the usual ASCAP publisher mechanical rate, cleared by Harry Fox for ASCAP pubs. BMI has also been trying to persuade Marks to "see the light."

According to Egnor, wax firms like Thesaurus feel they are within the Copyright Act of 1909, and further feel they are in a strong position in that they have shown that they can get along without ASCAP tunes. Thesaurus has waxed no ASCAP music since the middle of last October.

Egnor indicated that when the ASCAP

music goes back on the air more extensively the transcription division of the NAB would seek to negotiate the 2-cent fee with pubs—but he also indicated that, in the event this could not be accomplished, the wax firms holding out for the 2-cent fee would under no condition agree to the old transcription rates.

Standard Radio, Coast transcription company, also will not pay more than the 2-cent royalty. Prexy Gerald King stating that this is the company's policy and that this rules out use of Marks music on Standard. "Our definite policy," says King, "is not to record anything requiring payments in excess of those provided by the Copyright Act."

He adds, "I personally feel this issue must be adjudicated sooner or later and our newly formed transcription section of the NAB may have to do this."

King is co-chairman of the NAB transcription division, representing West Coast wax firms. Lloyd Egnor represents Eastern firms.

Copyright Act is not explicit on the matter of royalties for use of music on mechanicals, owing to fact that Act was drafted prior to newer uses for music. In the past, test cases have been agreed upon but never followed thru.

# Chi Radio's Heavy Defense Sked; 25 Shows Regularly Programmed

CHICAGO, July 19.—Defense programs occupy a prominent place in the weekly skeds of Chicago radio stations, which are giving generously of their time to further the recruiting drive, sale of defense bonds, and entertainment of soldiers in the camps. More than 25 such programs are regularly skedded, a number of them running half an hour, others 15 minutes. In addition, most of the stations are giving special spots to various phases of defense work, all adding up to a sizable slice of time.

Bulk of the shows emanate from stations WBBM, WGN, and WJJD, but every local station has one or more. WBBM probably has the largest number. A new series surveying the place of women in national defense started July 9. Known as *Women in Defense*, conducted by Mrs. Frayn Uley, heard each Wednesday. Another, inaugurated July 10, is *The Midwest Mobilizes*, with Tod Hunter, newscaster, and William Costello, director of the WBBM farm service department, reviewing mobilization work. Two Camp Forrest programs are heard. *Camp Forrest Roll Call* on Sunday and *U. S. Army From Camp Forrest* on Wednesday. *Homes To Defend and Spirit of '41* are other WBBM shows.

*Play Ask-It-Back*, a quiz show for soldiers and sailors, is heard Saturdays on WGN, which also broadcasts *Your De-*

*fense Reporter* on Tuesdays and *America Preferred* on Sundays. A new series, *Your Army*, starts on WGN Wednesday (23).

Station WJJD has *Draft Quiz* on Mondays; *U. S. Recruiting Program* and a *Port Sheridan* program on Wednesdays, and *Naval Reserve Aviation Base* broadcast on Fridays.

Two new defense shows will debut on WMAQ this month. *For America We Sing*, a musical show featuring a large orchestra and an operatic chorus, will be heard at 7:30 p.m. starting Tuesday (22), and *What Can I Do*, a program for women, with Sylvia Porter as commentator, starts July 31 and will be heard each Thursday at 10:45 a.m. Heard over WMAQ on Saturdays is *Defense for America*.

Station WIND presents *National Defense Program* on Sundays, and half a dozen other local stations have two or more shows each on their skeds.

## Hollander Upped at WJJD

CHICAGO, July 19.—Ralph L. Atlas, president of WJJD, announces that Al Hollander, for the past seven years director of public relations for the station, has been named assistant to the president. Hollander will continue to handle the public relations job.

Other changes announced by Atlas include the appointment of H. P. Sherman as national sales manager; Dave Bennett, formerly of Dave Bennett Associates, as local sales manager, and Len Paul, as musical director, replacing Ben Kanter.

## 3-Year Ballantine Job to Crosby Ork

CHICAGO, July 19.—Bob Crosby landed one of the best radio plums by signing a contract with the J. Walter Thompson Agency to supply the music for its forthcoming Ballantine Ale show, to originate in Hollywood starting in September. Crosby is scheduled to appear on this commercial for the next three years. Broadcasts are slated to be aired Fridays over NBC.

Band is now on vacation, but is meeting in the next week and will take in a couple of one-nighters on the way to Los Angeles. Milton Berle, and **Charles Laughton** are the other headliners on the commercial.

## WMCA's Editorial Digest

NEW YORK, July 19.—WMCA will air *The Editor Speaks*, program made up of editorial digest of metropolitan newspapers. Debut set for July 29, 9:45 p.m. WMCA carried a similar program about three years ago, idea being originated by Leon Goldstein, station's press rep. New series will be done by Hal Janis, station's news editor.

## One Way of Doing It!

MINNEAPOLIS, July 19.—Confronted with the problem of not playing ASCAP music over its facilities, WCCO worked out an ingenious method to bring a "step-by-step" account of the opening day parade of the Minneapolis Aquatennial to the stay-at-homes. Dozens of bands were in the line of march and virtually all of their tunes were ASCAP marches.

To avoid broadcasting the ASCAP tunes, WCCO stationed its ace sound man, Jack Nadeau, at the studio with BMI marches and drum corps platters all around him. At every cue from an announcer stationed along the line of march, Nadeau would slip a BMI transcribed number on the recorder and send it over the air as the music emanating from the band named by the announcer.

During the parade Rod O'Connor and Bill Wigington handled the public events broadcasting for WCCO.

# Program Reviews

EDST Unless Otherwise Indicated

## "Whoopin' Holler"

Reviewed Saturday, 9-9:30 p.m. CDST. Style—Comedy and music. Sustaining on WMAQ (Chicago, NBC-Red).

How Whoopin' Holler, scripted by Charles Gussman and produced by Tom Hargis, found a spot on the NBC-Red network is inexplicable. It's the most puerile synthetic hillbilly show foisted upon listeners in a long time. Cliff Souther, who has done creditable work in many shows, has the part of Colonel Quinby, owner and proprietor of Whoopin' Holler, summer camp. Evelyn Lynne, young vocalist, plays Colonel Quinby's daughter, Clover; Clarence Hartzell plays Yancy, an aging eccentric, and the Three Romces—Sam, Gill, and Louis—are the Spurlucks, camp men-of-all-work who double in vocal chores to entertain guests.

Dialog, supposed to be funny, succeeds only in being extremely silly, and a hillbilly "drama" enacted toward the end of the program hits a new low in this sort of "entertainment."

Only redeeming feature of the program is Rex Maupin's music, which includes Sweet Evie and other old folk tunes—and these would be much more entertaining if they were stripped of their "streamlining." Program is completely lacking in interest. *Nat Green.*

## "Quizzer Baseball"

Reviewed Wednesday, 9-9:30 p.m. Style—Novelty quiz. Sponsor—Bristol-Myers. Agency—Young & Rubicam. Station—WEAF (New York, NBC-Red network).

The radio industry has always been hard up for ideas. This being so, it is only natural that an essentially sound idea, like quiz games, should be twisted into every conceivable distortion by producers whose alliance with the show business seems to be mythical, at best. Not that Quizzer Baseball is not ingenious. It definitely is—but it is the ingenuity that comes of desperation, rather than the ingenuity associated with a creative mind.

Program has Budd Hulick and Glenda Farrell as captains of two baseball teams, one for Ipana and the other for Sal Hepatica. Harry Von Zell is umpire. The captains throw the questions, which are graded as one, two, and three-base hits, some being home runs. Strikes are called on the quincee when he muffs, and opposing side goes to "bat" when three strikes are called for one team.

This queer melange is accompanied by terrific sound effects, a correct answer—or "hit"—evoking the crack of a bat and wild enthusiasm by Harry Von Zell. Somehow, Peter Van Steeden's band is mixed up in the program, but just how the producers managed it is a mystery.

Cash giveaway awards \$100 to the winning team, losers getting \$50. Budd Hulick is the better of the "captains," getting over some whacky comment.

Von Zell his usual, forceful self, even tho he is party to a very mad program. It's all a queer mixture. *Paul Ackerman.*

## "Thousand and One Nights"

Reviewed Monday, 9-10 p.m. Style—Narration, drama. Station—Sustaining on WABC (New York, CBS network).

This is the first of Columbia's second annual Forecast series, showcasing programs for prospective sponsors. Program originated in Hollywood, with opening spiel giving out with much tarantara on this year's series. Piece, which starred Marlene Dietrich as Scheherazade, princess in *The Arabian Nights*, is designed as a half-hour program, but debut show was an hour long, the first half providing background and the second half announced as being typical of what the sponsored show would be like.

Plot presents La Dietrich as the fabulous princess, who, instead of being executed as her predecessors were, manages to stay alive by telling the sultan interesting stories. Second half of program presented Scheherazade's first story, a romantic yarn of the slave girl who becomes a king, paradoxically enough in an age when scrambled hormones were, presumably, unknown.

Program idea seems o.k. and is at least as good as a batch of sponsored dramatic shows now on the air. Miss Dietrich, however, was not very impressive, sex appeal failing to register over the mike and her histrionics scoring not too well.

Script job by Trus Boardman, production by Charles Vanda, and music under the direction of Wilbur Hatch. Closing announcement a noble blurb regarding duty of a network to create new ideas, programs, etc. This one is fair. *Paul Ackerman.*

## "The Housewarming"

Reviewed Thursday, 7-7:30 p.m. CDST. Style—Variety. Sponsor—Holland Furnace Company. Agency—Ruthrauff & Ryan, WMAQ (Chicago, NBC-Red network).

Don McNeill, already a radio favorite thru his work as emcee of the NBC *Breakfast Club* program, gets what may be his big opportunity on the first major variety show to emanate from Chicago in several years. Fritz Blocki, producer, has dotted out an entertaining show. Each week's broadcast will be presented as a housewarming party at the home of the guest of the week. Merie Oberon, of the movies, was guest on the first shot, and the "trip" thru her home with Don McNeill provided some clever comedy.

Benny Goodman and his band provided the kind of music the swingsters like, and the Smoothies were vocally o.k. A dramatic sketch revolving around a jealous husband, with the usual complications and happy ending, was capably done. Merie Oberon played the wife; Ed Prentiss, the husband, and Curt Roberts, the lover. Sharon Lee Smith was Miss Oberon's sister; Hilda Graham, the maid, and Bob Zellman, a Western Union messenger with a singing telegram. Wallace Gould did an excellent job of dramatizing the sketch. Comedy part of the program was written by Fred Kress. While not particularly smart, it was good and produced plenty of laughs. Verne Smith is the announcer and does a good job on the commercials, which are not overdone. *Nat Green.*

## "Captain Danger"

Reviewed Monday, 5:15-5:30 p.m. PST. Style—Serial. Sponsor—Wilshire Club Beverages. Agency—Cesana. Station—KHJ (Los Angeles).

Captain Danger, South Sea Island tale, takes Captain Danger, master of the Mandolton; Dan and Diana Dangerfield, and Doolittle Noh Jones to an out-of-the-way place in those parts. Dan and Diana have made the trip there as specified in their uncle's will.

Program caught found Dan and Diana, along with Doolittle, in a stockade. They were planning to get out and were to make a break that night. Diana has become friendly with Tondelaya, a native girl, who is revealed by Doolittle as being a henchman of the Datu, a Malay pirate

who is seeking the other half of a treasure map which the kids hold. While Doolittle is trying to strike up an acquaintance with sailors whom he believes are from his native Alabama, he notices Tondelaya in a friendly conversation with the pirate. Punch of this episode was that Diana had revealed too much of the escape plans to Tondelaya.

Captain Danger has the suspense that the kids like, and the Doolittle comedy is light enough for them to understand it. If other sequences are as good as this one, it bids fair to get many a West Coast kid indoors in time for 5:30 p.m. dinner. *Sam Abbott.*

## "WWJ Playhouse"

Reviewed Thursday, 9:30-10:30 p.m. Style—Dramatic. Sustaining on WWJ (Detroit).

This half-hour weekly is designed to allow the widest scope in script treatment thru complete lack of continuity between each week's show. Program succeeds a former half-hour series devoted to episodes in the history of the country and has far more general interest than the earlier series.

General style is light comedy, with a fairly lengthy plot, treated in about seven or eight episodes broken by musical transitions. Cast changes weekly, no character following is built up, and the show holds its audience by sheer dramatic appeal.

Program caught was *Professor Craig Treads the Primrose Path*, wherein a professor of drama finds an ex-chorus girl in his classes, and she ultimately subtly blackmails him into attending a night club. Newspapers find and picture him, and the girl aids his loyal wife and daughter to clear him.

Show is scripted by Myron Golden and produced by Ernest Rieca. Aimed at the average family radio audience. *H. F. Reeves.*

## "Corcoran Speaking"

Reviewed Tuesday, 10:30-10:45 p.m. Style—Foreign news commentator. Sponsor—Morris Plan Bank of Philadelphia. Agency—Phillip Klein, Philadelphia. Station—WFIL (Philadelphia).

It's John Corcoran speaking across the board in this series for the vet radio sponsor. Once the word gets around to the dialers there should be plenty of listening for the newcomer. Dishes out the "inside stuff" for confused newspaper readers. Apart from the fact that he has a limy accent, his analysis sounds plenty creditable and his speech most convincing.

A vet newspaperman who served 13 years in London, Paris, and Berlin before the big noise as rep for *Pictorial Review*, Corcoran has reason enough to speak with authority. Stacks up more favorably than some of the net in-the-knows.

Sponsor is understood to be giving him unlimited expense sheet in contacting news tipsters any place on these shores. Sponsor bows, handled by Announcer Joe Novenson, spotted at the five-minute mark and on tag, emphasize the "friendly" service offered by the loan bank. *Morris H. Orosdenker.*

## Ann Meyers

Reviewed Wednesday, 8:15-8:30 p.m. Style—Popular songs. Sustaining on WMAS (Springfield, Mass.).

Ann Meyers does a better-than-average job in this spot, with capable assistance from Paul Pelletier at the piano. At times she does touch songs, she nevertheless seems to be able to sing any number in a pleasant and enjoyable manner. Charles Hauser does o.k. announcing. Program should rate a sponsor. *Albert J. Zack.*

## Could Be!

NEW YORK, July 19.—Leon Goldstein, WMCA press rep, vacationing at the Thousand Islands in the St. Lawrence River, made a tour of some of the islands. Guide, discoursing on the sights, said, "And this island is owned by E. J. Noble, of the Lifesaver Corporation."

At the finish of tour, guide asked Goldstein whether all was o.k. Goldstein answered o.k., "but you forgot to mention that E. J. Noble is also owner of WMCA."

Goldstein is thinking of putting in an expense voucher for the trip, on the angle that he went up for press relations.

## Philly Music Break Seen in WPEN Move

PHILADELPHIA, July 19.—Surprise announcement last Friday (11) that WPEN, Arde Bulova indie station here, had signed a separate agreement with ASCAP promises to burst the music situation wide open here. Marks first time ASCAP has broken thru the united local front since January 1, having earlier inked binders with WDAZ, WJBO, and WGAM, all indies in the area. WPEN continues its BMI tie.

Station's signing leaves only the four network stations fighting ASCAP. However, it is bruited about that WPEN had an understanding with Mutual's WIP that neither station would sign with ASCAP unless the other did. Since it is known that some of the station officials favored linking with ASCAP when the network signed, it is expected that WIP will be the first to break away from the net front here.

## Husted Manager at WL0L

MINNEAPOLIS, July 19.—Wallace Husted has been appointed general manager of WL0L to succeed Edward P. Shurick. Shurick, who has been associated with WL0L since its opening 2½ years ago, has been called from radio work by Judge P. Devany to participate in national defense activities. He will remain temporarily as radio consultant for the station. Husted, who has been associated with an advertising firm, was assistant general manager of WCCO here several years ago.

## Wax Drama Library

NEW YORK, July 19.—Charles Michelson, transcription company, will offer a new wax service beginning August 15. The service will offer a library of dramatic shows, as differentiated from musical wax libraries. According to Michelson, this is the first attempt to offer such a service.

## ADVERTISERS

(Continued from page 6)

six a week, from Tuesday (15) until September 12. . . . C. L. Menser, NBC production director, is visiting the West Coast. . . . Los Angeles *Daily News* starts a broadcast to plug its publication July 22 on KHJ. Program, known as *The Lamplighter*, will be heard from 4:15 to 4:30 p.m., Tuesdays. . . . Don Thompson, special events director for the Western Division of NBC, was called to active duty in the United States Navy as a Lieutenant Monday (15). . . . Ned Tollinger, NBC director, left Saturday (12) for a three-week vacation. . . . During the absence of Carlton E. Morse, the production reins of *One Man's Family* will be in the hands of Myron Dutton, NBC director, with Michael Raffetto lending a helping hand. Morse left Wednesday (16) for Canada, to be gone until September. . . . The Pasadena Independent will plug circulation over KHJ with *Passadena Reporting* from 4:15 to 4:30 p.m. on Thursday. . . . Gilmore Oil Company, thru Ruthrauff & Ryan, is selling petroleum products with War Letters over KHJ.

## PHILADELPHIA:

FRED DODOR, who left his post as F. W. L. as assistant to the general manager to become radio director for the local branch of Ward Wheelock, resigned from his agency post this week. . . . Uncle Wip (Wayne Cody) doing his WIP kiddie shows on Sundays from the Music Pier in Ocean City, N. J. . . . Pat Stanton's *Four Provinces Irish Hour* on WDAZ for the first time in 10 years will not take a summer hiatus. . . . WHAT providing week-end vacationers with last-minute weather reports and water tests at Atlantic City, getting the info each Sunday afternoon by telephone from WFPO at the resort. . . . T. Birchard Keavin, formerly with Campbell-Ewald, Detroit, and N. W. Ayer here, has joined the local Richard A. Foley ad agency. . . . Mike Blair resigns his post as WFIL production chief and goes to WIP to sub for vacationing Mort Lawrence on the all-night *Pep Boys Dawn Patrol*. . . . Charles Hoban J. account exec with Aaron & Brown for the last three years, leaves the agency field to become advertising director and public relations chief for the York (Pa.) Safe and Lock Company. . . . A. W. Dannenbaum, WDAZ presy, off to his Maine woods camp for the season.

**KFEL DENVER**  
5000 WATTS  
MUTUAL NETWORK

News and  
Views by  
**John B.  
Hughes**

9 A.M. Monday thru Friday  
Sponsored by Aspartane

**WINDOW CARDS**

14x22 Cards, \$4.00 per 100;  
17x26 Cards, \$6.00 per 100;  
22x28 Cards, \$9.00 per 100.  
250 Bumper Strips, \$9.75.

BOWER SHOW PRINTING FOWLER, INC.

**Burrelles**

ESTABLISHED 1880

PRESS CLIPPING BUREAU, Inc.  
World-Telegram Building  
125 Broadway St., New York, N. Y.  
BRelay 7-9371



# LONG PLANTS FOR SWING?

## 802 Claims Pic Co.'s Dub Sound On Music Shorts

NEW YORK, July 19.—Estimating that the major motion picture companies pocket around \$200,000 a year by dubbing in already canned sound tracks into shorts which should have a live musical accompaniment, Max L. Arons, chairman of the Trial Board of Local 802, this week stated that the film companies were operating in violation of Federation laws and that 802 would bring a series of recommendations to James C. Petrillo, president of the AFM.

Arons said that the board has conducted a survey for two weeks among leaders and musicians who are employed by film studios and concluded that there has been a steady decrease downward over the past few years of employment of musicians, while there has been an increase in shorts production. Arons said that the companies were using old sound tracks instead of live musicians, although the AFM has contracts with all of the studios.

### AFM SEAL

Most important recommendation that Arons's committee will make to Petrillo will be to have the AFM seal put on all pictures with music, similar to the IATSE seal of approval on every title reel. Along those lines, recommendation will ask for an AFM delegate to inspect the film and music pay roll before approval is granted. If AFM gets the seal on all pictures, it will also be a tremendous prestige measure for the musicians' union.

Arons said that perhaps the companies, including 20th Century-Fox, Pathe, Columbia, Paramount, and Universal, aren't aware of the violation because of the confusing rules which allow a dubbed-in sound track for newsreels. Despite this, however, "there is at least \$200,000 a year being pirated away from musicians," he said, and 802 will bring the measures before Petrillo and the AFM executive board next week.

## Decca Is Mum on Rumor of Oberstein Coming Into Org

NEW YORK, July 19.—Rumors that Eli Oberstein would make a connection with Decca Records were floating around here this week, but Dave Kapp, of Decca, said he could neither affirm or deny them. Kapp said he had heard the same rumors.

Oberstein was confined in Mount Sinai Hospital this week following an operation on Monday (16), but was expected to be able to go home next Monday. He left his desk at Consolidated Radio Artists some weeks ago without a formal resignation.

## Rapp Okeh on Mich. Date

DETROIT, July 19.—Barney Rapp and his band drew a total of 600 dancers at a secretly sponsored one-nighter at Fort Huron, Mich. Booked thru the Debridge & Gorrell Office, Detroit. At \$2 per couple, Rapp's gross was \$600, considered good for this small Upstate town.

## What'll They Think of Next?

CELORON, N. Y., July 19.—Celoron Park's Pier Marine Room management has hit upon a new system for differentiating between people who have paid, gone out, and returned, and those who are just trying to get in cuffs. Management has installed an ultra-violet ray identifying device which lights up a stamp of special invisible ink put on patrons' hands when entering. To the naked eye nothing is visible, but under the special spotlight device an initial or other symbol is clearly discernible.

Initials are changed nightly so that even if you don't wash your hands for 24 hours you can't fool the doorman. Stamp idea is going over big with dance patrons, and is proving more exciting and adequate than the old-fashioned tags, etc.

## Anyway, It's Steady

NEW YORK, July 19.—Music Corporation of America signed Henry Day and his five-piece ork on the strength of their performance on the relief stand at Palisades Park. But when the booking office lined up some dates in the South for Day recently, the Palisades management politely said it wanted the Day ork to remain where it was for the rest of the season. Not wanting to incur any ill will, MCA is leaving Day at Palisades.

## Miller Sets Another Mark in Okla. City

OKLAHOMA CITY, July 19.—Glenn Miller set an all-time record for dance attendance—as well as gross receipts—here when he drew 4,088 persons to the Municipal Auditorium July 5. Total take for the dance was \$5,653, with Miller taking \$2,950 and the sponsors netting \$1,147, exclusive of concessions. According to T. T. Johnson, club manager, 2,825 dancers paid \$1.25 each advance, and 1,263 more came in at \$1.68, door price.

Previous Oklahoma City attendance record, Johnson said, was Wayne King's 3,488, with gross of \$3,667, set at the Auditorium in January, 1938. Financial success of the Miller venture assures continuation of the aud's new policy of bringing in a name band at least once a month, Johnson announced. Next attraction has not been definitely set.

## Hershey Park Maintains Biz With Barnett, Kaye

HERSHEY, Pa., July 19.—With 1,577 paid admissions, Charlie Barnett grossed \$1,512 at the Hershey Park Ballroom last Saturday (12).

Sammy Kaye drew a very substantial crowd of 2,549 here Wednesday (9), and pulled down a gross receipt figure of \$2,407.50.

## Two Gates in One Night Give Satchmo \$700 in Iowa

DES MOINES, Ia., July 19.—Louis Armstrong grossed better than \$700 at the Riviera Ballroom at Riverview park here July 8. Some 700 persons paid 85 cents, including tax, for the regular dance, while 400 Negroes paid 35 cents for a second dance which followed the white folks.

Armstrong was the first outside band to play at the park this summer, a change of policy putting Bob McGrew in for eight weeks with remote broadcasts.

## AFM Meets New Opposition On Its Ork Financing Law

NEW YORK, July 19.—The American Federation of Musicians' announcement last week that outside band financing and co-operative orks would have to be dissolved after next September 15 caused a furore among booking offices and big name orks which equaled the excitement a week previous when the AFM was about to put the quietus on percentage bookings. Some of the band office heads have already been up to the AFM headquarters confabbing with President James C. Petrillo over this latest wrinkle and, according to reports, making some headway toward a compromise.

Pending a final okh from the U. S. Treasury Department in Washington, the AFM has now decided it will not have to invoke the ban on percentage bookings. Samuel Ansell, AFM attorney in Washington, was able to change an original Social Security interpretation which would have made leaders booked on percentage dates liable for the 88 tax. Under the new 88 interpretation, percentage monies will be catalogued as additional earnings only, and not as a

## Benny Goodman Set To Give It A Try; Will Get Equal Billing With Symphs in Several Cities

NEW YORK, July 19.—Within the next few months swing king Benny Goodman, his hot clarinet, and his band will attempt a permanent merger with longhair symphonic orks throughout the country. It will mark the first time that jazz and the music of the classic masters are presented from the same podium on at least semi-regular schedule. During the coming symphonic season Goodman hopes to team up on engagements with the philharmonic outfits in Cleveland, Dayton, Rochester, Buffalo, and any other cities where a deal can be effected.

Goodman's recent successes at Philadelphia's Robin Hood Dell and New York's Lewisohn Stadium concerts sold the maestro on the idea of devoting a good hunk of his time to this field. Harry Moss, Music Corporation of America's one-nighter chief, has already put

out lines for next season and will book Goodman and his full ork on as many symphony dates as possible. It was Moss who originally conceived the idea of having Goodman play the longhair engagements with his entire tooting aggregation.

Interesting angle for conjecture in the new Goodman plans is whether or not the licorice stick jiver will establish a new trend which will lead other big name leaders into combo billings with the Tocantinis et al.

Success of Goodman's venture will of course depend on the attitude taken by the customers, but Moss feels there is nothing to fear on that score. Most lovers of classical music are not the stiff-backed crowd they often appear to be, and if a few do fall into this category they will probably not feel their souls have been prostituted if they are confronted only once or twice a season by a bunch of jazz tooters. Moss says that at Lewisohn Stadium and the Dell the audiences even stayed for the overtime encores and were not all j-bugs by any means.

As an individual artist Goodman is no stranger to the more elite strata of musical society anyway, so some of the social resistance has already been broken down for him. Whether or not a jazz ork and a philharmonic can be mixed successfully on the same evening—that is the question.

## Bob Allen To Front New Ork on His Own

NEW YORK, July 19.—Bob Allen, former vocalist with the late Hal Kemp's band, is the latest to step out with a band on his own. Allen is understood to be equipped with financial backing and already has a booking office affiliation, General Amusement Corporation. Dick George is handling the personal management reins.

Crew Allen will front was picked up in Cleveland, where it was headed by Vince Patti. Latter and three other men stepped out of the 14-man line-up, with replacements now being made by Allen, who will front and sing but play no instrument. Girl vocalist is also being sought.

Harold Mooney, known for his arrangements for the former Kemp ork, is set to do the scoring for Allen. Band, Allen, and Mooney are now in Albany rehearsing for an opening next week at a local spot.

## F BMC Drops Geo. Hamilton

CHICAGO, July 19.—Frederick Bros. Music Corporation here has released George Hamilton from his booking contract. Office claims that the band has switched from its old "music box" style, it is hard to peddle the outfit because of this familiar tag line.

Hamilton went back to the West Coast, where he will pick up dates under a freelance arrangement.

## Ina Ray Hutton Attracts \$3,720 Over 4th in Mass.

BOSTON, July 19.—Ina Ray Hutton and her all-male band brought in a very juicy \$3,720 in two one-nighters over the July 4 week-end. On Friday (4) Miss Hutton played to 2,200 persons at the Roseland in Taunton, Mass. At \$1.10 per copy, take was a nice \$2,400. Following night (5) she drew 2,000 to Kinross's Starlight Ballroom in Lynnfield, Mass., at 65 cents a head for a sweet \$1,300.

## Barnet Good With \$1,149

CANTON, O., July 19.—Charlie Barnet, on his second appearance at Moonlight Ballroom at near-by Meyers Lake Park, in less than six months, pulled 1,352 paid customers at 85 cents a person. Weather was okeh, and draw from near-by towns was heavy, reported Manager Carl Sinclair.

PHILADELPHIA, July 19.—Frank Capano, local music pub who has been operating under the trade name of Tito Pan Alley Music Company, this week settled out of court his suit against a new New York music pub that adopted his firm's name last month. Altho located over 90 miles away from tin pan alley, Capano holds on to his firm's name, with the Gotham pub changing to Geal & Fillee Company.

## Wishing and Waiting

PHILADELPHIA, July 19.—Rain on Thursday nights here would create a serious problem up the Bell music for Mutual on Thursdays, and Frassetto serves as the stand-by ork. Weeping skies would mean a Coast-to-Coast Mutual shot for Frassetto.

Fifth columning is due to the fact that WIP picks up the Bell music for Mutual on Thursdays, and Frassetto serves as the stand-by ork. Weeping skies would mean a Coast-to-Coast Mutual shot for Frassetto.

## Easier Band Problem Solutions Seen if AFM Would Huddle With Executives of Booking Offices

NEW YORK, July 19.—Hinging his observation on all of the recent pro and con gab around band booking offices over the American Federation of Musicians' current band and office problems, Harry Moss, head of Music Corporation of America's one-nighter division, said this week that he felt the AFM could reach speedier solutions if it would occasionally huddle with office execs. The latter, Moss said, are generally closer to the band situation and very often recognize these problems before anyone else.

In making his point, which he says is done in nothing but a spirit of friendliness toward the AFM, Moss refers to the union's recent convention ruling holding traveling orks down to 400-mile hops in any 24-hour time period. "This is something which should have been done long ago," Moss stated, "but it took several road accidents before it was brought to the AFM's attention."

According to Moss, one-night bookers have long seen the danger of traveling orks extending themselves on these trips, and have realized the detriment to the band thru loss of efficiency on its next date. In a discussion between the AFM and one-night execs, Moss claims, such a problem would have been up long ago.

Such a situation is not an Utopian as it might seem, Moss says, because a ruling such as the 400-mile meets with no booking office opposition once it is applicable to all of them. It is not a case, he says, of one office being able to jump its bands 600 miles while the others must hold their hops to 400 miles. The line of cleavage existing between unions and employers need not exist between the AFM and booking offices, Moss reiterated, because technically offices do not employ the bands. An office

is more on the management side of things, he said. Moss mentioned the recent Ben Selvin survey, which the AFM made of the recording and transcription field, as an example of what he meant by closer co-operation between one-night bookers and the musker union.

As a current problem on which such collaboration could be used, Moss described the Local 802 ruling forbidding orks in this local from taking out-of-town dates for less than 802 scale unless the engagement is for more than five days. He said this penalizes many bands in the struggling stage of their careers, knocking them out of many jobs where they could be sold for \$300 a night, but not \$500. The promoter in this case winds up by buying a local ork in his territory or spending the extra coin on a higher-class band, Moss felt the beginners deserve more breaks and encouragement.

## Nat'l Defense Work Causing Shortage of Musicians in Philly

PHILADELPHIA, July 19.—For the first time a shortage exists here in available dance musicians, especially those who can swing out. And the shortage is acute when one-night leaders try to build bands for week-end dates. According to A. Rex Riccardi, secretary of the local union. There are plenty of unemployed musicians in town, says Riccardi, but the trouble is that most of them are old-time concert and theater men, and are lost when it comes to hitting it off with the bar.

Apart from the fact that many of the dance men are out of town playing resort locations, shortage here has been aggravated by the fact that many musicians have either enlisted or been drafted. Moreover, large number of the younger men, sought for dance dates, have connected with jobs in the Navy Yard or in defense industries.

Shortage has also hit band leaders working location stands in town. Because of draft and defense jobs, practically every leader at one time or another has had to fill a vacant seat in the band, thus making another strain on the supply of available dance musicians.

### Toutler Students

Union officials are fearful that the shortage may become even greater in the fall, pointing out that a large number of the younger musicians are taking short-cut technical courses for skilled jobs in defense industries, which would put them out of the running for dance work. That was manifest earlier in the summer when leaders with resort contracts had their hands full trying to get scales to leave town. They were either waiting for jobs in the defense factories or were occupied at the trade schools.

Musicians themselves, having seen the plight of the concert and theater unemployed for so many years, aren't taking any chances now, and are convinced that in this national emergency they'll do much better with a skilled trade than with a swing horn.

## Calif. Fair in New Set-Up With 3 Bands

LOS ANGELES, July 19.—Three name bands have been booked to furnish music for the nightly dancing in Governor's Hall at the California State Fair opening August 29 in Sacramento, marking a departure in entertainment plans for the annual exposition.

The bands are Freddy Martin, currently at Cocoanut Grove in the Ambassador Hotel here; Ozzie Nelson, with Harriet Hilliard, and Charlie Barnet. Arrangements were announced by the State Fair's attraction committee composed of Chairman Fox Case, Hollywood radio executive; Henry W. Churochman, Pacific Beach; Harold J. McCurry, Sacramento; and George E. Moreland, this city.

# Orchestra Notes

By DANIEL RICHMAN

### Of Maestri and Men

LES BROWN'S holdover ticket from Laugie Hussar at the Log Cabin Farms, Armonk, N. Y. was accompanied by an unsolicited raise in price. . . . TED STRATTON goes into Arrowhead Inn, Saratoga, N. Y. July 29 for a month. . . . TOMMY TAYLOR leaves the Mitchell Ayres crew to go with Benny Goodell for the male vocals. . . . It's the first time that Benny has had other than a gal chirper. . . . BILL TURNER and his Dead Enders band will stay at the Hickory House, New York, thru the summer. . . . ENZO MADRICHIERA has already been signed for repeats at three of the spots he played the past year. . . . he goes into the Statler, Detroit, October 6 for three months, to be followed by the Netherlands Plaza, Cincinnati, and the St. Francis Hotel, San Francisco. . . . BOYD RAEBURN gets about 14 weeks at the Chex Paree, Chicago, the result of his holdover ticket. . . . JIMMY BLADE will finish out the season at the Broadmoor Hotel, Colorado Springs, Colo., beginning August 15. . . . he'll succeed PIERSON THAL. . . . THELMA GRISSOM, singing sister of Dan Grissom, vocalist and sax star with Jimmie Lunceford, joins Fischer Henderson's new band. . . . Recent addition to the Frederick Bros. Music Corporation office in Chi is HAL LEONARD. . . . DON RAMON, nee Ramon Arias, starts an indef run at the Lowry, St. Paul, Saturday (26), inaugurating the hostery's new Latin policy. . . . RED NICHOLS follows Tiny Hill into Melody Mill, near Chicago, August 1. . . . BOB STRONG holds over at Chi's Villa Moderne for the rest of the summer. . . . JOHNNY GILBERT moves into Madura's, Hammond, Ind., on the 31st for four weeks. . . . ROONEY DAHL replaces Wally Williams at the Milburn Golf Club, Baldwin, L. I. . . . NICK D'AMICO and His Continental Orchestra replace Johnny Messner at the Essex House, New York, on the 22d. . . . It's a repeat for D'Amico. . . . JOHNNY LONG hits Paramount Theater, New York, date in October, as new pianist in the Long band is JUNIE MAYS, replacing Gregory Pearce, who was drafted.

### Coast Cacophony

CARL RAVAZZO, now at the Palace Hotel in San Francisco, will be followed by WILL OSBORNE, L. Ravazzo follows CHUCK POSTER at the Biltmore Bowl, opening there either August 29 or September 4 for eight weeks. . . . GARY NOTTINGHAM has been held over at the State Line Country Club at Lake Tahoe. . . . BILLY McDONALD is currently holding forth at the Hotel Santa Cruz at Casa Del Rey. . . . ALFREDO GARMO is playing to a vacation crowd at El Rancho Vegas in Las Vegas, Nev. . . . VICTOR VINCENT and His Velvet Varieties are at the Apache Hotel in that city. . . . While playing Jimmy Contratto's organization at Southgate, Calif., LEIGHTON NOBLE resided at his home in Passadena. . . . HENRY KING is skedded to open at Jantzen's Beach in Portland, Ore., August 11. . . . BEN POLLACK is set in the Palladium in Portland for two weeks, having opened there July 10. . . . TED WEEBMS has recalled his vocalist, MARY LEE, from Republic Studios. . . . she'll return in the fall to have a part in *Pride of the Circus*. . . . HENRY BUSSIE goes to Denver August 19 for two weeks at Lakeside Park. . . . RAY NOBLE is doing one-nighters in the Northwest until he opens at the Commercial Hotel, Elko, Nev., July 26. . . . OZZIE NELSON will one-night from August 10 until Septem-

ber 2 when he goes to Culver City for a fling at Casa Manana. . . . HAL HENRY was given a big reception his opening night at Lynn Gell's Figueroa Ballroom. . . . LARRY HERMAN, who closed at the Figueroa, has headed east. . . . GRIFF WILLIAMS goes into Jantzen Beach July 21. . . . TED PIO RITO took a plane back East after looking after some picture contracts here. . . . EDDIE FITZPATRICK is at Sherman's in San Diego, having opened there Tuesday (15). . . . BILLY BISSETT is at Del Aire Beach in Santa Monica for the summer. . . . EARL HINES plays the Los Angeles Paramount with Slim and Siam August 21. . . . following this date, Hines plays the Palladium, Portland, August 7, and Oakland August 31 and September 1. . . . ABE LYMAN's tour of the Northwest will include Palladium in Portland, Seaside, Ore., Seattle, and Tacoma.

## Herman Attracts 1,980 At Des Moines Ballroom

DES MOINES, Ia., July 19.—Woody Herman, making his first appearance at the open-air Val-Air Ballroom here, turned in one of the better grosses for the season with close to 2,200 dancers on July 12.

The attendance was above expectations because of a cool breeze which sent the temperature plunging to 58 degrees. The charge at the gate was 90 cents including taxes.

## Busse Hangs Up Three-Year Mark; 1,437 in Mobile, Ala.

MOBILE, Ala., July 19.—Henry Busse hung up a record one-nighter Friday (11) at the Armory here, and was the first band in three years to bite into the percentage take.

Busse played to 1,437 people. Gate admitts was \$1.40. A few of the duets were sold in advance at a buck a copy.

## Goodman & Hawkins Pull \$3,200 in Washington

WASHINGTON, July 19.—An estimated crowd of 3,000 persons turned out at Uline's Arena here to dance to the tunes of Benny Goodman and Erskine Hawkins July 8. Management declared itself satisfied with a gross of \$3,200, in view of competing factors. Dancing at near-by Glen Echo Park and on Potomac steamers offered an out-of-door activity in contrast to Uline's interior.

This engagement was the closing attraction for the arena until a hockey schedule this coming fall.

WILL BRADLEY  
and His Orchestra  
Featuring  
Ray McKinley  
Top New Columbia Records  
FLAMINGO . . . 36147  
BOOGIE WOOGIE PIGGY . . . 36231  
Currently  
HOTEL ASTOR, New York  
Direction  
WILLIAM MORRIS AGENCY, INC.

COUNT BASIE  
and His Orchestra  
Top New Columbia Records  
9:20 Special . . . 6244  
Down, Down, Down . 6221  
Currently  
RITZ-CARLTON HOTEL, Boston  
Direction  
WILLIAM MORRIS AGENCY, INC.

VAUGHN MONROE  
and His Orchestra  
Top New Bluebird Records  
A ROSE AND A PRAYER . . B-11207  
DADDY . . . . . B-11189  
Direction  
WILLIAM MORRIS AGENCY, INC.

DUKE DALY  
and His Orchestra  
Playland Casino, Rye Beach, N. Y.  
WOR Mutual  
MANAGEMENT  
GENERAL AMUSEMENT CORP.

FREE! IMPORTANT INFORMATION  
ABOUT RECORDS AND MUSIC MACHINES  
Operators, band and recording artist managers, music publishers and others have recently asked for copies of the first two annual editions of *The Billboard's* big supplement on records, talent and tunes on Music Machines. We are therefore offering, without charge, the last remaining supply of these supplements. They contain many interesting feature stories and articles on the recording and music machine industry, and may be had by writing: *The Billboard*, 25 Opera Place, Cincinnati, Ohio. Talent and Tunes Supplement, which will be bigger and better than either of the two earlier supplements, will be published late in September.  
Just a few left  
First come, first served  
The Third Annual Edition of the Talent and Tunes Supplement, which will be bigger and better than either of the two earlier supplements, will be published late in September.

TRADE  
SERVICE  
FEATURE  
Billboard

# The Billboard MUSIC POPULARITY CHART

WEEK ENDING  
JULY 18, 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 plug data, now lists only MBS plugs, having temporarily dropped NBC and CBS from its recapitulation. MBS listings below, therefore, are supplied by Accurate, taking in plugs between 5 p.m.-1 a.m. daily for week ending Friday, July 18, while NBC-CBS totals are furnished by the office of Research-Radio Division, College of the City of New York, including broadcasts from 4 a.m.-1 a.m. daily for week ending Friday, July 18.

For duration of this situation, which can be considered temporary until such time as NBC and CBS sign with ASCAP, "independent" plugs (WJW, WMCA, WNEW) will not be listed. Networks' New York outlets used for this recap are WOR (MBS), WJAP, WJZ (NBC), and WABO (CBS). Film tunes are designated by "F." Musical production numbers as "M."

Position Last This Wk. Wk.	Title	Publisher	Plugs
6	1. KISS THE BOYS GOODBYE (F)	Famous	13
—	2. HARBOR OF DREAMS	Miller	12
2	3. DADDY	Republic	11
2	4. HUT-SUT SONG	Schumann	10
1	5. THINGS I LOVE	Campbell	7
—	6. AURORA	Robbins	6
—	6. DON'T CRY CHERIE	Shapiro-Bernstein	6
—	6. I UNDERSTAND	Felst	6
—	6. LOVE ME A LITTLE LITTLE	Mayfair	6
—	6. MY SISTER AND I	BMI	6
—	6. YOU STARTED SOMETHING (F)	Robbins	6
—	6. DOLORES (F)	Paramount	6
—	7. YOURS	E. B. Marks	6
—	7. MEMORY OF A ROSE	Shapiro-Bernstein	5
5	8. I GUESS I'LL HAVE TO DREAM THE REST	Block	4

### NBC-CBS PLUGS

3	1. DADDY	Republic	43
1	2. MARIA ELENA	Southern	42
1	3. THINGS I LOVE	Campbell	32
2	3. HUT-SUT SONG	Schumann	32
8	4. YOURS	E. B. Marks	31
—	5. YOU AND I	Wilson	30
—	6. INTERMEZZO	Schubert	29
5	7. JUST A LITTLE BIT SOUTH OF NORTH CAROLINA	Porgie	22
—	7. LAMENT TO LOVE	Roe-Klippene	22
—	8. DO I WORRY?	Melody Lane	21
—	8. DO YOU CARE	Campbell	21
12	9. I WENT OUT OF MY WAY	BMI	20
—	9. AMAPOLA	Southern	20
9	10. LET'S GET AWAY FROM IT ALL	Embassy	19
10	11. GREEN EYES	Southern	17

## NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 16 best selling records of the past week. New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; O'Leary Music Shop; Sun Radio Company. Bridgeport, Conn.: Howland Dry Goods Company; Whiting Radio Service; Gilman Music Store. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc.; Buffalo: Whittaker Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Wanamaker's Department Store; Downtown Record Shop. St. Louis: Alex A. Grotling. 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: Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer. St. Paul: Garrick Music. Clifton Music Shop. Milwaukee: Schuster's; Record Library (Ed Dram's); Broadway House of Music. J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aedion Co. of Music; Famous & Barry. St. Paul: W. J. Dyer & Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Springfield, Mo.: E. E. Lines Music Co. Birmingham: Nolin's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Platts Dry Goods Co. Atlanta, Ga: Prescription Shop. Raleigh, N. C.: James E. Thiem; O. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Gruenwald Co., Inc.; O. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kemble Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

### NATIONAL

POSITION Last This Wk. Wk.	Title	Artist
1	1. DADDY	—SAMMY KAYE
2	2. MARIA ELENA	—JIMMY DORSEY
7	3. GREEN EYES	—JIMMY DORSEY
4	4. HUT-SUT SONG	—HORACE HEIDT
3	5. HUT-SUT SONG	—FREDDY MARTIN
6	6. YES INDEED	—TOMMY DORSEY
8	7. YOURS	—JIMMY DORSEY
—	8. GOODYE DEAR, I'LL BE BACK IN A YEAR	—HORACE HEIDT
—	9. 'TIL REVEILLE	—KAY KYSER
10	10. MY SISTER AND I	—JIMMY DORSEY

### EAST

POSITION Last This Wk. Wk.	Title	Artist
1	1. Daddy	—Sammy Kaye
2	2. Maria Elena	—Jimmy Dorsey
3	3. Hut-Sut Song	—Horace Heidt
4	4. Green Eyes	—Jimmy Dorsey
—	5. I'll Be With You in Apple Blossom Time	—Andrews Sisters
7	6. Blue Champagne	—Jimmy Dorsey
—	7. Hut-Sut Song	—Freddie Martin
—	8. Let Me Off Uptown	—Gene Krupa
9	9. Yes Indeed	—Tommy Dorsey
—	10. Reluctant Dragon	—Sammy Kaye

### MIDWEST

POSITION Last This Wk. Wk.	Title	Artist
1	1. Daddy	—Sammy Kaye
10	2. Goodbye Dear, I'll Be Back in a Year	—Horace Heidt
4	3. Hut-Sut Song	—Horace Heidt
—	4. 'Til Reveille	—Kay Kyser
2	5. Maria Elena	—Jimmy Dorsey
7	6. Yours	—Jimmy Dorsey
7	7. Green Eyes	—Jimmy Dorsey
8	8. Just a Little Bit South of North Carolina	—Gene Krupa
5	9. Hut-Sut Song	—Freddie Martin
—	10. Green Eyes	—Tony Pastor

### SOUTH

POSITION Last This Wk. Wk.	Title	Artist
1	1. Daddy	—Sammy Kaye
2	2. Maria Elena	—Jimmy Dorsey
4	3. Yes Indeed	—Tommy Dorsey
5	4. Hut-Sut Song	—King Sisters
3	5. Green Eyes	—Jimmy Dorsey
7	6. Yours	—Jimmy Dorsey
3	7. Hut-Sut Song	—Freddie Martin
—	8. Hut-Sut Song	—Horace Heidt
—	9. Maria Elena	—Wayne King
—	10. Boogie Woogie Piggy	—Glenn Miller

### WEST COAST

POSITION Last This Wk. Wk.	Title	Artist
3	1. Maria Elena	—Jimmy Dorsey
1	2. Daddy	—Sammy Kaye
—	3. My Sister and I	—Jimmy Dorsey
2	4. Hut-Sut Song	—Freddie Martin
—	5. Hut-Sut Song	—Merry Macs
—	6. Take a Train	—Duke Ellington
—	7. Green Eyes	—Jimmy Dorsey
—	8. Just a Little Bit South of North Carolina	—Gene Krupa
—	9. Flamingo	—Duke Ellington
—	10. Intermezzo	—Guy Lombardo

## NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

### NATIONAL

POSITION Last This Wk. Wk.	Title
1	1. THE HUT-SUT SONG
3	2. INTERMEZZO
2	3. MARIA ELENA
4	4. DADDY
5	5. THE THINGS I LOVE
7	6. JUST A LITTLE BIT SOUTH OF NORTH CAROLINA
9	7. GREEN EYES
6	8. MY SISTER AND I
14	9. YOURS
11	10. DO I WORRY?
12	11. UNTIL TOMORROW
8	12. AMAPOLA
10	13. YOU ARE MY SUNSHINE
15	14. 'TIL REVEILLE
—	15. DOLORES

### EAST

POSITION Last This Wk. Wk.	Title
1	1. The Hut-Sut Song
2	2. Daddy
3	3. Intermezzo
5	4. The Things I Love
11	5. Green Eyes
4	6. Maria Elena
7	7. Just a Little Bit South of North Carolina
10	8. 'Til Reveille
8	9. Until Tomorrow
6	10. My Sister and I
12	11. Yours
—	12. You and I
9	13. I'll Be With You in Apple Blossom Time
13	14. Two Hearts That Pass in the Night
—	15. The Band Played On

### WEST COAST

POSITION Last This Wk. Wk.	Title
1	1. Maria Elena
2	2. The Hut-Sut Song
3	3. Intermezzo
4	4. Daddy
5	5. Green Eyes
6	6. The Things I Love
7	7. Just a Little Bit South of North Carolina
10	8. Do I Worry?
11	9. You Are My Sunshine
5	10. My Sister and I
7	11. Amapola
15	12. 'Til Reveille
—	13. C'bye Now
—	14. Dolores
—	15. The Band Played On

### MIDWEST

2	1. Maria Elena
1	2. The Hut-Sut Song
3	3. Intermezzo
4	4. Daddy
5	5. The Things I Love
6	6. My Sister and I
7	7. Just a Little Bit South of North Carolina
12	8. Yours
9	9. You Are My Sunshine
10	10. Dolores
11	11. Do I Worry?
12	12. Amapola
8	13. The Band Played On
14	14. I'll Be With You in Apple Blossom Time
—	15. Green Eyes

### SOUTH

1	1. The Hut-Sut Song
4	2. Maria Elena
6	3. Daddy
2	4. Intermezzo
3	5. The Things I Love
14	6. Yours
10	7. Until Tomorrow
9	8. Green Eyes
5	9. My Sister and I
—	10. Boogie Woogie Piggy
—	11. Do I Worry?
—	12. 'Til Reveille
7	13. Amapola
—	14. Knee Deep in Star Dust
8	15. Just a Little Bit South of North Carolina

## 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 39 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. (9th Week) Jimmy Dorsey, King Sisters, Benny Goodman.
INTERMEZZO. (8th Week) Guy Lombardo, Benny Goodman, Wayne King, Woody Herman.
MARIA ELENA. (7th Week) Jimmy Dorsey, Wayne King, Tony Pastor.
DADDY. (7th Week) Sammy Kaye, Andrews Sisters.
THE HUT-SUT SONG. (6th Week) Horace Heidt, Freddy Martin, King Sisters, the Jesters.
JUST A LITTLE BIT SOUTH OF NORTH CAROLINA. (4th Week) Gene Krupa, Mitchell Ayres, Dick Todd.
GREEN EYES. (1st Week) Jimmy Dorsey.

### COMING UP

GOODYE DEAR, I'LL BE BACK IN A YEAR. Horace Heidt.
THE THINGS I LOVE. Jimmy Dorsey, Barry Wood.
YES, INDEED. Tommy Dorsey.
BLUE CHAMPAGNE. Jimmy Dorsey.
KISS THE BOYS GOODBYE. Bea Wain, Tommy Dorsey.
ROOGLIE WOOLIE PIGGY. Glenn Miller.
'TIL REVEILLE. Bing Crosby, Kay Kyser.

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

A
Abbs, Vic (Book Cadillac) Detroit, 4.
Akin, Bill (De Soto Beach) Savannah Beach, Ga., 4.
Allen, Don (El Chico) NYC, 4.
Allison (Park Central) NYC, 4.
Allen, Henry "Red" (Cafe Society) NYC, 4.
Amrine, Bill (Golden Pheasant) Astoria, 4.
Amundson (Hill Beroletto's) NYC, 4.
Arizuro, Arturo (McAlpin) NYC, 4.
Aslor, Bob (The Wagwan) Budd Lake, N. J., 4.
Austin, Gene (Village Barn) NYC, 4.
Ayres, Mitchell (West End Casino) West End, N. J., 4.

B
Bardo, Bill (Troquois Gardens) Louisville 12-24, 26.
Barnes, Bunny (Steel Pier) Atlantic City, 4.
Barnes, Ed (Warwick) NYC, 4.
Barnet, Charlie (Casa Manana) Culver City, Calif., 4.
Barnes, Arnie (Hurry New Yorker) Chi., 4.
Barnes, Lewis (Murray Hooper) NYC, 4.
Barnett, Hughie (Tavern-on-the-Green) NYC, 4.
Barrie, Dick (Demohue's) Mountainview, N. J., 4.
Barrow, Blue (Edison) NYC, 4.
Barrow, Joe (Crownwell) Miami Beach, Fla., 4.
Barron, Joe (Columbia) Irvington, N. J., 4.
Becker, Bubbles (Totem Pole) Averill Park, N. Y., 4.
Becker, Benny (Ramona Pavilion) Sister Lakes, Mich., 4.
Bennett, Chuck (Hilawatha Garden) Manitowish, Colo., 4.
Benton, Ben (Beverly Hills) Newport, Ky., 4.
Beverly Twins (Roosevelt) Jacksonville, Fla., 4.
Bostic, Earl (Armando's Summer Terrace) NYC, 4.
Bowman, Charley (Witch) NYC, 4.
Bradd, Eddy (Seaside) Atlantic City, 4.
Bradley, Will (Astor) NYC, 4.
Brudshaw, Tiny (Club Lincoln) Columbus, O., 4.
Brandwynne, Nat (Versailles) NYC, 4.
Bresse, Lou (Hamid's Pier) Atlantic City 21-22.
Bricker, Harry (Coca-Cola) NYC, 4.
Bunta, Howard (Main Street) Detroit, 4.
Burke, Ceola (Bal Tabarin) Gardena, Calif., 4.
Burke, Cliff (Marionette Inn) Cincinnati, 4.
Busse, Henry (Baker) Dallas, Tex., 4.
Byrne, Bobby (Pennsylvania) NYC, 4.

C
Cabin Boys (Cedar Bar) Warren, O., 4.
Cabot Topsy (Wii-Shore) Chi., 4.
Callaway, Cab (Strand NYC) 4-31, 1.
Calvert, Oscar (Casa Marta) NYC, 4.
Canden, Eddie (Shadownland) St. Joseph, Mo., 4.
Campbell, Jan (Danceateria) Miami, Fla., 4.
Candullo, Joe (Latin Quarter) Boston, 4.
Cappello, Joe (Jimmy Kelly's) NYC, 4.
Carroll, Lyle (Pier Ballroom, Colorado Park) Jamestown, N. Y., 4.
Carroll, Eric (Dempsy's) NYC, 4.
Carroll, John (Casa Manana) Boston, 4.
Carroll, John (Coca-Cola) NYC, 4.
Cavallaro, Carmen (Hilte-Carlson) Atlantic City, 4.
Cebal, Bob (Chatterbox) Mountaineer, N. J., 4.
Chieta, Don (Ya Olde Cellar) Chi., 4.
Clancy, Lou (Patio, Lookout Mountain) Chattanooga, Tenn., 4.
Clarke, Buddy (Park Central) NYC, 4.
Clemente (Rainbow Room) NYC, 4.
Clinton, Larry (Ideal Beach) Monticello, Ind., 21.
Cline, Pats (Vandalia, Ill., 24; Paradise Club, La Fayette, Ind., 25; (Castle Park) Cincinnati 28, 30; (State Fair Park) Milwaukee 27.
Cole, Ross (Club Dolls) Evanston, Ill., 4.
Collins, Bernice (Newman's Lake House) Saratoga Springs, N. Y., 4.
Comfort, Roy (Claridge) Atlantic City, 4.
Conde, Art (White Horse) Westbury, L. I., 4.
Conlin, Ray (Nick's) NYC, 4.
Cook, Joe (Ferdinand) Hartford, Conn., 4.
Courtney, Del (River Lake) Geneva, Va., 23.
Crawford, Craig (Del Monte) Del Monte, Calif., 4.
Crawford, Dick (The Dome) Mandan, N. D., 4.
Cubelo, Fausto (Ben Marden's Riviera) Fort Lee, N. J., 4.
Cugat, Xavier (Waldorf-Astoria) NYC, 4.
Cummins, Bernice (Lake Worth Casino) Ft. Worth, Tex., 4.
Cusher, Danny (Chick's Rendezvous) Plaza, N. Y., 4.

D
Daly, Duke (Playland) Rye, N. Y., 4.
Danders, Eddie (Del Shore) Chi., 4.
Davis, Eddie (La Rue) NYC, 4.
Davis, Johnny Scot (Trishon) Southgate, Calif., 4.
Davis, Milton (Rainbow Room) Washington, D. C., 4.
Dawg, Dolly (Palmer House) Detroit, 4.
DeLeon, Pedro (Palmer House) Chi., 4.
Dengler, Carl (Hotel) Manitowish, Manitowish, Wis., 4.
Derick, Frank (Cory Corcoran) Detroit, 4.
Devoti, Don (El Morocco) NYC, 4.
Dunham, Al (Surf Club) Virginia Beach, Va., 4.
Dunham, Sam (Coral Gables) E. Lansing, Mich., 4.
Dorsey, Tommy (Cavalier Hotel Beach Club) Richmond, Va., 21.
Dorsey, Jimmy (Lakeside) Dayton, O., 23, 4.
Dorsey, Jimmy (Lake Shore) Buckeye Lake 26; (Moonlight Gardens) Canton 27; (Steel Pier) Atlantic City, Aug. 2-3.
Dowell, Sazie (Geo. Washington) Jacksonville, Fla., 4.
Durant, Eddie (Palladium) Hollywood, Calif., 4.

E
Eddy, Ted (Island) NYC, 4.
Elliott, Helen (Ob Henry) Chi., 4.
Ellis, Joe (Cora) Fremont's) NYC, 4.
Erdick, Bob (Jimmy's Hi-Way) Kentwood, La., 4.
Ernie, Freddy (Day Line) Albany, N. Y., 4.
Ernie, Rex (Palmer House) Chi., 4.
Ernie & His Norsemen (Castleholm) NYC, 4.
Ernie, Val (La Rue) NYC, 4.

F
Faggio, Louis (Morocco) Detroit, 4.
Farber, Burt (Metropolitan Plaza) Cincinnati, 4.
Feldman, Steve (Radio Franks) NYC, 4.
Fielding, Allan (Club Ball) Tulsa, 4.
Fields, Shop (Inn) Sea Girl, N. J., 4.
Fischer, Darrell (Dear Head) Lansing, Mich., 4.
Fisher, Freddie (Old Vienna) Cincinnati, 4.
Flaher, Mark (1510 Club) Chi., 4.
Flak, Charlie (Continental) Kansas City 24-25, 4.
Fitch, Ed (King of Prussia) Phila., 4.
Fitzpatrick, Ed (Pamulation) Houston, Tex., 4.
Fontaine, Sonny (Walton) Phila., 4.
Foster, Chuck (Beverly Hills) Los Angeles, 4.
Funk, Larry (Westwood Gardens) Detroit, 4.

G
Garcia, Julio (885 Club) Chi., 4.
Garr, Gen (St. Anthony) Dallas, Tex., 4.
Gaston, George (French Monte Carlo) NYC, 4.
George, Roy (Holiday) West End, N. J., 4.
Goodman, Benny (Sherman) Chi., 4.
Gordon, Dan (Old Cedar Inn) Brookhaven, N. Y., 4.
Gordon, Paul (San Diego) Detroit, 4.
Gorham, Jimmy (Rombay Gardens) Phila., 4.
Govry, Cecil (Schroeder) Milwaukee, 4.
Grando, Guy (Nemerson) South Fallsburg, N. Y., 4.

H
Hamilton, Bob (Majestic) Long Beach, Calif., 4.
Harvey, Myron (Child's Spanish Gardens) NYC, 4.
Hanaway, Bud (DeJals) Harrison, N. J., 4.
Harbort, Kip (Lido Cab) Washington Crossroads, N. J., 4.
Harris, Phil (Stanley) Pittsburgh, 4.
Hart, George (St. Moritz) NYC, 4.
Hart, Jerry (Wal Washington Merry-Go-Round) Pittsburgh, Pa., 4.
Hayes, Sherman (Troquois Gardens) Louisville, 4.
Haywood, Eddie (Village Vanguard) NYC, 4.
Heath, Andy (Park) Pittsburgh, N. Y., 4.
Heatherton, Ray (Biltmore) NYC, 4.

I
Irwin, Mary (Churchill Tavern) Pittsburgh, 4.

Orchestra Routes
Following each listing appears a symbol, fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
ABBREVIATIONS: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; rh-room music hall; nc-night club; p-amenusement park; re-read house; r-restaurant; s-showboat; t-theater.

J
James, Harry (Barrie) Phila 16-24, 1.
James, Jimmy (Beverly Hills) Newport, Ky., 4-26, 4.
Jarrett, Art (Westhawk) Chi., 4.
Jarrett, Ted (Westfield) Westfield, Mass., 4.
Jerome, Harry (500 Club) Atlantic City, 4.
Jobbs, Al (Riverview) Newport, Mass., 4.
Johnson, Johnny (Shelton) NYC, 4.
Jones, Itham (Lake Worth) Fort Worth, Tex., 4.
Jordan, Louis (Capitol) Chi., 4.
Joy, Jimmy (Blumarck) Chi., 4.
Juseau, Tommy (Show Boat) St. Louis, 4.

K
Kain, Paul (Mayfair) Washington, D. C., 4.
Kapoor, Gordon (Enduro) Brooklyn, 4.
Kassel, Art (Aragon) Chi., 4.
Kaye, Don (St. Francis) San Francisco, 4.
Kay, George (Hollywood Restaurants) Bridgeport, Conn., 4.
Kaye, Sammy (Chicago) Chi 19-24, 1; (Riverside) Milwaukee 25-31, 1.
Keane, Al (The Casino) Charleston, W. Va., 20-24, 4; (Westview) Pittsburgh 25-Aug. 4, 4.

L
Lally, Howard (Savoy Plaza) NYC, 4.
Lamb, Drexel (Rainbow Gardens, Waldmeier) Erie, Pa., 4.
Lande, Jules (Astor) NYC, 4.
Lane, Eddie (Bossert) Brooklyn, 4.
Lang, Lou (Sheraton) NYC, 4.
Langer, Eric (Baltimo) Drexville, N. H., 4.
Laportis, Joe (Old Houseman) NYC, 4.
Leighton, Joe (John Marshall) Richmond, Va., 4.
LeRoy, Howard (The Casaway) Muskegon, Mich., 4.
Lewin, Ed (Shelborne) Miami Beach, Fla., 4.
Lewis, Ted (State) NYC, 4.
Long, Johnny (Astor) NYC, 4.
Lopez, Vincent (Tati) NYC, 4.
Loring, Michael (Luna Park) Coney Island, N. Y., 4.
Lousia, Clyde (Manhattan Beach) Brooklyn, 4.
Luncheon, Jimmie (Sweets) Sacramento, Calif., 4.
Lusk, Bob (Sweets) Oakland, 27-28, 4.
(Lux) Phonix Hall San Diego 30; (Riverdale) Lexington, Ala., 31, 4; (Liberty Hall) El Paso, Tex., 4.
Lynn, Sammy (Bomb Shelter) Dallas, 4.
Lyons, Al (Orpheum) Los Angeles, 4.

M
McCoy, Clyde (Meadowbrook) St. Louis 25-Aug. 7, 4.
McCraw, Don (Royale) Detroit, 4.
McCune, Bill (Palisades) Fallsdale, N. Y., 4.
McFarland Twins (Steel Pier) Atlantic City, 4.
McGee, Johnny (Lake Breeze Pier) Backeye Lake, O., 4.
McGuire, Jimmy (Dumping Grill) Trenton, N. J., 4.
McIntyre, Lani (Earle) Washington, 4.
McManamin, Freddy (Cosmopolitan) Atlantic City, 4.
McFarland, Jimmy (Brass Rail) Santa Cruz, Calif., 4.
MacDonald, Billy (Coca Del Rey) Bahia Cruz, Calif., 4.
Macosa, Pete (Louisa Riviera) Washington, 4.
Madden, Bill (Traymore) Atlantic City, 4.
Makula, Joan (Villa Venice) Chi., 4.
Mance, Art (Dixie's Terrace Gardens) Cohoes, N. Y., 4.
Marshall, Mary (Reed's Pavilion) Niles, Mich., 4.
Marstel, Goo (St. Regis) NYC, 4.
Marstel, Paul (Arcadia) NYC, 4.
Martin, Bobby (The Place) NYC, 4.
Martin, Dave (St. George) Brooklyn, 4.
Martin, Freddy (Cocoanut Grove) Los Angeles, 4.
Martin, Lou (Leon & Eddie's) NYC, 4.
Martin, Ned (Frank's Case Nova) Buffalo, 4.
Martinson, Johnny (Crocked Lake) Averill Park, N. Y., 4.
Marvin, Mel (New Pelham Heath Inn) Pelham Bay, NYC, 4.
Masters, Frankie (Cedar Point) Cedar Point, 4.
Matthey, Nicolas (Russian Kreichman) NYC, 4.
Maya, Prolean (Havana-Madrid) NYC, 4.
May, Wilton (Club Condado) Trenton, N. J., 4.
Messner, Johnny (Totem Pole) Abundance, Mass., 4.
Miller, Glenn (Surf Beach) Virginia Beach, Va., 23-26, 4.
Miller, Herman (Abraham Lincoln) Reading, Pa., 4.
Miller, Russ (Jack & Bob's) Trenton, N. J., 4.
Miller, Ted (El Roa Inn) Maroa, Ill., 4.
Mullinder, Larky (Savoy) NYC, 4.
Mullis, Fred (Astor) Cape May, N. J., 4.
Moffitt, Deke (Auli) Cincinnati 4-26, 4.
Molima, Carlos (Rhumba Casino) Chi., 4.
Mooney, Art (Bordeaux's) Tuskegee, N. Y., 4.
Morand, Joe (Lido Lido Beach) L. I., N. Y., 4.
Morgan, Eddie (Hamid's Pier) Atlantic City 4.
Morgan, Russ (Trionum) Chi 19-23, 4; (Cavalier Club) Virginia Beach, Va., 29-Aug. 3, 4.
Morris, George (Armando) NYC, 4.
Morton, Ray (Wentworth) Phila., 4.
Munro, Hal (South Shore) Chi., 4.
Murphy, Phil (Pine Springs) Freshold, N. Y., 4.

N
Navis, Mary (Yacht Club) Phila., 4.
Nebauer, Harry (Club) Chi., 4.
Nemo, Henry (Grossinger's) Fallsburg, N. Y., 4.
Noble, Leighton (Cleveland) Cleveland, 4.
Noble, Ray (Casa Del Rey) Santa Cruz, Calif., 4.
Nolan, Ed (Palmer House) N. Y., 24, 4.
Norris, Stan (Club Royale) Detroit, 4.
Nunes, Sil de (Bamba Club) Los Angeles, 4.

O
Oeska, Benny (Commodore) NYC, 4.
Osborne, Tony (Primrose) Newport, Ky., 4.

P
Page, How Lids (Kelly's Stable) Niles, N. Y., 4.
Page, Lew (Crestwood) Hockley Park, N. Y., 4.
Paige, Michael (Arcadia) NYC, 4.
Palmer, Joe (Indian Beach Club) Rehoboth Beach, Del., 4.
Panchilio (Ivory Palace) NYC, 4.
Parfury, Joe (Belmont Plaza) NYC, 4.
Parker, Bobby (Bossert) Brooklyn, 4.
Parodi, Wilbur (La Compagnie) NYC, 4.
Parsons, Ed (Palmer House) Detroit, 4.
Patrick Henry (Club Avalon) Wildwood, N. J., 4.
Paul, Eddie (Mentor-on-the-Lake) O.
Penman, Blundy (Puritan Club) Mendota, Ill., 4.
Perry, Roy (Kitty Hawk Room) La Guardia Airport, NYC, 4.
Peters, Oscar (Senator) Atlantic City, 4.
(See ORCHESTRA ROUTES on page 27)

R
Raney, Myron (Child's Spanish Gardens) NYC, 4.

R
Rebeck, Ernie (Mark Hopkins) San Francisco, 4.
Reck, Horace (Edgewater Beach) Chi., 4.
Rehmung, Kitty (Shelton Haven) Stone Harbor, N. J., 4.
Henry, Hal (Figueras) Los Angeles, 4.
Henry, El (Town Tavern) Hunter, N. Y., 4.
Herbeck, Ray (Park) Chippewa Lake, O., 19-20; (Kennedyway) Pittsburgh 27-Aug. 2, 4.
Herman, Steve (Barday) Phila., 4.
Herman, Woody (Palladium) Los Angeles, 4.
Herold, Lou (Bal Tabarin) NYC, 4.
Hill, Dock (Hi-De-Do) Phila., 4.
Hill, Eddie (Pean) Trenton, N. J., 4.
Hines, Earl (English Village) Tulsa, Okla., 28.
Hite, Les (Cobblestone) Storm Lake, Ia., 22.
Hix, Crystal Beach) Vermillion, O., 24, 4.
(Hank) Lakota) Rockford 29-Aug. 8, 4.
Holt, Ernie (El Morocco) NYC, 4.
Howard, Ralph (Lido) Texarkana, Ark.-Tex., 4.
Howe, Dean (Roseland) Los Angeles, 4.
Hugo, Victor (Little Raskeller) Phila., 4.

S
Sant, Bob (Drake) Chi., 4.
Sant, Glen (Hamid's Pier) Atlantic City, 4.
Sant, Sylvia (Flampan Doors) NYC, 4.
Sawyer, Tom (Bal Tabarin) NYC, 4.
Gummings, Sal (Green Darby) Cleveland, 4.

T
Tany, Fred (The Casino) Charleston, W. Va., 20-24, 4; (Westview) Pittsburgh 25-Aug. 4, 4.

U
Upton, Tom (The Casino) Charleston, W. Va., 20-24, 4; (Westview) Pittsburgh 25-Aug. 4, 4.

V
Vandenberg, Bill (The Casino) Charleston, W. Va., 20-24, 4; (Westview) Pittsburgh 25-Aug. 4, 4.

W
Waldmeier, D. C. (Rainbow Gardens) Waldmeier, Erie, Pa., 4.
Waldmeier, D. C. (Rainbow Gardens) Waldmeier, Erie, Pa., 4.
Waldmeier, D. C. (Rainbow Gardens) Waldmeier, Erie, Pa., 4.

W
Waldmeier, D. C. (Rainbow Gardens) Waldmeier, Erie, Pa., 4.
Waldmeier, D. C. (Rainbow Gardens) Waldmeier, Erie, Pa., 4.
Waldmeier, D. C. (Rainbow Gardens) Waldmeier, Erie, Pa., 4.

X
Xmas, Bob (Jimmy's Hi-Way) Kentwood, La., 4.



# Selling The Band

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

## Musiquiz

ROCA-VICTOR has joined hands in a triple tie with the Robin Hood Dell, outdoor symphony series in Philadelphia, and The Philadelphia Record. Three-way promotion aims at giving the tune detectives some fun after the concerts during the July 25 week. A light-hearted but sound and entertaining Musiquiz is held for 30 to 45 minutes from the Dell stage for the Dell audiences. Ideas is for folks to guess the comos banged out by the symphony crew. Music used in the quiz is confined strictly to that recorded by the Philadelphia Orchestra for the Victor label.

From the promotional angle, one orchestral number on the regular concert program of each quiz night will be a request number, voted for on ballots appearing in the newspaper. Ballots also can be secured free at all RCA-Victor dealers in the territory. Also, dealers have on sale duets for the Musiquiz concerts. To build the promotion even further, tickets bought for the Musiquiz nights are only 25 cents against the regular 50-cent gate fee. Contestants turning in the best papers each night are eligible for the semifinals, with the finals scheduled for an August 13 eve at the Hotel Warwick in the city. Board of judges includes Paul Whiteman, in town for a theater date that week, and Mrs. Meyer Davis, wife of the society baton-waver among others.

RCA-Victor is donating the prizes, \$5 in all, totaling \$905 in value in phonograph-radio sets and records. For the wax-work, it means contestants will have to familiarize themselves with the Victor record catalog or, better yet, enlist the help of the nearest Victor record dealer.

Gray Gordon is playing safe in having prepared a musical bouquet for every hotel location stand he may have to put in. The maestro has commissioned his arranger, Frank Linsale, to write a series of swingers, each to be named after a prominent hotel room in the country. Gordon aims to record the tunes and eventually jacket them into a special album.

## Five Contest

A L WILDE perked up plenty of excitement for Louis Armstrong during the

bugie ace's recent appearance at the Erie Theater, Philadelphia. Grabbing off free time from WPEN, and cufo platters from the Decca distributor to make for the prizes, press agent Wilde introduced a novel contest via the airline. Armstrong used five talk-swing slangs—during his radio interview, and station followed with invitations to listeners to try their hand at the five gab. Best letters on swing, but written entirely in the five language, rated autographed Armstrong platters and guest theater tickets.

Publicist Wilde also tied in with the local navy yard for the Armstrong stand. One weekday, show was turned over to the buglers attached to the yard and the ships stationed here. Buglers competed for title of champion bugler of the navy. Satchmo presented an appropriate prize for the champ, judged by audience applause.

Sally Sloane, publicizing the Elky Carlen Hotel, Atlantic City, created a real interest for Carmen Cavallaro's opening earlier this month at the hostelry's Merry-Ground. To the first 100 feminine guests arriving the preem night, maestro Carmen personally autographed and presented one of his latest recordings.

## Personalized Platters

A HIGH-POWERED promotion program was recently arranged for Griff Williams by Lou Cowan, in Chicago, during the band's stand at the Stevens Hotel. After the band closed Williams made a pack of private recordings on his own time and at his own expense. Using a chorus of his identifying theme, music was interspersed with a short appreciation speech by himself. Each piece was prefaced by a personal greeting from the maestro to every columnist and critic on every Chicago sheet.

Most leaders and publicists err by not holding on to the good will of the local newspaper boys after finishing a date. You never can tell how soon you'll get a repeat in the territory, and it's so much easier to build bigger if all the preliminary work is carried over. In that connection, Horace Heldt is in a class by himself in retaining local good will after leaving town by making periodic personal contacts by mail with all the newspaper and radio gentry.

## Scott, the Unpredictable

PITTSBURGH, July 19.—Now it's "The Romantics" for Raymond Scott. It will be a fourth unit for the composer-maestro, but will be a part of his regular band, like the "Secret Seven" now in rehearsal, and the Quintet.

Here for a one-nighter at the Colonial Ballroom, where he remained around \$700, Scott said The Romantics will specialize in sweet tunes gauged for the romantic, albeit still with brass.

## Resort Spots on Coast Offering Plenty Of Stands to Names and Semi-Name Bands

LOS ANGELES, July 19.—Resort spots near here are affording bands plenty of work as the midsummer mark nears. Some of the beach resort dancing spots have had the same bands for years. Pete Pontrelli is in his third year at Lick Pier Ballroom at Ocean Park, and Bob Hamilton recently moved out of the Majestic Ballroom in Long Beach after three years.

Gary Nottingham has been held over at the Sire Line Country Club at Lake Tahoe, and Leighton Noble has moved from Jimmy Contrator's Trison Ballroom in Southgate to Rio Nido at Russian River. Billy McDonald is holding forth at Hotel Santa Cruz at Cess Del Rey, while Harry Owens and His Royal Hawaiians are in for the summer at the Miramar Plunge Room in Santa Monica. Another band at Santa Monica is Billy Bissett, playing at Bel Aire Beach. Further down the Coast at Ocean Park, Jimmy Walsh is at Casino Gardens for a stretch.

## Ia. Dance Ops Enlarge Group To Include All Central States in Expanded Midwest Association

ARNOLDS PARK, Ia., July 19.—The Iowa Ballroom Operators' Association was enlarged and transformed into the Midwest Ballroom Operators' Association at a meeting held on Lake Okoboji here, with 11 States represented by some 70 ballroom operators taking the action. The Iowa association has been in operation for the last three years, and was the only regional group to represent this branch of the amusement business. The success of the Iowa group in the handling of legislative and tax problems brought the demand from the out-of-State operators for representation.

It had been felt by some operators that a national organization should be set up, but the general feeling resulted in the final action at the meeting—to expand in a group representing the Central States—because problems on the Coast differ somewhat from those in the Midwest, and it was felt a national organization would leave the group weak at the present time, with few representatives from the Coast areas in the organization.

## Officers Remain

The operators formally adopted a resolution making the change to the Midwest Ballroom Operators' Association, and voted to continue the present officers, who include Carl Fox, of Clear Lake, as president; Veal Bessie, of Oelwein, vice-president; and Larry Geer, of Fort Dodge, secretary-treasurer.

The new association also advanced its organization work by appointment of several committees, including groups to cover taxes and membership. The committees, when fully worked out, will include representatives from five States on each committee.

The new organization will also set up a committee to handle and arbitrate union difficulties. The past has found the operators facing union problems single-handed. This committee is expected by the operators to go a long way in ironing out small controversies that break out.

Another committee to be set up will handle legislative matters and attempt to secure favorable legislation in the Middle Western assemblies.

States represented at the meeting were Iowa, Minnesota, North and South Dakota, Wisconsin, Illinois, Missouri, Kansas, Nebraska, Colorado, and Wyoming.

It was unanimously agreed to present a united front on the Social Security tax problem. The operators also discussed various changes in State laws on the licensing of copyrighted music, and agreed to do their part in the national defense program with a feeling that any additional amusement tax by the government, although an additional burden, will receive their co-operation.

## Sweet Music Favored

It was brought out also that old-time music is being used more and more by some operators to combat loss of revenue thru drafters being sent to training camps. At the same time it provides additional work for musicians, with some locations adding two nights of work with old-time or mixed dances.

Another war effect angle brought out was the trend toward using music better

liked by older patrons, which means more sweet and less swing. "With a million and a half young men in the army, we find that middle-aged patrons make up an increasingly large proportion of our customers," Tom Archer, of Des Moines, stated. "This means more sweet music than swing."

The operators also have taken to giving dishes and glassware as premiums for attendance, which is intended for older patrons more so than jitterbugs. "The ballroom men would just as soon forget about jitterbug business, anyway," Carl Fox, president of the organization, said. He pointed out that jitterbug patronage has never meant substantial profit, and has failed to draw the type of customers wanted.

## J-Bug Ban

The Iowa group during its first year placed a ban on jitterbugging, and it was followed out by the operators, although some of them were forced to steer around the question because of their type of ballroom.

The operators were the guests of Mr. and Mrs. Howard Turnley, who operate the Roof Garden, Central, Palm Garden, and the Peacock at Arnolds Park at a luncheon, dinner, and party.

## Rain Kayos Pastor's Near Record in Va.

PORTSMOUTH, Va., July 19.—Tony Pastor drew 4,000 to Portsmouth's first outdoor dance, scheduled for the new City Stadium, but the affair had to be moved indoors when rain fell shortly after the dance got under way. They took it into the City Armory, where 1,400 of the dancers jammed all available dancing space. The rest of the crowd, still waiting in line to buy tickets, was turned away. The gross was \$1,400. Event was sponsored by Gridiron Club, and would have had the biggest attendance of any dance in city's history had the promoters been able to go thru with outdoor plans.

Other outdoor dances with name bands are expected to be held this summer.

## Three New Branch Distributors Appointed by Columbia-Okeh

NEW YORK, July 19.—Paul Southard, Columbia Records sales manager, announced the appointment this week of three new branch distributors. Westinghouse Merchandise Distributors has taken over the Buffalo, N. Y., territory formerly serviced by W. Bergman Company. Westinghouse is taking over a separate building for its new Columbia line, and Frank McCarthy will head the department.

Omaha Appliances Company has been given the Omaha, Neb., territory. John Dauble will have personal charge. Third new branch is the Southern Equipment Company in San Antonio, Tex., which, according to Southard, has already set up new equipment and record booths to handle the Columbia disks.

PIC—MUSCLES—SHORTY

A really different band?

Yes, Sir!

★

**BILL TURNER**

and his Dead Enders

Youthful, Costumed, Novelty Showband

8th Week

HICKORY HOUSE, New York

STINKY—SPIT—HAWKEYE

FOR DEFENSE: Buy U. S. Savings Bonds and Stamps

**TALENT TUNES ON MUSIC MACHINES**

THE MUSIC MACHINE NETWORK

Almost a Half Million Automatic Phonographs from Coast to Coast

MAKES HIT SONGS AND BUILDS BAND AND ARTIST POPULARITY

The Annual Record Directory for the Operators who control the phonographs on the Music Machine Network will be published in September.

Be sure you're represented in this, the Third Annual Edition of

TALENT AND TUNES ON MUSIC MACHINES

**TALENT TUNES ON MUSIC MACHINES**

# On the Records

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

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

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

By DANIEL RICHMAN

## ARTIE SHAW (Victor 27509)

Love Me a Little Little—FT; VC. Don't Take Your Love From Me—FT; VC.

THIS ever-changing Shaw steps out, with this release, along different lines than he had been following of late. Getting away from the series of brilliantly scored musical comedy oldies and familiar pop standards that had been coming from him in a steady stream for months, Artie now changes not only his format but also his band, and brings forth two contemporary pop tunes with a 22-piece orchestra that represents a further move in his continued efforts to pull away from the standardized dance band formula.

This time the orchestra combines some of the best efforts of selected instrumentalists among the country's jazz greats with strictly legitimate tonal coloring of symphonic proportions. The latter segment of the group comprises eight violins, two violas, two cellos, harp, and string bass, while the jazz portion is made up of clarinet (Shaw's, naturally), alto sax, trombone, trumpet, piano, guitar, drums, and bass. J. C. Higginbotham and Benny Carter, on trombone and alto respectively, share honors with Shaw on this first pressing as regards brilliant soloing.

Both songs here may possibly click, and as performed by Shaw they make excellent music machine fare. From the merit standpoint, everything is right about these sides—melodies, scoring, playing, and singing. And Shaw has demonstrated already that the nickel-droppers will go for his modern, ultra-fine style.

## ANDREWS SISTERS (Decca 3871)

Sonny Boy—V. Gimme Some Skin, My Friend—V.

THE singing sisters have, on the A side, an unusual item for them—a satire on the well-known sob ballad that Al Jolson introduced some years back in the movie of the same title. The routine that is used here to make a burlesque out of it is one that was acquired by the girls from Sid Tormack and the Reis brothers, vaude and nitery act that customarily stopped shows with this bit of business.

Unfortunately, in the Andrews' hands it doesn't quite come off. After a straight first chorus in medium tempo, nicely sung in typical Andrews' style and blend, the number goes comic, with Patty Andrews filling in the interpolated questions leading into the next line of lyric. The material itself is definitely amusing, and it may be recollections of Tormack's hilarious delivery that hold down this corner's total appreciation of Patty's efforts with the same routine. Undoubtedly her baby-talk queries will provide entertainment for those listeners who have never heard the original. This chorus is entirely up to her, however, with Maxine and Laverne merely supplying the straight singing that acts as a foil for the humor idea, and it's to be regretted that she wasn't able, apparently, to effect a more genuinely comic interpretation.

Reverse is a weak song from the girls' current Universal film, *In the Navy*, and although they try hard to inject life into its anemic melody and lyric, their customarily expert swing singing, good as it is, fails to produce anything noteworthy.

The A side shapes up as potent coin phone fodder because of its novelty, and it will be hard to figure why it doesn't click if it doesn't. The Andrews are among the most popular machine artists, and in this side they offer something different, usually a sur sign of hitdom. The fact that the handling of the material involved is not all it should be will make no difference to the popularity that this side is practically certain of enjoying on the phones.

Each passing week brings readers of *The Billboard*, particularly those connected with or interested in phonograph records, closer to the issue that contains the annual Talent and Tunes on Music Machines Supplement. As is customary, this Supplement—the third successive one—will make its appearance at the end of September, and from the way its contents are now shaping up it will unquestionably be the most informative, the most comprehensive, and the most interesting amalgam of the record and coin phonograph industries that *The Billboard* has yet published.

## GENE KRUPA (Okeh 6278)

After You've Gone—FT. Kick It—FT. VC.

Side A is the best and most amazing number that Krupa has recorded in months, a dynamic driving swingeroo that takes for its base the old and well-known melody of *After You've Gone*. Starting off with humor—an intentionally corny intro with snatches of martial ditties—it leads into some of the most sensational trumpet playing this side of Harry James. Roy Eldridge gets featured billing on the label for his horn work, and he certainly deserves it. The B side here is at a killing pace, and that Eldridge is able not only to effect fine technique but excellent tone as well re-affirms the belief that he is one of the finest trumpeters in the business. Reverse suffers by comparison, being an ordinary swing number that is merely hot without possessing the outstanding characteristics of its companion on the A side. Anita O'Day sings a good enough vocal.

Despite the fact that real killer-diff swing such as is contained on the A side here rarely achieves immortality in the boxes, this per-

formance is so amazing as to tempo and instrumental work that it has a chance more on a novelty basis (looking at it in the strict commercial sense) than as a jazz item. The start of the record also makes that point. The reverse can't mean too much, but the A side is a good potentiality from the standpoint of its sheer phenomenal driving force. (See ON THE RECORDS on page 79)

# 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

## Michael Loring

(Luna Park, Coney Island, N. Y., CBS Network, Tuesday (15), 11:30-12 mid-night)

LORING and his orchestra produced a rounded and colorful 30-minute remote here. What essentially made it different from the run-of-the-mill was Loring's rich baritone piping and some really nifty arrangements executed by the band on such tunes as *I Dream I Dream* in *Harlem* and *Garry Me Back to My Virginia*. Listeners can tell there are some expert instrumentalists back of the mike. On the hot stuff especially there is a good brand of pure jazz expounded.

The sweeter ballad type numbers are given the proper lift by Loring's vocalizing, which is full of meat and expression besides being backed by a good voice. A few trio, the Harrison Sisters, took a chorus in a couple of the tunes programmed, but their work fell short of the quality held up by Loring and the orchestra. The musical library was well-balanced throughout shot caught.

# 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.

## Don McGrane

(Reviewed at Club Royale, Detroit)

McGRANE got his start as a Midwest band some five years back but is better known in the East thru a two-year stand at Billy Rose's Diamond Horseshoe in New York. He also did a year of radio work on a CBS program but plays typically night club dates for both dancing and floorshow.

Band uses 10 men and is strong on the sweet side with two violins, two saxes, three rhythm, and two trumpets. One of the sax men doubles on fiddles for a violin trio in many numbers, and McGrane fronts the band with his own fiddle, although not doing much solo work when caught. Emphasis on strings gives this combination an individual and highly pleasing timbre.

Violinist Jack Christianson does vocals, with McGrane himself doing some. Pamela Britton, a lovely blonde, works a bit in the style of restrained naive character of Bonnie Baker.

Band is marked by pleasing rhythm, notable in Latin-American numbers, and works down the whole musical gamut with all the marks of speedily becoming favorite society band. Strong body is given to the ensemble by the high riding of trumpeter Billy Maier.

Reves.

## Mickey Alpert

(Reviewed at Coconut Grove, Boston)

LONG one of the most popular maestri in town, Alpert recently made a few changes in personnel, and has come up with one of the best club bands ever heard here. With smart, new arrangements, and featuring a couple of good instrumentalists, he now has a combo that could easily go on the road with success.

In his 10th week at this swank club, Alpert has apparently sacrificed nothing to make his band even better than it has been. Music is sweet, danceable, and capably presented, but there are plenty of hot arrangements and instrumentalists capable of playing them.

With four rhythm, four sax, and four brass, this outfit has a definite lift and balance. Arrangements are styled for dancing, and the use of the brass to sharpen tone and brighten passages makes the band a comer.

In Marion Francis, new chirper with the band, Alpert has a definite asset. Gal makes a swell appearance on the stand, and has a clear, sweet voice that appeals. She can give with rhythm songs or ballads with equal ease. Probably one of the best pianists in the East is Martha Burke, attractive brunette who carries the ivory. Probably the only female pianist with a male band in the country, Miss Burke not only makes a nice flash, but is an outstanding and capable musician. She plays effortlessly, and her

solid piano forms the melodic background for the entire band.

In the brass department, a newcomer to the band, Al Sharaf, takes the honors. A terrific hot horn man, Sharaf has great tone and technique, and his work on sweet arrangements is outstanding. Alpert himself is a genial front who makes friends easily and sells the band with ease.

This outfit can go far, for it has a tremendous amount of public appeal, and with Alpert's showmanship to carry it along it lacks practically nothing.

Kaplan.

## Art Kassel

(Reviewed at Lakeside Park, Denver)

PROOF of the salability of the sweetly styled staccato rhythm of the Kassel outfit is the second engagement in as many seasons at this popular summer spot, and the fact that the band is proving a bigger draw this year than last, Kassel's delving into the writing field gives the outfit an added range in its library, which adds much to its adaptability to a wide variety of tastes.

Addition of Cub Higgins has bolstered the brass to four, which offers a nice balance to the four reeds and three rhythm. In addition to his trombone work, Higgins also takes a turn at the guitar and handles most of the novelties. Lad's ease on vocals, together with the grimaces and gestures which give his work a comedy angle that at times verges on the knocked-out variety, is a steady stand crowder. Marion Holmes, a petite brunette, handles her vocals in a cute manner, and does a commendable job throughout. Harvey Crawford, drummer, works with ease and depth that make for a solid sell on all he tackles. Trio composed of Kassel, Crawford, and Frank Folman polishes off bounce tunes.

Kassel's smooth style of fronting with little flourish is in keeping with the general style of the band, and creates a general atmosphere of ease and hominess. Theme, *Knockin' at Your Door*, is one of the most familiar in these parts, and is more or less a personification of the general down-to-earth set-up of the outfit in everything it does.

Tracyman.



## RECORD RETAILERS!

A COMPLETE ALPHABETICAL LIST OF RECORDING ARTISTS (Popular, Classical and Hillbilly)

AND THE LABELS FOR WHICH THEY RECORD

will be one of the many features of interest to you in the Third Annual Edition of TALENT AND TUNES ON MUSIC MACHINES

The Billboard's Big Record Supplement

Watch for it!



## FROM OUT FRONT

Shadows of Greatness

BY EUGENE BURR

THE Museum of Modern Art is at present running a highly interesting series of motion pictures tracing the development of films from their beginning to the present day. The current section, dealing with the silent era, will run until October, and thereafter pictures of the sound era will be presented.

Last week the schedule included a program called *Great Actresses of the Past*, made up of *Belane in Madame Sans Gene*, Bernhardt in *Camille*, Mrs. Pike in *Vanity Fair*, and *Duse in Cerere*. According to the old saw, styles in acting change; it was therefore no huge surprise when three of the four great ladies of the past seemed like something out of the second act of *The Torchbearers*. What was surprising—overwhelming, really—was Duse's performance, as beautiful a thing as this reporter has ever seen. There may have been finer actresses, but it hardly seems possible.

This corner never saw Duse in person; she was an old woman when the film was made; and after watching the painfully hilarious antics of such a bygone idol as Bernhardt, it was easy to believe that Duse would also be merely the cause for rueful laughter despite her reputation for underplaying. There was, however, no laughter during the brief course of *Cerere*; this reporter had all he could do to fight down the tears.

The story, what there is of it, is slight and trite. It has to do merely with a Sardinian peasant girl who, unable to support her illegitimate son, takes him to his father. Years later, when the son is successful, he seeks out his mother and finds that she has fallen to society's drag. He wavers over acknowledging her, and she, to solve his problem, kills herself. That's all—yet the short film of 25 years ago, thanks to Duse, stands out as one of the most thrilling theatrical experiences imaginable.

The beauty of the woman—beauty both external and internal—is literally beyond description. Her hands have, of course, been sufficiently publicized, but her loveliness of movement by no means extended to them alone. As an old woman she still possessed a fluidity of body, a gracefulness and depth and expressiveness of motion that were beyond anything I have ever seen. In one scene, wherein she, an outcast, greets her successful son, nothing but her back is shown. Yet the mingled dignity, pathos, and humility of her mere bow are more affecting than another's mobile face.

And in her own face, with the faint, swift shadows of great emotion flickering over it, is a calm, magnificent, understanding depth that expresses, as in deep and quiet waters, the sorrow and aspiration of humanity. In the midst of bad cutting and turgid continuity during the big scene with her son, she smiles once—and that smile is a memorable thing, one of the loveliest and most revealing moments I have ever experienced.

There are no changing styles in acting—when the acting is great enough. There are no changing styles in acting such as this.

COMPARED with Duse the others seem for the most part rather pitiful relics of an age that is past; and one of them needs no comparison at all to achieve hysterical incompetence. That one is Sarah Bernhardt, inexplicably known as the Divine Sarah—inexplicably, that is, unless you agree that laughter is the gift of the angels. For laughter is the only emotion that the Divine Sarah can now invoke.

It is true that when the picture was made she was old, grossly obese, and repellently ugly. Despite all these things, she acted *Camille*—and how she acted! With her frightening face contorted into maniacal grimaces, with a nightgown billowing hugely about her bulbous frame, she died a consumptive's death in the best tradition of the ten-twenty-third. It is something that has to be seen to be fully appreciated; it makes even the wildest efforts of our worst current scenery-changers seem like suspended animation. And this, mind you, was a woman acclaimed as one of the greatest actresses in the world. It is amazing—and should provide chastening thoughts to some of our greatest present-day stars.

At least a word of mention should go to Lou Tellegen, who played Bernhardt's Armand—an Armand who looked less like her lover than her son. His sudden spasm of wild calisthenics over her bulky corpse makes a custard-pie comedy seem like a funeral cortege.

Refajno, too, emerges by present standards as something of a ham—but a charming one. She insistently played to the camera in lieu of the audience; she determinedly coquetted despite her obviously advanced age; and yet she managed herself so expertly and appealingly in her own medium that you end by admiring her.

As for Mrs. Pike, she too was advanced in years, and the use of off-focus and blurred photography, evidently designed to hide the impolite ravages of time, succeeds so well that it also hides any hint as to the ability of her performance.

ONE thing definite has already been shown by the Museum's series of revivals—that only the World War made Hollywood the center of the film industry. Until the war, French and more especially Italian films made American efforts seem like the rejected attempts of amateurs. And this includes not only the actual technique of photography, but the imagination of directors and cameramen, the use of angles and lighting, a knowledge of the possibilities of the new art, and dramatic effect in both direction and acting.

For example, in *Cerere* the Italian director met the problem of Duse's advanced age thru use of imagination rather than merely a blurred focus. In the scenes wherein Duse is supposed to be a young woman her face is never seen. It is covered by the edge of a peasant's headscarf, by a dark cloak, by shadows. And only her hands—those beautiful, young, magnificently expressive hands—and the flowing movements of her body convey to us her emotions.

In the same little picture the treatment of scenery is comparable to the best that is done today; and some of the incidental effects, such as the sudden rise of a row of reapers behind a low hill, are seldom encountered even in the finest of today's Hollywood product.

Also very much of a case in point is a long film called *Cabiria*, one of the first long films ever made. In this the Italian directors created, in the earliest days of the industry, a masterpiece that still stands up strongly today. In drama, in pictorial effect, in sympathy, and in knowledge of the screen's potentialities, the character of Macleste—along with the work of the unblinded actor who played him—is still remembered by people approaching middle-age who saw the film in their youth. It deserves to be, it is a remarkable creation.

Hollywood, during the same period, lagged immeasurably behind. It had pre-eminence thrust upon it only when the Italian film industry fell apart during the war.

## "Rose Marie" Dallas Topper

DALLAS, July 19.—Rose Marie, closing its week run Wednesday, met the most enthusiastic reception of the five weeks' operetta season for Fair Park Casino. After being forced to Fair Park Auditorium by rain on Friday and Saturday nights, Sunday night, back in the Casino,

it played to 4,000 customers. Monday night's crowd bettered the Sunday attendance by several hundred.

Edward Roecker's *Rose Marie*, Nancy McCord's *Indian Love Call*, and Martha Errolle's *Tom Tom* stopped the show. Comedians Jack Sheehan and Hope Emerson were audience favorites.

Frank W. Wood.

# Minne Gross Up 20G Over Last Season; 11 Shows; Lunts Top, Hepburn Next

MINNEAPOLIS, July 19.—A gross increase of \$20,000 over the previous season was recorded during 1940-'41 by the Lyceum Theater here, which did a gross of \$94,800 on 11 productions, according to Leo Murray, manager.

The increase in receipts, Murray pointed out, was due to the fact that the past season saw three more productions presented here than in 1939-'40. At least another \$15,000 to \$20,000 would have been added if city authorities had permitted the Lyceum to show *DuBarry Was a Lady*, originally booked and then canceled when Former Mayor George E. Leach banned its production in Minneapolis.

Biggest money-maker of the past sea-

son was *There Shall Be No Night*, starring the Lunts, which took in \$17,000. Katharine Hepburn in *Philadelphia Story* was second with \$15,000, and Olsen and Johnson's *Hellzapoppin* took \$13,000. Poorest showing of the season was *The Male Animal*, which attracted but \$3,000.

Prices ranged from 50 cents to \$3, plus tax.

The gross schedule, as released by Murray, follows:

*Skydark*, four performances, September 19-21, \$9,000.

*Tobacco Road*, eight performances, week of October 29, \$6,000.

*The Little Foxes*, four performances, November 14-16, \$6,000.

*The Man Who Came to Dinner*, eight performances, week of November 17, \$10,000.

*Philadelphia Story*, four performances, December 6-7, \$15,000.

*Pygmalion*, three performances, January 16-17, \$3,500.

*There Shall Be No Night*, four performances, January 23-25, \$17,000.

*The M. A. S.*, four performances, March 24-26, \$3,000.

*The Student Prince*, six performances, April 1-5, \$7,000.

*Hellzapoppin*, four performances, May 1-3, \$13,000.

*Time of Your Life*, four performances, May 6-8, \$3,100.

## Cowbarn Notes

Mark Reed's *Petticoat Fever* will play Wednesday thru Saturday, July 23-26, at the Boothbay Playhouse, Boothbay, Me., with Vaughn Taylor in the lead, supported by Marion Speed, Ruth Thayer, and Dick Robbise. The author will assist Sherwood Keith with the direction. . . . Robert Ewyn, director of the Woodstock Playhouse, N. Y., has engaged Luella Gear for the starring role in Vincent McConnor's *The Goldfish Bowl*, opening July 24. . . . Beginning Monday evening, July 21, Milton Stiefel's Ivoryton Playhouse will present Paul Robertson in *The Emperor Jones*. . . . At the new Glen Rock Playhouse, Glen Rock, N. J., Sally O'Neill and John Craven play the leads in *Penny Wise* commencing Monday, July 21. . . . A Broadway parody by Herbert V. Gellender, *The Fire on the 21*, opens in Goheen, Conn., the week of July 23. Richard Odlin, Ursula Schnetzer, Peter Joray, Arthur deRuff, and Jean Gray are featured. . . . Nothing But the Truth goes before the Farragut Playhouse, foothills the week of July 22 with Dean Thueson as the comedy lead. . . . A new comedy about astrology by Leola Buelow, *Thank Your Stars*, tries out at the Oshen Playhouse beginning Monday, July 21. . . . Replete with old-time songs and specialties, *The Drunkard* staggers on the stage of the Bridgeport Playhouse, Bridgeport, N. Y., from July 23 to July 27.

*Curtain Going Up* begins a week July 21 at the Cape Playhouse, Dennis, Mass. Constance Collier, Violet Heming, and Gloria Stuart are starred. . . . The Vincent Youman musical comedy No. 10, *Nerette* will be presented by Guy Palmerton at the Lake Whalom Theater, Fitchburg, Mass., starting Monday, July 21. Evelyn Daw plays the title role. Frank Lyon has the chief comedy part. . . . The North Shore Players, Marblehead, Mass., present Buster Keaton and Harry Gibbon in a revival of *The Gorilla* the week of July 28. The following week Martha Hodge and Henry Hull appear in *Dear Brutus*. . . . *The Male Animal*, with Alexander Kirkland and Mary Mason featured, is the second bill of the season for the Casino Theater, Newport, R. I., opening July 22. Others in the cast include Alino McDermott, Lulu King, Dorothy Eider, Norman Williams, Ross Matthew, Edward Trevor, Robert Caldwell, and William Watkins. . . . A new play by Esie Sirota, *After Many Moons*, is to be tried out under the auspices of Josh Binney at the Community Theater, Morrisville, Pa., during the week of July 29.

*Business since the Tuesday* (15) inauguration has been good, according to Frances Keogh, inventor and director of the tour plan, despite so late a start. A growing number of customers are reportedly being attracted by the convenience and economy.

Regular bus rate to Suffern, N. Y., amounts to \$1.30; a ticket of admission to the County Theater in Suffern costs \$1.65. The total of \$2.95 is paid by the customer, but Miss Keogh points out, he does not have the expense and bother of getting from the regular bus stop in Suffern to the playhouse proper, her service depositing him at the theater threshold. Furthermore, the time of returning is contingent upon the time of the play's closing; thus, no fretting about the length of the third act for a commuting audience.

If enough interest is indicated, County Playhouse Tours plans, tentatively, to set up a NYC box office to handle most of the playhouses in the summer-stock stamping grounds.

## Direct Bus Service

### To Cowbarns Starts

NEW YORK, July 19.—Summer theater patrons and lovers of bus rides are given a chance to derive a kill-two-birds-with-one-stone pleasure, now that Country Playhouse Tours has been inaugurated. Planned primarily for carless people, this new service furnishes a combination round-trip transportation and theater-admission to any one of several summer theaters. Each night from Tuesday thru Friday a special bus leaves from the Midtown Bus Terminal in New York to one of several near-by playhouses, including the Westchester Playhouse, the Ridgeway Theater, the Millpond Playhouse, the Papermill Playhouse, and the Country Theater. When the demand warrants, additional busses will be chartered and other theaters rostered.

Business since the Tuesday (15) inauguration has been good, according to Frances Keogh, inventor and director of the tour plan, despite so late a start. A growing number of customers are reportedly being attracted by the convenience and economy.

Regular bus rate to Suffern, N. Y., amounts to \$1.30; a ticket of admission to the County Theater in Suffern costs \$1.65. The total of \$2.95 is paid by the customer, but Miss Keogh points out, he does not have the expense and bother of getting from the regular bus stop in Suffern to the playhouse proper, her service depositing him at the theater threshold. Furthermore, the time of returning is contingent upon the time of the play's closing; thus, no fretting about the length of the third act for a commuting audience.

If enough interest is indicated, County Playhouse Tours plans, tentatively, to set up a NYC box office to handle most of the playhouses in the summer-stock stamping grounds.

## BROADWAY RUNS

Performance to July 19 Inclusive	Dramatic	Opened	Perf.
<i>Armed and Dangerous (P)</i>	Jan. 16	210	
<i>Beautiful People, The (G)</i>	Apr. 21	184	
<i>Child (S)</i>	Nov. 15	182	
<i>Corn is Green, The (N)</i>	Nov. 26	171	
<i>Life With Father (M)</i>	Nov. 18	167	
<i>Mr. Sister Elton (S)</i>	Dec. 26	136	
<i>Separate Rooms (P)</i>	Mar. 27	124	
<i>Watch on the Rhine (B)</i>	Apr. 1	127	
<b>Musical Comedy</b>			
<i>New Hellzapoppin (W)</i>	Dec. 11	300	672
<i>Pa. Joe (B)</i>	Dec. 28	237	
<i>Parade Rattle (4th B)</i>	Oct. 30	392	

## A Pair of Village "Pinafores" —One Urban and One Rural

NEW YORK, July 19.—During the past week there were two productions of *Pinafores* playing in the metropolitan area, one at the magnificent Paper Mill Playhouse, 17 miles away in Millburn, N. J., and the other in the miniature Cherry Lane Theater in Greenwich Village. The Millburn production boasted Helen Gleason and Ralph Riggs in the leads; the Savoy Opera Guild version at the Cherry Lane not only had to depend on the unknown young singers of its usual cast, but in addition had to break in a number of newcomers in leading roles. Both shows were at least adequate—but despite the disparity in resources, theater name value, and probably several thousand other categories, the Cherry Lane *Pinafores* managed to emerge as by far the better of the two. It could stand comparison with far finer *Pinafores* than that presented at Millburn.

The Paper Mill Playhouse, however, is something to see, a magnificent theatrical workshop nestled in a lovely suburban village. It is a beautiful theater and a large one—and if anyone still has the quaint impression that the living theater is dead, they should have watched the audience on a rainy midweek matinee day in the country. It packed the big house.

Primarily, the shortcomings of the Millburn production were due to the staging, which was originally credited on the program to Warren Lee Terry, with the credit-line later blacked out. Perhaps Mr. Terry was merely protecting himself from irate G&S fans. The piece was played with as much obvious low comedy as possible, point after point was utterly lost, and many of the song numbers even were interrupted and spoiled by extraneous and boring business.

Vocally the production was adequate—the Joseph Tushinsky, the musical director, showed a tendency to slow tempi and even to lengthen individual notes and tear down the structure of musical themes, sometimes merely to give time for the director's horseplay. In the latter connection, too, a couple of unfunny and pointless lines seem to have been added to the Gilbert script.

Miss Gleason, slimmer, more charming, and far easier in her stage presence than when she appeared last winter in *Night of Love*, was pleasant to see, but her voice showed a marked vibrato, and her middle register was inaudible even in the second row, while the top notes, even those that demand lightness, were hoated. Mr. Riggs, as Sir Joseph, doesn't really try to sing the numbers, but makes up for it with the spirit of his performance. Roy Johnston, a tall and picturesque lad, is a good bosun; Helen Lanvin is an acceptable Buttercup; Edward Race sings Ralph with a Southern accent that he somehow manages to produce entirely thru his nose; Joseph Geery turns Captain Corcoran into something of a collier; Mary Margaret Merrill is a port and cute Hebe, and Paul Reed plays Dick Deadeye. There he had just finished playing *Papa Krantz* in *Blossom Time*.

*Trial by Jury*, which is used as the curtain-raiser, suffers even more from directorial freakishness, and seems a bit like Gilbert and Sullivan a la Hurlig and Seamon. Nils Landon plays the defendant as tho he were a hooper doing an imitation of Lee Tracy. Mr. Reed as the Learned Judge makes even his own Deadeye performance seem comparatively legitimate, and violent horseplay is the keynote of the staging. Katherine Harvey, as the Plaintiff, is at least visually lovely. Paul Stocker does well as the Counsel, and the best work of the lot is offered by Sidney Moran, late of the Cherry Lane, as the Usher. He also does well as Bob Beckett in *Pinafore*, tho the program doesn't even bother to list the role.

Frank Carrington, co-director of the splendid playhouse, announced from the stage that further G&S productions are contemplated, with the ultimate formation of a permanent company also in view.

That would be a splendid thing—but not if stupid staging continues to take precedence over the operettas themselves. Everything's different down at the Cherry Lane. There the stage is a tiny two-by-four, the auditorium is small and hot, the entire orchestra is composed of a single piano—and the performance is splendid. As usual, Lewis Denison has handled the staging with a fine combination of tradition and modern effect, creating a careful and delightful production; as usual, Arthur Lief directs the music and singers so as to bring out all the beauty and effect in the score; as usual, Norman Bacon (who is the orchestra) does an astoundingly fine job at the piano.

There have been changes since the Guild opened its season with *Pinafore* several months ago. Seymour Penner, originally the bosun, is now a dignified and excellent Captain Corcoran, tho his voice, a rich basso, is somewhat heavy for most of the numbers. Jane Rogers has succeeded Ruth Giorloff as Buttercup, and displays a really beautiful contralto and a charming stage manner. Charles Latner is now the Ralph, and offers his finest performance to date; his voice is lovelier than ever, and he has achieved the ease and spontaneity of playing that he previously lacked. The new bosun is Stanley Carlson, a rotund and amusing player who does a good job with *He Is an Englishman*. And there is also a new Josephine, Virginia Blair, who displays a splendid voice, marred only by a slight tendency toward tightness in the upper register. That, however, is a very minor defect that will probably be overcome; otherwise she possesses a gorgeous vocal instrument. And she reads and plays excellently. Charles Kingsley, Wells Gray, and Vivian Denison repeat their excellent performances as Sir Joseph, Dick Deadeye, and Hebe, respectively, and Albers Lehrer is a good Beckett.

The curtain-raiser here is *Box and Cox*, magnificently sung by Messrs. Latner and Gray and Earl Nordund. They are so fine vocally that they actually make the creaky little farce worth while.

After two *Pinafores* in one day, this reporter is beginning to suspect that maybe he likes Gilbert and Sullivan.

Eugene Burr.

## Summer Try-Out

### "Two Story House"

Bass Rocks Theater  
GLOUCESTER, MASS.

A mystery comedy by Parker W. Fennelly. Presented by the Bass Rocks Theater in association with Brook Pemberton. Directed by Antoinette Perry. Cast includes Walter O. Hill, Belle Gardner, Karen Morley, Percy Kilbride, Robert Shays, Howard Freeman, George Matthews, Philip Tonge, John Parrish, Henry Jones, Arthur Marlowe, Laurence Moore, John Odeneal.

*Two Story House* gets its name not from an edifice but from the fact that there are two stories concerning the "Horror of Harmony Heath." One is the story written by Zadoc Grimes, mystery writer who was in the house on the night of

the "horror"—and the other is the true story of what happened.

In a prolog that is more of a curtain speech, the town storekeeper reports he is taking care of the home during the absence of the Carltons, who own it. He reminds the audience of the sensational happenings of the past winter and promises to tell the story. With that the curtain unfolds.

Living at Harmony Heath are Dan Carlton, promising young inventor, and his bride of six months. Dan's cousin, Duolito Lulu Fung, has come down from "Pinaflore" to do the chores in this wind-swept house in the northernmost reaches of Maine. Carlton is about to leave for Washington to confer with high officials regarding his invention when Deputy Sheriff Preble wanders in to inform him that a lunatic has escaped from a nearby sanitarium. Carlton hesitates to go because the screwball has already strangled two women, but when the bus finally shows up on the blizzard-choked road he leaves. As he is about to leave Grimes' tramps in as a paying guest, Carlton finally departs, and hard on the heels of his departure three strange characters enter the house.

One professes to be the proprietor of a medicine show. Another is his chief attraction, a hypnotist, and the third is an itinerant missionary whom they have picked up. It develops that at least two of the three are not what they seem.

The second act finds the alleged medicine show proprietor and his hypnotist gagging the missionary. The discovery of the Subtlet of Omar Khayyam on the floor marks the beginning of the horror sequences, for the escaped loony is known to recite from Omar Khayyam as he strangles his victims. The two phonies tell Carlton's wife she had been previously married and wed Carlton during an attack of amnesia. Her inability to remember prior to her marriage seems to bear this story out. The hypnotist then tells her that her first husband was a leper and she contracted the disease and insists she come with him as his ability to cure her will restore his position. The clergyman manages to turn the tables and locks the two thugs up. He is about to start spouting Khayyam when a noise outside attracts him. He disappears, and from the box in which the thugs had intended taking Mrs. Carlton away a man appears. He claims to be the asylum keeper and says the missionary is the escaped screwball. Within two minutes, however, he has dropped the pose and is strangling the gal as the curtain drops.

At this point the pleasant inter-actor returns to say that the second act merely was a synopsis of the play which Grimes wrote—which can be purchased at his store for \$1.50. He promises to reveal the true story in the third act.

And so, finally, the good old spy story unfolds. The hard trio are all spies. They capture Carlton on his return after the bus stalled and are on the point of doing away with the inventor when Sheriff Preble emerges from the box on the floor. The trio are safely put away when the phone rings and a voice on the other end warns that the loony is near by. Seems he has just murdered Sheriff Preble.

By this time the customers are frozen solid and are hardly aware that two State troopers come in in the nick of time and "get the situation well in hand."

Of all the complicated stories presented within the past few years, this is by far the most complicated. It brings in everything except the kitchen sink—but it manages to sustain interest thru-

## Out-of-Town Opening

### "Jump for Joy"

(Mayan Theater)  
LOS ANGELES

A revue with sketches by Sid Kuller and Hal Fimberg; music by Duke Ellington and Hal Bornie; lyrics by Paul Webster. Costumes, scenery, lighting by Rene Hubert. Staged by Nick Castle. Sketches directed by Sid Kuller and Everett White. Supervised by Henry Blankfort. Principals: Duke Ellington, Herb Jeffries, Dorothy Dandridge, Paul White, Ivy Anderson, Marie Bryant; Pot, Pan, and Skillet; the Rockets, the Hi-Hatters.

*Jump for Joy* has possibilities of being boiled down to something good. There are sketches in it that could be well eliminated, while there are others that could stand blowing up to some extent. "Theme of the Show" is to get away from the cut-and-dried pattern of sepiat reviews. While it doesn't do this, the sketches that border on the old pattern are the best.

Since Duke Ellington has done the music for the show, many of the tunes allow for good production. However, there aren't enough of them to carry the performance thru for the near three hours that it runs. A little ironing out would do *Jump for Joy* a lot of good.

Dorothy Dandridge and Marie Bryant are definitely the hits of the show. Ivy Anderson, who is a wov in front of a band, over-acts. Herb Jeffries, a fortune on records, had a bit of trouble with the rock-studded theater.

Ivy Anderson's rendition of *I Got It Bad and That Ain't Good* is one of the top moments, but other than this Miss Anderson is hardly fodder for a hit musical.

Paul White singing *Two Left Feet* brought down the house, and the boy is consistent thruout the show. Pot, Pan, and Skillet, a fast dancing trio, bring down the house. Miss Bryant and White do an excellent job on Ellington's *SH-2H*.

Shh, He's on the Beat; Chocolate Shake, Made To Order are worthy of commendation. Mad Scene From Woodstock and the Loos Shark could be very easily checked.

Highlight is Uncle Tom's Cabin Is a Drive-In Now. The Rockets, Hi-Hatters, and ensemble, along with Miss Bryant, are responsible for putting this sketch over in style.

There is plenty of good talent in the show. The music is definitely Ellingtonish, and that's good. Performers suffer from the lack of bang-up material, but a few new ideas might be the means of saving what has the ear-marks of a good show. There is a talent of amateurishness in spots, but this will probably be erased as time goes on. The talent is there, but not in the spots where it is most needed.

Sam Abbott.

out. Fennelly has cleverly depicted Maine natives, and the laughs come almost exclusively from them.

Right now this piece needs a lot of work. It is excellent for a summer stock offering, but much rewriting will be necessary before a Broadway showing. It has possibilities, however, and with some good work should rank as one of the coming season's better attractions.

Percy Kilbride walks away with all honors as the deputy sheriff who turns out to be the nut. Karen Morley comes off the screen to portray the young wife convincingly, while Howard Freeman does a good job as the boorish author. Belle Gardner, George Matthews, and Philip Tonge all do great work in character parts. John Parrish spoiled his effectiveness as the heavy by mufing his lines and a tendency to overact. Walter O. Hill deserves a nod for his characterization of a small-town storekeeper in the role of inter-actor.

Director's work was off a bit at times but on the whole was capably managed.

Mike Kaplan.

## Ellington Revue Takes 10G

LOS ANGELES, July 19.—*Jump for Joy*, the new Duke Ellington revue at the Mayan Theater, did \$10,500 its first week ended Wednesday.

House seats 1,480 and has a \$2.20 top. Nut is \$6.00.

## FEAGIN SCHOOL OF DRAMATIC ART

STAGE—GREEN—RADIO  
Speech for Business and Social Use  
Day and Evening Classes  
Public Performances at the Theatre  
SUMMER TERM: August 11-30  
Rockefeller Center, 630 Fifth Ave., New York

## 15 London Houses Open in June; Eight Playing Revue

LONDON, June 26.—With last week's opening of Alfred Badale's non-stop show, *Non-Stop Varieties*, seven of the 14 London theaters now functioning are staging revues. In a few days the number will be increased to eight when the Ambassador reopens with *Ambassadors Revue*.

Current productions of this type are *Rise Above It*, bringing together the two Hermiones—Bedeley and Gingsold—at the Comedy; George Black's *Apocalypse*, playing to capacity at the Palladium; *Non-Stop Varieties* at the Prince of Wales; *Shepherd's Pie*, repeating pre-blix triumphs at Prince's; *Up and Doing* at the Saville, from which all traces of blitz shocks have been removed; *Black Varieties* at Victoria Palace, and the ubiquitous *Revueville* at the Windmill.

London's other legitimate fare is *Acres of Wild Happen*, a new farce at the Apollo, where *Orchids* and *Onions* revues had a shorter run than generally anticipated; the London Path Harmonic Orchestra, an extended season at the Coliseum; revival of Enlyn Williams' *The Light of Heart* at the Globe; *No Time for Comedy* at the Haymarket; *Sadler's Wells Ballet* at the New; *Cottage To Let* at Wyndham's, and a return after some years' absence of the D'Oyly Carte Opera Company to its original home, the Savoy.

Of London's principal nabe legitimate houses, Streatham Hill Theater has for a season gone over to vaude, and visits from touring musical shows have replaced straight rep at Richmond.



# CLUBS GRAB DEFENSE COIN

## Pitt Niteries Get Publicity Play

PITTSBURGH, July 19.—Niteries this summer are getting biggest newspaper play in seasons. Reason: Town has more press agents operating than ever before. Top guy in quantity of copy is Sid Dickler, occasional maestro who handles Colonial, Treton, Anchorage, and Ritz Club Petite. Other pro pluggers are Helen Ryman, handling Greta Harbaugh's Times Roosevelt Hotel Lounge; Helen Roosevelt, and Pittsburgh Playhouse; Doc Crannell in his fourth year at Bill Green's Terrace Gardens and Casino, and former radio announcer Kieran Baife at Al Mercuro's Nut House, where he doubles as p. a. and gag writer.

Lack of full-time nitery p. a.'s, however, doesn't mean that clubs haven't publicity hounds. Gene Burkhardt is public relations gend for William Penn Hotel who handles paper puffs along with other chores. Jerry Lunt does ditto Roosevelt Hotel Lounge Cafe. Harry Brainerd, sales promotion manager, manages to wrangle way into columns for Hotel Schenley, and assistant manager Jimmy Shea similarly for Webster Hall.

Night club competition does well in the papers, too, with former newspaper man Jack Hollister for Kenwood and ad agency exec Ken Withrow for West View getting the parks' ballrooms plenty of sticks. A. P. Hill Company, agency, puts Fort Pitt into picture, while newspaper ad salesman Max Sonnleitner doubles in brass for Hotel Henry.

The other spots plugged are pushed by owners or managers, notably singer Jackie Heller, who snags frequent headline honors for Yacht Club, and Tony Comforti, whose floor bills, city's most costly, win steady attention. Booker Joe Hiller likewise follows columnists to see that his accounts aren't neglected.

Clubs, hotels, and restaurants spend more than \$60,000 advertising in three papers. City's magazines and neighborhood papers go overboard on amusement publicity, and also get a chunk of ad dough.

## Miami Beach Hits 25% Biz Increase

MIAMI BEACH, July 19.—Agnis Purnell, executive secretary of the Beach Chamber of Commerce, reports business is up 25 per cent over a year ago. Hotels open this summer total 172, an increase of 32 over last summer. Hotel biz is good, many ops reporting capacity houses.

In spite of war conditions, ritzy Lincoln Road, with 200 store units, has only five places to rent. There are 90 stores open on Lincoln Road, 40 per cent more than a year ago.

On the night club horizon biz is above expectations. The 4 o'clock summer closing law is supplying the only headache. Worst hit by this new ordinance is the Wit's End Club, the late spot on the beach. The Wit's End features a 4 o'clock show.

Jack Despay's Pano-Pano room is doing capacity biz with Helen Morgan. The summer activity at Kitty Davis' is surprising. The talent at the Airliner is on a par with its winter show. Acts are held over at least four weeks. The show changes when the public tires of it.

El Cholo, pop with locals, draws a quiet crowd from middle afternoon to middle of the night. Don Quintana's Rumba Band furnishes dance music.

## New Minne Mayor Bothers Niteries

MINNEAPOLIS, July 19.—A change in city administration with Marvin L. Kline stepping in as mayor and Edward B. Hansen named as chief of police brought a closed town, at least for the time being. Dice games, salesboards, etc., have disappeared from many night spots. Loop night spot operators fear Hansen will crack down suddenly on late hours, non-legit night spots, gambling, and the like.

## How Little?

MIAMI, July 19.—Emile Melanson, operator of the Drum, nitery here, is having his troubles running a strip floorshow.

First he put a raised stage in the room to cut down the "intimacy" between strippers and customers.

Now he's trying to book what he calls "class strippers." Says Melanson, "girls with expressive hips with a little refinement."

## Saratoga Bookings Continue Despite Doubt on Gambling

SARATOGA SPRINGS, N. Y., July 19.—The season here is expected to be in full swing starting July 28. Night clubs here are preparing, altho possibilities of super grosses are still very much in doubt because of the chance that there may be no gambling this year.

Last year, after a big outlay of coin, many spots had to do a quick fold with the ban on gambling.

Nevertheless, talent booking is going ahead, with Monte Proser's Piping Rock, Riley's Lodge, Arrowhead Inn, and Mother Kelly's set for the season.

Talent already signed includes Georges and Jaina and Joe E. Lewis at Arrowhead, with the Piping Rock getting the Copacabana Revue.

## Heavy Demand for Names in Midwest

CHICAGO, July 19.—The demand for name and semi-name acts in this area is the heaviest in years. Operators who formerly concentrated on bands only are now adding floor talent, due to increased biz and the competition from near-by ballrooms playing top band attractions.

The Meadowbrook Country Club, St. Louis, is now spending more money on shows than ever before. Jackie Heller opened with the new bill yesterday (18). Stanley Hald, operator of the Club Lido, South Bend, Ind., has a rush call out for good acts and names to follow the King's Jesters, who close August 1.

Clarence Wood has upped the talent budget for his Club Trocadero in Evansville, Ind., using four-act shows in addition to bands. Account is handled by Russ Pachine and Eddie Ekort, of MCA here. Current bill is topped by Chas Chase and Ted and Mary Taft.

## Exhibits, Nitery Ops Want Lower ASCAP Fee; ITOA Mulls Action

(Continued from page 3)

being plugged incessantly on the air, their establishments can only do likewise. They said they were willing to pay an ASCAP tax only for protection against suits that may result from unauthorized performances. Reductions in these cases have been made with the ability to bargain.

Among musicians and band leaders the opinion on the song popularity situation generally is that the return of the Mutual Broadcasting System to the ASCAP fold has been of little help in the battle to restore ASCAP music to its former popularity. They say the use of all nets would be essential to get ASCAP music back to top positions on the hit parade.

Thus ASCAP, it is claimed, needs all possible sources to keep its music before the public.

Another angle is the fact that nearly all the studios are allied with either ASCAP writers or publishers. While this gives ASCAP a potent weapon in the giving of its music, ASCAP is in no position to get the musical tunes plugged on the air. In addition to not having contracts with major networks, ASCAP film pubs are resented by the radio industry.

## Dells Needs Name; Other Chi Notes

CHICAGO, July 19.—Show policy at Sam Hare's newly acquired Club Dells (formerly Club Cherie) has been set back for a couple of weeks due to controversy on the name of the spot. In former years the Dells name was linked with a nationwide scandal, and the local authorities don't want that tag around. A hunt for a new handle is now under way. Rose Cole's band will continue meanwhile.

Francis Roush is the manager of Club Alabama, which reopened this week. Larry Vincent, Nataasha, Irene Burke, and Ramona Hughes, among others, are in the show.

The former Espana Club is now known as La Habana, and Bill Sawley and Rudy Krause, managers, have introduced a crazy show idea. Phil Dooley's musical combination, formerly at the Palmer House, has the bandstand assignment.

Production numbers are going over so well at the Edgewater Beach and Bismarck hotels that the respective managements are on the hunt for acts that do not only a turn on their own but also fit in the line routines. Maurice and Marya turned a two-week run into a four-month stay at the Bismarck and are slated to return in October for another lengthy engagement. At the Edgewater, Collette and Barry and Consolo and Melba have landed repeated runs because of their ability to work with the girls.

## Yankee Acts in London Unit

LONDON, June 21.—Produced for tour of major provincial houses and London nabe theaters, Bernard Delfont's new revue, *Hullo, America*, includes Wilson, Keppel, and Betty and the Two Valors.

## Dayton Vaude To Resume

DAYTON, O., July 19.—Regular combination stage and screen shows will be resumed at the RKO-Colonial for the 1941-42 season September 5, with Ted Lewis on stage and *Tight Shoes* on screen. Last season Colonial ran a 41-week stagework season. A five-week season of pictures will precede the opening of the stage fare.

RED ACE, of the dance team of Red and Betty Ace until his sister, Betty died last fall, is going into burlesque as a comic. He is currently working night club dates in the Detroit area.

## Midwest Spots Get Heavy Play; East Perks Up

NEW YORK, July 19.—The much-flirted-with defense coin—billions in the sum total—that is being spent in essential industries is beginning to line the pockets of night club owners and operators, particularly in the Midwest, with the East also getting a fair play.

New York, altho in the midst of its seasonal summer slump, is above par compared with other seasons despite the fact that the New York World's Fair isn't around to pull visitors to Broadway. Heavy checks and covers are being spent by those who are romancing buyers; this, however, is sporadic, and nitery ops are looking more to the man at the lathe and, hopefully, to the man in uniform.

The actors of the country heavily populated with defense industries, from Pittsburgh on to Chicago, are feeling a very healthy boom in night club patronage, and many clubs have mushroomed in the Midwest to take care of this patronage. Philadelphia has been having a comparatively good time of it; for the first time in many summers many Philly niteries have been operating at full blast.

Club operators along the Florida coast, instead of putting up the "reopen next winter" signs, are remaining open thru the summer and increasing the size of the spots and also increasing the talent budgets. A pressing problem among the operators thruout the country, however, is whether or not they can operate full nitery policies, with bands, singers, and shows, and still charge beer prices to entice the man at the lathe and the man in uniform.

In some spots in Chicago, proprietors have scaled their prices downward on an experimental basis, and are making money out of it.

Many de luxe niteries thruout the country are doing more spending for talent than before and are coining money hand over fist.

New York is feeling the effects primarily thru vacationers who have extra dough to spend because of the defense program but hasn't as yet felt the full extent of the upswing. The metropolitan area is traditionally the last to feel the effects of either a depression or a boom.

## Westwood Books First Ice Show

DETROIT, July 19.—Following six weeks of operating with a straight band policy at Westwood Gardens, outdoor night spot, Mike Falk, ork leader and booker who took it over this season, opened yesterday with the first outdoor ice show ever to be staged here.

The Lamb-Yocum Ice Parade of 1941 has been booked in. Show features Gladys Lamb, Rubie Yocum, Buddy Lewis, Betty Wharton, Walter Ridge, Adele Henny, and the Murry Twins.

Larry Funk, band maestro, is director of the show. Lowry Clark's band is furnishing dance music. Clark, incidentally, has been booked in for the rest of the summer following an original tentative four-week booking.

## Clubs Not Hit by S. F. Strike

SAN FRANCISCO, July 19.—Restaurant strike, which has closed 70 of the city's eating spots, is not affecting night clubs. Places of the latter type are functioning as usual, with dining services, bars, and cocktail lounges providing normal services to patrons. Eateries started closing two weeks ago.

## Cowbarn Night Spot

BRIDGEPORT, Conn., July 19.—Herbert Jacoby, of Le Ruban Bleu, New York, has opened a summer cabaret at the Playhouse Kitchen, in conjunction with the Westport Country Playhouse, Westport, Conn. Entertainment is featured.

## Edgewater Beach Hotel, Marine Dining Room, Chicago

Talent policy: Production floorshows at 8:30 and 10:40; dance and show band; intermission strollers. Management: William M. Deves, managing director; Dorothy Dorben, producer. Prices: Minimum \$2; dinner from \$1.85; supper cover for dinner guests 50 cents (\$1 Saturdays); admission for dancing only, \$1.25 (\$1.50 Saturdays).

Horace Heidt and his large musical family have dropped into this popular hotel again, this time for a month, playing the dinner show in the main dining room and moving out into the breezy Beach Walk for the late dance sets and show. Due to the large bag of tricks the Heidt boys carry along, comparatively little has been spent for outside acts.

The 12 Dorothy Dorben girls, however, are retained in new production numbers and when caught Ted and Flo

### The Nation's Most Versatile Young Ballroom Team

## THE DE SYLVA TWIN JON & SYLVIA

### Commentators of the Dance

"... ARE GOING PLACES,"  
says The Billboard, July 12th:

"The De Sylva Twins, Jon and Sylvia, are going to go places, as their excellent sense of rhythm and timing matches their versatility, youthful exuberance, and showmanship. Billed as the Commentators of the Dance, they open with a Cinderella at the Ball number, a sparkling waltz. She scores heavily with a solo depicting a has-been star ballet dancer. Together the twins lead rhythm and act with the Congo Wall, which is sleekly bouncy. Encored with a whirlwind ballroom routine and had to come back for a sock clogs impasse. Kids are capably managed by Judith Lawton, who herself does some impressive singing in sweet and hot husky torch style. A dynamic blonde... selling her wares."

Currently 6th week at nationally famous  
Circus Aml, 331 Delaware Ave., Buffalo.

Personal Mgr., Judith Lawton.

# N.T.G.

MEANS

NILS THOR GRANLUND

Producer of Outstanding  
Girl Shows

and

NATION'S TOP GROSSES

Shows—economically produced—now  
available for hotels, cafes and  
theaters.

Now in 72nd Week

FLORENTINE GARDENS  
HOLLYWOOD, CALIFORNIA

# Night Club Reviews

Vallett, baton twirlers, stayed over from the last show as a feature in the opening flag-waving number. The team, young and capable, has a fast novel turn. The girls tap thru the routine in parade form, flashing flags in red, white, and blue.

Larry Cotton, tenor, did *Your Eyes Told Me So* and, with the assistance of Mimi Chahanne, soprano, and the band's singing ensemble, offered *Swing Low, Sweet Chariot* impressively.

Olis O'Toole, Heidt's mimic, has an attention-holding session concentrating on impressions of news commentators. Very topical. Could use better material, tho. Winds up with his familiar lip version of a tap dancer.

The girls return for a weighty tap version of the Orpheus overture, followed by Fred Lowery's standard whistling work and the finale in which Heidt repeats his one-man band novelty (traced by his boys) and finishes waxing patriotic to *God Bless America*. Too hodge-podge.

In the late show Burton Pierce, tap dancer with the Heidt unit; Ronnie Kemper, singer, and Donna and her Don Juans, harmony quartet, get their innings.

For dance purposes the Heidt band is still top, as evidenced by the enjoyment of the cash customers. The Four Right-hawks (bass, clarinet, guitar, and accordion) are the singing strollers during intermissions.

Orrin Tucker and Bonnie Baker, with Walter Donahue as show emcee, return August 8 for a month, followed by Henry Busse and then Wayne King.

Sam Honigberg.

## Gordon's, Beverly Hills, Calif.

Talent policy, continuous entertainment. Management: Mrs. Minnie Gordon. Drinks from 25 cents. Food at popular prices.

Some of the entertainers here have been on the pay roll for 18 months. Shows are put on in quick succession, each taking an hour and 40 minutes.

Show caught opened with a guest performer, Bob Hughes, a personable chap who recently closed at the Ambassador Hotel, singing *Marie Elena*. He was brought back for *My Sister and I* and *Dance*.

Howard Young, who knows how to get applause, emceed. He brought on Irene Dale, pretty brunette, to sing *When I'm Alone and Kiss Me Again*. Voice is fair, but she's cute and goes over big. Betty Brown, a pretty blonde, sang *Daddy, Oh Daddy* Costenango, and *Smarty*. Lacks voice but has plenty of personality.

Tony LaRue, a featured attraction, played a medley of Spanish tunes including *El Rancho Grande* on her accordion as an introduction to some swell work she marimba. Is good looking, knows her business, and goes over swell.

Phil Kay took over emceeing to introduce Young, who did *Princess Peepoly and Stardust*. He's good, but better on emceeing. Miss LaRue, an optical treat, was back with a four-mallet job on *Whispering*.

Kay brought down the house with his impression of news commentators. Following his act, he emceed a build-up for Edith Rogers Dahl, a platinum blonde, who walked on stage with her fiddle. Her vocal number was *Fifteen Minutes Every Day* *Belong to You*, which she did in French and English. Her fiddle numbers were *When a Gypsy Makes His Violin Cry* and a swing arrangement of *Blue Danube*. Encored was *Intermezzo*—and she told the story of how she saved Whitey Dahl, her husband, from execution by General Franco in Spain.

Show was closed by pretty Shirley Stewart, who sang *South American Way*, *Do I Worry*, and *There'll Be Some Changes Made*. Did all right, but is nothing to write home about.

There are no facilities for staging. Jack Lloyd, pianist, does a good job of accompanying the entertainers and the guests. Sam Abbott.

## Hotel Muehlebach, Terrace Grill, Kansas City

A floorshow which is undoubtedly one of the most unusual ever presented here is the *Star-Spangled Ice Revue*, which is now being offered at luncheon, dinner, and supper sessions of the Terrace Grill. It's the hotel's first ice show and is made up of a glittering array of versatile talent.

Skaters in the revue perform on a slab of ice no larger than a front parlor, but

manage to skate at amazing speeds and perform difficult tricks and spins.

Dot Frayne headlines the show. She is an Olympic champion and demonstrates that form in her specialty performances. Besides an undeniable ability at fancy skating, this girl has looks and personality which should help her to go a long way in the show world.

Show opens with the Four Majorettes performing an attractive routine while waving batons in time to march music. Then Miss Frayne, Knearl McCusker, and George Stewart offer *Flirtation on Ice*. Marge Burns, next, does some fancy figure skating and dances a jig on skates. McCusker and Marge O'Dell present a number, *Afterburgs on Ice*, in which they execute the eccentric dance motions common to this by-product of swing music.

Red Slesley is an excellent comic dancer; first as a Mexican caballero, then as a fire-eating Russian Cossack. He employs fantastic makeup and trick falls to achieve humorous effects.

George Stewart offers some breathtaking barrel-jumping stunts and Dot Frayne takes more bows by dancing a hornpipe.

Girls in the chorus are Marge Burns, Harriett Arvan, Armanda Stewart, and Bernice O'Dell.

Music is furnished by the Casa Manana orchestra, which also plays for dancing in the grill. Business is terrific.

Bob Locke.

## Silver Cloud, Chicago

Talent policy: Shows at 10:30, 12:30, and 2; dance band. Management: Jimmy Purcell and Eddie Pancek, operators. Prices: No cover or minimum.

This nabe spot is typical of many around town getting the increased small-change trade since the employment boom created by the defense program. The customers are welcome in open shirts and sweaters, and the prices are reasonable (beer 10 cents a glass). An elaborate, modern bar precedes the main room, which is neatly decorated.

Show caught was not up to the caliber offered in an average nabe nery. It included four single girl entertainers and the usual emcee, but there was little talent displayed.

Neal Clark is a stinging emcee with a voice of the Nick Lucas variety. His own specialty isn't bad at all, but his attempts at comedy are far from effective. Would be better off doing a straight act. His two songs delivered in a legit manner (*Starfish* and *Do I Worry*) rated attention.

Mary Marvella opened the show with an acrobatic tap and later returned to do a control number. La Verne contributes a marionette novelty and in a second spot offers an upside-down bumps specialty—quite a contrast.

Eleanor Daniels has a nice voice and her delivery of *While the Music Plays On* and *With a Twist of the Wrist* is good. A little more attention to her appearance would put her in a higher grade.

Rita Gray is a good looking brunette with good intentions, but that's about all. Her dance efforts to *Song of India* and an exotic parade to *Blue Indigo* are amateurish.

Carl Sholz (trumpet) fronts a four-piece combination for dance and show. Sam Honigberg.

## Paradise Club, Atlantic City

Talent policy: Dance and show band; production floorshows at 12 and 3; breakfast show Sundays at 8 a.m. Management: George Fogel and Max Uretzky, proprietors; Charlie Marano and Eddie Lieberman, managers; Harry Heller, press agent; Charlie Marano and Eddie Lieberman, show producers. Prices: Drinks from 50 cents; food a la carte; no minimum; no cover.

For 28 years now, claiming to be the oldest niter in the country, the Paradise still carries on as the top Harlem hoterie at this resort. It was here that Ethel Waters started, and this season marks the starting of Marano and Lieberman as top-ranking producers. That the two boys can spot septia talent is evidenced in their discovery of such names as the Nicholas Brothers, Ida May James, Stump and Stumpy, Bobby Evans, and a host of others.

Talent whipped together for the season's *Birds of Paradise* revue is true to the Harlem tradition—fast and furious for every second of its 90 minutes.

Line of 10 gets it going with *Swingtime Up in Harlem*, with mixed team of

Charlie and Dotty the songbirds for the production numbers. Candy and Pepper, two gals garbed in pants, pick it up with rhythmic taps. Mae Arthur, scaled in the soprano register, registers with pop wodge for *In the Dark*, *I Understand*, and *Daddy*.

First show-stop is Virginia Maple, who matches the introductory music of *A Pretty Girl Is Like a Melody* for an all-out strip dance.

Alto spotted badly, coming after the flash. Honi Coles is next on to dazzle with hoofology. Remembered as one of the Three Lucky Sevens team of old, he is a personable youngster who cuts some of the cleanest and fastest taps heard on any board. Beats out more talent than he sells, and definitely rates a top drawer. "Little Bits" brings on comic relief. Gal was featured here a decade ago and is staging a comeback and sells like a million. Devoted to double entendre, she delivers a sermon. *Over the Hill*, and the perennial *My Man of War*.

Chorus returns for a more reserved routine. Charlie and Dotty warbling *Apple Blossom Time*. Make way for mixed team of Tundeleya and Lopez for an exciting bit of love slave choreography. Dance sings the sideburns of any stodgy stoke.

Excitement continues with the blues singing of Victoria Vigil. Gal can shout the race blues with the best of them, and how-come the waxworks have been passing her up mystifies. Tees off with *I'm a Sweet Fat Mama*, in keeping with her proportions, and then show-stops with the recent race record rage, *Don't You Feel My Leg*. Gets real delia on the recall for *Dirty Rotten Blues*.

The Tampa Boys, next on, are newcomers in show circles and should follow the Marano-Lieberman path of the Nicholas lads and the others. Two youngsters whose juvenile enthusiasm and bubbling personality make another show-stop. Combine eccentric hoofing with kazoo and jug music.

Wilma Middleton, exceeding Kate Smith in proportions, ties the show in a knot after warbling *Gine, Baby, Gine*, and then going into a dance turn rippled with floor spits.

Bardu Ali, maestro, emceeds and provides the musical background with a solid dozen instrumentalists equally proficient on the groovy swingeroos and the subdued waltz.

Dance creations credited to Charlie Marano, with Eddie Lieberman providing the musical score. Line of gals includes Catharine Atkinson, Ethyl Love, Hazel Street, Jackie Bass, Catharine Davidson, Peregée Purnell, Thelma Prince, Ruth Epps, Marguerite Pugh, and Elvera Sanchez. M. H. Orodrenker.



★  
The lovely dancing  
of

JULIAN &  
MARJORI

currently featured  
RAINBOW ROOM  
ROCKEFELLER CENTER, N. Y.

Grateful Appreciation to  
John Roy.

—presenting their original dance  
version of the balcony scene from  
Shakespeare's ROMEO and JULIET.

## Westminster Hotel, Blue Room, Boston

**Talent policy:** Band for show and dancing. Shows at 7:30 and 10:30 p.m. Management: George Clark and Joseph McCarthy, co-managers. Louis, maître d'hôtel. Production by Harry Drake. Dances staged by Noel Sherman. Prices: Dinners from \$1.25. Drinks from 40 cents. Minimum, \$1.50. Saturdays, \$2.

This spot is getting a reputation for smart shows since Harry Drake began producing the offerings. Current bill ranks near the top.

Alice O'Leary, a fave among the club's nitery and radio audiences, is on hand to intro acts and sing a few songs. Her introductions are easy and pleasing, and she wastes no time. In the singing department, she is one of the top-notchers here, with great renditions of *A Little Bit North of South Carolina* and *Begin the Beguine*. Has ease and poise in addition to a great voice, and makes a decided hit.

Standout is the illusion and mental act offered by Lucille and Eddie Roberts. An engaging and attractive couple, they work effortlessly and with polish. Start with the simple bird cage illusion. Eddie works closely with the crowd, while Lucille goes thru the paper-tearing trick; novel paper sign coupled with a story in song to maintain interest makes this paper-tearing stunt far more compelling than the usual routine. Score with a substitution illusion, but receive greatest hand with their mind-reading routine. The speed with which they work keeps the crowd guessing, and they went off to a tremendous and well-deserved hand.

Paul Wink, a handsome young dancer, has a clever, swiftly paced routine that makes a great impression. Youngster works easily and has lots of class. Returns later with his partner, Edna May, in a beautiful dance routine. Youngsters have perfected the art of dancing together, also doing different routines, and a major portion of the act is in this style. The effect is good and both show talent.

Rounding out the show is a line of six girls, who appear in three numbers.

Drake, who handles the booking and production, has shown in the few months since he took over that he has a definite flair. Working with a more limited budget than the larger clubs, he still manages to put on one of the finest shows in town. **Mike Kaplan.**

## Astor Roof, Hotel Astor, New York

**Talent policy:** Dance band. Management: Robert Christenderry, managing director; Hy Gardner, publicity director. Prices: Dinner from \$2.

Following the second highly successful engagement of Tommy Dorsey in consecutive summers, this spot brought in Will Bradley and his orchestra for a four-week stand last Wednesday (16). For the first week of the Bradley run the podium boasted two bands, Ina Ray Hutton's male crew alternating on the stand while Bradley finished out a longer-than-expected five-week date at the Paramount Theater. Hutton ork filled the gaps while Bradley was on the stage across the street.

Astor Roof is sticking to its policy of no floor show this season, the dance music being the only entertainment lure. Bradleyites have a tough assignment following Dorsey, who repeated his tremendous success of last summer, but Will's outfit sounded solid on both swing and sweet on its opening last week. It will be hard for anyone, tho, to pull them in here the way Dorsey did.

Bradley band's assets are its boogie-woogie propensities, Ray McKinley's drumming and comedy vocals, Terry Allen's balladeering, Lynn Gardner's rhythm warbling, and the leader's tromboning. Each is excellent in its own way, and combined they afford plenty of

listening and dancing pleasure over a dinner or supper session.

Miss Hutton displayed a better band opening night than the one she fronted in this spot last summer following Dorsey's run a year ago. Ork has more style and polish, and Ina Ray's singing has improved likewise. The eye-appeal she affords on the stand is, of course, an old story.

Food, drinks, and service remain on the same high level here, and the room itself is still one of the town's most beautiful spots. **Daniel Richman.**

## Village Vanguard

**Talent policy:** Dance trio and floorshows at 10:30 and 12:30. Management: Max Gordon; press agents, Harry Davies and Jay Russell. Prices: Drinks from 40 cents; weekday minimum except Monday \$1. Fridays, Saturdays, and holidays, \$1.50.

This spot retains its former Bohemian character only in its more commercial aspects. It still goes for unconventional entertainment and consistently introduces new faces.

Current show, consisting of three acts, is topped by an authentic Trinidadian, Belle Rosette. The gal is a dusky charmer who appears in a garish rig. Has a pleasant and sometimes fiery personality and an okeh set of pipes. Shows up best in French numbers, which go over well. Her selection of calypso isn't of the best; there are better topical tunes extant. Should be an asset to the spot once she's sure of her ground.

Helen Thomas plays an eloquent swing harp, doing three numbers, one of them being the more pensive *Smoker Gets in Your Eyes*. There is plenty of sight in her act for this small place by watching her finger movements. Her shoulder shrugging during her hotter numbers is wholly unnecessary.

Gerónimo Villarino proficiently plays flamenco guitar, displaying deft fingering and tricky backboard technique. Vocalizing, however, is weak. He has an apparently untutored voice that is at its worst in the upper register. **Joe Cohen.**

## Oasis, Baltimore

**Talent policy:** Show and dance band, floorshows at 11 and 1. Management: Max Cohen, owner; Jay Jacobs, manager. Prices: Drinks from 50 cents, no cover or minimum.

Policy of knock-down drag-out floorshow, in vogue here for the past 16 years, remains unchanged. It's been a success and, since the patrons keep coming in ever-increasing numbers, there's little reason for changing.

An air of informality prevails, for it's a devil-may-care atmosphere. The 32 waitresses await their customers in addition to sitting and drinking with them, while 30 show girls also display a willingness to tamble with the stage.

Floorshow, if such it may be called, is long in numbers; runs for an hour and 15 minutes and brings forth a bevy of as many odd shapes and assorted sizes as has ever been gathered under one roof. With few exceptions, the presentation consists of girls and more girls, ages 16 to 60, but the percentage of pulchritude is considerably higher than in the past.

Production is masterfully ensued by Willie Gray, a past master at this art by reason of his 16 years' experience in this same spot. He kida the customers, while his remarks concerning the performers are devastating. However, regardless of the quality of the performance, Gray always manages to get a good round of applause.

Each girl is confined to one number. The singing contingent consists of Charlotte O'Brien, Helen Burke, Kitty Fay, and Jerry Sargent (these four having better than average eye appeal), Pat Lamont, Janet Hebert, Lois Baker, Ann Dyckler, and Battleship Maggie. Song greeted most enthusiastically was a deep blue ditty rendered by Kitty Fay.

The strip parade is headed by Dian Burton, supported by an army including Billy Watson, Ginger O'Day, Polly Harrigan, Joan Davis, Dorothy Lee, and Evelyn Gray. Some work smooth while others shake, but the assortment is large and varied enough to please most everyone; all the girls reveal classy bodies and peel to the G-string, which is as far as the law allows.

Three cute specialty dancers also display their individual wares. Franola Dawn excites the imagination with a sexy dance of the Nile, Audrey Ellis ap-

(See NIGHT CLUB REVIEW on page 21)

## Follow-Up Night Club Reviews

**WALDORF-ASTORIA HOTEL, STARLIGHT ROOF, NEW YORK.**—Addition of Frakson to the line-up here gives further strength to the sock talent. Frakson's magic stunts go over big, and provide the upper-crust patronage here with more than a few laughs and an incentive to applaud.

His stunts are all the more remarkable since his is practically surrounded by customers on all sides. Under those circumstances, his trick of making a large-sized portable radio disappear while tuned on is practically a miracle. This bit of legerdemain stopped the show cold.

Other tricks included the appearance of numerous cigarettes out of nowhere and a similar bit with coins falling into a champagne bucket. He encored with variations of handkerchief work.

Has a nice personality on the floor, his chatter being entertaining, and is able to get audience aid without making the customers conscious of their assistance. The rest of the show is up to Waldorf-Astoria standards, with Xavier Cugat's full-bodied and imaginative Latin rhythms, with a sprinkling of pops providing ear and hoof appeal. His draw in this room is unquestionable. Business is continuing on the sensational side.

Los Hermanos Williams, a gal doing vocal background while two lads deftly interpose tangos and afro work, are show-stoppers, as is the ivory-pounding of Evelyn Tanner. Even with the all-supper cover, layout is well worth the check. **Joe Cohen.**

**CONGRESS HOTEL, GLASS HAT, CHICAGO.**—Jerry Shelton, who recently completed a tour with voice and Yolanda, occupies the podium at this attractive spot with his four-piece combo, of which his accordion playing is the highlight. Besides Shelton and his squeeze-box there are Harry Hynda, piano; Danny Cassella, drums, and Russ Egert, tenor sax, clarinet, and violin.

The middle-class clientele of the Glass Hat wants danceable music, and Shelton has what they like. Catering to the Latin vogue, many of his tunes are rumbaa and tangoes, but he is equally at home with the popular ballads and novelty numbers. He has a size on his accordion, and has sidemen who are excellent musicians. Stinging with the band is Gloria Van, an attractive lass, who has a well-modulated voice. Only *Make Believe*, *The Hut-Sut* Song, and other numbers were put over nicely. **Green.**

## Club Talent

### New York:

ADELE INGE and Betty Rannow are additions to the New York ice show.

BELITA is scheduled to leave the New York show to open in Joe-Copacabana in Atlantic City, July 23. . . MILTON DOUGLAS opens Monday (21) at the Cafe Lounge of the Savoy Plaza. . .

TOMMY WONDER at the Versailles. Adelaide Moffet holds over. . . CASS FRANKLIN is the current emcee at the St. Moritz. . . JACQUELINE is the wandering accordionist at the Edison Hotel. . .

**Chicago:**

LLOYD AND WILLIS have followed Joe and Betty Lee into the Blackhawk Cafe. . . CLIFF HALL, tap dancer formerly known as Cliff Hollenbeck, goes into the next Palmer House show September 4. Merriell Abbot, Palmer House producer, will be back from Rio de Janeiro August 12. . . MONA LESLIE is topping a line-up of eight girl entertainers sailing for Panama August 2.

They have been set by Tommy Sacco for a run at the Cabaret Florida, Colon. Ten additional girls will sail August 16, Sacco says.

PEGGY FEARS succeeded Hildegarde at the Camelia House Tuesday (22). . . GALE SEXTET will be held over with the new show at Colosimo's. . .

ROGERS AND MORRIS moved into the Tic Tac Club, Milwaukee, August 15. . . JACQUELINE MIGNAC, recently at the Alhambra, Venice, goes in the new Club Monday (28). . . DANNY DAVIS, operator of the Airliner, Miami, in town looking for good cafe acts. . .

**Philadelphia:**

JERRY AND TURE return to Kallners' Little Rathskeller. . . CONCHITA AND ANTONIO make it the first for a Latin team at Stamp's Cafe. . . ELAINE ELLIS heads the new Yacht Club show; newcomers are Helen Wilson and Mona Alha. . . DARLENE brings her all-girl show to Carmen's Lido Venice, with featured billing to Carmachita. . . JOE CAMPO leaves Hopkins' Rathskeller this week to be inducted in the army. . . EDDIE SCHWARTZ makes his first local appearance at DiPinto's Cafe. . .

**Atlantic City:**

MARIE (BUTCH) AUSTIN shares the billing with radio's Jerry Cooper at Joe Moe's Bath and Turf Club. . . MARION POWERS newcomer at Hotel President's Round-the-World Room. . .

RENE LOUIS takes the emcee spot at Wyoming Cafe. . . AL HANCO added at Hon. Edickett's Dude Ranch. . . HELEN JERRICO and Howard Montgomery head the new revue at Chez-Paree. . . BARRY AND BANGLAY open at Hotel Traymore's Stratosphere Room. . . JACKIE RICHARDS and Vicki

Cooper at Paddock International. . . DIAMOND AND KRAMER and Sally Shaw at Gables Inn new show.

### Rio de Janeiro:

ROBERT EVANS, ventriloquist appearing in the Golden Room of the Casino Copacabana, entertained the American colony at the July 4 celebration held at Gave Country Club. . . NINA KORDA, U. S. singer, who has finished a 10-week engagement in the Golden Room of the Copacabana, has been booked into Casino Sao Vicente of the Ilha Porchala (Island of Porchala) at Santos, Brazil, for three weeks. . . POPULARITY of Brity Duchin has prompted management of Casino Copacabana to add a Sunday matinee dance session in addition to the regular shows. First to get under way (29) drew capacity crowd. . .

**Miami:**

UNTIL BILL JORDAN returns from California his Bar of Music is in the capable hands of Henry Neyle. . . MICHAEL DOYLE, who appeared in *Meet the People*, is set for a long engagement at the Bar of Music. A successful innovation at the Jordan spot is a "Morning Patrol," with Ray Oliver singing and playing old-time ballads on the accordion. Warner Harzman and Ed Whittemore, piano team, are on the same spot.

ROSE MARIE MACRILL, local lass who won the title Miss Florida of 1939, made her first night club appearance at Club Tepee. . . PROLICUS CLUB is scheduled to open shortly with a complete floorshow. . . AIR conditioners have started to exorcise the Wit's End. . . LENORE SMITH, a new afro dancer, has (See CLUB TALENT on page 24)

## JUST OUT!

### McNALLY'S BULLETIN No. 21

PRICE ONE DOLLAR  
NEW, BRIGHT, ORIGINAL CONCEPT  
For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club, Revue, Radio and Dance Band, Entertainers. Contains:  
15 Screening Monologues  
5 Rousing Acts for Two Males  
7 Original Acts for Male and Female  
30 Solo-Five Parodies  
Great Ventriloquist Act  
A Real-Five Female Act  
Trio, Quartet and Dance Specialty  
Musical Comedy, Tap and Burlesque  
16 Original Musical First-Parts  
McNally Minstrel Overtures  
5 Grand Minstrel Finales  
44 Sketches, Review Scenes, Dance Band Sketches, Hundreds of Jokes and Gags.  
Remember, McNALLY'S BULLETIN No. 21 is only one dollar; or will send you Bulletin Nos. 10, 11, 12, 13, 14, 15 and 17 for \$4.00 with money-back guarantee.

WM. McNALLY  
81 East 125th Street, New York

## ORLANDO

### 'The Juggling Duke'

at Buffalo's Sweeney's  
'CHEZ AMI'

Held Over 2nd Week

After another week at Buffalo's Sweeney's 'CHEZ AMI', the Juggling Duke has some surprisingly good stuff with balls, wood blocks, stacks, books, etc., and provided good entertainment.

Offers invited from Agents and Managers for "Chez Ami" send address to ORLANDO, Care of The Billboard, Cincinnati, Ohio.

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

A
Aron & Glance (Rainbow Room) NYC, nc.
Adair, Ted (Villa Venice) Chi, nc.
Adams, Joey (Memoriam) S. Fallsburg, N. Y., h.

B
Bailey Sisters (Beverly Hills) Newport, Ky, c.
Balewin & Bristol (Riverview Beach) Pennsylvania, N. J., p.
Baldwin, J. (Tower) Kansas City, Mo.

C
Callaway's Cab, Boys & Girls (Strand) NYC, t.
Calvert & Curtis (Young's Gap) Parkersville, N. Y., h.

D
D'Arcy, Jeanne (Essex House) NYC, h.
D'Arcy Girl; Lawrence, Mass.
Dahlberg, Milton (Leon & Eddie's) NYC, nc.

E
Eason, Otto (Strand) NYC, t.
Eberly, Bob (Sherman) Chi, nc.
Eckler, Gloria (Music Hall) NYC, t.

F
Farney, Evelyn (Shaw's) Buffalo, re.
Farr, Peggy (Draze) Chi, nc.
Fisher's Bob, Flyers (Forest) Genoa, O., p.

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE of Billboard
Acts-Units-Attractions
Routes

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

EXPLANATIONS OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; n-night club; pa-amusement park; re-restaurant; rs-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

DiGianno, Jane & Adam (Club Bali) Phila, nc.
Dixon, Gayer (18 Club) NYC, nc.
Dora, Cassandra (Agoe) Toledo, O., h.

E
Eason, Otto (Strand) NYC, t.
Eberly, Bob (Sherman) Chi, nc.
Eckler, Gloria (Music Hall) NYC, t.

F
Farney, Evelyn (Shaw's) Buffalo, re.
Farr, Peggy (Draze) Chi, nc.
Fisher's Bob, Flyers (Forest) Genoa, O., p.

G
Gall, Gail (Rhumba Casino) Chi, nc.
Gallo, Viola (Honeydew) NYC, nc. 31-31, h.

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

H
Hadley Dancers (Bismarck) Chi, h.
Hager, Clyde (Diamond Horseshoe) NYC, nc.

I
Ice, Steven (Weylin) NYC, h.
Irmgard & Alan (Club Bali) Miami, Fla., nc.

Jean, Louie (Fete's Monte Carlo Beach) NYC, nc.

POLLY JENKINS
And Her MUSICAL PLOWBOYS
July 27, Valley View Park, near York, Pa.
For dates and terms: JOHN SINGER, Mayfair Building, 701 7th Ave., N. Y. C.

Johnson, Pete (Cafe Society Uptown) NYC, nc.
Johnson, Fred (Show Club) Chi, nc.

THREE PEPPERS
Booked for 3rd Summer Season at
Marlinque Cafe, Wildwood, N. J.
Exclusive Management
JOLLY JOYCE
Earle Theater Bldg. Philadelphia, Penna.

Joy, Billy (Leon & Eddie's) NYC, nc.
Joyce, Audrey (Yacht Club) Phila, nc.

K
Kaahua's Hawaiians (Roosevelt) Pittsburgh, h.
Kane, Helen (Ben Marden's Riviera) Fort Lee, N. J., h.

L
Lamb, Gil (Lyrie) Indianapolis, t.
Landi, Ruth (Balmain) Daville, N. H., h.

M
MacFarland, Frank (Barney Gallan's) NYC, nc.
McNeill, Maggie (Ambassador East) Chi, h.

N
Nald, Nita (Diamond Horseshoe) NYC, nc.
Na Pa (Lexington) NYC, h.

Mangan Sisters (Diamond Horseshoe) NYC, nc.
Mann, June (Diamond Horseshoe) NYC, nc.
Maris, Follies (Los Angeles), t.
Marco & Romola (Jimmy Kelly) NYC, nc.

N
Nald, Nita (Diamond Horseshoe) NYC, nc.
Na Pa (Lexington) NYC, h.
Nevada, Vicki (Savoy) Des Moines, Ia., h.

P
Page & Noma (Tivoli) Sydney, Australia, July 27-Aug.
Palmer, Peggy (Jack & Bob's) Trenton, N. J., nc.

R
Ramirez, Carlos (Palmer House) Chi, h.
Ramos, Virginia (Club Bali) Phila, nc.

S
St. Clair & Durand (Zimmerman's Hungarian) NYC, nc.

DRAMATIC AND MUSICAL

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

Cabin in the Sky (Biltmore) Los Angeles.
Charles's Act, with Phil Baker (Garden Pier) Atlantic City, Chi, nc.

ICE SHOWS ON TOUR

Ice Follies of 1941, Shlipstad & Johnson's (Winterland) San Francisco, Calif.

# Ft. Benning To Book Flesh Shows Out of "PX" Profits

Planning to spend heavy dough for name bands and acts—AGVA producing 15-cent units for Penny camp—dancing circus set up for California selectees

FORT BENNING, Ga., July 19.—Believed to be the first encampment in the country that is pouring the profits of its Post Exchanges back to the soldiers in the form of flesh entertainment, this post of 50,000 men, under the lead of Maj. George A. Sossaman, morale officer, who is in charge of spending the profits from cigarettes, sodas, candy, etc., is planning to book top-notch shows with such profits. According to present plans, all of the money will be spent on entertainment, booking top-notch name bands and acts, with a new show to come in every 10 to 14 days and play for one or two nights. Sossaman, it was said, got the idea from the Citizens' Committee mobile unit that played the camp last month. Enlisted men gave it such an enthusiastic reception that morale officers of the camp decided to bring shows like this back at their own expense.

Shows are supposed to get under way in October, to be played outdoors at no cost to the men. However, when the cold weather sets in the 12 theaters on the grounds, seating 1,200 men each, will be used. There are, however, no stages in these theaters.

Present plans call for the booking of bands and acts at standard rates, with the army supplying transportation from Atlanta to the camp, a distance of 22 miles, and also housing and feeding everybody on the cuff. Morale officers are also trying to bring radio shows into the camp.

Reaction to the Citizens' Committee show that played the camp is the chief reason for this new move. Morale officers stated that they were surprised at the quality of the layout.

Many of the men in the camp have never before seen big-time entertainers in person. This, consequently, tends to provide a new flesh audience.

PHILADELPHIA, July 19.—AGVA-produced stage units, playing at a 15-cent admission, will again take in one-night stands at the recreation halls at Indian-town Gap, upstate military encampment. Shows were curtailed because of military maneuvers. Now that they are over, Maj. James S. Williams wrote this week to Dick Mayo, AGVA exec secretary here, asking that the units be returned.

First one will go out Monday (21), Mayo said, using seven acts "at liberty." Acts are paid AGVA minimums plus transportation and pay no commission

Saxon, Donald (Beverly Hills) Newport, Ky., 80.  
Scott, Hazel (Cafe Society Uptown) NYC, no.  
Shaffer, Troy (35th Street) Philadelphia, Pa.  
Shaw, Robert (Radio Hall) NYC, 25.  
Sharon, Lee (Pine Springs) Freshhold, N. Y., 70.

Sharon, Nita (Arliner Show Bar) Chi.  
Shes & Raymond (Earle) Phila.  
Simon, Hank & Arolie (Fair) Harrisburg, Ill., 30 (Fair) Arcola 21-Aug. 2.  
Simmons, Phil (West End Casino) West End, 70.

Smart, Gid. Three (Chicago) Chi. 1.  
Smith, William Bob (Tower) Kansas City, no.  
Sullivan Dick (Club Nomad) Atlantic City, no.

Tappa, Georgia (Rhumba Casino) Chi., no.  
Toll, Gladys (Loew's State) NYC, 1.  
Thomas, Earl (Armado's) NYC, 50.  
Toy & Wing (Rox) NYC, 1.  
Trixie (Earle) Phila., 1.  
Tucker, Sophie (Show Box) Seattle, no.

Valentine, George (Pine Springs) Freshhold, N. Y., 10.  
Vendetta, Tony (Pine Springs) Freshhold, N. Y., 10.  
Vermillion, Irene & Co. (Tower) Kansas City, Mo., 1.  
Victoria, Six (Rox) NYC, 1.

## W

Wallace Puppette (Nixon Cafe) Pittsburgh 21-28.  
Wells, Larry (Dudley) Salamanna, N. Y., h.  
Wences (Capitol) Washington 17-23, 1. (Bal Tabarin) San Francisco 29-Aug. 5, no.  
White, Buster, & Lottie Page (Earle) Washington, 1.  
Whittier, Charlie (Snowball (Loew's State) NYC, 1.  
Woland, Paul (Stanley) Pittsburgh, 1.  
Woland, Gloverville, N. Y.; Peabody, Mass., 29-Aug. 2.  
Woolsey & Claire (Palomar) Seattle, 1.  
Wright, Carl, Partners (Cambridge, Neb., 23-26 (Fair) LaFayette, Ill., 30-31.

## CARNIVAL

(Shows are for current week when no dates are given. In some instances possibly mailer points are listed.)  
Alamo Expo; Chelovene, Wyo.  
Allen, Fred; Lyons, N. Y.; Union Springs 28-Aug. 2.  
American Expo; (Fair) North Vernon, Ind.  
Antique Am. Co.; Blaney, S. C.

## A Break!

DES MOINES, Ia., July 19.—Night clubs and tavern operators get a break under the new beer law. Under the law a uniformed officer is required at all times in establishments that sell beer and permit dancing, the operator paying for the special officer. But someone requested an opinion from the attorney general's office as to who was going to pay for the cop's uniform. The attorney general ruled that the operator would not have to pay for the cop's uniform or even for his bond, also required.

## AGVA Test Case In Hirst Taboo

Phillips mentioned for New York AGVA post—Chicago spots sign

PHILADELPHIA, July 19.—Showdown is expected next week on whether Izzy Hirst can successfully blackmail burlesque principals from his burly wheel if they accept bookings at Carroll's Cafe here, niter offering burlesque with all its traditional trimmings for the floorshow. Isabel Brown, closing an engagement at Hirst's Troc Theater here tonight (19), signed a contract with Stanley Carroll to open at his niter Monday (21).

If Miss Brown fails to show up, as was the case last month with Crystal Ames, showdown with Hirst will be taken up by the actors' union. Miss Ames was placed on the AGVA unfair list when she canceled her Carroll's date, and was subsequently fined by the BAA, burly union. It is understood that Miss Ames is willing to fill her niter contract, having indicated so in a letter to Carroll. However, she hasn't put in her appearance yet.

According to Dick Mayo, executive secretary of the AGVA local here, if Miss Brown fails to live up to her contract because of alleged threats on the part of Hirst, a picket line will be thrown around the Troc here and Hirst's Globe Theater in Atlantic City. Miss Brown is not a member of AGVA; she holds a BAA card. Mayo also stated that Jimmy Walker, AGVA proxy here, is prepared to go to New York on Monday, if Miss Brown cancels, to have a showdown on the situation with the national BAA and AGVA officials.

Carroll, niter op, says that he has no objections to his acts working the Troc and sees no justification for Hirst's alleged practices. Hirst can't be reached for comment, and no one connected with his organization here would discuss the situation.

NEW YORK, July 19.—New York local of American Guild of Variety Artists is set to be revived, with Tom Phillips, head of the Brother Artists' Association, prominently mentioned for the executive secretary post.

A search is now being made for suitable quarters, the location to be oked by Gerald Griffin, national executive secretary. Among those authorized to keep on the lookout for a spot is Pety Wells, who recently preferred charges against Griffin with the Four A's. Wells charged that Griffin's connection with *The New York Enquirer*, of which he had been night club editor and ad solicitor, caused him to deal with night club ops in a dual capacity. Griffin was subsequently exonerated by the Four A's and in turn preferred charges against Wells for "conduct unbecoming a member."

Griffin's charges have not yet been formally dropped.

Phillips said yesterday that he had not been approached to head the New York local and could give no aid until he was asked to assume the post.

Griffin revealed this week that, beginning with the first week in August, the per capita tax to be remitted by all locals to the AGVA national will be cut from 40 per cent to 35 per cent.

Griffin said the desire for complete divorcement of the New York local from the national was behind the search for new quarters.

working smaller cafes. The progress is slow, but the spots are slowly falling in line. The latest is Yamies, where the six-days-a-week scale was boosted from \$25 to \$30 and the management, according to Irving, promised to establish a \$35 a week minimum starting September 1.

The AGVA controversy with Sam Roberts and Nick Bolla, unit producers who were accused of not paying their line girls the \$35 minimum during a recent date at the Lyric, Indianapolis, was turned over to the Entertainment Managers' Association of Chicago, local agent group, for settlement. Roberts kicked because, he claimed, other producers had shows there paying below minimum scales, yet he was singled out. A sum of \$50 is involved.

AGVA has given Count Berni Vigi the "go" sign, and he is reopening his unit at the Palace, Akron, O., Friday (25). According to AGVA, Berni Vigi paid off all acts and agreed to abide by all union rules and regulations.

CLEVELAND, July 19.—Les Golden, executive secretary of the Detroit local of American Guild of Variety Artists, has been loaned to the Cleveland chapter for four weeks, until a successor to Charles Nelson is appointed.

Nelson resigned last week, ascribing as his reason the constant squabbling with the Entertainment Managers' Association here.

Gerald Griffin, national executive secretary, was in town last week to confer on the situation.

MINNEAPOLIS, July 19.—With negotiations between Local 3 of American Guild of Variety Artists and Curly's Cafe here at a standstill, Ted Brown Aich, business agent for AGVA local, threatened to picket the niter Tuesday morning unless a settlement is made.

Under State law, unions cannot picket until 10 days after filing a strike notice. That period will expire Tuesday.

Curly's balked at signing, protesting against clauses which provide that the cafe must furnish costumes for the chorus, special garb for principals, and transportation.

Aich said AGVA's threatened picket line has the approval of the policy committee of Central Labor Union, of which the actors' local is a member.

Meanwhile, Aich has approved a 10-day extension of time for negotiations with the Happy Hour, another of the four night clubs served with strike notices. The other two are Angeles Cafe and Delaney's Bar. The no-strike period on all three now expires July 25.

## Material Protection Bureau

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

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

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

Attach the sealed packet to a letter asking that it be registered in The Billboard's Material Protection Bureau, and send them both, together with return postage, to Elias K. Sugarman, The Billboard's Material Protection Bureau, 8th Floor, Palace Theater Building, New York City.

Upon receipt, the packet will be dated and filed away under your name. The Billboard takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

## Get This New Material NOW!

10 sure-fire Parodies with terrific song punch lines on late song hits, \$5. A brand-new Ventriloquist Act—new "dancing into the Arms" bit. A Genational New Monarchs for an Encore with terrific gag on current topics, \$5. 10 New Comic Recitations, \$5. "Yours" issue in every issue of this new material. Send for it NOW! H. PYLE, 165 W. 52nd St., New York City

## Loew's State, New York

(Reviewed Friday Evening, July 18)

The Ted Lewis unit at the State was playing to excellent business when caught. The master showman still drags them in and is still a crowd pleaser, despite the fact that audiences are very familiar with Lewis's brand of corn. Corn it is, and Lewis freely admits it with both words and antics—but it's showmanly, and that provides the payoff.

Unit is very similar to what it was when Lewis last played the State, despite addition of a few new faces.

Lewis opens with serio-comic take-off on himself and his brand of entertainment, does his St. Louis Blues number, supported by the band and throws off a couple of engaging turns with Charles "Snowball" Whittier. These include the familiar *Me and My Shadow* turn. Whittier also hums, and renders assorted comedy and singing, including a version of Al Jolson.

Specialties include the Le Ann Sisters, four girls, who warble. They are just fair. Another vocalist, Gladys Toll, waded two or three numbers. Also just fair.

Kay, Katya, and Kay, two-men-and-one-girl ballroom team, scored solidly in two numbers. First was a waltz, followed by a medley, eccentric routine which included acro. This second turn is imaginative and impressive.

Geraldine Ross, very tall blond comedienne, did hoké singing, posturing, and closed with strong acro. Seems to have a good potential talent for assorted non-sense and will probably develop very well.

Another of the better performers was Louise Glenn, ballerina who appeared twice, giving the unit a bit of class. Miss Glenn displayed good technique and control.

Rumba and conga number toward the close, with Jean Blance, brunette, doing most of the dancing. This session develops quite a bit of color, melody, and action and is on the credit side of the ledger.

Closer includes the familiar peanuts routine, Lewis throwing them out to the audience.

Typical Lewis show, with Lewis carrying most of the entertainment with mannerisms, gags, and all-round showmanship.

Pic, *One Night in Lisbon*,  
Paul Ackerman.

## State-Lake, Chicago

(Reviewed Friday Afternoon, July 18)

The Rossilianos, Polish dance team featured in the across-the-street Chicago some six weeks ago, have moved into this popular priced home for a week to draw the mass trade from the large Polish population here. Judging by the capacity house at the end of the first show opening day, business will be above average. Twelve of the 16 Dorothy Hild Girls featured in the production numbers at the Chicago with the Rossilianos are repeating the routines but, because of the smaller stage, are not as impressive as they were originally.

The Rossilianos close the bill with their Polish Village Festival, a colorful concoction of native dances. Their numbers have been designed to please a modern audience and at the same time will thrill the Poles who long to see native routines before an authentic background. Work in costume and make a gay, charming appearance.

Girls open the show with a light nautical number followed by the Four Franks in a hodge-podge of musical novelty, comedy, and dancing. Construct-

Princess and Baby  
**YVONNE**  
"PSYCHIC WONDERS"  
"AN EVENING OFFICE SENSATION"  
with DOC. M. IRVING  
433 Roosevelt Blvd., Phila. Pa.

**HAL**  
**HAWLARD**  
International Prestidigitateur  
Address:  
THE BILLBOARD, 1564 BROADWAY,  
NEW YORK CITY

tion of the act is not solid, but many of the bits on hand are good applause winners. The two boys and one of the two girls open with some triple-tongue playing on trumpets and a sax, followed by the blond femme in a comic Egyptian dance, set in jeterbug style. The neck-breaking couch scene now features a take-off of Clark Gable and Vivian Leigh. Finish with some race track speed tapping, fronted by the brunette with a session of Russian footsteps. Good hand.

Mayay and Brach have a great unicycle balancing and juggling novelty. While the man does most of the heavy work, the blond femme spices up the act with a cute figure and well-timed assistance. Employ three unicycles of varied sizes for a good exhibition of riding and balancing tricks. Highlight is Brach's juggling of hoops, finishing with 11 of them spinning in different erections. Fine flash.

Charles Newman, harmonica player, fronts the line for a conga routine and precedes this turn with a couple of Latin tunes that lack salesmanship. Ability to play an harmonica these days is not unusual.

Buck and Bubbles, next to closing, turned on their seasoned showmanship and had no trouble stopping the show. Turn starts slowly but builds like wild-fire and, despite their hackneyed formula, measure up with the more modern colored duos and trios and wind up at the head of the race. Piano music, dancing, and eccentric singing still take up the lion's share of the act.

On a rubber McGee and Molly in *This Way Please*, a revival.  
Sam Hontsberg.

## Paramount, Los Angeles

(Reviewed Friday Afternoon, July 18)

Venities of 1941, an Earl Carroll revue doubling from his theater-restaurant in near-by Hollywood, is the stage offering with Bob Hope in *Caught in the Draft* held over for the fourth week and augmented with *Forced Landing*. Girl show is fair with the Slate Brothers, Buster Shaver with Olive and George, the Wiere Brothers, and Jean Devereaux furnishing the real entertainment. Production numbers are few and far between and Carroll doesn't show his hand until the patriotic finale.

Using a pit band this week, show opens with seven men strolling on the stage, followed by 18 girls and an additional six with flags. Black light is used to bring out the stripes in the flags. Passable.

Slate Brothers wow the audience from the time they take the stage until the time they leave it. Demonstration of three political meetings at city hall, three chorus boys on Hollywood Boulevard, and three wrestlers very good. *Buy American*, a song that ends when one of the Slate boys is undressed to find "made in Japan" on the seat of his shorts got a big hand.

Fay Carroll was on for a song. Pretty enough to make you wince bifocals. Olive and George, midsize, on for a minute and interlude of swing. Olive did swell on *What Do You Do to Me, Darling?* Shaver's dance with Olive was nearly a show-stop.

Slate Brothers in camp good but not up to their other stuff. Six tumblers came on for some fast flips that drew a big hand.

Wiere Brothers, in a deadpan manner, did a few steps, and then took up violins for an Alphonse and Gaston act. Mimicked by Shaver and George for a swell hand.

Jean Devereaux did a bubble dance and later some ballet work with her proucting clicking solidly.

Finale was a patriotic number with Carroll's girls in red, white, and blue costumes.

House good when caught.  
Sam Abbott.

## Earle, Philadelphia

(Reviewed Friday Evening, July 18)

Falling to register excitement at the box office with some of the top bands, this house started showing favoritism for the in-persons from the screen factories. But patrons not sharing in that favor, Manager Hal Seidenberg is taking back the tootlers. And this trip shows that Seidenberg's showmanly judgment has embarked on a new lease on life.

For this stretch stage is given over to Harry James. It was at local hotel that the trumpet ace first broke in his hand several years back after leaving Benny

## Vaudeville Reviews

Goodman to go on his own. This is his first stage bow here. And this time with a crew that satisfies both tastes, blowing sweet and hot, James rings the bell decidedly with a force that augurs widening the gulf of his fans and followers.

With a string quartet to balance the boiling point of the brasses, large band of 18 showcases their own capabilities as well as that of the maestro. Credit line is also rated by Manager Seidenberg for both the setting and lighting effects to enhance the musical moments.

His hot horn very much a factor for every opus, James takes two solo spots to polish his Gabriel horn. And his technical perfection for *Flight of the Bumble Bee* and *Carnival of Venice*, both standard with the maestro, leaves no question in mind that James is about the best bugler on the board. However, from the standpoint of showmanly values, James would do well to play for the folks out front and not bug the bandstand.

For the adoration of the swing element, band has its moments in riding for *Daddy, Aurora, Music Makers, Old Men River*, and *Two O'Clock Jump*.

On the sweeter side, band has the advantage of the song-selling capabilities of lovely Lynn Richards and Dick Haymes for *On the Santa Fe Trail, More Than You Know*, and *You Made Me Love You*.

Two standard variety turns support and both give excellent accounts of themselves. First is Trisix, youthful blonde, who contributes clever juggling feats with rubber balls and plates. Literally, a Serge Flash in skirts. For the comedy moment, eccentric hoofology of Sam and Raymond, male team, makes for a show-stop. Clown with the aid of mantillas and vegetable-laden turbans to make merry with the South American steps. Both lads lumber-limbed, team turns in a sock score.

For the first time this season screen assumes the same major proportions as the stage, offering *The Big Store*. House packed solid at late supper show caught.  
M. H. Orodener.

## Olympia, Miami

(Reviewed Thursday Evening, July 17)

Herbert Marks has lined up a good show; well balanced and the fastest-paced of the season to date. At Weiss is experimenting with summer vaude. If it earns it keep it stays, otherwise its out.

Top billing goes to Marjorie Gainsworth, whose soprano pipes dished out a variety of songs from neo-classicism to modern swing. The audience received *Lo, Hear the Gentle Lark* with the same enthusiasm as *How Does He Look?* and *Did He Ask About Me?* It's a difficult project attempting to please every taste but the patrons were with her.

Alan Carney smees and does surprisingly well, burlesquing movie characters and labor agitators from Union Square. Carney is more than a mimic, he is an artist. His repertoire is ample, timely, and smacks of good taste.

Chris Cross, assisted by his dummy, Leola, opens the best act presented. Shows in a new time. His best number is done with a minstrel puppet, illuminated in varied colors, in a black-out singing *If I Didn't Care*, slanted after the fashion of the Four Inkspots.

The Statler Twins, neat young lassies doubling at the Hollywood Beach Hotel, offer three sound dance routines. A good enough act for a cafe and a little more salt-and-pepper would give it the right seasoning to put it across in a theater. The act was hardly introduced before the audience realized it was over.

The Arnaut Brothers close with a novelty whistling-bird act and some violin buffoonery that's novel and clever. The Arnauts, pioneers of the talking-bird school of hoke, have played the Olympia at least a dozen times. They clown with their fiddies, dance to their own music, and end up to the complete satisfaction of the patrons.

Pic, *Kisses for Breakfast*,  
Harry B. Kind.

## Music Hall, New York

(Reviewed Thursday Evening, July 17)

The Music Hall production staff, relieved of the responsibility of having to prepare a new show weekly due to the longer running bill, is getting an opportunity to catch up with itself. Current show, while in the same groove as previous presentations, shows more imagination and more attention to details.

New bill also looks like a long-time occupant, pic, *Toin, Dick, and Harry*, got

raves that are building the box office up to a terrific bonanza.

Show is typically summerish and light, in keeping with the spirit of the film. Opener is by the ballet corps in a beautifully staged affair set on a highly polished surface to simulate a lily pond. Naturally, the lilies contain the coryphees. Soloists are Marina Lord and Hilda Eklar, both of whom do some fine terping.

A change of pace is given with the piano work of Francis Carter and Arthur Bowie. The septa pair work in the pit, with the two piano rising to give them advantageous spots. Did two numbers, both of which showed excellent technique. Got a big hand.

In a stag party setting the Glee Club does a medley of songs, with Robert Shanley fronting. Shanley's solo is *The Bells of St. Mary's*. Got a nice hand. The choir's entrance is novel, the group going thru a revolving door with each taking a line of clever lyrics by Albert Stillman on the novelty of making such an entrance.

With the Glee Club in the background, Hal Le Roy and Gil Malson come on. Le Roy does a pair of tap numbers in his usual proficient manner, while Malson, billed as a single and lacking the services of the other half of the team, Bernie, socks at audience misbehavior with his polished dog and monkey act. This is his second Broadway vaudeo-filmer appearance within a month; he completed a run at the Roxy recently.

The Rockettes wind up the show with their excellent precision work. The Glee Club gives vocal support and the wings.  
Joe Cohen.

## Chicago, Chicago

(Reviewed Friday Afternoon, July 18)

Stage and screen are pretty equally matched this week. On the stage it's Sammy Kaye all the way, and with Don Ameche and Betty Grable in *Moon Over Miami* in technicolor on the screen, the house should have a lush week. Kaye has a likable personality that projects itself to the audience without the aid of any extraneous monkeyshines, and his boys, most of them youngsters, are capable musicians and entertainers.

Show opens with the band playing *The Hut-Suf Song*, with a trio vocalizing. Marty McKenna follows with a Kaye number, *Musical Sunset*, beautifully sung and carrying a hand. The Three Smart Girls, tap and acro combo, present an entertaining routine. Arthur Wright's excellent rendition of *Unfit Tomorrow* is followed by the band playing a Gypsy medley featuring *My Little Gypsy Sweetheart*, with the Three Smart Girls doing a tambourine dance. Band then does a black-out number in which the boys go thru a clever routine with *Chop-choop* music, the finale forming the initials "S. K."

Tommy Ryan, vocalist of the crooner type, came close to stopping the show, *Sang I Understand*, *When They Begin the Beguine*, and *My Baddy*, and endeared with the novelty song, *Daddy*.

Billy DeWolfe, satirist, scored a hit with his impressions, which included Lon Chaney, a woman arranging her hair, and Boris Karloff. A clever artist.

Show closes with Kaye's familiar stunt, *So You Want to Lead a Band*, in which four persons from the audience are invited to the stage to lead the band. Good for plenty of laughs. Nat Green.

## Roxy, New York

(Reviewed Friday Evening, July 18)

There isn't anything wrong with the individual turns which comprise this week's flesh bill, but the shabby production effect dulls the presentation.

The Six Victorias, bicycle act, open unexcitingly until the appearance of a tramp cyclist who lifts the turn out of the doldrums. From then on it is a series of fast-pedaling acrobatics and expert unicycle work, finishing off with the entire company riding one cycle and blowing parade horns.

Peg Leg Bates can always be depended upon for a sock bit of showmanship, which he projects very aptly with his wooden-legged tap dancing and bouncing around on his solo gam. Show-stopped.

Making their Broadway vaude bow, H. L. Jack, and the Dame, a radio string quartet, took off with *It's a Wonderful Life* into novelty, *Shoo Fly*, *Don't Bother Me*, which they put across in swell fashion. Team, three guys and one gal, work in a quiet, smooth fashion, but lacks that final sock. Ended with *Daddy*. The kids are clean and good looking, project well from the stage, but lack showmanly arrangements.

Also in the show-stopping depart-

ment were the smooth, eloquent dances of Enrico and Novello, who started off with a waltz and broke into a waltz that sent the house whistling. It's a shame they were only permitted two numbers.

Closer, Cookie Bowers, tears the house down with his impersonations of a guy chewing an apple and telling him how to get to Coney Island, plus a series of other Brooklyn intellectuals.

See Foster Girls go thru two numbers, one a 40-second routine with pianos, and the second on a dark stage with the girls dressed in fluorescent costumes (Music Hall did this a few weeks ago but on another theme). The number called for spot precision and timing, but so many of the girls were off that it threw everything out of gear.

Paul Ash works most of the show from the stage when he emcees, but ends up in the pit. The Ash boys do masterful job of show-backing.

Pic, Dance Hall (20th Century-Fox), is no help.

House thin opening night. Zett.

## Orpheum, Los Angeles

(Reviewed Thursday Evening, July 17)

Vaude bill at the Orpheum this week takes on the air of a three-ring circus. While there isn't an act in it that the management considered worthy of billing on the marquee, there is plenty of talent.

Program opens with Al Lyons and His Orpheum Orchestra, marking the fourth year for the maestro. Turn gives each man a chance to show off and Till Kenelle is an all-out number as is *The Hot-Sut Song*, with Lyons taking the vocals in fine fashion on the latter tune.

Winnie Parker, a personable young lady who won the *Hollywood Showcase* contest last week, is on for *These Things You Left Me*. Does crotch, Faye and Wellington, suave dance team, followed as hand struck up *Easter Parade*. Turn drags until they start doing flips, using parasol and cane as supports. Joe and Josephine College dance well received as were the acrobatics.

Max and his gang of six dogs got plenty of applause. Max does a soft shoe to introduce the act. Dogs hop backwards and mimic their master's jumps and steps. Tops.

Ruth Lloyd, pretty organist and harpist with Lyons's band, played and sang *Goofy Geer*, *He Plays By Ear*. Her piano work is better than her vocalizing. Lyons joined her for a twin piano workout on *Nois*. Pleased.

Ray Davis can't sing, so he let records do it for him. He graduated for *Colonna* on *Sonny Boy*, Cyril Smith on the *Son Song*, and Wee Bonnie Baker on *You'd Be Surprised*. Okeh.

Show was brought to a sock finish by the Fung Wong troupe, four Jack balancing and bar artists. Leader balanced four twirling plates on sticks while he did head stands and other tricks such as balancing the sticks between his legs. Act's high spot was balancing work atop seven chairs stacked one above the other. Plenty of suspense here and work is exceptional. Good bar work ended the turn.

On the screen, *West Point Widow* and *Lady From Louisiana*.

Three-quarter house when caught. Sam Abbott.

## Pa. Minor Bill Extended

HARRISBURG, Pa., July 19.—Pennsylvania legislation originally aimed at eliminating minor entertainers in night spots has been extended to taboo employment of talent under 18 years of age as entertainers in dance halls.

Other changes in the bill would make person having custody of child talent equally liable with manager of dance or niterly for violation of the 18-year law. Maximum fine: \$100 or three months in jail.

RAJAH RABOUD shares honors with Lon Breeze and band at the State-Lake, Chicago, week of August 8.

## HOLD AUDIENCES SPELLBOUND WITH STROBLITE

Luminous colors that glow in dark. Produce spectacular effects on costumes, scenery, Lobby Displays, Night Club Decorations, etc.

STROBLITE CO., Dept. B-7, 35 W. 52, N. Y.

## ACTS, SKITS, GAGS MINSTRELS

Give ANNE'S COMPLETE MINSTREL SHOW. 50-60 LINED HOP FARDOLERS. 41-120 ACTS AND ZONES. 100-150 ACTS. REPRODUCTION. \$1-26 HITS AND BLACKOUTS. \$1-10 PUNNY MINSTREL. \$1-10 NEW TALKING ACTS. \$1-10 E. L. GAMBLE, Playwright, East Liverpool, O.

# Americans a Terrific Hit in Rio's Casinos and Niteries

U. S. talent dominating—Duchin top puller at Copacabana—Yankee chorus girls the favorites—names pull in gambling casinos—three vaude houses

By JAMES C. McLEAN

RIO DE JANEIRO, July 19.—With the current night club season well under way, Rio's three casinos are making a strong bid for biz, which continues at a steady pace. Extra newspaper space has been taken to attract the tourist trade, which has been big all season. This includes big spenders, due to the fact that the U. S. dollar has a great purchasing value down here. The present rate of exchange is about 20 or 21 mil-reta to the dollar. The Moore-McCormack steamships from New York to Buenos Aires lay over here for two days, the Delta Line ships from New Orleans to Buenos Aires remain two and three days, and after the long sea voyage tourists are ready for shore leave and a spending holiday.

Usually turn-away biz at all casinos on these nights. Present attractions are all good gross pullers, with Eddy Duchin and band leading the field. Duchin, surrounded by an all-American show, including June Robbins, Robert Evans, and Merrill Abbott girls (8), has been doing a capacity biz since opening June 29 in the Casino Copacabana. An extra matinee and tea dance session have been added. Duchin is in for eight weeks with option.

Urcia Casino, which went in for expensive expenditures by installing an ice rink for the first ice show to appear in Brazil, is also doing great biz. Show set by William Morris office, New York, includes Maribel Winans, Alis Hurd, Bill and Betty Wade, Gaby Owens, and a line of skaters. Jose Mojica, of RKO pictures, was added to the current show, opening July 7.

Casino Atlantico has added Adelina Garcia, Mexican singer, and Gonzalo Curiel, composer, to its show, which includes Eunice Healey, A. Robins, and the Glamour Girls (13) from the States.

Across the bay in Niteroi-biz holds up well at the Casino Icarai, under same management as Urcia. Acts frequently double from Urcia or after concluding Urcia date ferry over for additional playing time in Niteroi.

At Petropolis, a mountain resort about an hour's drive from Rio, the casinos use acts during the summer months (November to March) and have a generous budget for talent. The casinos in Rio, during the summer months, operate on a reduced budget. All management rely on the drawing power of attractions to pull in the customers. Often a good show without a name will raise the grosses, but it takes a name to get the big cash. Food and drinks are reasonably priced and, while the biz may be good in the cafe or grill room, it is usually the gambling rooms that pay the freight. Gambling is legal here, the casinos being licensed by the federal government and taxed accordingly. Tax revenue from the Atlantico, Copacabana, and Urcia yielded more than 15,000 contos to the municipal government last year.

Talent from U. S. has predominated to date, while many acts have been booked from the Argentine, Mexico, Cuba, and Brazil. Prior to the present situation in Europe, almost all talent was booked from European countries, but with that market practically closed the local bookers seek other fields in the Western Hemisphere. Cariocans (Rio citizens) prefer from the U. S. girl lines, ballroom teams, comedy eight acts, and singers. An exception to these preferences is Robert Evans, ventriloquist, currently in the show at the Copacabana, who is a decided hit. Copa crowd speaks and understands English, which makes it easy for Evans and his rapid cross-fire chatter with the dummy. G. S. girl lines are very popular here, some groups coming down on a six-week contract and remaining for over a year. Performers from the States generally like the city. The cost of living is quite reasonable, even tho it has advanced during the past year. Salaries are paid in U. S. currency and the pay-off is certain.

There are several sidewalk cafes along the Avenue Atlantico. In Copacabana, some using local bands of four and five pieces, occasionally a local singer.

In the vaudeville field, there are three houses that go in for stage fare along with single features. The Colonial, in downtown Rio, has been playing stage shows since adopting the combo policy last March. Talent, booked locally, consists of Brazilian and European acts which were here prior to the outbreak

ADV.

# "Packaging" Telegraph Service

Many goods are sold in packages, not only to protect them and to identify them, but because attractive packages can make us favor certain products in preference to others which are not as well put up. The same rules which apply to packaging of foodstuffs, cigarettes and many other products also apply to Western Union telegrams. Telegrams are "packaged" for three principal reasons: to protect their contents, to identify their contents, and to give them an attention-compelling quality which no other written communication has.

Just as many articles are packaged to protect their contents from deterioration, telegrams are packaged to protect the secrecy of their contents—one of the important attributes of telegrams.

Packaging for identification is also a prime necessity for telegrams. If a telegraph messenger were to deliver a telegram written on a plain piece of paper, enclosed in a plain envelope, the average person would refuse to accept it as a genuine telegram. On the other hand, if the same message were delivered on a yellow telegram form in a distinctive telegram envelope, there would be no question because the communication would then be properly "packaged."

Attractive packaging has today become a vital sales asset of Western Union telegrams. The introduction of decorated telegrams in 1910 for holiday greetings opened a great new market for telegraph service. This first decorated telegram "package" was in seasonal red and green Christmas colors. Its distinctive dress told the recipient it was a seasonal greeting and not a business telegram. It was the first "good news" telegram which introduced the telegram as the proper medium for social correspondence. Public acceptance of this "package" was so favorable that distinctive telegrams for many occasions soon followed.

Today, outstanding American artists and illustrators such as Norman Rockwell, Franklin Booth, Tom Lamb, N. C. Wyeth, Ronald McKenzie and Walter Beach Humphreys have been employed to "style" modern Western Union's social telegrams for Christmas, St. Valentine's Day, Easter and other holidays, as well as telegrams for weddings, birthdays, and many other occasions. Thus, attractive packaging, coupled with low rates, established a new market for Western Union service.

TELEGRAPHIC GIFT ORDERS cost only 50c for \$10 or less. Selected telegram included.

## Top Act Shortage Causes Chi Vaude Booking Headache

CHICAGO, July 19.—A dangerous shortage of good stage attractions is the chief cause of last-minute bookings, local bookers say. With the exception of several band units which set weeks in advance, few box-office shows on the road today can be bought weeks ahead of the scheduled date, they maintain. As a result many shows for the Chicago and State-Lake theaters here are not set before Tuesday or Wednesday for a Friday opening. The Balaban & Katz bookers, Nate Platt and Warnie Jones, serving these houses, scan every possible attraction submitted to the office and hold off as late as possible before buying anything.

Current State-Lake bill was set Tuesday. It was decided to play the Roschlanos, Polish dance team, only six weeks after their appearance in the Chicago Theater, since they had attracted many Polish customers during their first run. Show to follow will probably not be set until two or three days before its opening date.

Chicago has a couple of things booked ahead, but a number of open weeks are left in between. Many will be filled at deadline time.

## Review of Unit Andrews Sisters and Joe Venuti's Band

(Reviewed at Palace Theater, Akron, Monday Evening, July 14)

The Andrews Sisters and Joe Venuti's band, plus a couple of standard turns, made this bill an entertaining one. The show is long on swing and directed to exert its strongest appeal to jitterbug—and was entirely successful.

The Andrews Sisters have perfectly blended voices for the 1941 pop songs, and are mistresses of rhythm without equal among the gal trio. Add to this a peppy performance.

Venuti arranged a group of novelties that registered well with the audience. His band is well balanced, and almost any member of the ensemble is capable of stepping out front for an individual bit.

Pat Henning and Betty Rays offer a patter and tumbling act that is broad comedy, fast and funny. Henning's burlesque of the movie star mimos is impudic enough to merit all the loud laughter it gets—and that is a lot.

Carol King is a ballerina of exceptional grace and has a dance of unusual beauty.

Screen entertainment, *There's Magic in Music* (Para). Rex McConnel.

# THE BILLBOARD Music Popularity Charts

## Records Most Played by Disk Jockeys

Based on reports received August 29, 30 and 31

Records listed here in numerical order are played over the greatest number of records shown. List is based on regular four weekly shows among disk jockeys through the country. Charts shown in this chart, after additional records or items listed here will be found in the *Hotter 100*, *Music Popularity Chart*, Part 2. (P) Indicates item is from a flip; (M) indicates item is from a single master.

POSITION	Weeks Last 10	Weeks (This to date)	Title	Artist	Label
10	1	1	COME ON A MY HOUSE	R. Clooney	Capitol
8	3	2	BECAUSE OF YOU	T. Bennett	Capitol
21	2	3	TOO YOUNG	Nat (King) Cole	Capitol
3	5	4	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Capitol
10	4	5	SWEET VIOLETS	D. Shore	Mercury
4	16	6	WHILE YOU DANCED, DANCED, DANCED	G. Gibbs	Mercury
14	14	7	I GET IDEAS	T. Martin	Capitol
2	17	8	WHISPERING	L. Paul	Capitol
19	6	9	JEZEBEL	F. LaRue	Capitol
4	10	9	BELLE, BELLE, MY LIBERTY BELLE	G. Mitchell-M. Miller	Capitol
2	21	9	CASTLE ROCK	H. James F. Smith	Capitol
11	7	12	SHANGHAI	D. Day-P. Weston	Capitol
13	15	13	I'M IN LOVE AGAIN	A. Stevens-H. Rose	Capitol
14	9	14	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Capitol
6	15	15	COME ON A MY HOUSE	K. Starr	Capitol
4	21	15	BECAUSE OF YOU	L. Baxter	Capitol
5	13	17	COLD, COLD HEART	T. Bennett	Capitol
20	12	18	LOVELIEST NIGHT OF THE YEAR	M. Lanza	Capitol
4	—	19	IN THE COOL, COOL, COOL OF THE EVENING	Bing Crosby J. Wyman	Capitol
6	11	20	VANITY	D. Cherry	Capitol
4	19	21	GIMME A LITTLE KISS	A. Stevens-H. Rose	Capitol
1	—	21	I GET IDEAS	P. Lee	Capitol
1	—	21	SHANGHAI	Bing Crosby	Capitol
2	27	24	MUSICIANS	D. Shore-B. Hutton-T. Martin-P. Harris	Capitol
3	—	24	BECAUSE OF YOU	J. Peerce	Capitol
15	26	24	LONGING FOR YOU	V. Demone	Mercury
2	29	27	DOWN YONDER	Del Wood	Tennessee
1	—	27	CASTLE ROCK	Fantone Sisters	Capitol
2	29	29	DEFOUR	P. Page	Mercury
5	—	30	I'VE GOT YOU UNDER MY SKIN	S. Freberg	Capitol
4	—	30	Laura	J. Kenyon	Capitol
1	—	30	BECAUSE OF YOU	S. Desmond	Mercury
1	—	30	WAY UP IN NORTH CAROLINA	Bellefleur	Mercury

## VOX JOX

### Preams

Ken Elliott, ex-WCRB, Waltham, Mass., is now spinning disks and editing news at WTAO, Cambridge, Mass. Ex musician Frank White has taken over as musical director of KMYR, Denver, Colo., along with his deejay chores and staff piano work. Tal Hood has been released from active duty with the Marine Corps, and has joined WTAO, Cambridge, Mass., as host for "Hood's House." Another service alumnus, Frank J. Lynch, has left for the Air Force and returned to WOGB, Cape Cod, Mass. Howard Swanson, ex-WJPD, Ishpeming, Mich., has joined WHLS, Port Huron, Mich. Tom Wolfe, formerly with WALT, Tampa, Fla., has succeeded George P. Zimmerman as sales manager of WHEB, Tampa, Fla. John Ulley is using The Billboard's "Honor Roll of Hits" on his TV show "This 'n' That" over WFMJ-TV, Greensboro, N. C. Jim E. Graves, WMBR, Jacksonville, Fla., has been recalled to active duty with the Army and is now stationed at Fort Benning, Ga. Victor Zembruski and his Connecticut Polish ork are on a one-nighter tour of Polka ballrooms. White Eagle is away, his frau Sophie will sub for him on the "Polish Eagles" show over WAVZ, New Haven, Conn. Ex Art Mooney vocalist Bud Brees is launching a new daily deejay series over WPEH, Philadelphia, September 10, tagged "Breezing Along With Bud Brees." Bob Horstman, WBUX, Dovesboro, Pa., has joined the Naval Air Force.

### Gimmix

Vern Cook, WTRY, Troy, N. Y., interviews chefs from well-known restaurants on his across-the-board "Cook's Tour." Pat Beard, manager of WSTP, Salisbury, N. C., has evolved a plan to make "one man night operations" more efficient. To avoid the usual hassle of telephone request shows, with the announcer trying to "answer phones, write down requests, pull records, read spots and play platters at same time," Beard has arranged for the announcer on duty at night to take requests from 8 to 8:30 p.m. only—pull music from 8:30 to 9 p.m. and play the music from 9 to 10 p.m. Listeners who call later are asked to call a little earlier the following night. "Top 9 to 10 p.m. Mutual Broadcasting System shows," says Beard, are taped for later playback, making for better programming on local level. The show is handled on a two nights a week schedule by Beard, Russ-McIntire and Jim Turner. Bill Bowick, WALB, Albany, Ga., suggests the following gimmick for a "happy birthday" salute to twin boys: "Play Mercer's recording of 'Ugly Child.' Get Momma's permission first, the," adds Bill. Glen Dill, WTSP, St. Petersburg, Fla., pulled a "first" recently, via a broadcast of a local girl being administered the oath into the Women's Air Force, marking the first time known to WAF recruits that the ceremony has been broadcast.

### Cab Bag

Dick Bondi, KSYL, Alexandria, La., thinks it "might be a good idea if more deejays would look around their own territory for unfound talent, with which to stimulate show business." Bondi himself is plugging for Boots Randolph, a local singer and tenor sax man, who "has a voice that sends local women into spasms whenever he sings—rich and powerful." Allan Curtis, WFGM, Fitchburg, Mass., writes, "In connection with this station's promotion of the Barnardian Circus here, I interviewed the Silver Condors, one of the world's foremost aerial acts."

## Best Selling Sheet Music

Based on reports received August 29, 30 and 31

These lists are the national best selling sheet music charts. List is based on reports received each week from all the nation's sheet music publishers. Songs are listed according to greatest number of sales; (P) indicates item is a flip; (M) indicates item is from a master; (R) indicates item is available on records.

POSITION	Weeks Last 10	Weeks (This to date)	Title	Artist
10	4	1	BECAUSE OF YOU (P) (R)	Broadcast Music
17	1	2	LOVELIEST NIGHT OF THE YEAR (P) (R)	Robbins
9	2	3	SWEET VIOLETS (R)	E. H. Morris
20	3	4	TOO YOUNG (R)	Jefferson
9	7	5	COME ON A MY HOUSE (R)	Durless
9	12	6	I GET IDEAS (R)	Hill & Range
6	6	7	SHANGHAI (R)	Advanced
3	9	8	LONGING FOR YOU (R)	Ludlow
13	5	9	MY TRULY, TRULY FAIR (R)	Sathey-Joy
34	—	10	IT IS NO SECRET (R)	Duchess
1	—	11	BELLE, BELLE, MY LIBERTY BELLE (R)	Oxford
4	13	12	MAKE BELIEVE (P) (R)	I. B. Hems
29	11	13	MOCKIN' BIRD HILL (R)	Southern
23	10	14	ON TOP OF OLD SMOKEY (R)	Folkways
2	14	15	COLD, COLD HEART (R)	Aruff Rose

## Songs With Greatest Radio Audiences (ACI)

These lists show the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peterson's Audience Coverage Index. The index is processed under radio logs made available to Primary ACI by the American Recording Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 25 songs in the case of total radio audience. This music directed in approximately 100 to 200 per cent.

(P) Indicates item from a flip; (M) indicates item is from a legitimate master; (R) indicates item is available on records. In each instance the listening agency protecting performance rights on the item is indicated.

The feature is copyrighted 1947 by the Office of Research, Inc., 3432 Broadway, New York 23, N. Y. No reference may be made to any of this material except in trade papers or where such is permitted; no other broadcast utilizing this information may be used. Indorsement will be provided.

POSITION	Weeks Last 10	Weeks (This to date)	Title	Artist
1	—	—	BECAUSE OF YOU (P) (R)	Capitol
2	—	—	LOVELIEST NIGHT OF THE YEAR (P) (R)	Broadcast Music
3	—	—	SWEET VIOLETS (R)	Mercury
4	—	—	TOO YOUNG (R)	Capitol
5	—	—	COME ON A MY HOUSE (R)	Capitol
6	—	—	I GET IDEAS (R)	Capitol
7	—	—	SHANGHAI (R)	Capitol
8	—	—	LONGING FOR YOU (R)	Capitol
9	—	—	MY TRULY, TRULY FAIR (R)	Capitol
10	—	—	IT IS NO SECRET (R)	Capitol
11	—	—	BELLE, BELLE, MY LIBERTY BELLE (R)	Capitol
12	—	—	MAKE BELIEVE (P) (R)	Capitol
13	—	—	MOCKIN' BIRD HILL (R)	Capitol
14	—	—	ON TOP OF OLD SMOKEY (R)	Capitol
15	—	—	COLD, COLD HEART (R)	Capitol

## Songs With Most TV Performances (RH Tele-Log)

The figures shown on this list are based on the monitoring of all programs carried by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point ratings are derived in the following manner: Every time a song is performed on a sustaining show, 10 points are given; on a variety of 5 points; when performed mainly on a variety show, 10 points are given; when done instrumentally on a variety show, it receives 15 points; when done vocally on a commercial show it gets 20 points.

(Week of August 23 to 29)

1	1	1	TOO YOUNG	Jefferson
2	1	2	MY TRULY, TRULY FAIR	Sathey-Joy
3	1	3	BECAUSE OF YOU	Mercury
4	1	4	I'VE GOT YOU UNDER MY SKIN	Mercury
5	1	5	I GET IDEAS	Capitol
6	1	6	BECAUSE OF YOU	Capitol
7	1	7	LONGING FOR YOU	Capitol
8	1	8	MY TRULY, TRULY FAIR	Capitol
9	1	9	IT IS NO SECRET	Capitol
10	1	10	BELLE, BELLE, MY LIBERTY BELLE	Capitol
11	1	11	MAKE BELIEVE	Capitol
12	1	12	MOCKIN' BIRD HILL	Capitol
13	1	13	ON TOP OF OLD SMOKEY	Capitol
14	1	14	COLD, COLD HEART	Capitol
15	1	15	SHANGHAI	Capitol
16	1	16	LONGING FOR YOU	Capitol
17	1	17	MY TRULY, TRULY FAIR	Capitol
18	1	18	IT IS NO SECRET	Capitol
19	1	19	BELLE, BELLE, MY LIBERTY BELLE	Capitol
20	1	20	MAKE BELIEVE	Capitol
21	1	21	MOCKIN' BIRD HILL	Capitol
22	1	22	ON TOP OF OLD SMOKEY	Capitol
23	1	23	COLD, COLD HEART	Capitol
24	1	24	SHANGHAI	Capitol
25	1	25	LONGING FOR YOU	Capitol
26	1	26	MY TRULY, TRULY FAIR	Capitol
27	1	27	IT IS NO SECRET	Capitol
28	1	28	BELLE, BELLE, MY LIBERTY BELLE	Capitol
29	1	29	MAKE BELIEVE	Capitol
30	1	30	MOCKIN' BIRD HILL	Capitol
31	1	31	ON TOP OF OLD SMOKEY	Capitol
32	1	32	COLD, COLD HEART	Capitol
33	1	33	SHANGHAI	Capitol
34	1	34	LONGING FOR YOU	Capitol
35	1	35	MY TRULY, TRULY FAIR	Capitol
36	1	36	IT IS NO SECRET	Capitol
37	1	37	BELLE, BELLE, MY LIBERTY BELLE	Capitol
38	1	38	MAKE BELIEVE	Capitol
39	1	39	MOCKIN' BIRD HILL	Capitol
40	1	40	ON TOP OF OLD SMOKEY	Capitol
41	1	41	COLD, COLD HEART	Capitol
42	1	42	SHANGHAI	Capitol
43	1	43	LONGING FOR YOU	Capitol
44	1	44	MY TRULY, TRULY FAIR	Capitol
45	1	45	IT IS NO SECRET	Capitol
46	1	46	BELLE, BELLE, MY LIBERTY BELLE	Capitol
47	1	47	MAKE BELIEVE	Capitol
48	1	48	MOCKIN' BIRD HILL	Capitol
49	1	49	ON TOP OF OLD SMOKEY	Capitol
50	1	50	COLD, COLD HEART	Capitol

## England's Top Twenty

POSITION	Weeks Last 10	Weeks (This to date)	Title	Artist
4	1	1	TOO YOUNG	Jefferson
5	2	2	MY TRULY, TRULY FAIR	Sathey-Joy
7	2	3	BECAUSE OF YOU	Mercury
12	4	4	I'VE GOT YOU UNDER MY SKIN	Mercury
14	3	5	WITH THESE HANDS	E. Kinner, Ltd.
8	8	6	TOO LATE NOW	Foot
10	7	7	JEZEBEL	Capitol
11	6	8	I'VE GOT YOU UNDER MY SKIN	Mercury
20	9	9	BE MY LOVE	Parlophone
5	12	10	UNLESS	Parlophone
11	11	11	LOVELIEST NIGHT OF THE YEAR	Parlophone
13	12	12	ON TOP OF OLD SMOKEY	Parlophone
29	13	13	SHOOTIN' BOOGIE	Parlophone
22	14	14	MOCKIN' BIRD HILL	Parlophone
3	15	15	CHRISTOPHER COLUMBUS	Parlophone
2	16	16	TULIPS AND HEATHER	Parlophone
17	17	17	SWEET VIOLETS	Parlophone
25	18	18	OUR VERY OWN	Parlophone
26	19	19	GOD LUCK, GOOD HEALTH, GOD BLESS YOU	Parlophone
4	18	20	A BEGGAR IN LOVE	Parlophone

\*Publisher not available in The Billboard (see 10 pages)



# Magic

By BILL SACHS

**MRS. SHIRLEY NEMAR**, who sustained serious injuries in a recent automobile accident in which her husband, Nemar the Magician, was killed, is recuperating at the home of her brother, 2603 Rondoma Avenue, Dayton, O. She plans to take out a magic show on her own in the fall. . . . **LUCILLE AND EDDIE ROBERTS**, magic-mental twins, have been handed a holdover at Westminster Hotel Roof, Boston. . . . **JOE SCOTT** has landed 15 weeks on the Steamer Admiral, plying out of St. Louis, presenting his magic on one show a night. . . . **VANTINE AND CAZAN** phoned the magic desk Monday (14) while passing thru Cinoy en route to Columbus, O., where they opened the same night for the Peter Jodice office, Detroit. . . . **DR. HOLLENBECK**, mentalist, info that, owing to salary differences, he has canceled his contract with the management of the Grand Hotel, Mackinac Island, Mich., and has resumed with dates in Michigan, Wisconsin, and Iowa. He is currently on a two-week return date at the Delta Hotel, Escanaba, Mich. . . . **Richard Wood** is now business manager for Hollenbeck. Grace Murray is assistant. . . . **HATHAWAY**, of the former well-known magic team of Hathaway and Ruth, reports that he's framing a new show for a comeback in the fall. . . . **GERBER THE MAGICIAN** is showing his wares at Canadian niteries. He appeared last week at Hanlon's Point Casino, Toronto. . . . **GAYVORD THE GREAT**, West Coast magist, and partner, Charles R. Glover, veteran magic worker, were visitors at the desk early last week. They have just concluded a long stretch in Southern theaters and niteries, and after a few dates in the Ohio sector will hit out for Detroit. . . . **THE LESTAS (CHI and Avis)** made a special trip from Canandaigua, N. Y., to spend four days at the Abbott plant in Colon, Mich., last week, where they outitted a new show for the coming season. They will feature the Phantasma Illusion and the blooming rosebush. . . . **BOB SHARPE** has closed an extended engagement at the Hi-Lo Club, Battle Creek, Mich. . . . **MEL MELSON**, of Percy Abbott's staff, is currently doing his chalk act as an added attraction at Club Hollywood, Kalamazoo, Mich. . . . **WALTER H. B.** of Indianapolis, has taken the management of Fay Asia, mentalist.

**JOHN S. VAN GILDER**, gentleman, magician, and polished scholar from down Knoxville, Tenn. way, is giving more attention to his writing these days than to his magic. Two more products from his gift pen appeared in recent issues of *The Knoxville News-Sentinel*. On July 4 that paper carried Van Gilder's story on the premiere of the Bert. Alvin C. York picture of the same name at the Astor Theater, New York, and July 6 *The News-Sentinel* gave him the front page of its Sunday Magazine Section, with a substantial runover, for a smooth word picture of the recent maneuvers staged in Tennessee by the army. Van Gilder, pictured the maneuvers as he saw them from a plane.

I take extreme pleasure in announcing that I have been selected to represent the Armed Forces of those United States, assigned to me under the Laws of Selective Service.

My induction will take place at Camp Upton, Long Island, July 24th, 1941.

To all of the Agents and Bookers who have contributed their services, aided and guided me safely through my journey in the United States, to my beloved friend Carlton M. Hub, who advised me well, and all of my other friends who faithfully sustained me through all of the invariable tribulations incurred throughout—devotedly, I thank you, one and all.

P.S.: One year with an option.

**PRICE REEDES**

**The Royal Deceiver**

**THE MAGIC MIND**

An ingenious device for Mentalists, Magicians, Psychics, etc. Works on W. S. principles. Entirely concealed, no aids to learn, no wires or other preparation necessary. Hebrone one hour and with the Magic Receptor. In Stock. Write or wire for price, photos and description.

E. J. NICHOLSON

7500 Santa Monica Hollywood, Calif.

## You Can Lead a Horse to Water, Etc.

DETROIT, July 19.—Trend away from the hot style in names of night spots was producedly present here with the decision of the Club Showtown, a north end spot operating for some time under that name, to switch—to the Club Minnet.

The spot makes a special appeal to race-track patrons, being situated near the Michigan State Fair track.

## New Marcus Show For Mexico Readied

CHICAGO, July 19.—A. B. Marcus has appointed Francis A. Mangan producer of his new revue scheduled to open in Mexico City late in August. Mangan was producer for Paramount in London and Paris from 1926-'36 and the following three years in the independent Regent Theater in Paris. He succeeds Leon Miller, who left Marcus some time ago to go on his own.

Rehearsals of the new show will start here early next month. It is slated to play Mexico City eight weeks, Havana four weeks, and Puerto Rico two weeks, before returning to the United States.

According to reports, Marcus's current show in Canada is not faring well, due to the high taxation and currency exchanges. American shows are taxed as high as 20 per cent and lose an additional 11 per cent by exchanging the Canadian dollar into American money.

## Rialto, Chi, Biz Way Up

CHICAGO, July 19.—In the face of generally unfavorable business in local theaters, the Rialto, Chicago's State street burly house, has enjoyed exceptionally good attendance this summer, according to N. S. Barger, operator. Aside from a couple of weeks of intensely hot weather when business took a sharp dip, attendance has held up to a level comparable with the cooler months, and the house has shown a substantial profit, receipts reportedly topping any other burly house in the country.

"We endeavor to follow the style of the old Columbia Circuit," says Barger, "and to keep the shows clean." Censorship in the Midwest also is more strict than in the East. This has resulted in building up a large clientele of women.

**JIMMY RAE** opened at the Golden Gate, San Francisco. Also slated to open at the Bal Tabarin in that city.

**LARRY WEEKS**, baton twirler and juggler, closed July 13 at Frank's Casa Nova, Buffalo, and returned to Hotel DuRoy, Salamanca, N. Y., for a reprieve within two weeks. . . . **THE GREAT DAGMAR** closed at the Oasis Club, East Aurora, N. Y., July 20, and followed with the Hofbrau, Camden, N. J., his third engagement there. He is assisted by his wife and daughter. Dagmar was visited by Oretta in Buffalo recently. . . . **CLAUDE H. (KID) LONG** has quit as booker-manager for Will Rock's Theatre's *Mysteries*, and is now engaged in booking a radio attraction in Pennsylvania parks. . . . **FAYSSOUX AND COMPANY**, hypnotic team, opened July 20 in Hollywood, Md., on the beginning of a tour of five theaters in the southern part of that State. Dates were arranged by Ted Megardner Jr., former advance man for magicians and now manager of the Waldorf Theater, Waldorf, Md. . . . **FLETCHER'S Eighth Annual Get-Together** will be held at Colon, Mich., September 4-6. Last year the event attracted nearly 400 magicians and their friends. In addition to the usual features, two public shows have been arranged for this year. Among those already engaged to appear, according to Abbott, are Bill Williston, L. Raymond Cox, Dell O'Dell, Jack Herbert, Vin Carey, Al Saal, Bob Hammer, Loring Carver, Eileen Nichols, and others. . . . **PORTLAND (ORE.) SOCIETY OF MAGICIANS** recently staged their annual magical revue. Those appearing were Bill Cole, Bill Waters, Chandler the Magician, Bert Rayner, Stan Greer, James Hawkins and Margaret Sears, Jimmy Stoppard and Doris Mae Riley. Hugh Riley eschewed the affair. Instead of his usual July meeting, the Portland society arranged a "Quint of Two Cities Radio Program" which was aired over Station KQQ, Portland, July 17, with the Portland and Seattle magic groups participating.

## NEW YORK:

**SALLY KEITH** returned to the Club Nomad, Atlantic City, July 24. The Nomad was Sally's first engagement in the East a few years back. Another return to the Nomad was Helen Colby, July 14. . . . **MURRAY LEONARD**, straight, has signed with Al Johnson for *Hold On to Your Hat*, reopening August 17 at the Garden Pier, Atlantic City. . . . **MAC (GOGGLES) BARRON**, comic, continues to double between the Globe Theater and the Piccadilly, niterly, Baltimore. . . . **PAT O'HARA**, from Kansas City niteries, is one of Eddie Lynch's dancers, and Marsha Blue, from *Streets of Paris*, Flushing Park, and the Midwest Circuit, one of his parade girls, at the Eltinge. Both new to Manhattan burly houses. . . . **HARRIET (RANGELY) LEE** is now a government employee in Washington. . . . **GOMEZ** filing a return date at the Republic, again in featured spot. Opened July 13, as did Chiquita Garcia. Fran Lewis came in July 6.

**RITA DEVERE**, acro dancer, enroute with Benny Meroff's *Funafire* with her Sallorettes, is considering an offer from Milt Schuster for the burly circuit. Writes she met Marian Morgan and Buster Lorenzo while in Los Angeles, and that former is booked for the Orpheum there with her *How To Undress* act next month. Sallorettes comprise Pan Merriman, Eileen Eitel, and Billie Seat. Another, Helen Edmondson, closed in San Francisco to get married. . . . **MURIEL**, daughter of Billy Kouss, producer, at the Salsely, stepped into the front line of the Eltinge July 15. Studying on the side of the ballet. . . . **HARRY JACKSON** now partnered with Frank Jackson as recording specialists in their own studio in the 40s. . . . **JOHNNY KANE** and Everett Lawson now with *International Revue*, unit that toured the South and Midwest and played Washington July 14 week.

**DIXIE SULLIVAN**, strip, moved from Carroll's niterly, Philadelphia, into the Club Nomad, Atlantic City, July 14. . . . Former and present burly celebs spotted attending the funeral services of Sam A. Scribner July 11 in the Little Church Around the Corner, were John Herbert Mack, I. H. Keck, Izzy Hirt, Phil Rosenberg, Emmett Callahan, Charles Barton, Izzy Greck, Mike Joyce, Charles Waldron, Jimmie Fulton, Jules Michaels, Harry A. Jarboe, Viola Shelton Hastings, Arthur Harris, Jack and Mary Conway, Mollie Williams, Tom Phillips, Oscar Markovick, Charles Bragg, Harry Jackson, Baron Golden, Henry Kurtzman, Vic Layton, Margaret Hastings, Hally Randolph, Billy Kerngood, Willie Cohn, Joseph K. Watson, Johnny Weber, Fred Sears, Max Wilner, George Glass, and many others. . . . **MARIAN MILLER** has recovered from a recent operation at the Mercy Hospital, Chicago. She will take a screen test in the fall. . . . **ELIZABETH SHERIDAN** left the Eltinge July 17 to vacation at home in Indiana until Labor Day. . . . **BILL WHITE** now booked three weeks in advance in Milwaukee. Left his costume shop in San Francisco in charge of Tommy Homan.

**JUNE TAYLOR**, while at the Globe, Atlantic City, where she opened July 13, signed for the principal role in a film story called *Life of a Strip Tesser*, to be produced in a local studio starting the second week in August. . . . **STELLA MILLS** goes from the Republic here to the Troc, Philadelphia, opening July 21 for a repeat. . . . **LUCILLE RAND**, who does a dancing-stripping novelty in masks of film stars specially made for her, played her first burly engagement while at the Republic after niterly tours. Is being induced to remain in burly via the Eltinge Circuit next season. . . . **MCKEY FEARL**, Doris Kerr, the Four Lovers, Cripps and Lewis, Henry Sherrien, and the Grant Family recent additions to the Casino, Toronto stock. . . . **JEAN EUGENE** vacationing in San Francisco until August 1, when she returns to the Follies in Los Angeles. UNO.

those in attendance were Dewey Michaels, of Buffalo; Arthur Clamage, Detroit; N. S. Barger, Chicago; George Young, Cleveland; Bill Collins, Toledo; Gurston Allen and Lou Appleby, Toronto, and Harold Ruchberger, St. Louis. Barger represented houses in Detroit, St. Louis, Indianapolis, and Cincinnati. . . . **THE PALACE**, Buffalo, will close July 31 for remodeling and will reopen August 13. . . . **MAGDA LOY** opened at the Casino, Toronto, Friday (18). . . . **LITTLE JACK LITTLE** (not the band leader) closed recently in San Francisco and is returning East to reopen on the Midwest Circuit. . . . **FOSTER AND JACOBS** open at the Casino, Toronto, Friday (25). . . . **MARVIN JACOBS**, who has the concessions in many burly houses, is doing a big business with concessions at N. S. Barger's drive-in movie north of Chicago. . . . **HARRY CONLEY** closed at the Rialto, Chicago, last week and is planning an auto trip to California with Jack Buckley. . . . **MARION MORGAN** writes from the West Coast that she has entertained at a number of cantonments. She and her husband, Buster Lorenzo, will return East shortly to reopen on the Midwest Circuit. . . . **MAE BROWN** has refused further summer engagements and will take a vacation. . . . **BOB GOODMAN** will close at the Rialto, Chicago, in the near future to take a two-week vacation. He has been re-engaged for next season. . . . **BILLY MACK** opened at the Cnl Rialto Friday (18).

**PHILADELPHIA:**

**PAULA LAND** and Merry Meredith the new femme features at Carroll's. . . . **STELLA MILLS** takes over the top spot at the Troc Theater for the week ending Saturday (26), with the remainder of the cast holding over from the previous week. . . . **JACK MONTGOMERY**, producing the Troc shows, aiming to uncover hidden talents in the line girls by scheduling a number each week giving them a free hand to display any capabilities they possess.

**ATLANTIC CITY:**

**PRINCESS WHITE WING** back in town, opening at Benoni's Cafe. . . . **SANDRA** introducing her Champagne Cocktail dance at Eddie Kravis' Paddock International. . . . **JULIE ABELSON**, manager of Izzy Hirt's Troc Theater in Philadelphia, vacationing here, but spending more time at Hirt's Globe Theater than on the beach. . . . **JEAN ROCHELLE** returns her *Dance of the Lovers* to Club Nomad, with Sally Keith set to join the spot's *Sare-Ettis* revue. . . . **MARYANA** making her burly bow at the Globe Theater, with Charles (Kewpie) Kemper and George Haggerty holding over for a second week, sharing the comedy with George Murray.

★ **PHIL ROSENBERG** ★

New booking for next season at our new address.

413 BRILL BLDG.-1619 BROADWAY

Phone, COLUMBUS 5-6485

★ NEW YORK CITY ★

★ **PHIL ROSENBERG** ★

★ **PHIL ROSENBERG** ★

★ **PHIL ROSENBERG** ★

★ **PHIL ROSENBERG** ★

★ **PHIL ROSENBERG** ★

★ **PHIL ROSENBERG** ★

★ **PHIL ROSENBERG** ★

★ **PHIL ROSENBERG** ★

★ **PHIL ROSENBERG** ★

★ **PHIL ROSENBERG** ★

## MIDWEST:

**MIDWEST CIRCUIT** managers held a meeting in Chicago Thursday (17). There was no business of importance transacted, the meeting being merely a get-together to discuss plans for the fall season. Among

## Cotton Blossom Rep Ripples

### Is Ordered Sold

LOUISVILLE, Ky., July 19.—Federal Judge Shackelford Miller, in five libel actions against the Cotton Blossom Showboat, owned by the United Circus Corporation, Cincinnati, and managed by Capt. James Bonnell, Covington, Ky., Thursday decided in favor of the plaintiffs. Total claims against the boat amounted to \$1,420.50.

The court's order provides for the sale of the floating theater, now tied up here to meet the claims. Date of the sale has been set for July 28.

In his testimony at the trial, Captain Bonnell, who originally launched the boat for a brief season last summer and who has been out this season since May, attributed part of his difficulties to a deal made with a "Kentucky colonel," who was to have aided in the management of the craft but who skipped out soon after the deal was made.

## Wooster, O., Mayor Crabs Kinsey Stand

WOOSTER, O., July 19.—After experiencing the best week in years here, the Madge Kinsey Players were ordered not to present their final performance of their engagement here last Sunday night (13) on orders from Mayor Fisher. The troupe was informed of the edict at 7:15 o'clock Sunday evening, after the house had started filling up for the performance. Madge Kinsey immediately made a curtain speech, telling of the ban by the mayor, and all admission money was refunded.

The Kinsey Players have appeared here for many years and have always given a Sunday night performance without molestation. It was said, Mayor Fisher explained to members of the troupe that he was "in the middle" on the issue, since other groups here had sought to stage Sunday events and that he had denied them permission. Theater interests here were blamed for the ban.

Troupe moved out late Sunday for Dover, O., show's next stand.

## Kansas City Jottings

KANSAS CITY, Mo., July 19.—Jack Hart's Comedians will begin rehearsals soon for their annual fall tour under canvas of Southern cotton towns.

Allen Bros.' Comedians, management of Jack Vivian, were visited recently by Kenneth Wayne, local booker, and Howard Brandt, of the Gordon-Howard Candy Company, when the troupe played a week's stand at Concordia, Mo. Reports are that Vivian has an excellent show and is doing good business.

Len Harrington, former agent, is now engaged in commercial lines here.

## AUCTION SALE

To Highest Cash Bidder by U. S. Marshal at Louisville, Ky., at River, July 28, 2:30 p.m.

## COTTON BLOSSOM SHOWBOAT

135x30, Seats 500.  
Believe around \$3,000. Will buy ready to go, callopie, light plant, etc. For details: ROBINSON, 15 E. 4th St., Cincinnati, O.

## WANTED QUICK

Engaging Colored Minstrel Show. Join on wire. Musicians, Novelty Acts, Girls, Chorus that can sing & dance. Clark and Clark, Hollyday, Loyal, answer. Boss Caravanian. All must be sober and reliable. Answer to

## MAX GELFMAN

Bookman Nelson's All-Star Minstrel Care Western Union. Baltimore, Maryland

## WANTED

For Rep. Team as cast, Single Man, Piano Player, Careful People doubling Orchestra and Specialties.

## B. M. GOFF, Golf's Comedians

Spearman, Texas

## CURTISS SHOPRINT

QUICK SERVICE—LOW PRICES  
"Tent Show Headquarters Since 1905"  
CONTINENTAL, O.

## REPDOM LOST

one of its oldest and best known members in the recent passing of Glenn Fredrick Chase in Huntington Park, Calif. With his late partner, William T. Lister, Chase had managed the old Chase-Lister Company, one of the most popular repertoire organizations of all time and generally credited with being the first tent show ever to hit the road. The show toured Iowa territory for nearly a half century, where Messrs. Chase and Lister established enviable reputations with the quality of their shows. Later passed on in 1931, and Chase retired from the rep field a few years later. Further details of his death appear in Final Curtain, this issue. . . . GAIL STEPHENSON and Walt Snyder (Walter Stiers), formerly together on the old Max Golden show, enjoyed a reunion after 13 years at the Roxie Theater, Cleveland, last week. The get-together was spent in recalling the days on the Golden opey and inquiring as to the whereabouts of Miller Evans and Hannah, Walt and Ruby Pruitt, Dubby Wolfe, Esther Felley, Ruth Gouiding, Dot Hartnett, Mr. and Mrs. Max Golden, and others of the old Golden show. Stephenson is working theaters and itineraries as emcee, and Walt is staff sergeant at Headquarters 1213th Reception Center, Fort Niagara, N. Y. He has been in the army more than 13 years. . . . JOHN ELLIS is playing two birds with one stone this summer by presenting his Rip Van Winkle at Michigan resort hotels and at the same time handling the advance for the Barkoot Shows, a carnival company. His Rip company begins its regular school season in Flint, Mich. in the fall.

PAUL BRADY is back in Baltimore, Md., after winding up a short but pleasant engagement with Jack Pfeiffer's

Comedians at Lynchburg, Va. Pfeiffer is replacing the dramatic company with pictures and vaude. Brady reports. . . . FLYER LAKE ENTERTAINERS, four-piece vaude and dramatic trick, reports satisfactory business in the resort towns of Door County, Wisconsin. . . . ERNIE KURTZ is making Manitoba Province in Canada with a vaude-pic outfit. He has several falls booked in that section after August 1. . . . BIRD'S NOVELTY SHOW reports good biz in Monroe County, Massachusetts. Three-piece trick offers Western pictures and the flesh bill *Captain Kidd of 1941*, by E. P. Hannan. . . . AL COOPER's Dixie Queen Showboat is playing towns on the Upper Mississippi River which haven't seen a floating theater in many years. . . . HOSKINS (DUD) DENTLER, former well-known tab and rep performer, produced and served as interlocutor for the second annual Natchez, Miss., Junior Chamber of Commerce musical show staged at Municipal Auditorium there July 15. His wife, Pauline, also appeared in the show. Other professionals who participated were Bob Burke, former minstrel, and Harry King Barth, piano and bass players, formerly with Vincent Lopez and Ted Lewis. . . . AS YOU READ this the rep scribbler will be beginning a two-week lazy spell at Chipewa Park on Indian Lake, near Lakeview, O.

OLEB and IRENE ROULEAU have the summer forsaken rep show troupe in favor of their radio work. They are on their second 13-week contract over WJMS, Ironwood, Mich., and WATW, Ashland, Wis. They also present two shows a week over WDBS, Superior and Duluth, Minn. Their four shows come on four consecutive days, leaving them three days each week to play in Minnesota's lake regions.

C. F. OBERT reports take okeh for his small combo trick playing Southeastern Oklahoma. Obert is showing 16mm. films, with Jay (Buster) Gilman supplying the fish and the show.

## Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

### Dunlap Walkie Pulls Well; 20 and 3 Still in Running

BROOKLYN, Md., July 19.—The All-American Walkathon, under the direction of Ray (Pop) Dunlap and sponsored by the local fire department, which got under way in this Baltimore suburb July 10, at this writing is down to 20 couples and three solos from the original 31 couples and two solos who started. The show is presented in a mammoth canvas arena with accommodations for more than 5,000 patrons, and the 24-hour contest is attracting good business.

The walkie is aired three times daily over Station WTTW, with Archie Gayer, Moon Mullins, and Art Wolf handling the radio duties as well as the emcee stand. Judges are Ernie Steele and Mickie Brennan. Buddy Johnson's 12 Men of Rhythm furnish the music. The firemen are offering good co-operation, and sponsors are coming in daily for the various couples.

Those still in the running are Don and Tillie Dounston, Joe Rock and Jennie Bush, Billy Willis and Ruth Carroll, Dale Thorpe and Adele Bailis, Hughie Hendrixson and Helen Caldwell, Jimmie and Minnie Perend, Marvin and Jean Hobaugh, Earl Harrington and Elizabeth Linder, "Rubber Legs" Martin and Diana Westberry, Johnny Bowman and Opal Ferdig, Mario, Gentile, and Jackie Martin, Phil Rainey and Joann Leslie, Pete Trimble and Maxine Grant, George Guthrie and Hazel Dietrich, Red Monroe and Jane Snyder, Carter Duley and Elaine Smallwood, Fuzzy Furr and Betty Change, Bill Harris and Gloria Sain, and Jackie Harrington and Lorraine Kight. Solos are Johnny Hughes, Itay Bachrach, and Donnie Peer.

WIGGLES ROYSE posts from Dayton, O., to inquire about Eddie Lenard, whom he fears may have landed in the army. Says he could have used him on numerous occasions recently in Dayton. Ernie Youngblood, says Wiggles, stopped off in Dayton last week en route to Washington after visiting his brother, Zeke, in Vincennes, Ind.

ONE OF THE SHOWS now going is using a patriotic finale that is nicely presented and well received. But the participants crab the act by using the

presentation to sweeten the contestants' kitty; this a worth-while presentation is suddenly turned into something cheap and shoddy. The kitty is an important item, but it should never be fattened by waving the stars and stripes.

RAY O. ALVIS, who promoted the recent Washington contest, has opened the Arabian Ballroom at Riverside Stadium in the nation's capital. Jack Corr, who furnished the music for the contest, is now playing at the ballroom, which is reported to be doing nicely.

JACK MURRAY posts that he's currently with the Speedway Roller Show in Wildwood, N. J., and finding things much to his liking on there. He says that Lou Jarvis, of walkie fame, is acting as judge and turning in a swell performance. Nick Hudson is also there and doing well, Murray scribbles.

ARCHIE GAYER shoots us a swell photo of the "Pop" Dunlap outfit and personnel taken in Brooklyn, Md., just before the show's opening there July 10. Lack of space prevents its reproduction here. Photo shows the starting contestants lined up in front of the walkie's mammoth canvas coliseum.

MR. AND MRS. DAN SURGENS, popular Chicago derbyshow fans, write under date of July 18: "We read the derbyshow news religiously each week. We'd certainly appreciate a line on Duval, Meredith, and that fine team of Ruthie and Billy Willis. We often see Bow Filardi and his bride, Ruth, in the vicinity of 63d and Cottage Avenue. Also Turfy Tarentino who is working in that neighborhood. After three seasons at the Coliseum, Artie Stark's band is still playing in and around the Windy City, and they're still intact, except for the pianist, Jerry Wilson, the guy of a thousand tunes. I understand that Jerry has just recovered from a serious illness and is slated to sail from New York in August for a 12-week tour of South America with a big-time act. Where is Phil Murphy and the show he promised us this summer? We're all waiting for Sid Cohen to start things rolling again this fall. Chicago is still the best walkie town in the country."

## Rains Put Damper On "Ole Opry" Biz

CEBARTOWN, Ga., July 19.—Grand Ole Opry, of Station WSM, Nashville, Tenn., concluded its second under-canvas week here July 11 to capacity business, although nightly rains for the rest of the week took its toll at the box office. Unethical practices from the theater interests in the towns played had little effect on business, according to Ollie Hamilton, show's advance man. The tent is another week in Georgia before hopping into South Carolina.

In Griffin, Ga., Monday night (7), a young cyclone gave the showfolks a scare, but the big top rode it out safely and came thru without a rip or tear. Mr. and Mrs. Ford Rush came on for a visit last Thursday (10). Rush, who is on the business staff of Station WSM, Nashville, was well pleased with the show and equipment. Mrs. Roy Acuff was also a visitor on the show last Thursday and Friday.

The show left here last Friday night (11) for Nashville for its regular Saturday performance over WSM, resuming its tent trek at Gainesville, Ga., Monday (12).

Ollie and Martha Hamilton came on last Friday (11) with contracts for two more weeks.

## Tent Show Play Premiered in Iowa

SUFFIELD, Conn., July 19.—Bob Downing, well known in repdom and formerly for several seasons on tour with Lunt and Fontaine shows, is the author of a new play, *Under Canvas*, which had its premiere at Cornell College Theater, Mount Vernon, Ia., July 17-19, under direction of Prof. Albert Johnson. Collaborating with Downing on the play, which deals with a small-time Iowa rep show, was George Greenberg, former Lunt-Fontaine stage manager and later in the same capacity with *Time of Your Life* in New York and on tour.

To capture the atmosphere of the tent show the Cornell College players and director visited the Hills Mountain Tent Show during a recent engagement in a near-by Iowa town. Handling the leading roles in the *Under Canvas* premiere were Ben Hoover, Bette Bogue, Barbara Brice, Don Johannsen, Russell Bidlack, and Gen Snyder. Bertha French Johnson and Robert Hartung assisted in the direction.

Downing and Greenberg are both associated with the Band Box Theater at Hastings Hill here, the former as actor and the latter as director.

## Roxy, Knoxville, in 8th Year With Tabs, Pictures

KNOXVILLE, Tenn., July 19.—Roxy Theater, under the management of Frank J. Nickens, is in its eighth year without closing with its tab-picture policy. Troupe does four a day, five on Saturday plus a midnight. House is dark on Sunday.

Business has been brisk despite the hot weather. Arthur (Webfoot) Watts is in his 11th month at the Roxy as principal comic and producer, with the exception of a seven-week engagement at the Lafayette Theater, New Orleans, this spring.

Roxy personnel also includes Mack D. Ferguson, Hilbo Broom, Virginia Pollard, Armaine Rouse, Ginger Woods, Alice Randall, Ruth Brown, Freda Newberry, and Della Pratt. J. C. (Pop) Broadwell and Herbert (Spike) Oakes have charge of the stage, with Virginia Pollard producing the line numbers. Four-piece orchestras is under the direction of Gus Schultz, with Earle Brown, William Bowen, and "Fastboy" Swift the other members.

Joe and Opal Seidler were recent visitors, Seidler having just closed an engagement with the Boob Bradford rep in Oaddeen, Ala.

## WANTED

Med Show People all lines, including Pianist. Wire full particulars.

## CHAS. MANVILLE

Vates Ctr. Ill.

## J. DOUG MORGAN SHOW

Wants General Business Man, doubling Traveler. Can use Travel Wire News Bureau, Iowa, 24th; Iowa City, week of 27th. Want to hear from People in all lines.

# Non-Theatrical Films

Conducted by THE ROADSHOWMAN  
(Communications to 1564 Broadway, New York City)

## Businesslike Methods Contribute to Success Of Sponsored Film Shows

NEW YORK, July 19.—One of the most important points to bear in mind in connection with merchant-sponsored shows is that they are underwritten by the professional and business men of the community for the purpose of getting more trade from those attending and to create good will.

Sponsored shows have become an important factor in the 16mm. field. They are ever increasing in number in all sections of the country. However, in Canada, where the summers are short, outdoor operations are not too successful. But the shows are going strong in the United States. As an indication of the spread of the business, over 3,000 business men have sponsored merchant's shows in Indiana alone. The same is true of Michigan and surrounding States.

Leroy Denis, who was a roadshowman before he entered the film library business, feels that free shows stimulate the theater-going habit. He pointed out that in Remington, Ind., at the close of the summer free-show season, the merchants pledged \$10,000 to build a theater. He states that that is a common occurrence.

The average attendance at a free show exceeds 1,000 a night. The towns are usually without a theater. The method of showing films is to hang the screen in the main street, if possible. This is important, since the crowd gathers in front of the stores. Thus, when they get hungry for an ice cream cone or a stick of candy, they can go into a store and buy.

Another point is that the merchant, looking out from his door and seeing the large audience, feels that his fee is being invested wisely.

Equipment used is usually a portable projector with 750-watt bulb, microphone, stereopticon, phonograph, 8x12-foot screen, and any needed accessories. Slides advertising the merchants, together with microphone announcements, are the visible returns to the merchants.

### New and Recent Releases

(Running Times Are Approximate)

**WILDCAT SAUNDERS**, released by Astor Pictures Corporation, six-reeler with Starlight, with the wanderer; Jack Perrin, Blanche Mehaffy, and Tom London. The saga of a cowboy who turns prizefighter. Running time, 60 minutes.

**SWING VACATION**, released by Nu-Art Films, Inc. A two-reel sound film featuring Charles (Buddy) Rogers, who plays almost every musical instrument, besides being a singer. He and his orchestra give a diversified selection of hits, assisted by the singing of Betty Jane Rhodes. Story centers around a tourist-comic advertising campaign and a young singer who adopts the firm's trade name. Running time, 19 minutes.

### Showboat Has Films

PHILADELPHIA, July 19.—A new phase of 16mm. screen showings was introduced here in connection with the moonlight boat rides sponsored by the Wilson Line each evening. Cruising down the Delaware River, the line's Showboat has added motion pictures to the program of dancing and vaude. The pictures are shown on the top open deck of the boat. Program consists of a feature picture and selected shorts. A general admission on the boat provides for all the attractions offered.

with extra business and good will thrown in for good measure.

Pictures should never be advertised in advance. If it is necessary to advertise a given picture to draw a crowd, there is no advantage in free shows. If people have seen the picture they will not come because very few want to see a film again unless it is exceptional. The free show itself is what draws the crowd.

The importance of giving every merchant advertising slides cannot be overlooked. After all, that is what they are paying for. The merchants should be contacted and encouraged to use temporary slides advertising sales. They should be impressed with the fact that the roadshowman is trying to give them full value and not merely to take money out of town.

Pinned down to a brief summary, success in the presentation of merchant-sponsored shows rests entirely on initiative and painstaking attention to detail.

## Cutting It Short

By THE ROADSHOWMAN

Alfred Ruben, roadshowman operating under the name of Motion Picture Showing Service, has specialized in running shows for clubs, churches, private schools, and colleges. His program at the Union Club, New York, was viewed by many prominent personalities, including Herbert Hoover and Phil Plant. Ruben claims his most amusing experience was the running of an Irish picture, *Kathleen*, for a Jewish group in Spring Valley. Picture was well received and he plans to use it during the fall.

Ruben recently operated a show at Altman's department store for the Greater New York Fund. More than 2,000 persons were present. He used a 7 by 9 screen, two speakers, and sound equipment. Picture shown was *For the People*. Ruben has shown in jails, synagogues, and various institutions.

Paul Schaefer, just back from the Catskills, where he put on features and shorts on the borscht circuit, reports hotels are featuring more live talent. Hotels showing 16mm. films have benefited directly. For example, one hotel with accommodations for 150 guests had an audience of 300 on the night it showed films. Schaefer states that *Swing Hit, Professor*, with Pinky Tomlin and Toby Wing, went over big. Comedies are also popular at the Catskill resorts, he says.

### ORCHESTRA ROUTES

(Continued from page 12)

Pontrelli, Pete (Lick Pier) Ocean Park, Calif. 8.  
Powell, Teddy (Hamid's Pier) Atlantic City, 21-22.  
Powell, Walter (Tybee Beach) Savannah, Ga. 9.  
Prasnik, Sid (Diamond Horseshoe) NYC, no.  
Quay, Carl (General Warren) Malvern, Pa. 10.  
R  
Ramon, Frank (Hurricane) NYC, re.  
Rey, Alvin (Abe's) Atlantic City, 21-22.  
Rivers, Dick (Centennial Gardens) Sylvania, O. 20.  
Russell, Mark (Southern Mansion) Kansas City, Mo., 8.

S  
Batterfield, Carl (Hurricane) NYC, re.  
Schaefer, Paul (Baker) St. Charles, Ill. 8.  
Scott, Raymond (Cedar Point) Sandusky, O. 18-24, p.; (Steel Pier) Atlantic City 28-Aug. 2.  
Snamer, Muggsy (Tans Town) St. Louis, 8.  
Strand, Maury (Earl Carroll's) Hollywood, Calif. no.  
Strickland, Don (Greystone) Detroit 23-29, 8.

T  
Tenney, Lee (Goldberg) Los Angeles 8.  
Thal, Pierson (Broadmoor) Colorado Springs, Colo. 8.  
Tucker, Orrin (Coney Island) Cincinnati 22, p.

V  
Venus, Joe (Paramount) NYC, 1.

W  
Walsh, Jimmy (Casino Gardens) Ocean Park, Calif. 8.  
Weeks, Simon (Fair Grounds) Vandalia, Ill. 20.  
Wells, (Forest) St. Louis 27-Aug. 2, p.  
Weik, Lawrence (Hoop) Arvada Park, Ia. 22, b.; (Excelsior) Excelsior, Minn. 23, p.; (Valley) Des Moines, Ia. 23, b.; (Garden) Sioux City 27, b.; (Lakeside) Outenberg 28, b.  
Weems, Ted (Lakeside) Denver, p.; Memphis 28-Aug. 9, h.  
Wendell, Conant (Ace of Clubs) Odessa, Tex. 10.  
White, Sam (Fair) Philadelphia, Pa. 25-31, 1.

Y  
Young, Ben (Coney Island) Cincinnati 19-24, p.

### ROUTES

(Continued from page 21)

Douglas Greater: Camas, Wash.  
Dunley, D. E. (Fair) Leonard, Tex.; Dickens 28-Aug. 2.  
Dyer's Greater: Redburg, Wis.  
Eddie's Expo: Leechburg, Pa.  
Edwards, J. H. (Baroque) O. Fair  
Elite Expo: Omaha, Neb.; Winter 28-Aug. 2.  
Elman: (Fair) Darlington, Wis.  
Eddy Bros.: Hallowell, Me.  
Evanville: Abseyev, Ind.  
Fleming, Mad Cady: Valdosta, Ga.  
Francis Bros.: Golconda, Ill.  
Frank (Fair) Madison, Wis.  
Frisk Greater: Roseau, Minn. 21-23; Mahanomet 24-27.  
Funland: Savage, Md.; Odenton 28-Aug. 1.  
Gardner: Union: Carlisleville, Ohio.  
Gibbs, W. A.: Cambridge, Neb.; split week.  
Harnes and Morganville, Kan., 28-Aug. 2.  
Gold Medal: Bessemer, Me.  
Golden Best: (Fair) Jovonville, Ind.; (Fair) Paducah, Ky. 28-Aug. 2.  
Golden State: Napa, Calif.  
Gordon Great: West Hastings, Minn.; South St. Paul 28-Aug. 2.  
Gooding, A. W. Am. Co. Cochranton, Pa.; Zellephie 28-Aug. 2.  
Gordon Great: New Boston, O.  
Gooding, P. E. Am. Co. No. 1; (Planner House Country Fair) Indianapolis, Ind.; No. 2 (Bi-centennial Celebration) Fort Revere, O. No. 2; (Lions' Club) Fair Charlestown, Ind.; No. 4 (Pfeiffer's Festival) West Alliquipa, Pa.; No. 5 (Tomato Festival) Sumner, Ia.  
Grand: Redlie: Carlson Hill, Ala.  
Grand Union: Pond Creek, Okla.  
Great American: Freshold, N. J.; Margaret 28-Aug. 2.  
Great Lakes Expo: Bushnell, Ill.; Harrisburg 28-Aug. 2.  
Great Sutton: Murphysboro, Ill.; Belleville 28-Aug. 2.  
Greater United: Clinton, Okla.  
Groves Greater: (Street Fair) Ladoga, Ind.  
Hanna, Bill: McKinney, Tex.; Sulphur Springs 28-Aug. 2.  
Happy Attrs.: Beverly, O.; Mount Sterling 28-Aug. 2.  
Hiller's Acme: East Paterson, N. J.  
Holt, H. Peru, Ind.  
Isth, F. B.: Morrison, Tenn.  
Hennies Bros.: Kenosha, Wis.  
Hines, Am. Co. Cherry, Ill. 25-27; (Fair) La. Fair 28-Aug. 1.  
Hottle, Buff: Milan, Tenn.  
Howard Bros.: Atlanta, (Fair) Washington O. 28-Aug. 2.  
Huggins Model: Sand Point, Idaho; Moscow 28-Aug. 2.  
Hughey & Gentich: Waukesha, Ill.; Rossville 28-Aug. 2.  
Hurst, Bob: Burkett, Tex.  
Hyalite Midway: California, Mo.  
Ideal Expo: Scranton, Pa.  
Imperial: Leavenworth, Ind.  
Jackson, Edger: West Fairview, Pa.  
Jones Greater: Nitro, W. Va.  
Jones, Walter J.: Expo; Madison, Wis.  
Kans. W. C. Kittery, Me. 21-Aug. 2.  
Kans Expo: Hawthorne, N. J.; Plainfield 28-Aug. 2.  
Kermans Modern: Newton Falls, O.  
Ladearn Attrs.: De Leon, Tex.  
Lagaine Am. Co.: Central Falls, R. I.; Peabody, Mass. 28-Aug. 2.  
Lake Lake: Goodrich, Mich. 23-25; Olivette 25-26.  
Lang, Deo: International Falls, Minn.; (Fair) Thrice River Falls 28-Aug. 2.  
Lans, J. W.: Mount Olive, Ill.  
Lawrence Greater: Panxunaway, Pa.; Altoona 28-Aug. 2.  
Lewis, Art: Bridgeport, Conn.; Pleasanton, Pa. 28-Aug. 2.  
M. & G. Am.: Brysonville, Ga.  
M. & M. Clarence, N. H.  
McArthur, E. J.: Midway; Pan: Ripon, Wis.  
McMahon: Philadelphia, Neb.  
Mac's Caravan: Mazon, Mo.; California 29; Linn Creek 31-Aug. 2.  
Mack's: Erie, Pa. Add. Ia.  
Merks: Fairmont, W. Va.  
Mid-Way of Mirth: Cherry, Ill.; Rockland, Ia. 28-Aug. 2.  
Miller's: New England, N. D. 24-26; Reisinger 28-30; Lemmon, S. D. 31-Aug. 2.  
Miller Am.: Forest Hill, Ia.  
Miller Midway: Roseto, Pa.; Oxford, N. J. 28-Aug. 2.  
Motor City: Mount Pleasant, Mich.  
Mound City: Ashland, Ill.; Mechanicsburg 28-Aug. 2.  
Nall, W.: Transum, Ark.; De Witt 28-Aug. 2.  
Northwestern: Cassopolis, Mich.; Marcellus 28-Aug. 2.  
Oak Empire: Calico Rock, Ark.  
Page, J. J.: Expo. (St. Mathews location) Louisville, Ky.; Owensboro 28-Aug. 2.  
Patri-American: Fort Wayne, Ind.; Elkhart 28-Aug. 2.  
Parade: Baxter Springs, Kan.  
Pearson: Wyoming, Ill.  
Petersen: Corvinn, N. Y.; Emporium, Pa. 28-Aug. 2.

Peasgood: Manistique, Mich.  
Perry's World's Fair: Cuba, N. Y.  
Pryor's All-State: Smithers, W. Va.  
Reading's: Cedar, Ky.  
Reed, King: New York Mills, N. Y.  
Riley: Madison, J.: Philadelphia, Pa.  
Reese: Hammond, Wis. 21-23; Cambridge, Minn. 26; New Brighton Aug. 1-3.  
Rivers: Erie, Pa.; Rockland, Ill.  
Roovers Bros.: Seboka, Minn. 23-26; De Raff 27-28; Buffalo Lake 28-Aug. 1; Cosmo 2-3.  
Patri-American: Pontiac, Mich.  
Rubin & Cherry Expo: Butte, Mont.

Scott Expo: Kimball, W. Va.; Mullens 28-Aug. 2.  
Scott's Rides: Amherst, Pa.  
Sells Bros.: (Happyland Park) Greenville, S. C.; (W. Downie St.) Greenville 27-Aug. 2.  
Shelton: Madison, Va.; Harrison, O.  
Sickels Union: Cloverport, Ky.  
Siebrand Bros.: Pleasantwood, Mont.  
Sims Greater: Minto, N. B. Can.  
Sis, J. Harry: Astra: (Crandon Drive) Louisville, Ky.  
Slovak's Northern: Eagle River, Wis.  
Smith Bros.: Forum, Okla.  
Smith's Greater: Standardville, Va.; New Market 28-Aug. 2.  
Snapp Greater: Ransall, Ill.; Monroe, Wis. 28-Aug. 2.  
Sof's Liberty: (Fair) Taylorville, Ill.  
Southern: Oxford, Miss.  
Southern State: Savannah Beach, Ga.  
Southern United: Portland, N. D.  
Sparks, J. P.: Williamson, W. Va.; Hazard 28-Aug. 2.  
Square Deal: Bladell, N. Y.  
Svirate, Jaidis: St. North Tonawanda, N. Y.; Rochester 28-Aug. 2.  
Sunburst Expo: (Broadway & City Line) Buffalo, N. Y.; (Fair) Alton 28-Aug. 2.  
Sunset: Am. Co.: Guilford, Mo.; (Fair) Kahoks 28-Aug. 2.  
Tassell, Barney: Fredericksburg, Va.  
Texas: Corpus Christi, Tex.  
Texas Kid: Nacogdoches, Tex.  
Thomas Am. Gas City, Ind.; North Salem 28-Aug. 2.  
Trowel, T. J.: Hutchinson, Kan.; Wichita 28-Aug. 2.  
Tilley: Harrison, Ill.; Princeton 28-Aug. 2.  
Tivoli Expo: Waukon, Ia.  
Travers Chastanooga: Barre, Vt.  
Virginia Greater: Elyton, Md.  
Wade & Miller: Lake Orion, Mich. 23-27.  
Wade, W. G.: Monroe, Mich.  
Wadsworth: K. Astra; Atlanta City, N. J.  
Wallace Bros.: Frankfort, Ind.  
Wallace Bros. of Canada: Vermilion, Alta.  
Ward, John K.: Michigan City, Ind.  
West Bros.: Des Moines, Ia.  
West Coast: Eugene, Ore.; Marshfield 28-Aug. 2.  
West, W. E.: Motorized: Ralston, Neb.; Bartlett 28-Aug. 2.  
West's Wagon's Wonder: Waukegan, Ill.  
Wilson: Auburn, Ill.  
World of Fun: Brunswick, Md.  
World of Mirth: Baxton, Mo.  
World of Pleasure: Wyandotte, Mich.  
World of Today: Cherryvale, Kan.  
Wright Co.: Tabor, Ia.  
Wye Great: Garville, Ia. 21-23; Strawberry Point 23-24; North English 25-26.  
(See ROUTES on page 24)

16 MM. STOP PAYING RENT  
SOUND PROJECTORS "OWN YOUR OWN"  
14 MONTHS TO PAY  
NEW LATEST MODEL HEAVY DUTY  
1000 WATT LAMP—50 WATT AMP. WITH  
2-12" HEAVY DUTY SPEAKERS  
You Save \$100.50  
Your Price \$289.00 We Trade  
BOX D-41, The Billboard, Cincinnati, Ohio

HERE'S YOUR CHANCE  
ALL YEAR BUSINESS NO INVESTMENT  
SHOW TALKIES  
Show Talkies-Theatrical towns your territory  
writing. We furnish Film, Sound Projector, etc.  
BENTHAM WILCOUGHY PICTURES, INC.  
1600 Broadway, New York, N. Y.  
IDEAL PICTURES CORPORATION  
28-34 East 8th St., Chicago

SUPER SOUND Only \$13.50 Per Week  
ALSO  
Over a hundred programs at only \$9.75 per week.  
Good service. Good prices.  
Good picture. Join the "Infinite"  
family of happy roadshowmen.  
Send for your free copy of our latest "Roadshowmen's Catalog."  
INSTITUTIONAL CINEMA SERVICE, Inc.  
1560-D BROADWAY NEW YORK

\$19.50 PUTS YOU IN SHOW BUSINESS  
We ship you everything, motion picture projector, sound equipment, tables. Guarantee you to make good in the Roadshow Business. It's packed full of the 2,000 theatres shown in U.S.A. and Canada. Limited supply. Be sure to get your FREE copy. Write today!  
THE ROADSHOWMAN  
28 Opera Place Cincinnati, Ohio

LITHO POSTERS, PHOTOS, STILLIS, ETC.  
The Theatrical Advertising for your Shows. Write us your Needs. Hundreds of titles available. We are the largest. Lists. Films rented and sold—16mm. 8mm.  
F C PICTURES CORP.  
265 Franklin Street Buffalo, N. Y.  
FREE INSTRUCTIONS  
Write today for your free copy of The Billboard's latest booklet entitled "How To Make More Money in the Roadshow Business." It's packed full of tips for beginners. All Theory will wait it too. For the many films and supply houses advertisements. It's a most limited supply. Be sure to get your FREE copy. Write today!  
THE ROADSHOWMAN  
28 Opera Place Cincinnati, Ohio

# The Final Curtain

**ALLEN**—Norman, 37, concert pianist and radio performer, drowned at Bowen Island, B. C., July 1. Survived by his mother, a brother, and a sister.

**BEDARD**—Joseph N., former pitcher, at Emergency Hospital, Washington, after a three week illness. Survived by his widow, Hazel; a son, and a stepdaughter. Burial at Chillicothe, Mo., July 9.

**BERTRAM**—George, 59, music teacher, July 14 at his home in New York after a long illness. He came to the United States four years ago from Germany and had taught here at the New York Conservatory of Music and at the Malkin Conservatory in Boston.

**BOHNEN**—Eldur Marion, 39, known to the New York stage as Eldur Lanmark, in Hollywood July 10. She began her acting career in Chicago in 1925, later moving to New York, where she played in *Honor Bright*, *Weep for the Virgins*, and *Men in White*. She went to Hollywood 10 months ago. Funeral services in Little Church of the Flowers, Los Angeles, July 12, with cremation following. Ashes were sent to Hazelhurst, Wis., for burial. Survived by her husband, Roman, and a daughter, Marina, of Hollywood.

**BOGRAS**—Mrs. Penny, member of Burdick's All-Texas Shows, recently at her home in Drumright, Okla., of peritonitis following an operation. Survived by her husband, James, also a member of the shows.

**BURTON**—Louis, 70, employee of the O. C. Buck Shows, July 14 of a heart attack in his hotel room in Westfield, Mass. He was a native of Montreal.

**CARMAN**—Alice, 39, former musical comedy and vaude singer, July 10 at Will Rogers Memorial Hospital, Saranac Lake, N. Y., after a long illness. Miss Carman had appeared in many musical comedies and played vaude in the acts of Carman and Wallace, Gilroy and Carman, and Alberman and Her Husband.

**CHASE**—Glenn Frederick, 77, who with his late partner, William T. Lister, for many years operated the Chase-Lister Players out of Newton, Ia., one of the first tent theatre companies ever to take to the road, June 8 in Huntington Park, Calif. A native of Russell, N. Y., Chase was active in the tent show field until six years ago, when he retired and settled in California. For the last two years he had resided with his wife in Huntington Park, where he was manager of the I-Rola Trailer Court. Christian Science services at the Wheat-Halverson Mortuary, Huntington Park, June 11, followed by cremation. The ashes will be interred at his old home in Newton, Ia. Surviving are his widow, Florine; two daughters, Mrs. C. H. Palm, Baltimore, Md., and Mrs. Barbara Gans, Crossman, Penn.; a son, Riley M. Chase, Orlando, Fla.

**CHICKERING**—William J., 68, formerly with the Yankee Robinson and other circuses, July 16 in Chicago after a long illness. "Chick," as he was known to intimates, had a wide circle of friends in the circus world, and had done many favors for circuses playing Chicago. Survived by his widow, Mrs. Marie Chickering. Burial in Mount Carmel Cemetery, Chicago.

**CLENDENIN**—Mrs. Alice LaVerne, 23, wife of Prof. C. T. Clendenin, carnival mentalist, and who had been with carnival side shows past three years, July 12 in Magdalena, N. M., of tuberculosis. Survived by her husband and son.

**CORRI**—Charles M., 83, at Streatham, London, June 8. Upon retirement in 1905 he had completed Corri's Grand Musical Director to the Old Vic and Sadler's Wells theaters in London. Cremated at Golders Green, London, June 13.

**DAVIDSON**—Sheridan, C., 52, widely known in Midwest and West Coast repertoire circles and formerly manager of the Hazel M. Cass Players, who toured Iowa for many years, July 14 at Trinity Lutheran Hospital, Kansas City, Mo., of a complication of diseases. The last four years he was supervisor of dramatics for the WPA in Kansas City. Mr. and Mrs. Bob Grandt, of Kansas City, had charge of the funeral services at Freeman Mortuary, that city. Remains were cremated. He leaves no survivors.

**ERDRICH**—Arno, 38, former musician, who gave up a musical career with Rudy Vallee's orchestra to take up law. In California and just returned from Arno quit Vallee in 1929 and became a member of the law firm Jones, Day, Cockley, & Reavis in Cleveland.

**GAUBERT**—Philippe, 62, composer and for many years director of the Paris Opera, in Paris recently. He received his early musical training at the Paris Conservatory and eventually conducted the Conservatory concerts. He was an accomplished fiddler.

**GILBRIDE**—Mrs. Irene B., 53, former musician, July 8 at her home in Ventnor, N. J., after an illness of seven weeks.

Since retiring from the profession she served on the Women's Committee of the Philadelphia Orchestra and was a patron of the Philadelphia Opera Company. Surviving are her husband, Charles B.; three daughters, two sisters, and her father. Funeral July 10 in Bryn Mawr, Pa., with burial in Kenilworth, Pa.

**KITTINGER**—Irvine J., 66, pioneer radio executive, July 12 in Buffalo after an eight-week illness. He was the former head of Buffalo Broadcasting Corporation. He leaves his wife, two sons, and a daughter.

**KLUGH**—Paul B., 63, retired vice-president of the Zenith Radio Corporation, Chicago, and executive chairman of the National Association of Broadcasters from 1924 to 1927, in Yellowstone Park, Wyo., while on vacation recently. His home was in Summit, N. J. As executive chairman of the NAB, Klugh directed the first fight of broadcasting stations against the demands of the American Society of Composers, Authors, and Publishers for fees for the use of copyrighted music. Surviving are his widow, Mrs. Rhoda Corwin Klugh, and two daughters, Mrs. Iris C. Garverick, Chatham, N. J., and Mrs. Gordon P. Stearns, Rehoboth, Mass.

**KOETTER**—Bernard G. (Ben), 63, director of customer relations for General Motors Corporation until his retirement two years ago, July 9 at Harper Hospital, Detroit. He was originator of General Motors exhibit at Chicago's A Century of Progress, of Atlantic City Steel Pier (car) exhibit, and of the spring automobile show. He was a member of Detroit Players' Club. Interment in White Chapel Memorial Cemetery, Detroit.

**LANOENBERG**—William Henry, 71, musician and bandmaster, at his home in Girard, Calif., July 10. Funeral July 15 at Sawtelle Military Funeral Chapel. He was a Spanish-American War veteran. Survived by his widow and a daughter.

**LAVELL**—John, 38, veteran Northeast Circuit race driver, of injuries sustained in a big-car auto race in Weymouth, Mass., July 4. Survived by his widow, Meg Lynn—Mrs. Hilda R., for many years on the staff at Meyers Lake Park, Canton, O., July 14 at her home in Meyers Lake village. She had served in many capacities and in recent years mostly as cashier on rides and concessions. Surviving are a son, Paul, employed at the park; her father, two brothers, and a sister. Funeral services in St. Joseph's Church, Canton, and burial in the church cemetery.

**MORTON**—Ferdinand (Jelly Roll), 51, known for years on Tin Pan Alley as a composer of popular songs, July 10 in General Hospital, Los Angeles. Among his songs were *Jelly Roll Blues*, *Mama Mife*, and *The Wobbling Blues*. Survived by his widow and two sisters.

**NASH**—William Thomas, an employee of the cookhouse with the Ringling-Barnum circuses, killed when his train struck at Auburn Station, Cranston, R. I., July 5.

**NIMMS**—George W., former violinist with the Keefe band in the Palace Theater, Albany, N. Y., July 13 at his home in that city. Survived by his widow, two sons, and three brothers. Burial July 18 in Graceland Cemetery, Albany.

**PELMAN**—Blanche, wife of Meyer Pelman, carnival concessionaire, July 10 in a Minneapolis hospital after a six-year illness. She was a member of the auxiliaries of the Heart of America Showmen's Club and Showmen's League of America.

**RAYMOND**—W. O., 42, pitcher, at Robert W. Long Hospital, Indianapolis, July 5 of injuries sustained in an auto accident five weeks previous. Prior to the accident he had been struck by a train. Survived by his widow and son, Wilfred.

**RUSSELL**—Fred, 72, formerly in vaude as a member of the team of Doris and Russell, the "Musical Roadsters," and prior to that with the John H. Maloney band on the Dr. Franz C. A. Goerss mad show, recently at his home on Long Island, New York. He was a native of Iowa.

**SCHIEL**—Mrs. Christine Margaret, 59, wife of Professor J. Alfred Schiel, nationally known choir director, organist, and composer, at her home in Cincinnati July 13. Professor Schiel has been choir-master and organist at St. Lawrence Church, Cincinnati, since 1912. He formerly was a violinist in the Cincinnati Symphony Orchestra. Besides her husband, she is survived by 11 children.

**SMITH**—Charles, 63, former circus animal man and the past six years superintendent of animals in San Diego (Calif.) Zoo, July 17 in Veterans' Hos-

pital, Sawtelle, Calif., after a long illness, contracted in Africa in 1939 while collecting animals for the zoo. He was a former circus animal trainer, having trouped with a number of shows. He spent 16 years with Ringling Bros.' Circus as trainer and superintendent of animals, and also had his own act, known as Smith's Animals, in vaudeville and at fairs. Born June 15, 1876, he served two years in Puerto Rico during the Spanish-American War and was a member of the Veterans of Foreign Wars and the Elks Lodge, of Baraboo, Wis. Survived by his widow, Pauline B., who with her sister, Ora, former the Loretta Twins, circus act; a son, Charles K., by a former marriage; two nieces, Mary Minerva and June Ernst; and a nephew, John Ernst, member of the Ringling show. Services July 23 in Government Chapel, Sawtelle.

**TENNENT**—Harry M., 62, formerly general manager of Moose Empires and Howard & Wyndham, Ltd., in London, in that city June 11. He founded in conjunction with Harold Beaumont the play-producing company H. M. Tennent, Ltd., in 1936, his position being managing-director until 1937 to 1939 he was general manager of the Drury Lane Theater Royal, London.

## IN MEMORIAM

Our deepest sympathies for a real showman, a true, loyal friend

## WARREN LINCOLN TRAVIS

who died early Sunday,  
July 13, 1941

He will be sincerely missed from Coney Island, N. Y., where he was our real pal for a long time.

From The Employees of Luna Park,  
Coney Island, N. Y.

**TRAVIS**—Warren Lincoln, 63, professional strong man, July 12 at the end of his highly performance in the World Circus Side Show at Coney Island, N. Y. He had been noted for his strong-man feats, reportedly outlifting such other strong men as Eugene Sandow, Louis Cyr, and Arthur Saxon. Travis began his career at Huber's Museum, New York, and later went with the John L. Robinson Circus. He also trouped many years with the Barnum & Bailey and Ringling Bros. circuses. When Theodore Roosevelt became Police Commissioner of New York, he appointed Travis physical instructor for the Police Department. In 1918 he received The Police Gazette Diamond Belt for winning a weight-lifting competition in New York and won another a month later in Montreal. He was credited with many feats of strength, among which were lifting a platform bearing an upright piano and two horses and allowing two automobiles to be driven over him. Funeral services July 14 in New York, with cremation in Mount Carmel Cemetery there.

**WEISBENDER**—Frederick St., 87, former music critic for the old Commercial Tribune, Cincinnati, July 12 at his home in that city. Born in Durkheim, Germany, Weisbender came to America in 1873. Survived by his widow; a daughter, Margaret, and two sons, Frederick Jr. and Henry.

**WICKHAM**—H. B., 70, former carnival trouper, recently.

**WILSON**—James B., 40, carnival concessionaire for 25 years and with the J. J. Colley Shows the past three, recently in Rochester (Minn.) State Hospital. Survived by his widow, Jean, former show secretary and sales agent for The Billboard on the Colley Shows; two sons, James Jr. and Lloyd, and a daughter, Carolyn. Services and burial in Rochester.

## Marriages

**BUDD-LEFLEM**—W. Clement Budd, musician and vocalist with Budd's Blossoms, and Janet LeFlem, musician, recently in Regina, Sask.

**COLMAN-DENIS**—"Rusty" Colman and Lane Dennis, Portland, Ore., night club entertainers, recently in Niagara

Falls, N. Y. They opened July 21 at Amato's Supper Club, Astoria, Ore.

**DARLING-LANE**—Philip Darling, formerly signing man with Mlle. Florence, high act, and Greta Lane in Yuma, Ariz., July 13.

**HELLIHY-CRAIG**—Walter Hellihy, radio announcer for Yankee network, and Alice Craig, chorine in Pal Joey, July 12 in New York.

**HOLDEN-MARSHALL**—William Holden and Brenda Marshall, film players, July 13 at El Rancho Vegas, near Las Vegas, Nev.

**HUG-PALMER**—Howard Hug, human cannon ball, free act with Hugins Model of Shows, and Edna Palmer, singer and dancer with one of Red Lindsey's attractions on the shows, July 9 in Coeur d'Alene, Idaho.

**LA VERNE-LOOMIS**—Robert J. La Verne (La Verne the Great), San Francisco magician, and Edith May Matthews, nonpro of Enid, Okla., July 16 in New York.

**LINTHICUM-JOHNSON**—Robert L. Lintnicum, member of a Philadelphia radio quartet, and Janice M. Johnson, member of the same group, July 12 in Camden, N. J.

**LINTHICUM-JOHNSON**—Arthur T. Lintnicum, member of vocal quartet featured on Philadelphia radio stations, and Ruth E. Johnson, of the same quartet, July 12 in Camden, N. J.

**MILLER-WEINSTEIN**—Max Miller, musician in Tone Carnavale's band, and Sylvia Weinstein, nonpro, July 5 in Buffalo.

**O'MALEY-ELLIS**—George T. O'Maley, nonpro, of Kansas City, Mo., and Patricia Ellis, screen actress, July 12 at Bowling Green, O.

**REILLY-HARRINGTON**—Howard Reilly, theatrical agent, and Jean Harrington, nonpro, July 12 in Union City, N. J.

**ROOT-RANSON**—Chet Root, non-pro, and Lois Ranson, Republic starlet, in Las Vegas, Nev., July 5.

**SHELTON-GRAYSON**—John Shelton, film player, and Kathryn Grayson, film actress, in Las Vegas, Nev., July 12.

**TRIMBLE-BLACKBURN**—John James Trimble, nonpro, and Arline Blackburn, radio and stage actress, July 12 in Poundridge, N. Y.

**WARREN-VAN BUSBIRK**—Carlton Warren, assistant program director of WOR, and Edith Van Busbirk, nonpro, June 29 at St. Andrew's Church, Kent, Conn.

## Births

A daughter, Stephanie, to Mr. and Mrs. Lewis Herman in Chicago July 12. Father is a radio writer and mother is the radio actress Margarite Shalett.

A daughter, Crystal Ann, recently to Mr. and Mrs. Arthur Carver, free act performer with Crystal Exposition Shows.

A son to Mr. and Mrs. Bert Lehr in Cedars of Lebanon Hospital, Hollywood, July 12. Mother was formerly Mildred Schroeder, showgirl, and father is stage and screen comedian.

A son to Mr. and Mrs. Walter Cole in City Hospital, Spencer, Va., July 5. Father is a concessionaire with Fryer's All-State Shows.

A son recently to Mr. and Mrs. Arthur Stokes. A twin daughter died at birth. Father is a former Art Lewis Shows staff man.

A daughter to Mr. and Mrs. Morton Fielding July 9 at St. Luke's Hospital, Philadelphia. Father is drummer with Alan Fielding's orchestra at Club Ball, that city.

A daughter to Mr. and Mrs. Albert Levina July 10 at St. Luke's Hospital, Philadelphia. Father, professionally known as Lee Vines, is radio announcer on WIP, Philadelphia.

A daughter to Jane Smith Brison and Raymond Brison Jr., in John Hopkins Hospital, Baltimore, Md., July 8. Parents are with the Bell Bros' Circus.

A son to Mr. and Mrs. George Curti at St. Vincent's Hospital, Hollywood, July 12. Father is with Skouras Theaters.

A son to Mr. and Mrs. David Chandler at Santa Monica, Calif., July 13. Father is a member of Warner's publicity staff.

## Divorces

Nancy Welford, stage star of No, No, Nanette, from Franklin H. Cobb in San Francisco July 9.

Doris Davenport, film actress, from Garland Weaver, photographer, in Los Angeles July 18.

Buena Vista Silvers from Sidney T. Silvers, screen actor and writer, in Los Angeles July 14.

Betty May Graham, actress and model, from Merrill E. Graham in Los Angeles July 14.

# CLUBS STAGE LIVE EVENTS

## NSA Coney Rally Draws 750; Sign 50 New Members

NEW YORK, July 19.—The National Showmen's Association's first annual membership drive, held Wednesday at Coney Island, proved successful with over 50 new applicants signed. Thru the courtesy of Leo Singer, of Singer's Midlets, the Midget Village in Luna Park was turned over to the association for the rally. Approximately 750 showfolk who attended were entertained by the Midget Village, Luna's circus, Sam Wagner's World Circus Side Show features, Big Mouth McWilliams and Margie and her troupe, and dancer Pat Patterson from the Hot Spot show in the park.

Victor Kaye emceed the show, which started at 1 a. m. and wound up at 3:30 with beer and hot dogs. Secretary Sam Koshstein read telegrams from Vice-President Art Lewis and George Tilyou and James Oratoro of Steeplechase Park wishing the association success. President Max Linderman wired during the day that he was on his way in from Lew- (See NSA CONEY RALLY on page 30)



THESE OFFICERS FOR 1941-'42 of the Ladies Auxiliary, Heart of America Showmen's Club, were grouped for this photo during the seventh annual summer party of the aux at the Blue Hills Restaurant, Kansas City, Mo., on July 9. Left to right: Ruth Martone, president; Helen Brainerd Smith, treasurer, and Loretta Ryan, secretary.

## Switched R. I. Date Is Winner for Endy

WOONSOCKET, R. I., July 19.—With all looking for a letdown after July 4, Endy Brock's Shows stand here on July 12 turned out to be one of the best of the season, with over 8,000 paid admissions Friday night and Saturday's turnout exceeding 9,000 despite numerous showers, reported John W. Wilson.

What made business the more remarkable was the fact that shows switched to this stand at the last minute because of an electrical power shortage. Switch precluded the possibility of advance publicity and billing. However, excellent co-operation was received from The Woonsocket Call, with a front-page three-column story Monday and over a page Tuesday and Friday, featuring the newboys' outing Monday and a visit of Checo, Lee Erdman's new chimp, to the newspaper office Thursday.

Call men co-operating and visiting the shows were Jack Burgess, managing editor; Art LaRocco, city editor; Zel Levin, executive city editor; Buell W. Hudson, advertising manager; Andy Palmer, general manager; Morris Short, circulation manager; Stanley Popiel, photographer, and O. R. Frauch, news editor.

## Fourth MSA Moonlighter Being Readied in Detroit

DETROIT, July 19.—Michigan Showmen's Association will hold its fourth annual Moonlighter Profile on July 25 at 3 o'clock a. m. at a Great Lakes excursion steamer to leave the foot of Woodward Avenue at that time.

Arrangements are in hands of Harry Ross, MSA president, and Louis Wish, general chairman of the committee, who are planning a program of entertainment. Refreshments will be served on board. Sophisto-Cats, Midwestern radio dance band, with Tabby, vocalist, have been booked to furnish music, with added acts to be on the bill.

Late hour was chosen to allow all showmen to attend after their closing hours. A large contingent from the Royal American Shows, playing in Southeastern Michigan, is expected.

## Frisk Wins Fight With Rain

GRAND FORKS, N. D., July 19.—Frisk Greater Shows completed their 18th week here tonight, and the encountering many weeks of rain since opening in Little Rock, Ark. results have been fair. Red River Valley Circuit of Fairs turned out on the right side of the ledger, with Fertile, Minn., showing the largest gross and breaking all records on July 4. Show starts next week with its second string of fairs in Minnesota. Eight Southern fairs and celebrations are booked, show to jump from Fairmont, Minn. Several new shows and rides have been added.

## 3 Winners for BG; Ind. Fete Bow Big

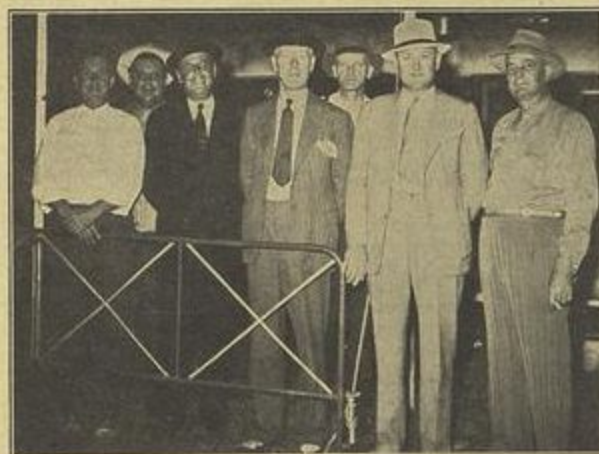
RICHMOND, Ind., July 19.—Beckmann & Gerety Shows received a pleasant surprise here on July 7-12 in the form of a gross far over expectations and better than anything previously recorded by the shows here. It was especially gratifying since it was the week following July 4 and the show had played to big attendance at Anderson (Ind.) Fair, 50 miles away.

Long run from Richmond to South Bend, Ind., this week's stand, brought the train in late Sunday, but everything was ready when Playland Park gates opened Monday night for a Mardi Gras, expected by Park Manager Earl Redden to become an annual. Shows and rides were in the center field of the half-mile track. Monday night's business was above average and heavy crowds turned out Tuesday. Up to midweek all shows had done good business, and among rides the new Spiffire played to capacity. Show and Mardi Gras officials expected the date to be a winner, as big pay rolls start on Tuesdays and continue thru Saturdays. The South Bend Tribune, for years a closed book to carnival press men, gave some art and news stories to the show.

## Show Biz Ended in Orient Until After War, Says Tait

LOS ANGELES, July 19.—Show business in the Orient is over until the war ends, Eddie Tait, of Churchill & Tait, told West Coast showmen on his arrival here from Manila and Singapore. He has been putting on shows in India, Java, Sumatra, and the Malayan States for 30 years.

High income taxes are levied and even annual wages of about \$4.50 are subject to a 17½ per cent tax, Tait said. There are also taxes that run from 20 to 25 per cent on items necessary for carnival operation. Because of war, fairs in Java have stopped and shows are required to give cash bond for operator and all men, Americans and Australians are not allowed in the territory. Shanghai is open, but not to Americans and Australians. Most of the shows playing the territory are owned by Russians. Dodgem is a popular ride, with Ferris Wheels a close second. Tait said that Al West, formerly with Foley & Burk Shows, has left his show after 20 years and is located in Bangkok, Siam. Bill Barlow, living skeleton, is in Australia, and the Moro Midgets are in Manila. Tom Randall, Tait's advance man, is in Australia. The Tait's are guests of Mr. and Mrs. Harry Hargrave, Venice, Calif.



DEPARTMENT HEADS OF O. C. BUCK EXPOSITION lined up for camera-men. Left to right: William Owens, advertising; Joe Falco, transportation; Los Remadell, publicity; William Gorman, business manager; Tom Heffernan, superintendent; O. C. Buck, owner and general manager; Lloyd Coffey, in charge of cookhouse and musical contingent.

## SLA Sponsor At Edmonton

Big turnout for Canadian war charity at exhibition —board to place funds

EDMONTON, Alta., July 19.—Monster midnight benefit show, promoted by the Showmen's League of America, in the aid of Canadian war charities, proved the most successful undertaking of its kind in the history of Edmonton Exhibition when over 3,000 local folks and fair visitors, increased by hundreds by carnival and concession people, flocked to the grandstand here Thursday night. Entertainment was furnished by the entire cast of the Barnes-Carruthers musical extravaganza, *Musie on Wings*, and performers from J. W. (Patty) Conklin's Frolicland.

Event was given terrific publicity by both of the local dailies, *The Bulletin* and *The Journal*, and a marvelous build-up by Radio Station CJCA, League President Frank B. Conklin, who is associated with his brother, Patty, in the midway business, was warmly congratulated by Percy W. Abbott, managing director of the exhibition, and the board on the success of the venture.

Every cent of the money derived is to be turned over to a war charity selected by board composed of the Conklins, Director Abbott, and Elwood A. Hughes, general manager of Canadian National Exhibition, Toronto. Walter Hale, press (See EDMONTON BENEFIT on page 30)

## Large RC Gains For Gate, Take At Minn. Event

MINNEAPOLIS, July 19.—An increase of 78 per cent over business in 1940 and an attendance hypo from 150,000 a year ago to nearly 300,000 this year is being recorded by Rubin & Cherry Exposition as part of Minneapolis Aquatennial, July 12-20, said Robert L. Lehman, show's general manager. In 1940 Hennies Bros.' Shows were presented in conjunction with the festival.

Manager Lehman said that the tie-up with the Aquatennial, whereby button holders who redeemed their tickets were given free admission thru the 10-cent gate, helped raise attendance considerably. An estimated 100,000 buttons were sold. Increase in attendance was recorded despite rain which fell all day and night Tuesday.

All attractions reported big business this week. Elsie Calvert's Girl Show packed them in, while Pete Kaweklein's Royal Hawaiian Show also played to capacity houses. World's Fair Freaks, presented by Bert Leow Jr., got a big play (See RC GAINS IN MINN. on page 30)

## New Combo's Bow in Detroit Is Big; Books Church Dates

DETROIT, July 19.—New show partnership of Ziegler & McIntyre closed its first Detroit stand on July 11 after a two-week engagement at Grand River and St. Mary's Avenue under auspices of St. Mary's Church. Partners are Charles J. Ziegler, former owner of the Tri-State Shows, who now has the rides, and Earl A. McIntyre, who bought out the Two Macs Shows last season after having been a partner several years.

Business at the date, with excellent weather most of the time, was about 25 per cent better than a year ago, McIntyre said, when he played the stand under the old set-up.

New combination readied earlier in the season at Island Lake Park, Detroit, where Ziegler has rides. It will play church-sponsored dates in the Detroit area almost solidly the next two months. This week the shows played in the suburb of Ferndale for a church, to be followed by a date in Detroit for St. Francis De Sales Church.

**SOL NUGER** Manager  
**ROCCO** Business Manager  
**S. MASUCCI** Secretary

## VIRGINIA GREATER SHOWS

Now Playing the Best Industrial Spots in the Maryland Defense Area Under Powerful Auspices.

**THIS WEEK, ELKTON, MD., UNDER AUSPICES CECIL COUNTY CHILDREN'S AID SOCIETY.** Been more weeks in carefully selected spots before our Fair season in Virginia and North and South Carolina running until Anniversary Day. Can place at once next, clean Cookhouse. Want complete Minstral Shows. Anna Lee, Jerry Jackson and George Baldwin, answer. Whisky Wagon wants Girls. All working for me before wife, Frank Allen, answer. Capt. Chas. Smith wants Talkers and Grinders for Monkey Hippodrome. Grind Operations, come in. No Coupons or Wheels wanted. Will book or buy for cash Roll-Plane and Octopus. Good proposition for complete 10-in-1. Virginia and North Carolina Fair Societies, notice: We have a few open dates in your territory and can furnish the best midway ever to play your Fair. Correspondence invited. All Address: SOL NUGER OR ROCCO, ELKTON, MD.

## WANTED DICK'S PARAMOUNT SHOWS

Girls for Dancing and Posing Show, Side Show Talker and Manager, also Side Show Acts. Slim, get in touch with me at once. Funhouse, Shows that do not conflict. Concessions: Frozen Custard, Bingo, Ten-Cent Grind Stores. Ride Help, those driving semi preferred. Long season. This week, Norwich, Conn.; next week, New London, Conn., in town.

DICK GILSDORF, MANAGER

## FRED ALLEN SHOWS

Union Springs, N. Y., Firemen's Celebration, July 28 to August 2—Parades, Bands, etc. Big Celebration to follow. Fairs start in August. Biggest Labor Day Spot in State.

Want Rides that don't conflict, 25%. Want capable Shows, 25%. Also want Fun Shows. Clean Grind Stores, \$1,500. No racket. Will pay cash for No. 5 Ell Wheel in good condition if reasonable. This week, Celebrations, Lyons, N. Y.

## Want Large Cookhouse

Account illness. Can place immediately for long circuit of fairs. Want legitimate Concessions. Want Silodrome and Monkey Circus. Address, this week, Sharon, Pa.

## CETLIN & WILSON SHOWS

## W. C. KAUS SHOWS, INC.

Wants for Bensington, Va., last still date of season, and following Fairs: Bloomville, N. Y., Fair; Tompkins County Agr. Fair, Ithaca, N. Y.; Red Lion Gala Fair, Red Lion, Pa.; Huntington County Fair, Huntington, Pa.; Lycoming County Fair, Houghville, Pa.; Shenandoah County Fair, Woodstock, Va.; Bedford Fair, Bedford, Va.; High Point Fair, High Point, N. C.; Person Co. Agr. Fair, Roanoke, N. C.; Cleveland County Colored Fair, Shelby, N. C.; Western Carolina (Colored), Winston-Salem, N. C.; Anson, N. C., Fair; Hooover (Colored) Fair, Henderson, N. C.; South Carolina State Colored Fair, Columbia, S. C.; Colored Fair, Charleston, S. C.; and Warsaw, N. C., Armistice Celebration. Can use legitimate Concessions of all kinds, American Paintistry, Long and Short Range Shooting Gallery, Penny Arcade, Pitch-Tilt-U-Win, Ball Games, Bowling Alley, Scales, Guess Your Age, Cigarette Gallery, Candy Floss, etc. Any Walk Thru, Hissler, Pit or Side Show, Girls for Girl and Posing Show. Ride Help and Concession Agents.

Write or Wire W. C. KAUS, KITTERY, MAINE.

## AGENTS---MAPLE WILLIAMS---AGENTS

Want for long season of 14 Fairs and Celebrations—Agents and Help for the following: Blower, Percentage, Coca-Cola, Corn Game; also Cook House and Grab. This route is a sure money maker for Shows of all kinds. Clinton, Okla., this week, and then Lawton, Okla., for 10 days, to the largest Celebration in Oklahoma this year.

MAPLE WILLIAMS, Greater United Shows

## KEYSTONE MODERN SHOWS WANT

Legitimate Concessions: Frozen Custard, Scales, Diggers, Worth-while Grind Shows, Talkers and Helpers for Monkey Circus. Will book Tilt or Whip for long route of Fairs. Want Truck and Ride Motor Mechanic, sober Ride Help. Address:

Newton Falls, Ohio, this week; Warren, Penn., July 28th to August 2nd.

## YELLOWSTONE SHOWS

WANT MERCHANTS CONCESSION AGENTS AND THREE COUPON AGENTS. Man and Wife to operate Mid-July. Can place Shows and independent Concessions for proven Money-GETTING ROUTE. OUR FIESTAS and FALL FAIRS START THIS WEEK. An act short of Ride Help, but will cover when need met with clean Semi-Trailer.

WANT TO BUY CHEAP FOR CASH

Side Wall, three 14 or 16 Ft. Concession Tents, two small Show Tents, Pop Corn Machine and another Shop Joint. Address: J. A. SONNECK, Mgr., Tona, New Mexico, this week; Albuquerque, New Mexico, week of July 29th.

## KAUS EXPOSITION SHOWS, Inc.

Wants: Legitimate Concessionaires that desire a long season of Southern Fairs, join us now. Will sell exclusive for Nonities only. Hyms, let me hear from you. Can use Lead Gallery week after next. Can place single Pit Attractions, prefer those with own outfit. Ride Help in all departments. Want sober Men in Electrical Department. Write Earl Tidman, For Sale—One Kidzie Train. Write Al Kaslett, J. J. Burns has Kiddie Auto Ride for sale. Write A. J. KAUS, Manager, this week, Hazlet, New Jersey; next week, Plainfield, N. J.

## Jones Expo Has New Records at Milwaukee Fete

MILWAUKEE, July 19.—Despite a rain-out on Tuesday, the gate gross of the Johnny J. Jones Exposition at the Midsummer Festival on the lakefront here, July 12-20, up to Friday night was 14 per cent ahead of that of last year, reported Floyd Newell, show's publicity director.

For the same period the gross on shows and rides was reported at over 55 per cent ahead of 1940 figures. Preliminary figures indicated that all attendance records for the festival were broken, an estimate of 1,800,000 being made by John J. Gray, festival auditor.

## NSA CONEY RALLY

(Continued from page 29)

Iston, Me., and just got in town in time to attend. Vice-President Oscar Buck arrived from Westfield, Mass., for the rally and Past President George A. Hamid came in from Atlantic City.

Among speakers were Sam Rothstein; William Miller, manager of Luna Park; Max Linderman, Oscar Buck, George A. Hamid, Ladies' Auxiliary President Midge Cohen, Phil Cook, Sam Wagner, Sidney Kahn, Harry Rosen, and Dave Rosen. Feature speech of the evening was accredited to Phil Cook, who spoke at length on the aims, purposes, and work of the association. Among those who were called upon to take a bow were Mrs. George A. Hamid, Dorothy Paetman, Anne Dumont, James Hurd, Arthur Hill, and Dr. Martin Couney. Coney Island committee which worked on the drive consisted of George A. Hamid, William Miller, Sam Wagner, James Victor, Harry Rosen, Sam Rothstein, Sam Taffel, James Kyrimes, Phil Cook, James Hut, Vic Kaye, Andre Dumont, David Epstein, Sam Silver, Jack Gordon, Myer Pinsker, Justin Wagner, Julius Kuehnle, Norman Bartlett, Joe Landy, Nat Faber, Mack Goldberg, Leonard Traube, Fred C. Murray, Sidney Kahn, and Uno.

## RC GAINS IN MINN.

(Continued from page 29)

through. LaMott Dodson's Hollywood Monkeys drew well, while Mrs. Doris Kimerer broke records with her glasshouse. Max Kimerer's midjet troupe, Bughouse, and Monster Show got good play, as did Johnny Branson's Motor-cycle Show, Robert Norrie's Funhouse, and Capt. R. W. Chester's Pacific Seas exhibit.

Other show officials here included Denny Pugh, associate manager; Charles White, concession manager; Earl Lindsay, treasurer; Warren Clevenger, accountant; Thomas Martin, steward; P. J. McLane, general superintendent; Sam Ward, publicity director; James C. Simpson, special agent; Charles Lovell, master of transportation; William Cain, chief electrician; William Grigsby Jr., chief engineer; Frank Dymun, neon department manager, and Edward Lowe, postmaster.

Promotions for the show were plentiful thru the Aquatennial tie-up. Newspaper lineages and photos, plus radio time, were arranged for by the Aquatennial committee, which expressed much satisfaction with the midway. On Tuesday Carl J. Sedlmayr, president of Amusement Corporation of America, who arrived for a visit, said he was well satisfied with business.

## EDMONTON BENEFIT

(Continued from page 29)

agent for Frolicland, was responsible for the publicity set-up. Entire show was broadcast over CJCA with Hale and Red Thompson at the mike.

Girls from the Oriental Follies and Artists and Models, carnival shows, managed by Harry G. Seber and wife, Franée, canvassed the grandstand during the afternoon after Hale had made an announcement, circus-concert style. Every known angle was utilized to sell the show to the public, with President Conklin bearing all expenses out of his own pocket.

The show did much to promote and maintain international good will, and the fact that the all-American grandstand show was combining with the all-Canadian midway to raise money for war efforts was widely exploited. Incidentally, the show itself scored solidly.

## OPERADIO SOUND SYSTEMS

Materials are getting scarce. Order now before the Fairs start. Prompt service. Send for special outdoor catalog. Wholesale prices.

**DONALD T. HANKINS**

16 So. 39th Street Philadelphia, Pa.

## BIG SELLER at FAIRS, Etc.

WONDERFUL FOOD DEMONSTRATOR

ROYALE POP-CHIPS

ATTRACTS CROWDS INSTANTLY. FINE DEMONSTRATOR. BUILD a new, profitable business. Very little capital and equipment needed. Use kitchen stove or factory. One distributor to a district only. Every bar, FAIR, Concession wants POP-CHIPS. Place order for retail and WHOLESALE. CATALOGUE with info, also POP-CORN and SUPPLY PRICES. FREE on request. Send 10c for LIBERAL SAMPLE CHIPS. ROYALE POP-CORN CO., 4828 W. 120th (POPCORN GROWERS), CLEVELAND, O.

WANTED

Managers, Showmen, Concessioners, Free Acts

Wish With **CHAS. T. GOSS** Write With

STANDARD CHEVROLET COMPANY

East St. Louis, Ill.

Passenger Cars — Trucks — Semi Trailers

## GALLATIN CO. FAIR

Warsaw, Ky., July 24 to 28.

WANT SHOWS, Bands, Delia, Ladies, August

Concessions, Cotton Candy, Apples, Custard.

A DOYLE can use Man for Dark Rooms and

Girl for Girl and Posing Show.

**BROWN NOVELTY SHOWS**

F. Z. VASCHÉ, Mgr. Warsaw, Ky.

## W. E. WEST MOTORIZED

CARNIVAL WANTS

Clean Cookhouse, privilege 835. Plenty of tickets.

Want Half and Half and other useful Side Show

People, Ration, Nebraska, Celebration this week!

Bartlett Fair to follow.

P.S.: Also want experienced Bingo Agent.

## TOM BAKER WANTS

Can use a few more legitimate Concessions and

Showers for Sheridan Free Fair, Sheridan, Indiana,

August 29th-Aug. 31st. Delia, Ladies, August

6th-9th; then Fairs, Moxeland and Grant County

Fair, Fairmount. Others to follow. Miller's Ride on

all spots. Address:

TOM L. BAKER, Sheridan, Indiana

## CARNIVAL BOOTHS, RIDES

Will rent complete unit, consisting of Ferris Wheel,

Chair-o-Plane, Kidie Ride, 12 Boats (new canvas),

10-ft., including Bingo, Ball Games, Refreshment

Stand, Wheels, Electrical Equipment, Concessions.

Will set up, take down and haul. Carnival Shows

and Games of every description. SHAW-PAUST,

1224 Chestnut St., Philadelphia, Pa. Ph. LO-1124.

## W. S. MALARKEY

Can place Shows and legitimate Concessions for

Roscoe, N. Y., Celebration, July 28-30; Schenectady,

N. Y., Centennial, August 1-2, and six fairs to

follow. Address W. S. MALARKEY, Akeman

Building, Binghamton, N. Y.

## HAVE 6 RIDES

(Just Purchased)

Want capable General Agent for 1942 season. Have

transportation. Will consider partnership. Want

particularly for later from Iowa. Address:

Phillip P. Barrone

Care The Billboard, 1564 Broadway, New York City

**DYER'S GREATER SHOWS**

(A Lotta Hoogy)

Want Ride Men who can, will and do. (No Ferris

needed.) Want Shows with own outfit. 25¢ Long

season Celebration. Our Southern Fairs start in

Mississippi Sept. 15th. Wisconsin Fairs commence

with Gallesville, Aug. 9th-12th. Address per route.

## WANTED

Roll-o-Plane and Concessions. Harold McNeil,

Charlie Ogden and Russel McNeil.

## B. H. BRITT

Care of FUZZELL SHOWS

Carlsville, Ill., this week; Urbana, Ill., next week.

## SMITH'S GREATER SHOWS WANT

Full Wheel Foreman, stary all you are worth. Other

rides. Help wanted. Have several complete Show

outfits for reliable showmen. Opening for Grand

Concessionaire, Stauntonville, Va., this week; then

Old House, West, New Market, Va., 28-Aug. 2.

Now looking for Berryville, Va., Home Show and

Fair. K. F. SMITH.

**THE BILLBOARD**

# Music Popularity Charts

## Advance Rhythm & Blues Record Releases

**Baby's on My Mind**—Gene Parrish (Green Light) V 20-4240  
**Queen Blues**—Gene Parrish (Baby's on My Mind) V 20-4240  
**Green Light**—Baby's on My Mind (Green Light) V 20-4255  
**Harlem Nocturne**—J. Dels (Midnight in the Savoy) V 20-4281  
**I Married an Angel**—Four Tones (The Prisoner's) V 20-4281  
**I'm Lucky I Have You**—Baby's on My Mind (Green Light) V 20-4253  
**Midnight in the Barrehouse**—J. Dels (Harlem Nocturne) Savoy 812  
**Angels' Song**—Four Tones (I Married) V 20-4241

**Sex Is to Blame**—S. Rosetta (Three O'Clock) Decca 46233  
**Sombody Gossip**—M. Scott (Boogie Woogie) Coral 45963  
**Stanley Washes**—B. Johnson (I'm on Decca 2771)  
**Savoy Blues**—T. Reynolds (Waltz 'n' Sittin' in) V 20-4213  
**Two Years of Turmoil**—P. Mayfield (Baby, You're) Swing Time 258  
**Stanley Blues**—L. Johnson (Home Town) Oak V 20-4213  
**New-Fashioned Thing**—T. Timpane (Ain't Stopped) V 20-4228

## Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	W	B	R	H	S	C
----------------------	---------------	---	---	---	---	---	---

**RAY-O-VACS**  
**What's Mine Is Mine** 74--74--73--75  
 BECCA 46234—Excellent material in the standard Ray-O-Vacs style.  
**I Still Love You, Baby** 77--80--74--76  
 More of the same, the material is a little stronger.

**PAULA WATSON**  
**Pretty Papa Blues** 68--70--66--68  
 SAVOY 1281—The "Little Bird Told Me" gal sings and plays a rousing blues for an okay disk.  
**Nightmare Boogie** 70--72--68--70  
 Watson gets a small jazz combo here on a fair-to-middling instrumental blues. Her 88-ing quacks the disk.

**SMOKEY HOGG**  
**She's the Girl I Need** 68--70--66--67  
 SITTIN' IN WITH 853—Southern blues shouter serves up a typical blues item.  
**Lovin' Money Blues** 70--72--68--70  
 Hogg has a few old-to-morale blues item here.

**EDNA McGRIFF**  
**Note Droppin' Papa** 64--66--62--64  
 ZORILLA 5091—McGriff gal fails to impress with her shanting on a routine blues disk.  
**Come Back** 65--67--63--65  
 Two strong tries the note-bending style on this side, a blues ballad.

**PEPPERMINT HARRIS**  
**I Always End Up Blue** 79--80--78--79  
 SITTIN' IN WITH 813—Harris shares a better-than-average blues item with the disk applying a strikingly memorable, two-note background which could stir an interest.  
**I Screamed and I Cried** 77--78--76--77  
 More good shanting, but in a routine background.

**ORIOLES**  
**I'm Just a Fool in Love** 70--73--68--70  
 JUBILEE 5091—Group's interpretation of an okay love ballad should attract their fans.  
**Hold Me! Squeeze Me!** 72--75--70--72  
 A routine, rhythm-disk gets a spirited reading from the quartet.

**JOHNNY OTIS ORK**  
**Harlem Nocturne** 72--74--70--72  
 SAVOY 815—The fine old Earl Nightingale instrumental is handled a bit better on this disk. Good use for listening and dancing a reason from an excellent master.  
**Midnight in the Barrehouse** 72--74--70--72  
 Ork comes up with one driving blues item for another "one" instrumental disk. Liberate, a release.

**NATURE BOY BROWN**  
**Blackjack Blues** 70--73--68--70  
 UNITED 6-100—Brown impresses as a likely blues shouter on an odd to the "A" side. Disk built on the back-beat blues style.  
**Windy City Boogie** 62--63--60--62  
 Instrumental disk has the off-the-cuff feeling of a Chicago jazz trio. Working social about the disk except for the non-dancing rhythm.

**LERGY JOHNSON**  
**Home Town Woman** 72--72--71--73  
 OAK 5413—A rocking, driving blues with the disk taking honors over Johnson.  
**Unhappy Blues** 68--69--66--68  
 Routine material and effort by Johnson and the ark.

**THE LARKS**  
**Little Side Car** 84--84--84--84  
 ARDOL 429—Vocal group has the rocking blues item here replete with hard-driving and a working trio. It's built on the standard double-extended 888 swing.  
**Hey, Little Girl** 82--83--81--82  
 Slightly less effective in another, but more staid, review. Good coupling.

**TEDDY REYNOLDS**  
**Suicide Blues** 65--65--65--65  
 SITTIN' IN WITH 813—Rather marred blues is done with conviction.  
**Walkin' at the Station** 69--70--68--70  
 Reynolds does well with a genuine enough blues about the girl who was left holding the bag.

**SONNY TIL**  
**My Prayer** 73--74--72--73  
 JUBILEE 5089—Til, the lead voice of the Orioles, gets it solo with "my prayer" organ backing on this recent pop record. Pleasant job.  
**I Never Knew** 70--70--70--70  
 The singer turns in another acceptable effort as a sturdy standard. Change in tempo doesn't help.

**FAUL CAYTEN**  
**You Don't Know** 65--65--65--65  
 DE LUKE 5320—Cayten warbles abominably a rather amateurish ballad.  
**Hey, Little Girl** 75--75--74--77  
 Cayten admits his rendition of a blues item that's making the rounds in several places at the moment. His is in blues-rumba form and is a lie and will drive sticking. Should get some of the action, the he please? Agree to write the composition?

**LITTLE SYLVIA**  
**How Long Must I Be Blue?** 84--85--84--84  
 SAVOY 816—The new answer to Little Tupper is indeed a capable young girl. She has a persuasive beauty quality accorded here as an solo recording. Song's a good bluesy ballad. Disk could prove a strong item.  
**Little Boy** 83--84--82--83  
 The girl leads the way this a hard-swinging in the "Little Bird Told Me" groove to make a second effective swing. Heywood Henry's ark backs up.

**JULIAN DASH SEXTET**  
**For Squares Only** 76--78--73--76  
 SITTIN' IN WITH 818—A simple, engaging little boogie riffer is permeated with swing on some time.  
**Creamin' Boogie** 70--70--68--73  
 Again the sextet is on dance beat in this old-fashioned boogie instrumental. A hard-driving boogie instrumental dominates and keeps an even less hard-going thrust.

**WILLIE LOVE-HIS THREE ACES**  
**Little Car Blues** 80--80--79--81  
 BUMPER 337—This Mabley-gal blues has a potent blues shouter in Love, whose style is cruditely copied between Joe Turner's and Pat's Walker's. Love's a double-extended automobile blues and should be a take, particularly in the Southern blues belt.  
**Take It Easy, Baby** 69--70--67--70  
 A boogie blues is distinguished mainly by Love's occasional shouts. The instrumental portions are handled in the recording.

**MOOSE JACKSON**  
**Cherokee Boogie** 84--84--84--84  
 KING 4472—Jackson provides a standard r & B reading of the country boogie hit. Should do well.  
**I'm Lucky I Have You** 82--83--82--82  
 A boogie blues, whose name has been abbreviated from Bill Wynn, is his lower style sings a highly attractive ballad. Reminds me his best disk effort in some time.

**SAVOY DOES IT AGAIN!**

**BOTH RECORDS — BOTH SIDES — HITS\***

SAVOY 8116

**LITTLE SYLVIA**  
 With a 2-Sided HIT

**"LITTLE BOY"**  
 backed by  
**"HOW LONG MUST I BE BLUE"**

**BOTH SIDES PICKED BY BILLBOARD — THE ORIGINAL! — NO SURFACE NOISE — CLEAR AS A BELL!**

SAVOY 8117

**"SIN (IT'S NO SIN)"**  
 backed by  
**"HEART AND SOUL"**  
 by **THE FOUR BUDDIES**




**Savoy RECORD CO., INC.**  
 58 Market St., Newark 1, N. J.

**NEF-O-LAC RECORD COMPOUND IS FIRST**

Union of record pressing plants and label owners throughout the world.

There's a NEF-O-LAC RECORD COMPOUND for every record requirement: RING ON SHELLAC, BREAK RESISTANT, Synthetic or Vinylite, PURE & EXTENDED VINYL, For Manufacturing 78, 45 & 33 1/3 RPM RECORDS

Molding compounds are a product of I. W. N. & T. Labors, Inc.

**NEF-O-LAC**

**BINNEY & SMITH CO.**  
 41 EAST 42nd ST., NEW YORK 17, N.Y.  
 Exclusive Sales Agents for U.S., Canada, Central and South America

**ATTENTION, DEALERS AND OPERATORS ONLY**

**SOLVE YOUR RECORD BUYING PROBLEMS BY USING OUR ONE-STOP SERVICE**

Ordering and Getting Records is a Difficult and Trying Problem. Let Us Be Your Errand Boys! Let Us Do All the Hustling and Running Around to the Various Houses.

**GET ALL THE LATE HITS WHEN YOU WANT THEM WE CAN SUPPLY ALL SPEEDS**

We Ship in 24 Hours—No Substitutes—No Back Orders. All for the Small Nominal Fee of 5c Over the Wholesale Price Per Record. You Will Get Faster Service Than Anyone Else Can Offer You.

**TRY OUR SERVICE AND YOU WON'T USE ANY OTHER**

**UPTOWN MUSIC ONE-STOP RECORD SERVICE**  
 1514 DELMAR AVE. (Phone) FOrest 2602. ST. LOUIS, MO.

**Federal King DE SUXE RECORDS**

**SEPIA-BLUES**

- LUCKY MILLINDER**  
 I'M WAITING JUST FOR YOU  
 SONCO BOOGIE  
 4453 and 45-4453
- WYNONIE HARRIS**  
 BLOODSHOT EYES  
 CONFESSION THE BLUES  
 4461 and 45-4461
- TINY BRADSHAW**  
 WALKIN' THE CHALK LINE  
 BRADSHAW BOOGIE  
 4457 and 45-4457
- EARL BOSTIC**  
 SEPTEMBER SONIC SLEEP  
 4444 and 45-4444
- ALWAYS**  
 NOW COULD IT HAVE BEEN YOU AND I  
 4454 and 45-4454

**Federal**

**THE DOMINOES**  
 SIXTY MINUTE MAN  
 I CAN'T ESCAPE FROM YOU  
 12022 and 45-12022  
 DO SOMETHING FOR ME  
 CHICKEN BLUES  
 12001 and 45-12001

**DELUXE**

- ROY BROWN**  
 TRAIN TIME BLUES  
 BIG TOWN  
 3318 and 45-3318
- BEAUTICIAN BLUES**  
 WRONG WOMAN BLUES  
 3313 and 45-3313

**FOLK-WESTERN**

- EDDIE SMITH and THE CHIEF**  
 DOWN TONDER  
 SWEET BUNCH OF DAISIES,  
 over the waves melody  
 955 and 45-955
- MOON MULLICAN**  
 CHEROKEE BOOGIE (EM-ON-ALENA)  
 LOVE IS THE LIGHT THAT LEADS ME HOME  
 965 and 45-965
- HAWSHAW HAWKINS**  
 I'M WAITING JUST FOR YOU  
 A HEARTACHE TO RECALL  
 968 and 45-968
- COWBOY COPAS**  
 TENNESSEE FLAT COUNTRY  
 I LOVE YOU - MY DARLING I LOVE YOU!  
 964 and 45-964
- YORK BROTHERS**  
 SIXTY MINUTE MAN  
 LOOKIN' FOR SOMEBODY NEW  
 970 and 45-970

845 r.p.m.

**distributors**

**King DE SUXE RECORDS INC.**

# New Law on St. Louis Licenses

By LEO T. PARKER, Attorney at Law

SELDOM, in many years, have the higher courts rendered so important decisions pertaining to licenses and permits to operate circuses, carnivals, and other traveling shows as have recently been handed down by the St. Louis court.

First, it is important to know that no person may with dependability interpret either a State or city license law strictly in accordance with the exact meaning of the terms used in the law. This law is clearly illustrated by the decision rendered by the higher court in February, 1941, and in the case of St. Louis Amusement Company vs. St. Louis County, 147 S. W. (2d) 667.

The facts of this case are that a State



**New! LOW PRICED**  
**Electric**  
**CORN POPPER**

**BRINGS**  
**\$5 to \$50 Daily Earnings**  
Does Work of a \$300 Machine  
At About ONE TENTH the Price!

Here it is, men—the lowest priced Electric Corn Popper on the market. Does the work of a \$300 machine at a little more than ONE TENTH the price. Fully guaranteed. Pops a batch wet or dry in three minutes. Sold on special liberal terms. **NO CASH PAY.** You can make **PROFIT** **GALE** with this amazing low priced machine. And if you order within 30 days we will send you **FREE** enough Pop Corn and Supplies to get when you send us **only \$1 WILL PAY FOR YOUR MACHINE!** Don't delay—write today for full information.

**SALESMEN WANTED!**

**EXCEL MFG. CORP.**  
B-741  
MUNCIE, INDIANA

Great money-making opportunity for ambitious men. Write for full details!

## 3000 BINGO

Halfweight cards, black on white. Wood markers printed two sides. No duplicate cards. Per set in the following size sets and prices:  
25 cards, \$9.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.00; 150 cards, \$4.25; 200 cards, \$1.25; 250 cards, \$1.75; 500 cards, \$1.50. Remaining cards, \$5.00 per 100.  
No. 142—Extra Heavy Green Both Sides. Per 100, \$8.50.

## 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 ways across the cards—not up and down. Light-weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and calling sheet. All cards size 3 1/2" x 5 1/2".  
**3000 KENO BRIGHT WEIGHT BINGO CARDS**  
Black on white, postal card thickness. Can be returned or discarded. 3,000, size 3 1/2" x 5 1/2", \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.

Available Bingo Shaker, Real Glass... \$12.50  
3000 Jack Pot Sign (stripes of 7 numbers)... Per 1,000... 1.25  
Lightweight Lopard, 6x16... Per 100... .50  
3000 Small Five "Bingo" Bingo Cards... Per 1,000... 1.25  
7 Colored pads of 25, Size 3 1/2" x 5 1/2"... Per 1,000... 1.25  
3,000 Featherweight Bingo Sheets, 5 1/2" x 3 1/2"... \$1.25 per 1,000. Stamped in past of 25. Per 1,000... 1.50  
Postage extra on these sheets.  
Bingo Card Markers, in strips, 25,000 for 1.25  
Dice, boards and pads, warlike checks, coupon books, subscription books, misc. items. Cal. and outside cards free. You pay and C. O. D. fees. No personal checks accepted. Instant delivery.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd., Chicago

## 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 the latest information and ideas that will pay for the many films and equity-house advertisements. There is only a limited supply. Be sure to get your FREE copy today!

**THE ROADSHOWMAN**  
25 Opens Place Cincinnati, Ohio

## NEW SENSATIONAL

Original Side Show Freak Illusion  
Light weight, cut loss than a double sawback.  
HUSH letter, one money maker. Particulars free.

**ABBOTT'S, Colon, Michigan**  
World's Largest Illusion Builders

## WANTED!

Foreman—Merry-Go-Round, Ferris Wheel and Carousel. Must be A-1 man. Top salary.

**Belgian Amusements**  
2303 N. Melrose Ave. Chicago, Ill.

law authorized licensing of theatrical or minstrel performances, exhibits, shows, and circuses. However, the law also specified that no license or other tax shall be levied "upon any theatrical or minstrel performance when held in any opera house. . . ."

The operator of a motion picture show contended that he could not be compelled to pay the license fee because he operated the show in a municipal opera house. However, it is interesting to know that the higher court held that he must pay the license, and said:

"There can be no doubt but that the term opera house was used as a synonym for the word 'theater' . . . The use of the name opera house did not pretend to limit the performance in the premises to opera. . . . The motion pictures present from time to time opera, both light and heavy. If we adopt the definition of the word 'opera' a vast number of motion pictures would be included. . . . Consequently, the designation 'opera house' of the place of performance was not the condition for the exemption."

### Inspection Expenses

Generally speaking, any and all State laws and city ordinances are valid which require payment of license fees intended to be utilized to defray expenses of inspecting premises used for amusement purposes. For example, it is well-established law that all buildings used for amusements are subject to the police power in the interest of public morals, health, and safety, and that the buildings and the shows given therein may be regulated and the operators thereof required to pay license fees to defray the cost of inspection and regulation. The strength of walls, floors and roof, the placing of exits, plumbing, lighting, and many other details have to do with safety. Obviously, elimination of fire hazard is in the interest of public health and a valid basis for a valid license law.

For illustration, in *Hollywood Theater Corporation vs. City of Indianapolis*, 34 N. E. (2d) 23, reported July, 1941, it was disclosed that a State law required all operators of places of amusement to obtain licenses. Under this law the State fire marshal is given certain authority: He promulgated rules and regulations and required payment of a license fee, fixed by the State law, by all operators of places of amusement. In holding this license law valid, the court explained that any and all reasonable State or city laws are valid which are formulated to safeguard the morals, health, or safety of the general public.

### Exclusive Use of Streets

Various higher courts have held that when the free use of any portion of a street is obstructed, it is no defense that the unobstructed portion of the street is sufficient to accommodate public travel, and does not materially endanger persons in the use of the street. It is not for a citizen to thus limit or abridge the paramount right of the public in the entire street.

This is the modern law with respect to municipal streets, as upheld by higher courts as follows: *Birmingham vs. Holt*, 239 Ala. 248; *Hood*, 172 Ok. 114; *Hover vs. Oklahoma City*, 133 Ok. 71; *Sander vs. City of Blytheville*, 134 Ark. 434; *Rowe vs. City of Cincinnati*, 26 O. App. 87.

Therefore, it is quite apparent that irrespective of agreements, contracts, or payment of license fees no operator of a circus, carnival, or other traveling show may claim exclusive or partial use of any public street.

On the other hand, the law is well settled that a municipality, in the exercise of its police powers, may not, by arbitrary, discriminatory, or oppressive action, deny any citizen the equal protection of the law, nor deprive him of personal or property rights without due process of law. Broadly speaking, such arbitrary abuse of power is not presumed, and the public welfare will not be sacrificed in the interest of any individual. Therefore, no one citizen or other person may claim exclusive use of any portion of a municipal street.

For illustration, in *Cook vs. Morton*, 1. So. 894, reported July, 1941, it was disclosed that a municipal council passed an ordinance penalizing any person "who creates a nuisance on any street, or causes or permits the existence of anything calculated to endanger the safety

of the city, or the lives, health, or comfort of the citizens."

Suit was filed against a person who held a permit to make use of a portion of a street for private business purposes. It is interesting to know that the higher court revoked the permit and, in holding that he violated this ordinance, stated important law as follows:

"We deem it fully settled that a permanent structure upon any portion of a public street, employed in the conduct of a private business on the street, may be abated as a public nuisance. It is invasive of the public right in the free and uninterrupted use of the street. . . . Any permit, express or implied, on the part of municipal authorities to so infringe upon the public right is revocable. The governing body can not divest itself of the governmental powers granted to the municipality to be exercised as a public trust."

### Temporary Use of Streets

While no municipal authority may issue a valid permit whereby any person or firm may have exclusive use of any portion of its streets, yet a permit may be valid which is issued for temporary use of a street.

For example, the use of portions of public streets and sidewalks by pitchmen is a common and well-known incident of city life. The necessity that it be regulated in order to prevent it from becoming a nuisance seems obvious, and the power to regulate necessarily follows as a part of the police power of the State.

On the other hand, all unreasonable ordinances are void and particularly those which are intended to regulate temporary and commonplace uses of public streets.

For illustration, in *Commonwealth vs. Pascoe*, 33 N. E. (2d) 522, reported May, 1941, it was disclosed that a city ordinance provides that no person shall, in any street, carry and display any show-card, placard, or sign unless he has received a permit from city authorities.

The law provides further that the municipal authorities shall charge a fee for each license or permit of not less than \$5 nor more than \$100 "according to its estimate of the value of the privilege granted."

It is important to know that the higher court held this ordinance void and not enforceable. This court said:

"Whatever may have been the purpose in passing this ordinance, it . . . forbids the display without a permit of any show-card, placard, or sign. . . . This ordinance is unconstitutional. . . ."

On the other hand, it is important to know that in this same case a city ordinance was submitted for decision of the court and which provides that the police commissioner may designate certain streets, or sections of the city "wherein, and not elsewhere in the city," hawkers or peddlers may "stop or stand for the purpose of selling merchandise" on specified days and within specified hours.

In holding this ordinance valid, the court said:

"In our opinion this act is constitutional. . . . It is directed to the regulation of persons who seek to establish themselves for business purposes in some one place in the street for an appreciable period of time, thus appropriating to their own use and profit a part of the space dedicated and prepared at public expense for purposes of public travel."

So, therefore, a license law may be valid which requires payment of fees by those who desire to utilize the legally designated portions of streets temporarily and non-exclusively. But no one may acquire exclusive use of a public street either permanently or temporarily. And again, municipal authorities may not enforce unreasonable ordinances which are designed to interfere with the natural rights of citizens.

Perhaps the basic reason for establishment of the above-explained law relative to public streets is that the abutting property owners actually own the sidewalks and streets. However, no property owner has more right of streets, or sidewalk than has any other citizen. The municipality holds the exclusive control of the sidewalks and streets so long as regulations are reasonable and non-discriminatory. Notwithstanding these facts, a city may be held liable in damages for failure to properly inspect sidewalks and streets and which results in injury to a pedestrian or other user of such sidewalk and streets. This is so because by assuming control over the sidewalks and streets the municipal authorities impliedly guarantee to all users that the same are reasonably safe.

Control is Important

The same law is applicable to all persons, firms, and corporations which assume control over anything, any place, or any persons. In other words, one who assumes control impliedly becomes obligated to exercise reasonable and ordinary care to safeguard persons and property against injury. The latest higher court case involving this principle of law is *Bayse vs. Crafts' Golden State Shows*, 111 Pac. (2d) 746. Also this case is not directly related to license laws, yet readers will be interested in the facts of the litigation primarily because the principle of control is well illustrated.

The facts are that a proprietor of a carnival obtained a contract with a municipal department whereby the proprietor agreed to bring the carnival to the city. It was further agreed that the carnival should comprise at least 20 attractions and that the city fire department's organization should receive 10 per cent of the total proceeds. One of the attractions was a shooting gallery which was operated by a man who had the concession for this attraction. While a patron was shooting in the gallery a piece of lead bullet rebounded from the steel target and struck him in the eye causing blindness. He sued the proprietor of the carnival for heavy damages. The proprietor contended that he could not be held liable because the person who operated the shooting gallery was solely liable for defects and dangerous conditions that might exist. The proprietor further argued that an operator of a concession is duty bound to provide a safe attraction and must be solely responsible to any and all patrons who may sustain injuries.

However, the testimony disclosed that the holder of this concession pays the proprietor \$30 per week for the right to bring the attraction, or shooting gallery, within the control of this proprietor who also guaranteed that no other shooting gallery would be permitted to be operated as a part of the carnival. In view of this testimony the higher court held the proprietor of the carnival liable for \$21,380 damages. This court said:

"The proprietor owed a duty to maintain a reasonable inspection of the shooting gallery to see that its appliances were reasonably safe, and his failure to do so rendered him liable for the injury received by the patron. . . . It is also well settled that a proprietor, or one who operates a place of amusement, owes a duty to use due care. The proprietor is liable for injuries received by a patron as a result of negligence of a concessionaire."

Also, see leading case of *Malne*, 53 Atl. 979, in which the higher court explained that a proprietor is liable for an injury received by a patron of a concession if such proprietor receives a percentage or part of the proceeds from the concession, has general charge of the grounds, and takes part in advertising or making contracts for the carnival or other place of amusement of which the concession is a part.

## TENT MATERIALS

Going Fast

Available Supplies of Cotton Duck are Limited.

We can now Supply for Immediate Delivery

**BALOC . . . LOCTEX FABRICS**

Write, Wire, Phone

**BAKER-LOCKWOOD MFG. CO., INC.**  
603 HARDESTY KANSAS CITY, MO.

## SECOND-HAND SHOW PROPERTY FOR SALE

\$25.00—Arno Projector, 35mm, working order.  
\$25.00—Electric Snowball Machine, working order.  
\$5.00—Pioneer Guess Weight Chair Scale.  
\$5.00—New Government Desk Truck, cost \$20.00.  
\$35.00—Concession Tent, 10x10, with frame, good condition. WANT TO BUY Cards, Pins, Markers and Slide Rules. QUALITY SHOP, 12 Strawberry St., Philadelphia, Pa.



**C. F. Zeiger United Shows**  
 Now playing Celebrations and Fairs. Want Manager for high-class Union Show, or will mail reasonable. Want Dog or any trained Animal Acts. Will furnish high-class floats and tents for Shows. Talkers, experienced Bands and Carous Help. Top salaries. Useful Carnival People, write. Concessions that work for ten cents. Shows ends November 15th. Dillon, Mont., this week! Beasmer, Mont., Reno, July 29 to Aug. 3.

**Fair Secretaries, Celebration Committees**  
 We have the week open ending Aug. 10th. We can furnish a complete Midway. Can use one or two Shows and several clean Concessions. We only play Celebrations and Fairs.

**BODART'S RIDES**  
 Week ending July 27th. Bowler, Wis.; Aug. 3rd, Polack, Wis.

**WANTED**  
 Cookhouse, Ball Games, Lead Gallery, Shows with own outfit. Johnny Eds., Earl Pomsa, Miss Beath, wife, Kiddie Rides, Octopus, Roll-Plane, Experienced Ride Help, Ride-O Foreman that drives.

**Crescent Amusement Co.**  
 Jacksonville, N. C., this week; New Bern, N. C., next.

**WANTED**  
 Talker for Side Show, Man and Woman to handle newly framed. Kiddie Show. Fairs start August 3rd. Best in Wisconsin and Minnesota. Will immediately collect.

**CLIFF PATTON**  
 CARE BAZINET SHOWS  
 Cheba, MINNESOTA, Sugar Day Celebration

**FAMOUS MINSTRELS WANT**  
 White Agent that will post, two Colored Trampolins, Piano, Must read kids, trapeze. Salary fourteen dollars. Will send ticket; to cash till after leaving. Write.

**EARL D. BACKER, Western Union, Nashville.**  
 Don't write.

**DARE-DEVIL OLIVER**  
 World Premier High Diver  
**AT LIBERTY**  
 Through disappointment. Write or write per address.  
 Tonawanda, New York

**Two New Kiddie Auto Rides For Sale**  
 All-steel, streamlined, six-car Kiddie Auto Rides (air tires). Can be put up and taken down in one hour by one man. One of electric motor. Trest and Side Wall. Care treated. Beautiful Rides, complete. \$485.00 each. Write.

**H. H. PICKLESIMER, North Vernon, Ind.**

**WANTED**  
 Cleanest Shooting Gallery, Long Range Shooting Gallery, Fish-Till-Win, Fishster, Roberts and Millstone, wire at once.

**MIKE ZEIGLER**  
 Milner Hotel Philadelphia, Pa.

**GIRLS . . . GIRLS**  
 Dances and Ticket Seller for Girl Show. Top salaries. \$20.00 a week.  
**F. W. MILLER**  
 North Vernon, Indiana, this week

**Ferris Wheel Man Wanted**  
 Want A-1 Operator. Steady pay each week. Must be sober. State age.

**E. LACHMAN**  
 303 G Street, N. W., Washington, D. C.

**WANT**  
 For Yale, Oklahoma, Annual Home Coming, July 28 to Aug. 2. Shows with or without own. Concessions of all kinds, Rides and Side Help. This is a real celebration. H. T. FRED.  
**DAILEY BROS.' SHOWS**  
 This week, Lindsay, Okla.; then Yale.

**WANTED**  
 First-class Mechanic. Must be sober and dependable. Long wages. Chairperson Foreman wanted. Write

**JOHN R. WARD SHOWS**  
 Michigan City, Indiana, this week

# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DE BELLE

Rigor Mortis, Ill.  
 Week ended July 19, 1941.

Dear Editor:  
 With full permission of the shows' press agent, I, the shows' special agent, will take my turn at writing the weekly news story. First, I believe it proper to introduce myself, as this is my first story for *The Billboard*, having in the past been too busy with my duties to devote my valuable time to other than what my contract called for. There is not a trumper in the Middle West who has tramped since 1937 that hasn't heard of me or perhaps had the pleasure some time or other of meeting me personally when my duties did not keep me from bob-nobbing socially. My contract with the show keeps me ever on the go as any good hustler and loyal employee should be kept. My heart and soul are in my work at all times and those great boys who give me honest employment are ever on my mind.

I, the Book Slapping and Pump-handle Kid, dean of special agents, will give you the lowdown on my line of endeavor. There is never an idle moment in my work. Arriving in the town booked, my first worry is "Where will our people room?" Locating a good hotel I inquire of the clerk where the manager can be found. As a rule he is out and I have to wait several hours for his return. Sometimes a day is lost in waiting. Upon the manager's arrival I first make him feel at home in my presence with a hearty backslap and a pump-handle shake. Now that we are acquainted I crack, "We are bringing in 500 nice people and I am in a position to fill your hotel if you will give me my room free." In some towns an agent may miss at five hotels before landing a wide-awake proprietor. I have even slept in my car for two days before putting the deal over. (Just one of the many hardships of an agent's life.)

My next job is to locate a suitable eating place for our people. I have spent hour after hour, have walked miles before I could contact a live-wire cafe operator who would give me a \$5 meal ticket for their eating trade. I have gone hungry for hours before getting one to trade a meal ticket for our business. (Note another hardship.) As two days have already been spent and I am behind schedule, I am forced to step on it to finish my work before the show arrives. Sitting at the telephone in my room for hours, I call up every merchant in town with, "I am sure you will be interested in my business-building proposition. Down at the committee's club last night your name was brought up and I was asked to favor you with our business. Kindly come up to the hotel and talk it over with me." Two more days are spent with banner wrangling. The next morning is spent in squaring the hotel

**WANTED AT ONCE**  
 2 reliable Girls, 2 fast-stepping Waiters that can read and sell. Good good good treatment. John at Huntington, Va., or Beaville, N. Y. Jack Hickey Hogan, Geo. Hates, Fred Hatt, James Hill, write.  
**COOK HOUSE, W. C. KAUS SHOWS.**

**Fair and Homecoming Secy's**  
 We have open dates in August and September for Rides and Bingo. Will sell ex. on Photo Gallery for Centerville Fair, Concessions of all kinds for better. Talker, Showman, Doo, Kenosha, others who know and come on. F. R. FETH SHOWS, Northtown, Tenn. This week; Newport, Tenn.; then into Fair, Asheville, N. C.; Jess Fair.

**BILLERS WANTED**  
 Combination Biller, Lithographers, Bill Posters. Must be able to drive semi. Can place Bill Posters with own car for country routes. Ed Lovett, Eddie Kewenbier, Cecil Starnes, wans. FRANK KETROW, Kay Bros.' Circus, 1640 Central, Kansas City, Mo.

**WANT COOK**  
 Must be sober. Apply  
**ALTON PIERSON**  
 GOLD MEDAL SHOWS  
 This week, Beasmer, Mich.; then Ashland, Wis.

**FATS ROBERTS WANTS**  
 At once, Minstrel People in all lines, Chorus Girls, Dancers, Concessions. Will consider Five-Piece Band or better. Talker, Showman, Doo, Kenosha, others who know and come on. F. R. FETH SHOWS, Northtown, Tenn. This week; Newport, Tenn.; then into Fair, Asheville, N. C.; Jess Fair.

not to charge for the outside calls. Time is now growing shorter, but the laundry has yet to be seen. If you can't get our laundry man 35 per cent of what he collects I just get big hearted and cut it to 15 per cent to the show's man and I take a sawbuck. Now Friday is upon me and it is time that I meet the committee to let it know I'm in town. I inquire of the members whether the lot, light, license, and water have been taken care of, and often I am surprised to learn that they either neglected it or didn't receive my postal card. This puts another hardship on my shoulders and more valuable time is lost due to having to wait for an hour until the head committee man can go home and get his car to haul me around. If he doesn't remember me from last year I usually go home with him for dinner. With these duties off of my mind I hunt up our billposter to get several hundred lithograph passes and then head for the lot. Finding about 100 kids playing on the grounds, I soon organize a junior WPA and have the lot cleaned in a short time. Have the oldest of the youngsters sign a \$10 receipt to turn into the office. (That is another hardship and worry. One never knows whether it had will talk.) Rushing to the railroad to see how the crossing looks, I then wire the show, "Bring train in poles toward engine. Spot looks good. Everything set. Everybody working. Water right on lot." I once received an answer reading, "How deep is the water?" **MAJOR PRIVILEGE.**

**Elephants Leave Ideal**  
**CINCINNATI, July 19.**—Robinson's Military Elephants close with the Ideal Exposition Shows tonight at Carbondale, Pa., and will be shipped back to quarters at Terrace Park, O. Later they will play fair dates.

**WANT — JAMES E. STRATES SHOWS, INC.**  
**FOR SOUTH WESTERN NEW YORK FIREMEN'S CONVENTION, WESTFIELD, N. Y., AUG. 15th to 20th.** Merry-Go-Round and Kiddie Rides, Shows with their own outfit. Concessions of all kinds. **LOUIE E. STRATES, JAMES E. STRATES SHOWS, INC.** week of July 21st, North Town, Conn. N. Y. week of July 28th, Rochester, N. Y. After that our Fair dates, fourteen of the best Eastern Fairs, including New York State Fair, Syracuse, N. Y.; Erie County Fair, Hamburg, N. Y.; Batavia, N. Y.; Batavia, N. Y.; Colchester, N. Y.; York, Pa.; Bloomsburg, Pa.; Danville, Va.; Charleston, N. C.; Charleston, S. C.

**RETURN ENGAGEMENTS EVERYWHERE**  
**POLACK BROS.' --CIRCUS--**  
**OPEN TIME PACIFIC COAST EARLY AUGUST FIRST 10 DAYS SEPTEMBER COMPLETE 2 HOUR SHOW**  
**ROUTE—**  
 Livingston, Mont., July 22-23  
 Ansonds, Mont., July 25-26  
 Wenatchee, Wash., July 29-30  
**For Time Address**  
**IRV J. POLACK**  
 Care Al Malaikah Shrine Temple  
 Los Angeles, Calif.

**PAN-AMERICAN SHOWS WANT**  
 Shows that don't conflict. Will furnish outfit for Gosh or Single PE Attractions. Ray Weir wants Talker and Girls for Hula and Postage Shows. Concessions: Call, piano, Custard, Pops, Striker, Shooting Gallery. Have good proposition for Penna. Arizona. Write Agents for Grand Shows. Callers and Help for Hulas. Call, Ride Help at top salaries. Drivers preferred. Address: This week, Fort. Wayne, Ind.; next week, Aug. 1, D. A. V. Celebration, Elkhart, Ind.; week Aug. 4, Pulaski County Fair, Whites, Ind.

**WANTED**  
**For FLUSHING HOMECOMING & STREET FAIR**  
 August 6-7-8-9  
 Legitimate Concessions. Good opening for Bingo, two small Shows, also Balloon Ascensions. Other Street Fairs to follow. Write or wire  
**C. D. MURRAY**  
 Nashville, Mich. this week; Carleton, Mich., 29th to 3rd.

**WANTED IMMEDIATELY**  
**MIXED AERIAL TEAM FOR SINGLE LADDER ACT**  
 Up in Swaying Hand-Stand Perch. Swivel, Traps and Rings. Slide for Life, other Aerial Specialties. Act booked solid. Would consider two Single Performers. Address **CRASH DUNIGAN**  
**237 OSOUD AVENUE** **NEW BRITAIN, CONN.**

**WANT FOR FAIRS and CELEBRATIONS UNTIL NOVEMBER**  
 Then Columbia, two Fairs and one Kid Ride, Grand Shows, Animal, Walk Thru, Big Snakes, Droms and Mister Circus, Mr. Ariz, come on. Write: Shower, Bumper, Arcade, Custard, Diggers, Flippend, etc. Minstrel Troupe with Band, join on wire.

**FUNLAND SHOWS**  
 Savage, Md., now Odenton, Md., Celebration, July 28th to Aug. 7th; Taneytown, Md., Fair, Aug. 10th to 18th.

**BARKOOT BROS.' SHOWS**  
**WANT ★ WANT ★ WANT ★ WANT**  
**SHOWS—**Girl Show, Funhouse, Glass House, Circus Side Show, Monkey Drome or Show, Grise Show, **RIDES—**Chair-o-Plane, will buy or book same; good proposition.  
**CONCESSIONS—**Can place Merchandise Concessions of all kinds. Reasonable rates.  
**HELP—**Want good reliable Ride Help and semi Drivers who can drive. Good pay and best of treatment. Can place two good, reliable Picture Frame Workers.  
 Address: K. G. BARKOOT, ex per. route, Cadillac, Mich., week July 21 to 28; Frankfort, Mich., week July 28 to Aug. 3; Cheffice, Mich., week Aug. 4 to 10.

**GREAT AMERICAN SHOWS WANT**  
 For Margaretville, N. Y., American Legion Convention, week July 28, Rides—Book, buy or lease. Want Shows all kinds, especially Sid Show and Girl Show. Riley Spack Hubbard and Ralph Decker, wife. Also Ruby Kay. Can place Concessions of all kinds. Will sell exclusive Cook House, Diggers, Custard and Candy Apple. Four other Celebrations follows. All address  
**GREAT AMERICAN SHOWS, FRENCHOLD, N. J.**

## PIONEER SHOWS WANT

Concessions, Shows, Rides, not conflicting, for first Old Home Week in 40 years, Mountour Falls, N. Y., July 28-August 2; then Central New York 21-County Firemen's Convention Held in Johnson City, N. Y., last year. The following events: Firemen's Parade, Historical Parade, Kiddie and Pet Parade, Industrial Organization Parade, Fireworks, Free Acts, Town Decorated, Sponsored by Business Men and all Organizations. Several weeks of Fairs and Old Home Weeks to follow, including Northeastern Pennsylvania Firemen's Convention. Write or wire, this week, Nicholson, Pa.

## GREAT MEYERSDALE FREE FAIR

5 BIG DAYS Somerset County 5 BIG NIGHTS

August 19, 20, 21, 22, 23

Last Year's Attendance Over 60,000

Can place Custard, Scales, Pop-Corn, Apples, Guess Your Age, Eating concessions, Penny Pitch, Shooting Gallery, Palmistry, Juice, Ice Cream, High Striker, and other Concessions. Bingo Sold. All Shows and Rides already Contracted. This is the largest Free Fair with Fast Harness Racing. Address all mail to Lloyd Serfass, Concession Manager, Gen. Del., Meyersdale, Penn.

## MATTHEW J. RILEY ENTERPRISES

WEEK JULY 28, B and CAMBRIA STS., PHILADELPHIA, PA.

**WANT** RIDES: MERRY-GO-ROUND, FERRIS WHEEL, CHAIRPLANE, KIDDIE RIDES; SHOWS: LEGITIMATE CONCESSIONS, SHOOTING GALLERY, BALL GAMES, CUSTARD, CIGARETTE GALLERY, GRAB, AND EATING.

Positively the Best Locations in Philadelphia and Vicinity Where Everybody's Working. Fred Phillips wants Help for Octopus and Roll-o-Plane. Want Electrician and Useful Help.

MATTHEW J. RILEY, 917 Walnut Street, Philadelphia, Pennsylvania

## ENDY BROS.' SHOWS, Inc.

**WANTS** FOREMAN FOR RIDE-O AND SECOND MAN. CHRIS, ANSWER. ALSO FOREMAN FOR ROLL-O-PLANE. TOP SALARY IN CASH. TRUCK DRIVERS AND GENERAL HELP. AMERICAN PALMISTRY open, come on.

All Answer to ENDY BROS.' SHOWS, INC., Hallowell, Maine.

## WANTED

WHITE PLAINS HARRISON, N. Y.

Tarrytown Road—Week of August 4 Week of August 11

RIDES, SHOWS, HIGH ACTS

Merchandise Wheel open, Cook House, Custard, Candy Apples, Popcorn, Bingo, Diggers, Duck Pond, Ball Games, Doc Crowder's, wire, Want Sound Truck. Good Ride and Show spots. Two Westchester dates to follow. Address: EDWARD ELKINS, 1564 Broadway, New York City, Room 603.

## CAN PLACE

Wheels, Scales, Fish Pond, Pitch-Till-You-Win, Hoop-La, Novelty, Lead Gallery, Custard and eating concessions. Want Talker for Shows, Bar with Girls to handle Girl Show, also Freaks for Toss-In-One, Help in all departments. Davenport, wire. Address all wires:

## PENN PREMIER SHOWS

CORNING, N. Y.

## WANT COMPLETE ORGANIZED SIDE SHOW

Living Freaks, Feature Acts. Want Boxers, Wrestlers, Talkers. Want Organized Minstrel with Band. Want legitimate Concessions. No grift. Wire Old Settlers' Reunion, Vandalia, Illinois, this week; Mowcaqua Fair, next week.

## ROGERS GREATER SHOWS

## CAN PLACE

Shows, Rides and Concessions for Berwick, Pa., opening July 28 in heart of town. Also McAdoo, Pa., on the streets, in heart of town. Other good dates to follow. Wire, write

SAM TASSELL, Shubert Theatre Building, Philadelphia, Pa.

or BARNEY TASSELL, Unity Shows, Fredericksburg, Va.

Everything open except Bingo and Grab. Right in town. Can also place sensational Free Act.

## WANT—COTTON STATE SHOWS—WANT

Tilt-a-Whirl, Silver Derby, Pony Track. Manager for Side Show, Grind Shows, Big Snake, Concessions, Bingo, Cook House sold. Want Frozen Custard, Grind Shows, Hoop-La, Bird Wheel, Pet Shop Wheel, Radio Show, Bell-Down Agents, Ball Game, Acrob. useful Show People in all lines. Diermons, Ill., Legion Home Coming, week July 21; Griggsville, Ill., Fair, week July 28; East St. Louis, Ill., Third Annual Fireworks Station Home Coming, week Aug. 4. Biggest Labor Day Celebration in Missouri. Free Act with Concessions wanted. Jack Killies, wire. Committees in Missouri and Arkansas, a few dates open.

## SCOTT EXPO. SHOWS WANT

One new Novelty Ride for twelve Fairs, starting Tazewell, Virginia, August 18th, ending Donaldson, Georgia, November 19th. Grind Shows, legitimate Concessions, Musicians for Colored Minstrel. All winter work. Ride Help and Semi-Truck Drivers. Custard and Diggers open. Want Cook House Help. Mines working day and night plenty of money. Want Athletic Minister with people. Show up, ready to go. Also Man for Turn Over Crazy House. Fifty-city. Kimball, W. Va., this week; Mullens, W. Va., next week.

## ROUTES

(Continued from page 27)

Yellowstone: Teos, N. M.; Albuquerque 28-Aug. 2.  
Young, Mont; Opden, Utah; Soda Springs, Idaho, 28-Aug. 2.  
Zachmal Bros., Burlington, N. J.  
Zetter, C. F.; Dillon, Mont.; Roseman 28-Aug. 2.

## CIRCUS

Anderson, Bud E.; Parkville, Minn., 24.  
Cole Bros.; Springfield, Ill., 22; Bloomington 22; Danville 24; Anderson, Ind., 23; Muncie 28; Dayton, O., 27; Hamilton 28; Norwood 29; Covington, Ky., 30; Ashland 31; Huntington, W. Va., Aug. 1; Logan 2.  
Coud, Jay; Chamberlain, S. D., 22-23; Carlsbad 24; Sanborn, Ia., 29-30; Clarion 28-29; Sioux Center 30-31.  
Hunt Bros.; Concord, N. H., 24.  
Kelly, Al G.; Miller Bros.; Lennox, S. D., 22; Canton 23; Berestrad 24; Viborg 23; Meeme 28.  
Lewis Bros.; St. Johns, Mich., 22; Grand Lodge 23; Vicksburg 24; Dewagast 24; Buchanan 24; Valparaiso, Ind., 27.  
Mills Bros.; Groveport, N. H., 23; Colebrook 24; Whitefield 24; Hardwick, Vt., 28.  
Polack Bros.; Irvington, Mont., 22-23; Anacostia 25-26; Wenasche, Wash., 29-30.  
Ringling Bros. and Barnum & Bailey; Cleveland, O., 22-23; Toledo 24; Saginaw, Mich., 25; Flint 26.  
Russell Bros.; Carbonate, Pa., 2; West Pittsford 23; Hamilton 24; Mount Carmel, 23; Shenandoah 26.  
Texas-Nebraska Rodeo; Kokomo, Ind., 22-27; Centerville 28-Aug. 2.

## REPERTOIRE-TENT SHOWS

Choute's Comedians; Effingham, Ill., 21-26.  
Mayhew, Seabee, Show; Jacksonville, N. C., 21-24.  
Mowley's Tent Show; Johnson, Vt., 21-26.  
Schaffner Players; Palmyra, Pa., 21-26.

## MISCELLANEOUS

DeCleo, Magician; Myria, O., 21-26.  
Gilbert, Hypnotist, Tent Show; Effingham, Ill., 21-26.  
Jordan Med. Show; Bessemer, Pa., 21-26.  
Lofstrom & St. Elst Monkeys; Hymers, Ind., 24-26; Marston 25; Cloverdale 21-Aug. 2.  
Loog, Magician; Miami, Fla., 29-30; Okobee 26-27; Kenansville 28; Holopop 29-Aug. 2.  
Lippincott, Magician; Quarryville, Pa., 25-26.  
Mykes Entertainers; Kemal, N. D., 21-26.  
Malloy, J. R., Circus Unit; Leeburg, Pa., 21-26.  
Mysterious Howard; Houston, Tex., 21-Aug. 2.  
Seccalton Park Rides; No. 1 Unit, Ridgerville, Ind., 21-26. No. 2 (Fair) Richmond, O., 21-26.  
Turtile, Magician; Sitka, Wash., 21-26.  
Virgil, Magician; Sitka, Alaska, 25-26.

## ADDITIONAL ROUTES

(Received Too Late for Classification)

Blaine, Dorothy (100 Club) Atlantic City 21-26.  
Harris Twins & Evelyn Price (Rise Hotel) Houston, Tex., 21-Aug. 2.  
Charles & Barbara (New American Hotel) Lowell, Mass., 21-26.  
Henry, Art & Marie (Celebration) Orient, Ia., 22-29; (Celebration) Byersville, O., 27-Aug. 2.  
Walker & Oozy; Rantoul, Ill., 21-26.

## WANTED

Cookhouse, Grind Shows, Lead Gallery, Scales, American Palmist, Fish Pond, Custard, Ice Cream, Pondcreek, Okla., Reunion Week July 28.

## ROY GRAY GRAND UNION SHOWS

Ponca City, Okla., this week

## WANTED AT ONCE

Girl Show People, join now. Will book legitimate concessions. Wire or come on this spot, Linn, Kansas, near Plainville, Kans., next week. Both Street Celebrations. One more still spot then all fairs and celebrations. Have for sale or lease, one Spillman Two-Abreast Merry-Go-Round stored in Topeka, Kans.

## CENTRAL STATE SHOWS

## WANTED

Middle Man or Understater for these high for Art. Act booked Aug. 11 Nov. 11. Incher dates to follow. State lowest salary. Write or wire.

## SENSATIONAL KEYS

Bundy's Shows, Lebanon, Pa., this week; Harrington, Del., July 28.

## C. W. NAIL SHOWS

WANT

Capable Man to take Athletic Show. New side walk and seat for same. Want Photo Gallery that once not require ninety foot space. Legitimate Concessions. Tryman, Ark., this week; then Old Anson, Louisiana and Doughboy Celebration in Ill. Will to follow.

## RUSSELL BROS.' CIRCUS WANTS

Assistant Boss Canvas Man. Must be sober and reliable. Join on wire. Top salary to right man. Address as per route.

## WANTED SOBER WHIP MAN

Apply: M. B. HOWARD

Ocean View Park, Ocean View, Va.

## AT LIBERTY

Recall organized, uniformed Concert Band for Fairs, Parks, Circus or Carni. Large Liberty, Wire, write your proposition, route, etc.

## LANKFORD'S BAND

BUFFALO, N. Y.

## Midway of Mirth Shows

WANT CONCESSIONS FOR FOLLOWING FAIRS: HIGHLAND, CENTERTVILLE, COLUMBUS JUNCTION, WHAT CHERRY AND TIPTON, IA.; ALSO CANTON, MO. FAIR, AND REST FILLED WITH STREET VENDOR STANDS, concession: Fish Diggers, Ball Games, Grind Shows, Candy Pops, Pitch-Till-You-Win, any Stock Concessions. Agent for Grand-Young-Weight Scales, Ball Game Agency. Will book Mid-Go or any Ride not conflicting. Have complete outfit for Ride Show and Show of month with own outfit. Good proposition. Cherry, Ill., this week; then per route in Iowa. Ill. Wired Freeman, join at once.

## WANTED

Phone Men at once, Lorain, O. Paid, capable, experienced program. Tickets. Offer proposition. Want Agent capable of contracting high-class spectacles and work shows. Later Shoney, contact. Want Candy Machine, Fish Man and Show. Address: J. R. FREMONT or GEORGE C. GORMAN, Central Hotel, Lorain, Ohio.

## Lady Aerialist Wanted

State qualifications and please do not interrupt. Will consider good acrobat or Acrobatic Dancer.

## RICHARDS

General Delivery Niram, Maine

## WANT

Roll-o-Plane Foreman and Second Man for Tilt-a-Whirl. Also Talker for Mid-Go Show.

## MAURICE MILLER

Russells Point, Ohio

## THREE HIGH-CLASS WAITERS WANTED

Karl Freedman, wire me immediately.

## EDDIE MADIGAN

Dodson Shows, Worcester, Mass.

## OLD HOME WEEK

Mr. Savage, Maryland, all week, Parade, etc. Want Shows, Rides not conflicting. Want Girls for Girl Show, Concessions of all kinds. All Celebrations and Fairs. Opening for Custard, Diggers, Fish Pond, Pitch-Till-You-Win. Write or wire BRIGHT LIGHTS EXHIBITION SHOWS, Midland, Ms.

## READING'S SHOWS

Want Stock Concessions and Grind Shows, Front Gate Men, Concession Agents, Second Man on T-Car Tilt. Come on or address:

W. J. WILLIAMS, Codis, Ky., this week. P.S.: A-1 Man wanted for Athletic Show.

## MERRY-GO-ROUND FOR SALE

Two-abreast Parker portable, new top, boxes completely rebuilt, 4 cylinder Dodge power, just hauled. Ride in good condition. Best offer other takes same, as owner called to government service. This will be our biggest Fair. Three runs given away here.

## BARRY CO. FAIR

AUGUST 5-9 INCLUSIVE

CAN PLACE Merchandise Concessions of all kinds. This will be our biggest Fair. Three runs given away here.

BILL SHERWOOD, Hastings, Mich.

SOUTHERN UNITED SHOWS  
Concessions all open except Bingo. Mag Gallery and Cookhouse. Can use Photo Show, Seabee Show, Athletic Show, Dorothy Edwards wants Girls for Girl Show. Ride Help, Foreman for Merry-Go-Round, Merry-Go-Round, Foreman for Merry-Go-Round, Merry-Go-Round. We pay top salary, every week you get it. Can use Show People to every line. We will be out until Texas in the South. Parties ending at Fair in celebration. Wire J. J. CLARK or JOHN MCKEE, Portland, N. Dak. SOUTHERN UNITED SHOWS.

# FREE!

## NEW 1941

# Erwood

### SOUND CATALOGUE FULLY ILLUSTRATED

Here is the line of tomorrow, showing advance improvements and the proper sound system for your needs.

We have a model to fit every purse—when you buy—be sure it's the best—

**Erwood**  
Sound Systems

ARE YOU ON OUR MAILING LIST?

**Erwood**

SOUND EQUIPMENT CO.  
226 W. ERIE ST. CHICAGO

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 19.—Cetin & Wilson Shows exhibiting here on a new lot on Scottsville Road near the airport, under auspices of the American Legion State convention committee, gave us opportunity to visit the shows daily during the week of July 7. Altho some rain fell we were informed business was reasonably good and that Saturday night drew a capacity crowd. We are indebted to Owners Jack Wilson and Tasy Cetin for many courtesies. During this engagement the shows added transportation equipment and contracted for considerable neon work. We are also appreciative of courtesies shown by Charles Cohen, William Cowan, and Raymond D. Murray. On July 10 William C. Fleming, general agent of the Strates Shows, visited and this day marked a substantial addition in personnel memberships in the association.

Visitors at association offices during the past week included Charles Cohen and William C. Fleming. We received a splendid letter from Pvt. Norman C. Wolf, stationed at Fort Crockett, Tex., acknowledging receipt of a personnel membership card sent him with the compliments of the association by virtue of his being in military service. He was last associated with Endy Bros. Shows.

At this writing Cetin & Wilson Shows are in first place in number of personnel memberships issued for the current year, having passed Endy Bros. Shows, now in second place.

Information of interest received from the United States Department of Commerce during the past week includes employment and pay roll figures for all manufacturing industries, additional information on the gasoline situation, further data on production and availability of electrical power, and information on steps being taken to obviate difficulties in transportation and in preventing increases in price of gasoline. It is announced that the army has established new recreational areas with facilities to accommodate 2,000 soldiers each at Huntsville, Ala.; Chattanooga, Mich.; Chicago, and Detroit. Addition of these brings the total of such camps under construction or authorized to 21.

## SELDOM EQUALLED---NEVER SURPASSED



No. 44—Super Sam.  
Height 15 in.  
Packed 12 to carton  
PER CTN., \$2.16



No. 040—Dough Girl.  
Height 14 1/2 in.  
Packed 12 to carton  
PER CTN., \$1.98



No. 041—Soldier Girl.  
Height 14 1/2 in.  
Packed 12 to carton  
PER CTN., \$1.98



No. 054—Uncle Sam.  
Height 15 in.  
Packed 12 to carton  
PER CTN., \$2.16

ALL FINISHED IN BRIGHT COLORS—DECORATED WITH TINSEL

ALL SPECIAL CLOSEOUTS ON THERMOS JUGS SALEABLE SECONDS

G  
A  
L  
L  
O  
N  
S  
I  
Z  
E  
J  
U  
G  
S



No. 0405—JUG. Doz. .... \$ 7.20  
No. 0407—SPOUT. Doz. .... 11.40  
No. 0409—SPICOT. Doz. .... 12.00  
No. 0411—FOOD. Doz. .... 12.00

ONLY A LIMITED QUANTITY  
1902 NO. THIRD ST.  
MILWAUKEE, WIS.



ORANG OUTANG MONKEY

No. 04618—Height 19 in. Doz. .... \$21.00  
No. 04624—Height 24 in. Doz. .... 34.00  
No. 04625—Height 29 in. Doz. .... 49.50

Complete Line of Premiums, Novelties, Sales Boards.

Write for Catalog, State Your Business.

## WIS. DELUXE CORP.

## POPCORN

MAMMOTH YELLOW, SUPER-JAP HULLLESS, GOLDEN FLAKE, Etc., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, Etc.

A Penny Postal Card to us will bring you our 16-Page Descriptive Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.  
620 N. Second St., ST. LOUIS, MO.  
"Over Sixty Years Distributing Popcorn"

## 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., TIPPICANOE CITY, MISSOURI

## FREE INSTRUCTIONS

Write today for your free copy of The Billboard's latest booklet entitled "How To Make More Money in the Roadshow Business." It's packed full of tips for beginners. Old timers will want it, too, for the many tips and simple house advertisements. There is only a limited supply. Be sure to get your FREE copy. Write today!  
YIP ROADSHOWMAN  
25 Opere Place Cincinnati, Ohio

**WANTED**  
MANAGER, SHOWMEN, CONCESSIONERS, FREE AGENTS, IF INTERESTED IN MOTORIZED Write With  
**CHAS. T. COSS** Write With  
STANDARD CHEVROLET COMPANY  
East St. Louis, Ill.  
Price and Showmen's New-Used  
Passenger Cars — Trucks — Semi Trailers

## WILL BUY ELI NO. 5 WHEEL

WANT NO JUNK.  
Write  
**THOMPSON BROS.**  
2000 4th Ave. Altona, Pa.

## Pleasureland Shows

WANT Concessions of all kinds. EG Diebert, WANTS Ring Caller, top wages, 2000 at noon. WANT Carnival Foreman, \$25 per week. Businessy offers. 240 at noon. Astoria, Or. This week; then Celebration and Fair until October.

## WILSON'S FAMOUS SHOWS

WANT Stock Concessions and Agents. Dealers and Wholesalers for best located Athletic Shows on the road. Riders and Drivers for Lion Show. Paperwork done. 240 at noon. Astoria, Or. This week; then Celebration and Fair until October.

## WANTED AT ONCE

This week, Union City, Ohio, Finner's Festival: Roster Club Festival, Fairfield, Ohio, in the heart of the aviation field, July 21-25; Liberty Fest., Mansfield, Ohio, July 28-Aug. 2. Shows with own transportation. Good opening for Athletic Show. Can place Pennz Arcade, American Pharmacy and any Concessions working for Merchandise.

**W. S. Curl Greater Shows**  
UNION CITY, OHIO

## Have Week August 11 Open

Due to change of one of our fairs, Fair or Celebration Committees in Ill., Ind. or Mo., can offer you Illinois high-class Billing Device, ten Shows and thirty clean Concessions. Come look us over. Address:

## AL WAGNER

Bushnell, Ill., this week; Harrisburg, Ill., following week. Place clean and modern Concessions, also Shows with or without their own outfit. Long season Falls north.

## BINGO CALLER

### WANTED

And also Bingo Counter Men. State your experience and your lowest salary. Wire, don't write.

**CHAS. COHEN**  
CETIN & WILSON SHOWS  
Sharon, Pa.

## WANTED INDEPENDENT RIDES

(Very Good Proposition)  
**FOR EVEREST, KAN., ANNUAL PICNIC**  
August 9.  
(10,000 People Last Year)  
Wire or Call R. A. RUTH, Everest, Kansas

## Concessionaires

our NEW 1941 CATALOG is NOW ready

3000 MONEY MAKING ITEMS—3000

are listed . . . sure to help you make this your BEST YEAR.

Write for Your Copy Today

## Continental

DISTRIBUTING CO.  
822 N. 3rd St., Milwaukee, Wis.

**The Continental Wholesale Merchandiser**  
CHICAGO AND MILWAUKEE, WIS.

ORIENTAL CHEWS 10 pcs. - 100 pgs. \$2.50  
SALT WATER TAFFY 1/4 lb. - 100 pgs. \$5.00  
SOFT CRISSED CHERRIES 2oz. - 100 pgs. \$5.00  
TANGERING ORANGE SLICES 3oz. - 100 pgs. \$4.50  
SMILES CHEWS 20 pcs. - 200 pgs. \$2.50

ALL TYPES OF BOXED CANDY POPULAR PRICED  
CHOCOLATES, CONES, CHEWS, WILL STAND ALL KINDS OF WEATHER  
FREE CATALOG ON REQUEST • 20% DEPOSIT ON ORDERS

**DELIGHT SWEETS, INC.** 50 EAST 11TH STREET, NEW YORK CITY

## "AMERICAN LEGION STATE CONVENTION"

FALL RIVER, MASS.

Week of August 18th-23rd, inclusive  
★  
**WANTED—Organized Carnival Company**  
—must be of some size.

\$20,000 has been appropriated for free attractions for this Convention  
Address all mail to Alex Finn, General Convention Manager, American Legion Convention Headquarters, 14 Morgan Street, Fall River, Mass.

# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

**BIGGER** last half in sight!

NIGHTLY visitors to Bantley's All-American Shows in Clearfield, Pa., were Mr. and Mrs. Harry Copping.

JOINING Great Sutton Shows in Vincennes, Ind., were Bill Carner, new general representative, and Mrs. Carner.

**RED TALBOT**, Cetlin & Wilson Shows, is operating one of Scanlon's photo galleries, writes Raymond D. Murray.

**EXTRA help.** Always a problem, now an enigma.

**JACK COHEN** rejoined Convention Shows in Woodlawn Beach, N. Y., with two concessions, inked **Fay Lewis**.

**VINCE DANIEL** and his brother, Mike, joined Motor City Shows in Bay City, Mich., with two concessions.

**W. W. WATTS** recently returned to W. G. Wade Shows after winning a battle with pneumonia.

**RAY TUCKER**, who opened the season on Tilley Shows, cards from Gary, Ind., that he is now night watchman in Point Park there.

**THE agent** advertised, "The Show That Says, 'Thank You,'" but no one came out to get thanked.

**MRS. J. J. COLLEY**, wife of the owner of J. J. Colley's Shows, is recovering from a recent illness, scribed Eugene C. Cook, show secretary.

**L. K. WALLACE** cards that Curley Ronde took over the Wallace Ferris Wheel July 12 at Garden Pier, Atlantic City. Mrs. Ronde sells tickets.

**TOM NESBIT** has given up the cook-house on Huggins Model Shows and is handling two ball games, reported **Red Lindsey**.

**GUY** who reads books told our g. a. about **Rex Beach**—so he is figuring on booking it next season.—**Mrs. Uphaw**.

**J. E. O'SHEA**, fire diver, cards he is no longer connected with W. G. Wade Shows, having signed with **Art Sorrell's** concessions on Groves Greater Shows.

**JACK (TEX) HAMILTON** reports he has placed his two ball units under canvas and is playing Illinois territory to good business. He carries 12 people in all.

**ALWAYS  
READY**



No delay with an E.L.I. Power Unit. Pop for the big days: power covered for 1000000 2 years of service. Buy a POWER UNIT for complete satisfaction.

**E.L.I. BRIDGE COMPANY**

Builders of Dependable Products  
N. West Street, Jacksonville, Illinois

**PENNY PITCH GAMES**  
Size 48x48", Price \$20.00.  
Size 48x48", Price 1 Jask Pot. \$30.00.  
Size 48x48", with 5 Jack Pots. \$40.00.

**PARK SPECIAL WHEELS**  
80" in Diameter, Beautifully Painted. We carry in stock 12-18-20-24 and 80 number wheels. Price \$12.00

**BINGO GAMES**  
75-Player Complete ..... \$8.00  
100-Player Complete ..... 7.50

SEND FOR CATALOGUE, Full of New Games, Biscuits, Dolls, Lamps, Aluminum Ware, Cans, etc.

**SLACK MFG. CO.**  
124-126 W. Lake St., Chicago, Ill.

## ASTRO FORECASTS AND ANALYSES

**1941 ASTRO READINGS ALL COMPLETE**

Single Sheets, 8 1/2 x 14, Typewritten. For M. \$8.00  
Analysis, 8-9, with Blue Cover, Each . . . . . \$3  
Analysis, 8-9, with White Cover, Each . . . . . \$15  
Forecast and Analysis, Dup. Fancy Cover, 25¢  
Synopsis of the 4 Readings, Four for 25¢.  
No. 1, 34-Page, Gold and Silver Covers, Each . . \$30  
No. 2, 34-Page, Heavy Paper, Size 23x34, Each 1.50  
Gazing Crystals, Oulu Boards, Planchettes, etc.

## NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clipping and Poetry,  
1200 Dreams, Bound in Heavy Gel. Paper  
Covers, Good Quality Paper, Barcode, 15¢.  
HOW TO WIN AT ANY KIND OF SPECULATION,  
100-Page Booklet, Beautifully Bound, 25¢.  
PACK OF 70 EGYPTIAN F. T. CARDS, Answers  
All Questions, Lucky Numbers, 40¢, 35¢.  
252 EGYPTIAN F. T. CARDS, Pack . . . . . \$2.50  
Oracles, Charts, 9x17, 8am, 8pm, per 1000 \$6.00  
MENTAL TELEPATHY Booklet, 21¢.  
"WHAT IS WRITTEN IN THE STARS," Reading  
Booklet, 12 P., 25¢, Contains all 12 Analyzes,  
Very Well Written, Per Doz. \$24.00, 100 \$240.00  
Readings Made to Your Customers, Under Your  
Label, No checks accepted. C. O. D., 25% Deposit,  
Our name or ads do not appear in any merchandise.

## SIMMONS & CO.

19 West Jackson Blvd., CHICAGO  
Instant Delivery. Send for Wholesale Prices.

## 4 FOR 10¢ OPERATORS

We carry a full and complete stock of Eastman Kodak's Positive Super-8 and Standard Reels of Film, Eastman Paper, Chemicals and Supplies. \$1.80 a line of new improved 10¢ for Gamesters, Lensos, etc. Beautiful assortment of Patriotic and Fancy Strips, Frames, Folders, Mounts, Leatherettes.  
Our new 1941 Camera Gallop, 120 ft. Super 8, everything for the 4 for 10¢ Camera and One-Minute Camera and Supplies, it ready. Don't fail to get a copy, it is free.  
**M. K. BRODY**  
1110 S. Halsted St., Chicago  
In Business 35 Years

## KWIKUP CONCESSION STANDS

**MANY SIZES.** Quickly erected or taken down. You are the first to get up and to get ready. Our exclusive principle of construction makes a stand permanently attached to frame posts except roof, which is a hood. A beautiful stand—with flashy Gramps and Black Stripe Rops the covers. Circular and canvas sample free. THE MONROE CO., 35 BRYANT ST., COLFAX, IA.

## POPPING CORN

**BY-NIGHT BRAND MID-HYBRID 341** is the best of all. GENUINE HYBRID produced by us, answers you question returns. We also stock top quality Sweet American, Yellow Pearl, Nonchalant White and Standard Dwarf. Full-line of Popping Supplies, including Dressing, Oppen 10.00, Bags, Salt, also packed in the Shell and Fresh. Goodies, Peasants, Style for. Send free "Midland Pop Corn Co." Midland Pop Corn Co., Minneapolis, Minn.

## BALL THROWING GAMES

Bottle, Cans, Dolls, Kids, Toys, Complete portable outfit and supplies. Yellow Kids, 12 bags, 77 Yorks Opening 10.00, Yellow Kids, 14", each 90¢ each. All made of heavy ball bark, stuffed with wool wool, have 2 1/2 x 5 1/2" painted wood bottoms, are bristled in latex wool and painted flashy contrasting colors, two sides. LAMARCO, 782 Marion, S. E., Atlanta, Georgia.

## BALL THROWING OUTFITS

Hoods, Dolls, Cans and Bottles, all \$12.00. Kids in lots of 10 sets, each \$10.00 per dozen. Price of course going up. Order now. Write for catalogue.  
**TAYLOR GAME SHOP**  
Columbia City, Indiana



**THREE MEMBERS** of De Luxe Amusements, which has been playing to fair business in Connecticut since opening in New Hartford in the spring. They report that prospects are that it probably will be next season before free spending as a result of defense work is felt by outdoor shows in the Nutmeg State.  
Left to right: Walter J. Nelson, general agent; Joseph L. Bury, owner and manager, and Louis Goodman, superintendent of concessions.

SOME general agenting is done by remote control.

**ROSS MANNING** visited O. O. Buck Shows during their engagement in Brattleboro, Vt.

**BOBBIE MANSFIELD**, who joined World's Fair Shows recently, reported excellent business with the Garden of Eden posing show.

**BILL REED** and Bill Pinkerton, Crystal Exposition Shows concessionaires, are reported to have flashy stands and to be putting out much merchandise.

**RAREFOOT** dancers went the way of the Ocean Wave and Fairies-in-the-Well.

**LOU LOUETTE**, who has the snax on Deo Lang Shows, tells of the purchase of a new automobile while playing Bismarek, N. D.

**LEWIS WEINSTEIN**, with an electric clock store, joined Kaus Exposition Shows in Bath, N. Y., week of June 30.

## Crude Critics

AN OUTDOOR SHOWMEN'S convention is a homogenous conclave, the persons attending rating as high-brow, low-brow, and no-brow. And the last mentioned appear to always have the final word in the appraisal of the others' character, reputation, business ability, and mental capacities.—Road Map Johnson.



**BOB FOX**, pictured here with Mrs. Fox, is a widely known old-timer in show business, having been associated with many collective amusement organizations, including D. D. Murphy Shows, Al C. Hansen Shows, and United American Shows. This season he is special agent of Wallace Bros.' Shows, of which Walter B. Fox is assistant manager.

**MACK THOMPSON**, Wallace Bros.' Shows, received a surprise visit from his mother and brother while playing Grand Haven, Mich.

NOTHING that is half done is really worth while. Take a hot biscuit for example.—Uncle Woodzale.

**ANN LAGER**, World of Mirth Shows, was visited by her niece, Virginia Boxold, Brooklyn, during the shows' engagement in New Bedford, Mass.

**K. E. SIMMONS** reported he visited Mr. and Mrs. L. E. Roth and Roy Faustino, Blue Ribbon Shows, at Johnson County Fair, Franklin, Ind.

**J. C. AND ETHEL WEER'S** rides on Dodson's World's Fair Shows are doing good business, pens Robert Goodrich, as is Bob Kenosian's Flying Scooter.

**OPPORTUNITY** still knocks at doors but even in these times sledge hammers are not being used.—Cadmus.

RECENT purchase of a Dodge truck and horse trailer is reported by Herb and Joan Engokling, shooting gallery operators on J. R. Edwards Shows.

**TOMMY WELLS JR.**, Golden Belt Shows, celebrated his 11th birthday dur-

## The Improved Kiddie Airplane Swing

Attention, Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed airplanes and beautifully hand-decorated ceilings with an airplane in prior. Ride revolves from popper power, no gears or belts to bother with. Weighs about 2,000 lbs. Description and price on request.  
**SMITH & SMITH, Springfield, Erie Co., N. Y.**

## "ANCHOR"

Welcome the Newcomer to the Carnival and Concession Business, and We Greet All of Our Old Friends for

**1941**

Concession Tents—Show Tents—Bingo Tents  
Skiing Rink Tents—Hooded—Barry-On-Round  
Tents—Living Tops  
"ANCHOR DRY Green, Khaki, Royal Blue  
The Dependable Fabrics for Show Tents



ASK "ANCHOR" IF IT'S SHOW CANVAS

It's time to think about your needs. And you do need "Anchor" quality. The best is always cheaper in the end. May we have your inquiries? We will appreciate the opportunity to figure for you.

**ANCHOR SUPPLY CO., INC.**  
EVANVILLE, IND.

## "THE DAILEY WHEEL"



Any combination— sizes 24 to 40 in. Skilloes—"14" and Bingo Supplies. Full line of club room furniture. Free catalog.

**DAILEY MFG. CO.**  
511-13 E. 7th Street St. Paul, Minn.

## HUBERT'S MUSEUM Int.

225 W. 42d Street, NEW YORK CITY.  
WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES  
State salary and all details in first letter.  
Open All Year Round.  
**SCHORK & SCHAFER**



You can make EASY MONEY by Fortune Telling or Character Reading with our NEW **BUDDHA PAPERS**. Clear cut script. Simple operation. Free developer coupons. CATALOGUE BELLEMEAD, S. BOWER NEW JERSEY

There's a big difference in **POPCORN**. You'll say so, too, if you ever experience the true popcorn quality of Miller's TENDER BABY GOLDEN POPCORN.  
**BEN MILLER**  
R. F. D. No. 2 MARO, ILL.



STATIONED at Norfolk, Va., training base and awaiting transfer to the destroyer fleet is James Oliver (Dicky) Coon, A. S., son of Cherokee Charley and "Mom" Coon, who have been with circuses and carnivals 40 years. Dicky is best known on Scott Bros' Shows, Blue Ribbon Shows, and Sunset Amusement Company, with which troupes he formerly was a concession agent.

ing the shows' recent stand in Macomb, Ill., and received many gifts.

FRANKIE SLOAN, secretary to Claudine Claude, Claudine's Amusement Company, is sporting a new car, purchased recently in Manistee, Mich.

RETREATING armies have nothing on some carnival managers when it comes to falling back behind a lot of "scorched land."—Bill Nys.

PEGGY MURRAY joined West's World's Wonder Shows in Evanston, Ill., and has taken charge of one of Kay Weira's girl shows.

RICHARD (BIG TOP) DORAN is assistant to E. K. Johnson, Cettin & Wilson advance agent, and is doing a good job with banners, penned Raymond D. Murray.

"AFTER managing girl shows four years on Al Baysinger Shows I have closed with them to take over a girl show on Fuzell's United Shows," pens Linden L. West.

CRAP games usually bring sudden death to treasured bank rolls, loss of which is deeply mourned by those who can least afford to see 'em depart.—Whitey Coeks.

CONCESSIONAIRES joining Arthur's Mighty American Circus Shows during an engagement in Olympia, Wash., July 7-13, were Ralph Meeker, P. Hart, and R. Larson.

JOINING Mighty Sheesley Midway in Akron, O., week of July 7 were Nancy and Fred Miller, formerly with Goodman Wonder Shows, with their Gay Paree Revue and Scan-Doll Show.

MRS. JOHN QUINN, World of Pleasure Shows, took delivery on a new Rolloplane during shows' engagement in Sault Ste. Marie, Mich., July 26-July 5. It went into action with a highly satisfactory gross.

MANY a midway working boy can now send his laundry out on Tuesday instead of waiting for Friday, as was the case so often last season.—Cat Rack Annie.

PAUL J. PRUTELL'S, former concessionaire with W. E. West, Greater United, and T. J. Tidwell shows, who enlisted in the army in November, 1940, reported he is in the dental division of the medical corps at the air field in Boise, Idaho.

RIDES, shows, and concessions of Fuzell's United Shows did excellent business July 4 at Le Mars (Ia.) Celebration, reported P. W. Pratt. Weather and co-operation of sponsor were good.

CLARENCE L. RIVERS, liquid air

## POPCORN

Private, Cations, Bags, and All Popcorn Supplies. We have and sell new and used Popcorn and Private Machines. Complete line of Trade-in Supplies. Send for Price List Today.

**MOSS BROS. NUT CO.**

Philadelphia      Dept. B      Pittsburgh

demonstrator, reported he is connected with Pete Korte's museum in Long Beach, Calif. He says business has been good, especially on July 4.

PRESENT conditions open the market for a new kind of polish to shine up the badges of some fuzzi. The old kind with "oil" as a basis is about obsolete.—Colonel Patch.

RAY MARSH BRYDON, operator of side shows and Brydon's Bass Beach, near Knox, Ind., visited Frank West, owner of West's World's Wonder Shows, in Kankakee, Ill., on July 7.

VISITORS on Crystal Exposition Shows in Middlesboro, Ky., July 7-12 were Jesse F. Sparks, of the shows bearing his name, and Ellis Winton, Cumberland Valley Shows.

ANNABELLE LEE (Princess Annabelle) reports from Chicago that she has recovered from a fall and will take a role in A. C. White's Chinatown Show on M. & M. Midway.

WHAT good is a free act on a midway if it can be seen in its entirety by people sitting in automobiles or standing around outside the enclosure?—Milo McGoff.

PAYING Penn Premier Shows visits during the Dubolstown, Pa., stand, July 7-12, were Charles Powell, general agent of Frell's World's Fair Shows; George King, Manuel Korte, and Harry Minaly.

JACK (RED) LANG advises that he has closed as talker on Prof. R. Howard's Side Show with Motor City Shows and rejoined Blue Ribbon Shows as talker on Captain Clark's Motordrome.

CONTRACT to furnish the midway for four-day Western Illinois Fair, Griggs-ville, was signed July 15 by Agent A. C. Perryman and Owner R. D. Jones, Cotton State Shows, reported Fair President M. B. Stead.

DURING the engagement of West Bros' Shows in Omaha, Neb., visitors were General Agent Berger, Goodman Wonder Shows; Jimmy Morrissey, Baker-Lockwood Manufacturing Company; Mr. and Mrs. J. B. Fox, and W. Morgan.

RIDES continue to take the load over shows in originality, illumination, and other features of production. Producing showmen appear to be as scarce as ever, despite the expected influx from the world's fairs.

BERNARD ROBBINS, concessionaire in Eastwood Park, Detroit, and secretary of Michigan Showmen's Association, is recovering from serious after-effects of a series of tooth extractions.

TWO MEMBERS of Pioneer Shows, Mickey Palumbo and Fred Imondi, connected with Sam Serles's cookhouse, escaped serious injury recently when their car overturned on a wet highway near Port Matilda, Pa., and burst into flames.

PURCHASE was made recently by Mr. and Mrs. Charles Drill, Scott Exposition Shows, of a new Pontiac. They are doing well with their Ferris Wheel and Big Apple and now have four concessions, reported B. M. Scott.

JIM PIERCE, Ralph Morocco, and Frenchy Frenzel, members of Gold Medal Shows, were daily fishermen when shows played Iron River, Mich., week of July 7, with Pierce getting top honors, reported Harry E. Wilson.

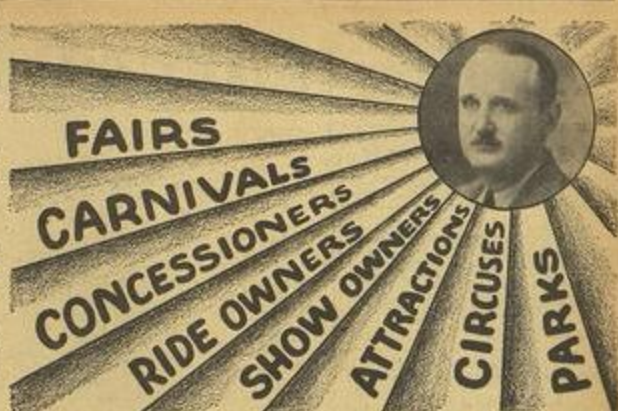
LEON WYANT'S Princess Marguerite Midget Show, with J. R. Edwards Shows in recent weeks, has left to play fairs and celebrations in the Middle West. Wyant said his show did good business on the Edwards midway.

LOOKING backward. The 1940 season was in no way enhanced, aided, or abetted by bad weather, dirty girl shows, off-color concessions and, in some instances, by brainstorm routing and management.—Side Show Sal.

E. H. RUCKER cards that he is producing the Harlem Revue on John H. Ward Shows, Owner Ward has purchased a new minstrel top. Personnel includes six-piece band and 10 on stage. Presentation is being enlarged for fair dates.

BILL E. CODY, formerly with Weer Shows, reported he was discharged from a hospital in Toledo, O., recently, but will not be on the road this year. He received an injury some time ago while working in private industry.

DURING Alamo Exposition Shows' recent stay in Rapid City, S. D., numerous



Buy Insurance  
TODAY  
Tomorrow may be too late

Why take chances, they may prove costly. A small deposit will buy all the insurance protection you need, and you can use our easy payment plan for the balance. Have your policies issued for one year. Next season you will be automatically insured up to this date without worrying about insurance premium payments.

**CHARLES A. LENZ**

"THE SHOWMAN'S INSURANCE MAN"

4738 INSURANCE EXCHANGE

CHICAGO



FLYING

Loop-a-Plane — Octopus — Rollo-a-Plane and New

**NEW FOR 1941**  
**THE FLYOPLANE**

Top money ride on Crafts 20 Big Midway. Ultra modern. Greatest performance. Another Eyerly money maker. EVERLY AIRCRAFT CO. SALEM, ORE.

ARNER K. KLINE, Sales Mgr. Eastern Factory Branch RICHARD F. LUSBE, Chaffont, Bucks County, Pa. European Suppliers: LUSBE BROS., Ltd., Blackpool, Eng.

trips were made by personnel to Mount Rushmore Memorial, and Brownie Miller and Johnny Graves headed several fishing parties, writes Larry Mullins.

LOU BLACK, Convention Shows, is building new concessions for fair dates, reported Fay Lewis. Keith Johnson, assisted by Fred Stump and Albert Trim, is doing a good job of getting trucks over the roads.

VISITING L. J. Heth Shows in Connersville, Ind., July 1-5, were Ed Hubbard, Atlanta; Kokomo Miller, Dan Tuttle, Ernest Sherrill, and Tom Allen. Roy Hildebrand joined there and took over the Octopus.

WITH a view toward encouraging British war workers to spend their leaves in or near their home towns, city governments have been advised to make possible more extensive visits by traveling fairs. British equivalent to American carnivals.

VISITORS to Kans Exposition Shows during week of July 1 in Bath, N. Y., included Bull Rico, former Athletic Show operator; Mr. and Mrs. Ebon Warner, Mr. and Mrs. James Kelly Jr., Mr. and Mrs. Bolton, and Tom Braun.

ACTUALLY overheard in an amusement park: "Lady, if you've got any kick about these concession booths take it to the manifestation building." But better English is spoken on some midway than it is used in some newspaper columns with national circulation.

ANYONE knowing whereabouts of George Gaff have him communicate with Mrs. George Gaff, Rex Theater, P. O. Box (See MIDWAY CONFAB on page 73)

**EVANS'**  
**LONG RANGE**  
**SHOOTING GALLERIES**



**PERFECT FOR TRAINING!**  
Ideal for developing marksmanship through shooting, etc. Easy to set up. Most complete line of Galleries in the country, also Supplies and Parts for all Makes of Shooting Galleries. Only on Evans' 48 years' experience and you won't go wrong!

**FREE CATALOG** of complete line of Shooting Gallery Equipment, also Wholesale of every type, etc. Encircling for the midway. Write today!

**H. C. EVANS & CO.**  
1520-1530 W. Adams St.  
Chicago

## 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.

## SELL MORE POPCORN

HYCOL Golden Yellow



(Formerly Called "Nucol")  
Added to popcorn, so that when popcorn is left-unpopped it comes out a delicious and appetizing golden yellow. INCREASED SALES. Cost very small for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of the cash or stamps to cover handling expense.

THE DYKEM COMPANY 2201 N. 14th St. ST. LOUIS, MO.

## SHOW TENTS AND CONCESSION

Fulton Bag & Cotton Mills  
Manufacturers Since 1810  
ATLANTA ST. LOUIS DALLAS NEW YORK  
MINNEAPOLIS NEW ORLEANS KANSAS CITY KAN.

## BINGO BLOWERS!

OVER 500 NOW IN USE  
ASK ABOUT BINGO SPECIALS  
MORRIS-MANDELL  
1125 BROADWAY NEW YORK CITY

## CONCESSION TENTS CARNIVAL

Our Specialty for Over 40 Years  
UNITED STATES TENT & AWNING CO.  
701 North Wacker Drive, Chicago, Ill.

## TENTS-BANNERS

One 10x10 and One 10x18 Concession Tent With Frame.  
CHARLES DRIVER—BENJIE MENDELSON  
O. HENRY TENT & AWNING CO.  
4802 North Clark Street, CHICAGO, ILL.

## Concessions Wanted For

Mechanicsburg, Ill. (Homesecuring), July 20-21; Colchester, Ill. (Barnet Fair), week of August 4; Roseville, Ill. (County Fair), week August 19; Ansonia, Ill. (Fair), week Sept. 3; BINGO, CHOCOLATE, GALLETS, PEANUTS, BALL GAMES, enclosure on PROTON.

## MOUND CITY SHOWS

Ashland, Ill., this week  
WANT Shows and Loop-o-Plans for Celebrations in Wisconsin.

PEARL WEYDT  
Care of Rides Mattoon, Wis.

## Celina & Wilson

Rochester, N. Y. Week ended July 12. Auspices, American Legion Convention Corporation. Location, opposite Municipal Airport. Business, excellent. Weather, fair.

Saturday night here broke the still date record for the season. Rochester papers gave the shows much space. Co-operating were Messrs. Merrill, Bernoy, Wright, and Cuirosa, of The Democrat-Golden Chronicle; Abe Miller, Jim Spaulding, and Mr. Rosmer, of The Times-Union, and Station W5AY. On closing day, July 13, Scott's colored boys' life and drum corps, Rochester, paraded to the grounds and gave a concert. At night the Memorial Post American Legion Drum and Bugle Corps, directed by Mike Kelly, presented a concert. William (Heavy) Harris has been changed from foreman of Paradise Show to foreman of Glitter Gals. Legion officials co-operated. Howard Peterson is talker on Glitter Gals. Ronnie Bremer, Jewell Howell, Mickie Moore, and M. and Dorothy Mitchell, of the Vess high act, were the subject of feature stories and pictures in a paper. Visitors included the father of Josephine Thompson, of the Vess act; Mr. and Mrs. Burton, Heaster, W. C. Fleming, Strates Shows; Max Cohen, secretary-general counsel American Carnivals Association; Frank Wallenda, of the Wallenda wire act, and Mrs. Pearl Pustiano.

Hornell, N. Y. Week ended July 5. Auspices, American Legion Post. Location, Merchants and Farmers' Exposition grounds. Business, excellent. Weather, unsettled.

Shows and rides had a good week, topped by July 4, day and night. There were many special events to attract crowds. Opening night got off well when R. C. McCarter, representing the sponsor, and Mrs. R. McColum, P.-T. A. member, staged a baby contest with many entries. Elmira and Rochester newspapers gave good space. Tuesday night a big Firemen's parade started in town and ended at the showgrounds. About 20 organizations, including bands and drum corps, were in line. Competitors in a queen contest rode in the parade. Large crowd attended the contest and winner was feted at a hotel ball after shows closed for the night. The Hornell Herald sponsored Children's Day on Thursday, which drew a good crowd. Congressman James Wadsworth, of New York, gave an address at the July 4 celebration and barbecue. Photos were taken of Congressman Wadsworth, I. Celina, John W. Wilson, post officials, and R. C. McCarter. Tommy Thompson, still being congratulated on rallying the record box office for the Miss Americas Show at Erie, Pa., continued to click and the show joined such top attractions as Paradise Song and Dance Revue, Luther's Side Show, and Two Star Ranch. Two additions to the Paradise show are Peggy Morton and Babs Keller, and Dotty Lindy is getting applause with her acrobatic dance, while Princess Mabel, Princess Olga, Kitty and Johnny King, and Paul Andre, received high praise in press reviews. Ginger Manning, Pauline Norris, Tony Rayburn, and Lorana Gallion are pleasing with song and dance numbers. Percella the Monkey Girl and Emmett the Alligator-Skin Boy are still packing them into Luther's show. Ernest Greaves, husband of Miss Electra, was knocked out and received severe burns when repairing lights on the Luther show. Charles Vess's Five Queens and Ace of the Sky and Delmar's Fighting Lions with Captain Billy Reid, free acts, won applause.

RAYMOND D. MURRAY.

## Dodson's World's Fair

Peabody, Mass. Week ended July 5. Auspices, Frisco Athletic Club, Location, Connolly Park. Weather, fair. Business, satisfactory.

Show arrived in Salem, Mass., late Sunday from New Britain, Conn., and unloaded because of inability of the railroad to provide adequate trackage in Peabody, two miles away. By early morning everything was on the lot. Business was fair Monday, with gate showing increase nightly. Thursday night gave all attractions one of the best nights of the season.

Bonfire made from 240 barrels was lighted and drew thousands. Gate showed over 18,000 passed thru the turn-

stiles. All attractions operated until 4:40 a.m. July 4, and were closed to give workers a few hours rest before re-starting. Show had a fair day on July 4. Visitors included Bob Burke, former concessionaire; Charles McCarty, well known to showmen; Harry Bourne, former agent; John Casey, city censor of Boston; Tom Vessey, of Boston Zoo, formerly a circus elephant man, and Harry Howard, former associate of the late Felice Bernardi.

Jess Warren, superintendent of motor equipment, has units in excellent condition. Harold English, show treasurer, and Carl Hansen, lot superintendent, are enjoying their New England tour. Joe Baker and Melvin Dodson Jr. spent the afternoons at Suffolk Downs. Chief of Police Murphy co-operated. Charles Clark's concert band is being well received. Jessie Clark's Gay Parade is one of the big money contestants. It carries 28 people, including six-piece orchestra under direction of Cecil Hudson. Ray Cramer's Side Show is giving other shows a tussle for first place.

ROBERT GOODRICH.

## Kaus Exco

Bath, N. Y. Week ended July 5. Auspices, Steuben County Fair Association. Business, fair. Weather, good.

Altho cloudy and threatening most of the week, weather remained clear and



DAUGHTER of well-known outdoor showfolks, Eileen Knuff has been graduated with high honors from Winston-Salem (N. C.) High School, where she was captain of championship basketball and soccer teams. Her parents are Earl and Mabel Knuff. Her father left Art Lewis Show as electrician at close of the 1939 season and went into South Carolina with three rides and some concessions, remaining until defense work started in that area. Leaving Fort Bragg, N. C., as the superintendent of electrical construction and distribution at the Marine Base, Jacksonville, N. C.

cool at night. Crowds were light the first four days, but the July 4 celebration produced attendance totaling 12,000. Business was excellent. Saturday drew a fair crowd. Walter Cox added ball game. Joseph Burns's Kiddie Auto ride arrived and was set up here to good results. Mr. and Mrs. Don Coulston purchased a new trailer. Buster Morgan went to Atlantic City, and Ray McWethy visited his mother in Buffalo. Art Preblich's mother and sister, of Toledo, visited him.

LESTER KERN.

## World of Mirth

New Bedford, Mass. Week ended July 12. Location, circus grounds. Auspices, British-American War Veterans Post. Weather, two days' rain. Business, good.

Rain the first two days failed to stop patronage here. Business built up thru Saturday night when peak business and attendance was reached. Showgrounds, the rough, was large enough to set up shows in straight lines, with light towers and rides down the center. Entrance was about 100 yards from the highway,

extra space being utilized for parking. Leon Beeve's paint department is repainting equipment, preparatory to playing fairs. Frank Bergen, injured in a fall from a wagon, is now making his way around without a cane. Ed and Marge Tutthill, girl show operators, celebrated their second wedding anniversary here. They will name their new show, Dames. Bob Lighthouse celebrated his 54th birthday anniversary here with fellow members of Doc Garfield's Show. Al Thompson and Dorothy Fuller joined Maybelle Kidder's illusion show. Several members of the Ringling show visited during their engagement in Fall River, Mass.

JIM McHUGH.

## World of Pleasure

Sault Ste. Marie, Mich. June 26-July 5. Auspices, American Legion Post. Weather, good. Business, excellent. Pay gate, 10 cents.

This spot, a repeater, was as good as last year, even the Dominion Day. July 1, was canceled by Canadian officials. That loss was made up by the extra four days, which brought in 10,000 delegates to the VWF State convention. Attendance was on a par with that of 1940. All shows, rides, and concessions did well. July 4 was also very good. Tie-ups with W800 and CJIC and much publicity in The Evening News as a result of considerable paid advertising helped the date. Children from the Nason Home were guests one afternoon. They were given tickets to shows and rides and given refreshments. Carriers of The Evening News were guests of Manager John Quinn that night. Visitors were Prosecuting Attorney Ray Gieslepie, Chief of Police Matt Mitchell; Taffey Abel, hockey coach; Al Kelly and family, Detroit, and William Tarr and family, Ludington, Mich. Legion committee, headed by Commander George Lyons, and Secretary George Smith, gave splendid co-operation. Mr. and Mrs. Bob Thomas's midway cafe was a popular spot.

COL. ARGYLE POINTDEXTER.

## Bee's Old Reliable

Vanceburg, Ky. Week ended July 12. Auspices, Vanceburg Night Fair. Weather, variable. Business, fair. Pay gate, 10 cents.

Monday night started well, but shows closed early because of rain. Weather and crowds were good remainder of week, with all shows, rides, and concessions getting a good take. Doc White's Side Show closed here. Business was exceptionally good for Billy Stinson's Athletic Show. Willard Davenport's Minstrel Show pleased the customers and had a good gross. City, county, and fair officials co-operated.

R. F. ROBERTSON.

## Convention

Woodlawn Beach, N. Y. Week ended July 12. Auspices, Fire Department. Business, fair. Weather, good; one night's rain.

Making a good run here from Wellsville, N. Y., everything was ready Monday night, but a thunderstorm struck at 7 p.m. and ruined business. Remainder of the week was fair because of many celebrations and picnics held near by. Shows remained over for Sunday, but business was below expectations. Location at Lake Shore Road and Lake Avenue was ideal from the point of advertising to passing motorists. It was a problem for the highway patrol to handle traffic. Visits were exchanged here with personnel of an F. E. Gooding unit playing Lackawanna. William Meepel had an unfortunate accident when leaving Waterloo. The front tire on his automobile blew out, causing the car to crash into a viaduct, injuring his three daughters. All are in a hospital, none seriously injured. Lou Black and Frank Woeniak are building new concessions for the fair season. William Reiner had the town thoroly billed.

Wellsville, N. Y. Week ended July 5. Location, old fairgrounds. Auspices, VFW. Weather, good. Business, good.

Using two baggage cars in addition to trucks, everything was ready Monday night. Business opened slow but substantial gains were made daily. July 4 was good for everybody, despite the fact that an air meet was held in town and several near-by communities had celebrations. Mayor Martin visited nightly. Veterans, under the direction of Mr.

Kelly, co-operated. Many visits were exchanged with Collins & Wilson Shows at Hornell, 26 miles away. Chester T. Brown has added an act to his routine. Winnie Wozniak has been busy with trailer salesmen. Tommy Parrand purchased a new car and trailer for his popcorn stand. Jimmy Foster, of Mabelle Mack's Hippodrome, and Jerry Wilson, of the Flying Behrs, are vying for fishing honors in Jimmy's new boat. Director Clay Mantley is arranging the Southern route. H. K. Leworthy, Dunkirk, N. Y., was a daily visitor. Clyde Russell, new Tit-a-Whirl foreman, has been getting the ride up early since arrival four weeks ago. **PAY LEWIS.**

### W. G. Wade

*La Fayette, Ind. Week ended June 21. Weather, good. Business, fair.*

After being rained out in Logansport, Ind., show had fair business here, with Funhouse topping shows and McQueen's Holoplane the rides. Charles Phillips added Wanda to his girl show. Babe LaBara, annex attraction with Blue Ribbon Shows, visited with LeVon, annex attraction in the side show here. Other visitors were Chuck Wagner, Al Hammid, and K. E. Simmons, Crawfordsville, Ind. Constance Wade is spending a few weeks with her father on the show. W. G. Wade Jr. joined the navy and is at Great Lakes Training School. Mickey Hawkins celebrated his birthday June 21. Daring Monarchs, free act, finished their contract here and went east to join World's Famous Shows. Mrs. Beatrice Evelyn Slinger, who at birth weighed 22 ounces and was exhibited by her father, J. S. Sutton, as the smallest baby alive, visited with the side-show people. **HELEN METZ.**

### Motor City

*Bay City, Mich. Week ended July 13. Business, good. Weather, fair, with cool nights.*

Altho a letdown after the July 4 week was expected, business here was much better than anticipated and the engagement was a good one. Committee co-operated and complimented Owner Vic Horwitz on appearance of the show. Run here from Dexter, Mich., was made in good time and rides and shows were up to schedule. All with it are still talking about the centennial celebration last week. It was without doubt outstanding. Mr. and Mrs. C. C. (Specs) Groscurth entertained several friends here. Bob King appeared with the Hollywood Revue here, having come on from Richmond, Ind., to cut it up with Specs. Looking back over the first half of the season, it can be said that business has been much to the good. There hasn't been a single stand that has had poor crowds and the majority of the people were spenders. Capt. Billy Sella's lion, free act, has helped bring them out. **JAMES DEWEY.**

### Gold Medal

*Iron River, Mich. Week ended July 13. Location, Minkler Hill. Aspects, American Legion Post. Weather, cold. Business, fair.*

Last-minute decision of commissioners in Stambaugh, on the Iron River line, not to issue a permit, made a change to Minkler Hill necessary and Monday night was lost. Tuesday there was a good crowd on the lot but they were not spending, which was the case for the remainder of the week except Saturday, when there was a good gross. Visits between Billroy Comedians, who played here Thursday, and this organization were exchanged. General Manager Bloom and Bob Heth were away on business. Larry Johnson, general agent, was with it all week and helped the writer with details. Person's cookhouse was redecorated. Freeman joined with novelties and a wheel. Work is being done on equipment, under direction of Paul Wotring, in preparation for fairs. Glenn Edwards is doing a good job of bill-posting.

New Flying Scooter topped the midway, with Lucas's new Miniature Train getting it's share. Police department co-operated, even placing men to park cars. Mrs. Bloom's new trailer is a beauty. Bruce Seitz left with ex-stard to make a special date. He'll return at Bessemer, Mich. Clayton Holt's Arcade and his other concessions are having a good season. Barney Lamb is building new front for Underworld Expose, a top-money show. Roy Rozier is holding his own with Garden of Eden and Crime show. Paul Belfonte added two girls to his sex show. Alton Pierson's bingo is doing well. **HARRY E. WILSON.**

### West's World's Wonder

*Evanson, Ill. Week ended July 13. Location, Dempster and Pilsner streets. Aspects, V. F. W. Post. Weather, good. Business, good.*

Playing Sunday at the last spot caused a one-legged opener here, with less than half the attraction ready, but managed to do fair business. Regular opener was Tuesday night to better than 3,000, and all rides, shows, and concessions did business. Mike Rosen with his concessions returned after being away three weeks. Art Conners reported his side show is improving daily. He is carrying Frank Zerda, as Docie Kuebler; Henry Wilson, man they can't crucify; Skeets Dillinger, handless wonder; Major West, bopper; Capt. Sig Anderson, tattoo artist; Mickey Mite, midget; Lady Crystal, mentalist; Jesse Pryor, Congo fire worshiper; Geraldine, sword swallower; Idell Wilson, torture box; Eddie McKenna and Cecil Hadden, tickets; Mabel, contortionist; Theama, rubber skin girl; Adam, trained chimp; and Loraine Veto, cockhouse. Sydney Crowder joined Art Spencer in the Motordrome. Visitors included Morris Miller; Chick and Lee, vaude team; General Agent Tom Terrill and family, and Red Schneider, bill-poster.

*Kankakee, Ill. Week ended July 12. Location, Neely Showgrounds. Aspects, Radio City (Ill.) American Legion Post. Business, fair. Weather, cool.*

Surprisingly good attendance here for a July 4 follow-up, but spending was weak. Train made good time from Centralia, but jump proved disastrous for several overland trucks. One office truck burned out connecting rod bearings and one of Fritz Brown's trucks had engine trouble. Cool weather drove crowds home before they could do much spending and business was only fair. General Agent Tom Terrill, Mrs. Terrill, and Tommy Jr. were back with the show Thursday night. Mrs. Frank West celebrated a birthday Tuesday night, receiving many gifts. Slim Anderson, who has had a kidney ailment, the far from recovered, is getting around again. **BOB BUCKLER.**

### L. J. Heth

*Connersville, Ind. Five days ended July 5. Location, Roberts Park. Aspects, American Legion Post. Business, excellent. Weather, warm. Free gate.*

Shows were up early Sunday, and as engagement was not to open until Tuesday, Manager Fontana had workmen washing rides and painting tent poles red, white, and blue. Delivery was taken here of a shipment of flags of allied nations. They were distributed to attractions throught the midway. Shows opened to good business, Wednesday showed an increase, and Thursday night the midway was jammed. About 1 p.m. Friday a steady stream of cars began to roll into the park and continued until 9 p.m., when State police estimated 25,000 on the ground. Aspects said this was their biggest and best event in eight years of sponsorship. Good grandstand program, climaxed by fireworks displays built around a naval engagement theme, was offered. Premature explosion of a salute so badly mangled fireworks technician that he died en route to a hospital. The holiday was the best ever played by the show and the best single day's business in seven years. Merry-Go-Round topped rides for the day and Motordrome topped shows, Charles Fisher's Fliers rejoined after two weeks' absence. **H. B. SHIVE.**

### World's Fair

*Schenectady, N. Y. Week ended July 5. Location, Crane Street Showgrounds. Aspects, Polish National Alliance.*

This date, always a winner, proved no exception this year. Crowds came early and stayed late. Due to increased size of the show Manager S. E. Prell had difficulty in laying out the lot, but by cutting banner lines of shows he was able to spot the major part of attractions. Monday night opened slow, but Tuesday patrons began showing up in force and all rides and shows received excellent patronage. Twin Wheels took top laurels in the ride division, and it was about even between Cash Miller's Ten-in-One and Gertie Miller's Ches Fares Revue. Philip Maslek, who joined recently, has been assigned to the sound car. Matt and Donald Crown also joined recently and were assigned to the art department, the former in charge. Leo Bistany, business manager, has been doing great work helping Assistant Manager A. R. Prell.

Charles M. Powell, general representative, has recruited the show to industrial

centers. George T. Chestnut, advertising representative, had a job on his hands here as the Blazing brigade arrived in town before Chestnut's crew and choice spots were at a premium. However, he was able to get a fair showing of paper. R. F. McLendon joined and left during this date. He assumed press duties but was forced to resign due to personal business interests. Walter Marks has been doing a good job in handling the Motordrome. With delivery of another truck unit, assigned to the drome, Marks has completed a bally platform which is a part of the semi-trailer unit. S. E. Prell was recently elected president of the Goodfellow Club. In view of financial assistance Jack Russell has given the club, he was awarded the vice-presidency. Charles Guttermuth, attached to the maintenance department, has been doing a good job. Ben Mottie, operator of Mottie's Midway Cafe, has received a shipment of new canvas. Jackie Chapman, of penny pitch note, has her concession looking its best.

**THOMAS W. RICE.**

### Mighty Sheesley Midway

*Akron, O. Week ended July 12. Location, Carroll and East Exchange Street. Aspects, Junior Order United American Mechanics. Business, excellent. Pay gate, 10 cents.*

Train arrived early Sunday after a short jump from Havenna, O. With full co-operation from show crew all attractions opened on schedule Monday night. Location was a downtown spot. Monday night's crowd was above average despite a threatened rain, and people were real spenders. Tie-up with WJW was successful, Station Manager Carl Wardwell co-

**EXHIBIT'S • 1941**

**PENNY ARCADE MACHINES**

*Now Ready For*

**PENNY ARCADES  
SPORTLANDS  
AMUSEMENT PARKS  
SUMMER RESORTS  
TRAVELING SHOWS  
ARMY CANTONMENTS, etc.**

FOR INFORMATION CONTACT  
FOR FREE INFORMATION  
AND PLANS OF MODERN  
PUNNY ARCADES, (Large,  
Medium, Small)

**EXHIBIT SUPPLY CO.**  
4222 24-26-28-30 W. LAKE ST. • CHICAGO

**MAKE \$50.00 A DAY ON CANDY FLOSS**

Start a business of your own, make real money at any place of amusement with **CANDY FLOSS**, one of our highly efficient machines now. Free machine to choose from, sturdy built, easily operated. Prices to suit you. Write TODAY.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
202 Twelfth Ave., So. Nashville, Tenn.

**MICHIGAN SHOWMEN'S ASSOCIATION**

**4th ANNUAL MOONLIGHT FROLIC**

Where all trouperers have the greatest get-together of the entire year.

**YOU ARE INVITED**

**REFRESHMENTS SERVED ABOARD**

Dancing and entertainment all night with **THE SOPHIS-TO-CATS AND TABBY**

**Famous Radio Dance Orchestra**

Boat leaves foot of Woodward Avenue, Detroit

**THURSDAY NITE, JULY 24th, 3 A.M. AFTER MIDNIGHT**

**THIS IS ACTUALLY FRIDAY MORNING, JULY 25, AT 3 A.M.**

**HARRY ROSS** **TICKETS \$1.00** **LOUIS WISH**  
President Gen. Chairman

**P.S.—To trouperers of the Royal American Shows:**  
We have made special arrangements for this date, so have it coincide with your Michigan engagements. Plenty of time to make the boat after closing Thursday night. Come on along for Michigan Showmen's Biggest Event of the Year and the Time of Your Life.

**AN IMPORTANT ANNOUNCEMENT BY THE SHOWMEN'S LEAGUE OF AMERICA**

Beginning September 1, 1941, our initiation fee will be increased from \$10 to \$25.

**Join Now While Initiation Fee is Only \$10.00**

Contact your nearest League member or write direct to Membership Committee.  
**SHOWMEN'S LEAGUE OF AMERICA, Sherman Hotel, Chicago.**

**SNOW CONE FLAVORS**

Gold Medal Flavors have the rich full flavor of the real fruit, yet cost no more than the ordinary kind. Follow the lead of the leaders and get more nickels with **GOLD MEDAL FLAVORS.** Also a complete line of Pippin, Candy Apple and Candy Floss supplies. Send for our latest price list today.

**GOLD MEDAL PRODUCTS CO.**  
133 E. Pearl Street Cincinnati, Ohio

**BEE'S OLD RELIABLE SHOWS, INC.**

WANTS Manager for Minstrel Show with people or will consider known Manager that can organize a Minstrel Show that will click. Side Show Manager with people. Will furnish same with top, 100 ft. panel front, new banners, transportation for equipment; 40% to office. Five and Ten-Cent Concessions. Morehead, Kentucky, this week; then the big one, Mercer County Fair and Horse Show, with Russell County Fair following.

## Baker's Game Shop

New Counter  
Wheel Post

Fine Games of Every Description.  
Wheels, Skillis, Tracks, Penny  
Pitches, BINGO BLOWERS,  
Coupon Blowers, Milk Bottles,  
Color Games, Roll Downs, Lay  
Downs. Catalog if you mention  
your business.

2907 W. Warren, Detroit, Mich.

operating. There were daily street and station broadcasts in which members of Al Renton's Side Show, three Del Rios of Glenn Jacob's Midway Show, and Stanley Chimp in John D. Sheesley's Monkey Circus, took part. There was a paid gate of over 10,000 Tuesday night, with Honey Lee Walker's Gay New Yorkers Revue topping shows and the Comet taking ride honors. Since its recent arrival the Spitzize has proved a top ride. Mrs. C. H. Pounds has improved her cookhouse, adding new screening, and has purchased a new trailer. Mrs. Hilton Dodge, daughter of Mrs. Pounds, was expected to visit the show, but had to cancel her plans because of illness of Mrs. Pounds' mother in Los Angeles.

ROBERT NORTH.

## Alamo Expo

Rapid City, S. D. June 23-30. *Auspices, VFW. Business, good. Weather, ideal. Pay gate, 10 cents.*

A 480-mile trip from Denver thru the mountains was marred only by a minor accident. Shows were in operation Tuesday night with an excellent turnout. Business increased nightly and a stay for an extra day resulted. Two tie-ups for a kids' matinee were obtained by the writer and Louis Ringol. One stand-out was a two-hour stage appearance in a theater by members of J. T. Hutchen's Side Show, Ted Ward and his magicians, and Jerry, trained chimp of Bill Williams's Monkey Circus. Other sponsor was a local creamery. Four-column picture of Jerry passing out free ride tickets to attending kids appeared in *The Rapid City Journal*. The writer did the job. Daily show programs were broadcast over Station KOB, Bob Dean, of KOB, and Bill Potter, editor *The Rapid City Journal*, were nightly guests. Bill Denecke has a new trailer air-conditioning system. Mrs. Bernice Kitterman is doing well with her concession. Tony Pelligrini gives bingo patrons laughs with his amusing chatter. Ride foremen are painting rides for the celebrations. Pay Reynolds's photo gallery is clicking. Tommy Davis and Kenneth Smith added a concession.

LARRY MULLINS.

## Crystal Expo

Middlesboro, Ky. *Week ended July 22. Location, airport. Auspices, Elks' Club. Business, fair. Weather, rain.*

Committee gave splendid co-operation, but due to bad weather people did not come out. Monday night proved to be the big one of the week. With women free at the gate, attendance was over the 3,000 mark and spending was good. Tuesday rain came, and for the rest of the week it was almost impossible to walk on the midway despite 40 loads of shavings and 10 of sawdust. Walter, W. J., and John Bunta; Arthur Carver, Speedy Phoenix, Bill Pinkerton, O'Brien, and the writer gave their applications

for the Elks. Wednesday night the Good Fellows' Club held its regular biweekly meeting. Johnnie Bunts, concessionaire, entertained Haley Jenkins and Margie Blitz, formerly of the Butterfly Girls' Revue and now operators of a beauty shop in Virginia, recently. Mr. and Mrs. Bill Bunts are vacationing with brother Warren and sister Christine in Ohio.

Norton, Va. *Week ended July 5. Auspices, Volunteer Fire Department. Location, ball park. Business, excellent. Weather, unsettled.*

Despite rain and high wind shows had the best week in history here. Monday opening was one of the best in years. Splendid co-operation by fire and police departments helped. All shows, rides, and concessions had a banner week. July 4 looked as tho it might be a blank in early morning due to heavy rains, but it cleared by noon and everyone spent money. There were heavy crowds thruout Saturday afternoon and night. Many visitors were here, including Mrs. Clarence Lovejoy, Pindlay, O., sister of Mrs. W. J. Bunts; Mr. Lovejoy, and an aunt and uncle of Mrs. Bunts. Mrs. Bunts left Saturday with her family for a visit in Ohio. Capt. Speedy Phoenix and Arthur Carver, free acts, are doing a nice job of entertaining. Johnnie Bunts has added another concession to his line-up, making five. Earl Thompson has three and Earl Swicegood has five. Bill Pinkerton's line-up has 10 and Bill Beed has five. Mrs. Ruth Williams had added one, making four. Mr. and Mrs. Jim Coley joined with two and Billie Bunts with two, give the show 36. C. C. Lesaire, special agent, is doing a good job on the front.

B. G. (DOC) PELMET.

## Buckeye State

East Alton, Ill. *Week ended July 12. Location, Legion Park. Weather, fair. Business, good.*

Visitors here included Mr. and Mrs. Charles Goss, St. Louis; Mr. Raymond, and Mr. and Mrs. Snapp, Snapp Bros' Shows, Murray's Penny Arcade, managed by Orville Williams, joined here. This was the show's last stand in Illinois. Manager Gallier was pleased with his Illinois circuit and had several fair set returns offer him contract for 1942. Jack Brady, who has the Octopus, seems pleased with his receipts so far. He has an attractive neon-lighted ride. J. C. Hamlet, owner of the Chairplane, expects a good season's take.

Tuscola, Ill. *Week ended July 5. Auspices, American Legion Post. Location, city park. Weather, ideal. Business, good.*

Backed by the American Legion Post and Chamber of Commerce, shows had a good July 4. Side Show, managed by Billy King, had its best week of the season. Art Walker's cookhouse also had good business. Jon Willander received a shipment of monkeys and a baboon for his Monkey Show. Several of the Barlow Big City Shows' personnel visited. They were showing eight miles away. Mr. and Mrs. Gallier have been working hard getting their concessions and the show in shape for fairs and celebrations. Girls from Bagdad had a bang-up week. It is managed by Jack Melton.

H. G. STARBUCK.

## Bazinnet

Ironton, Minn. *July 8-16. Auspices, Fire Department. Location, N. P. R. R. lot. Weather, ideal. Business, good.*

Ran from Forest Lake, Minn., was made easily and everything opened on time. All attractions had a good week here. Cliff Patton, with a new 120-foot top, is packing them in. Eddie Ferreri's Girlesque Revue is getting top receipts. New star for the Ferris Wheel arrived and was put in place and the wheel has been given a coat of aluminum paint. Chief Little Wolf is turning big crowds nightly. Rides are being repainted in preparation for fairs. Lowell Bazinet has completed his booking and is back on the show supervising repair work. Jerry McAllister has returned and taken over his life show.

JACK GALLUPPO.

## Penn Premier

DuBoistown, Pa. *Week ended July 12. Location, circus lot. Weather, rainy. Business, fair.*

Manager Serfass purchased a well-framed sex show from Homer Moon which was well patronized. Harden joined with a neat cockroach. He replaces Mr. and Mrs. Max Gould. Mrs. Gould has been ill and probably will not be on the road until fair time. Mr. and Mrs. Ben Monroe, photo and ball

game concessionaires, spent the weekend with friends in Philadelphia. Eddie Hackett has added a concession that is clicking. Firpo, who has rotary diggers, purchased a new 20 by 40-foot top for the social club. Jack Wells purchased a new Chevrolet panel truck. Rides and fronts are being repainted for the fair season. Lew Alter's Congress of Living Wonders has been topping the midway. Major Fox is well received by the kids. Jimmie Shuster has added two girls to his revue, making six. New canvas has been purchased by Jack Müller for his radio store. Harry Meyers has added a razzle dazzle, making three concessions. New office coach with all-steel body was purchased. Hilgard Bennett has put on a new concession. New Octopus will arrive soon. CHARLES GUTERMAN

## West Bros.

Omaha, Neb. *Week ended July 13. Auspices, VFW Post. Weather and business, good.*

After a long move over numerous detours shows and rides were able to open Tuesday night to the largest first-night crowd of the season. Despite a questionable lot and some rain, all attractions had one of the best weeks in recent years. Town is without amusement park and proved a boon to rides. Scooter, Rolloplane, and Tilt-A-Whirl setting season marks. Speedy Wood's Motordrome and Sonny Sharpe's Minstrel Show were tops among shows, with all others getting a good play. West Bros' concert band proved popular, twilight concerts drawing capacity crowds. High Knos-Kis, free act, held patrons late. Two new concessions tops arrived here. Concession line-up is now composed entirely of new blue canvas. J. W. Laughlin and Ed Bruer made a trip into Des Moines, Ia., for new equipment. C. S. Beed, general agent, returned for visit before starting south.

DON TRUEBLOOD.

## H. P. Large

Palestine, Ill. *Week ended July 12. Auspices, Old-Timers' Picnic Committee. Weather, good. Business, good.*

Move from Altamont, Ill., was made in good time and all was ready for the Monday night opening. Shows were located on the main street and business men worked in harmony with the committee. Opening-night business was better than anticipated and crowds and business grew each night. Friday was the worst day of the week, but Saturday the streets were packed from noon until midnight and all did good business. Committee, headed by Mayor McNair and Police Chief O. J. Shearn, gave co-operation. Larry signed contracts to furnish midway attractions at next year's celebration. Rides did good business, with Ferris Wheel leading and Merry-Go-Round a close second.

Altamont, Ill. *Week ended July 5. Auspices, Chamber of Commerce and American Legion Post. Weather, good. Business, good. Location, streets.*

Show moved from Blue Mound, Ill., and was up Sunday night. Monday night to a good crowd and business, all attractions having their best opening night of the season. Crowds and business increased nightly. After the July 4 parade the show opened and all did capacity. Committee complimented Owner-Manager Large on his show and contracted it for a 1942 celebration. Owner Large's Ferris Wheel topped rides, with Christian's Merry-Go-Round and Westphal's Chairplane following. Kiddie rides were well patronized. Morton's Wrestling Bear Show topped shows, having one of its largest days in history on July 4. Mrs. Morton's Congress of Freaks was second. Bingo, with Joe Schneider in charge, had its best week and by closing time Saturday had run out of stock. Committee gave good cooperation.

MONROE SMITH.

## J. J. Colley's

Muskogee, Okla. *Week ended July 12. Location, Main Street lot. Auspices, Colored American Legion Post. Weather, some rain. Business, fair.*

Shows opened Tuesday to fair business and big attendance. Bob (Curly) Burk's wife, Jewel, and daughter, Joy, joined here. He has scales and is advertising agent.

Nosola, Okla. *Week ended July 6. Auspices, American Legion Post. Location, city park. Weather, clear and hot. Business, good.*

This spot proved to be the banner one of the season to date. Staff includes J. J. Colley, owner; Ed McMartin, business manager and general agent, and Eugene C. Cook, secretary and The Bill-

## Great Sulfon Shows

WANT WANT WANT

Shows of all kinds for long string of Fairs and Celebrations. Will furnish complete outfit for Minstrel Show, complete outfit for Girl Show, complete outfit for Cook Show. Will sell exclusive on

Murphyboro, Ill., July 21st to 26th; Belleville, Ill., July 28th to Aug. 2nd.

## WANTED

Arcade Mechanic, Wheel and Sign Foreman, Mixup Foreman. Will book Tilt and Roll-Plane. Band and Parker, come on.

## R. A. JOLLY

Seacalium Park Rides

Per Route

## WANTED

Bridon, Cane Rack, String Game, small Cookhouse, Pen Corn, Photo, or any other clean Concession for Fairs and Celebrations in Missouri, Arkansas, and Oklahoma. Out to November 1. Or will buy good Concessions, California, Ms., July 21-26; Paris, Ms., Fair, Aug. 4-9. KYALITE MIDWAY.

ORDER CARDS and POSTERS from CHICAGO Plant 512 S. SHERMAN ST. Phone WA 8-6271



Main Office - TRIANGLE POSTER PRINTING CO. OF PITTSBURGH

## GENERAL AGENT WANTED

Also Ride Help. Can place at once Ferris Wheel Foreman, \$30.00 salary per week sure to enter and reliable man. Second Man for Chair-Plane, also General Agent; one who can produce. Want to buy Long Range Shooting Gallery, also Big Six Wheel. Address all inquiries to

## DELUXE AMUSEMENT

SAVINGROCK, CONNECTICUT

## HARRINGTON, DELAWARE --- Kent-Sussex Fair --- WANT

All games of skill open. High Strike, Neon-La, Pitch-Tilt-U-Min, American Paleontology, Long or Short Range Lead Gallery, Custard, Candy Floss, Ice, Popcorn, Ball Games, Grab Joints, Cookhouses, Dart Games, Photos, etc. Will sell exclusive Novelties, Gum-Venue-Box, Gum-Venue-Night. All contact ERNEST RUGGLEY, Secretary, Harrington, Del.; L. C. TIED MILLER, General Agent, Harrington, Del.; or HERMAN BANTLY. THIS WEEK, LEBANON, PA.

## BANTLY'S ALL AMERICAN SHOWS



board agent. Show carries 8 rides, 6 shows, 25 concessions, and free act and has a free gate. Mrs. Belle McFarlin added two concessions to her string. R. B. Burns joined here as special agent. General Agent McFarlin returned from a successful booking trip. Nightly visitors were Mayor C. O. Pence, Sheriff Ray Reed, and County Attorney C. O. Tiltz. EUGENE C. COOK.

### Bantley's All-American

Kame, Pa. Week ended July 12. Auspices, firemen. Business, fair. Weather, cool and rainy.

Heavy rains Monday kept shows closed and cool weather hampered business here although good crowds attended Friday and Saturday nights. Saturday's matinee proved to be best of the season. A. J. Budd's Side Show took top money, with the motor-drome second. Radioplane topped rides, with the Octopus second. Ride Superintendent Henry Hetrick is busy repainting for the fair trek. Mr. and Mrs. A. Wallace own a new trailer.

Clearfield, Pa. Week ended July 5. Location, fairgrounds. Auspices, American Legion Post. Business, fair. Weather, variable.

Move here was made in record time and everything was up Monday afternoon. Business was slow the first part of the week due to rain, but record crowds prevailed the last half. Motor-drome and Side Show took top honors, the Pat Show second. Radioplane and Ride-O topped rides, with Ferris Wheels second. Mrs. Bob Perry was attacked by a motor-drome lion Thursday night and was rushed to a hospital for attention. Chuck Staunko and Herman Bantley made a trip to Johnstown, Pa., for electrical equipment. MRS. CHUCK STAUNKO.

### James E. Strates

Rome, N. Y. Week ended July 12. Auspices, American Legion Post. Location, Floyd Avenue grounds. Business, good. Weather, showery.

This spot showed an increase over 1939 receipts of over 50 per cent. Business was light Monday night, but each succeeding night showed marked increase and Friday and Saturday business was excellent. Committee co-operated and Publicity Director C. Foster Bell's broadcasting programs in Utica showed splendid results. Children's matinee, with a tie-up with Coca-Cola, was one of the best of the season. Everyone is getting equipment ready for fair dates. Master Builder James Yotts has finished a new front for Jacques Goude's Life Show. Goude also operates Darkest Africa. New canvas from front to back makes a good flash. Sit-down shows are dark blue; others are green. Joe Sciotina, operating four shows, returned from an extensive trip and brought back plenty of talent. Tex Conroy is now handling the front of Al Toman's Side Show and showing good results. Emma and Slim Curtis, with their Congress of Fat and Thin Folks, are holding their own. Allan Kleason's Gang Busters is showing a marked increase in business since addition of a gangster's armored car. Fred Havens, scenic artist, and his crew are brightening the midway. Dick O'Brien, assistant manager, is having his office remodeled. Manager Strates is sporting a new Lincoln Zephyr and Arthur Walsh a new Buick. SKY PUTNAM.

### Wallace Bros.

Grand Haven, Mich. Week ended July 12. Location, South and Waverly avenues. Auspices, YFW Post. Weather, clear and cool. Business, far above expectations. Pay rate, 10 cents.

Although practically no co-operation was received from the sponsor, shows had one of the best weeks of the season here, with all attractions clicking satisfactorily. Gate attendance was very good and a

well-patronized children's matinee Saturday helped swell ride receipts. Tie-up was made with WKBE, which helped increase attendance, and Saturday night business was materially increased by overflow from Lewis Bros.' Circus across the street. Most of the carnival personnel were guests of the circus at the matinee performance and there was much visiting back and forth during supper hour. Manager Paul M. Lewis came over for a few minutes' chat with the writer and was accompanied by Bert Wallace, Mr. and Mrs. Doc Burns, and Albert Wilson. Attendance awards were again used here to satisfactory results, with many patrons remaining until a late hour for the drawing.

Daniel Francis Joseph Mahoney came over from Lansing, Mich., for another short visit. Other visitors included Mr. and Mrs. Sam Fidler, Mr. and Mrs. Clyde Hoey, G. H. Diamond, and Mr. and Mrs. Tate, Saranac, Mich.; Eugene Bass, Koculsko, Miss.; Jerry Haskins, WKBE; Boxing Commissioner Pat Hammigan, Grand Rapids, Mich.; Mr. and Mrs. Jack Gardiner, and Special Representative Fred Myers. Mrs. Barker and Mrs. Cunningham entertained relatives from Chicago and Oklahoma. Organizations reached the 1,000-mile mark in mileage upon arrival here and has been first in at all towns played. Season's halfway mark had carried the show thru four States, with remainder of July to be filled in two more. WALTER B. FOX.

### O. C. Buck

Brattleboro, Vt. Week ended July 12. Location, Clark's Field. Auspices, American Legion Post. Business, very good. Weather, ideal. Pay rate, 10 cents.

Show got here in record time and went in the air with speed. There is an excellent lot with plenty of parking space, which was needed. Newsboys and orphans were entertained thru courtesy of the local paper, which spread its columns to the show. Gangler's Circus did not open until Wednesday. Tilt-A-Whirl was shipped to Brooklyn and arrangements were made for transporting the new Silver Streak due to arrive shortly. Sullivan's sound truck is back on the show after an absence of two weeks. Jamboree was held here for the National Showmen's Association. All members not present were fined \$2. Admission was 25 cents. A fine show was given. Manager O. C. Buck corralled 12 new NSA members.

Marie Shenfield, of the Five Sky-Scrapers, is substituting as free act for Kay (Brown) McDonald, who was badly injured while doing a slide for life in Keene, N. H., July 4. Tuesday was Marie's birthday. As she finished her slide Master Russell presented her with a bouquet from personnel of the show. Jimmie Howard is still handling nail. Goldie Pitts is pleased at the reception accorded his Ike and Mike and Lady in Red attractions. Edith Younger, with her Slasher Victim, is going along well with her new front and reports big grosses.

### Sunburst Expo

Elmira, N. Y. Week ended July 12. Auspices, American Legion Post. Location, Maple Avenue Driving Park. Weather, good. Business, poor.

Week here was an upset to many who had played the town in former years and had expected it to be a red spot because the shows were the first ones in. Crowds did not attend. Staff had a great time entertaining visitors from other shows, including Stan Reed, general agent of Penn Premier Shows; Mr. and Mrs. Purcell, Pioneer Shows; and Mr. and Mrs. Keith Buckingham, Sam Renick, and C. P. Bell, James E. Strates Shows. Louie and May Getz and Marvin Hudson also paid visits. Seven concessions and four shows joined here, making 11 shows, 6 rides, and 42 concessions. BILL SCHOEN.

### Pleasureland

Muskegon, Mich. Week ended July 13. Auspices, American Legion Post and Fire Department. Location, near center of town. Weather, fair and cold. Business, fair.

This was another town, booked by Ray E. Myers, in which the shows were the first carnival of the season. We played day and date with the Bud E. Anderson Circus and were their guests at a matinee performance. Everyone had a good week here considering it followed July 4. Mrs. Jack Neal joined with diggers and did good business. Ferris Wheel Foreman Bob Carroll was injured and Mr. Myers has taken over temporarily. Sponsors

## JOE J. FONTANA Presents 31st Annual Tour L. J. HETH SHOWS

A GIGANTIC ENTOURAGE OF GLITTERING GLAMOROUS GORGEOUS 20th CENTURY AMUSEMENTS

### H. B. Shive — Ass't Manager and General Representative

Harry F. Logan — Special Representative

Jimmy Davidson — Superintendent of Privileges

George Kelly — Lot Superintendent

Clyde Barrick — Chief Electrician

Wm. Boxeman — Ride Superintendent

Henry Kyser — Chief Mechanic

### FEATURED ON THE MIDWAY

### Charles Fisher and his Five Famous Flyers

open for engagements after Sept. 15th. Address as per route of show

### Howard and Daisy Reeves

With Ginger and Broozy

BINGO OPERATORS

With Show for past four seasons

### Hurney Bros.

PENNY ARCADE OPERATORS

and we like it

### GEO. HARRIS' MINSTREL SHOW

Geo. Harris, Manager and Band Leader, with Trombone; Rache Poe, Trumpet; Chapple Harris, Saxophone; Tuba Thomas, Bass; Larry Williams, Drums; Robert Montgomery, Drums; Floyd Young and Willie Moss, Conco; Pewee Taylor, Featured Dancer; Bertha Harris, Josephine Scarlett, Murphy Taylor, Maybelle Walker, Chorus; Charles Raymond on the front.

### Dock Baldouf and O. D. Smith's Cook House

Three Years With It

Con: Gunningham, Chef in Charge; Duggan Sheridan, Grab Stand; Robert McKee, Clarence Underwood, Roy Zacker, George Melot, Dining Room; Howard Kelley and Windell Harris, Kitchen.

### HENRY HETH

8 Concessions

### JIMMY DAVIDSON

4 Concessions  
With Bernie Sloan, J. Lewis, C. Clifford, Curley Girouard, Charley Chase and Sam White.

### GEORGE SPAULDING

Billboard and Mail Agent and Front Gate

### GEORGE WALKER

Manager of Joe Fontana's Concessions  
Alvada Walker, Wood-La

### CHARLES WREN

And his Well-of-Death  
With "Fearless Paul" (Mr. Wren) and Cyrene Hurney and Marion Tipton, Riders.

### H. Berry and Mrs.

PHOTOS

### J. HENRY KYSER—Chief Mechanic

VIOLA KYSER—Tilt-A-Whirl Tickets

### Pete Eli and Family

PALMISTRY

### BILL WEBB—Manager Nail Store

KATHRYN WEBB—Ball Game

### Amos L. Bickford

Girl Show and Athletic Show

### JIMMY AND IRENE GIFFIN

Now on sixth season  
With Pop Corn and Snow Balls

### PEGGY BICKFORD

Thelma Drikill and Vera Murphy—Dancers  
on the Paris After Midnight Show

### JOHN J. HOGAN — Nite Watchman

### SHOWMEN, CONCESSIONAIRES AND RIDE HELP

Associate Yourself With An Old Reliable Progressive Organization

Where Contentment Prevails.

Want now—Organized Girl Show, Athletic Show, have outfits in the air; Roll-o-Plane or Loop-o-Plane and Pony Ride. Can place Grind Stone and Wheels and Agents, also Lead Gallery, Frozen Custard, Scales and Novelties and a few other legitimate Concessions. All Replies to

JOE J. FONTANA

Peru, Indiana, now; Sullivan, Indiana, July 28th to Aug. 2nd; Vincennes, Indiana, Aug. 4th to 9th; then the Mt. Carmel, Illinois, Fair, Aug. 10th to 16th, with the Big Fairfield Free Fair to follow.



**ROYCRAFT, ALMA, VAGA-BOND, ZIMMER — 26 ft. — only \$1,195.**

Delivered Anywhere.  
35 Used Coaches, \$195 and Up.  
**Sellhorn Sales & Service**  
BARABOTA, FLA. and E. LANSING, MICH.

**WRITE SIOUX TIRE & BATTERY CO. SIOUX FALLS, S. D.**  
Buy on our Easy Terms.

### Frozen Custard Machine

Built to trail. First-class condition. Now operating. Good deal.

**The Grask Company, Inc.**  
1739 E. Grand Des Moines, Iowa

### R. L. WADE WANTS

Stock Store Agents, Peanut Pitch, Hoopla, Cigarette Gallery. Address:

One of ZACCHINI BROS.'S SHOWS  
Burlington, N. J., this week

### FOR SALE

Smith and Smith Chair-o-Plane, first-class condition, use of extras, \$300.00. Also Grind Joint on Trailer, ready to operate, \$125.00. Cars be seen in operation at Spiritan Beach, nine miles from St. Louis, Mo.

L. BARNER, General Delivery, Kirkwood, Mo.

**GET IN AND Live!**

**SCHULT**—last word in a real home on wheels—offers in new models recently, more attractive living quarters than ever. Luxurious beds, more storage area, better insulation, heating, toilet, refrigeration and cooking facilities put these beauties in a class by themselves.

**SCHULT TRAILERS, INC., Dept. 207, ELKHART, INDIANA**

**Buy Wisely—Buy SCHULT TRAILERS**

### Can Place a Few More Wheels and Grind Stores

**WANT REAL TALKER**, one that can produce on Fighting Alligator Show. This is a newly framed team show. Can also place Talkers for other shows. **WANT COLORED MUSICIANS AND PERFORMERS** for office show. **WANT GIRLS**, must be good looking, suitable for Pease Show. Experience not necessary. Top salary paid from office. Have complete outfit for small Grind Show. **WANT EXPERIENCED RIDE HELP**. This show pays off every Thursday and in cash. Red Barlow is Concession Manager.

### LAWRENCE GREATER SHOWS

Pennsauken, Pa., this week; Altoona, Pa., next week

### HOFFNER AMUSEMENT CO. WANTS

Concessions that work for stock and ten cents for Stark County Fair, La Fayette, Ill., July 29th to Aug. 1st; Metamora, Ill., Old Settlers' F.F.A. and 4-H Fair, on the streets, Aug. 1st to 3rd; Tappan, Ill., Home Coming, on the streets, Aug. 13th to 15th; De Witt, Iowa, Centennial, on the streets, Aug. 15th to 17th; Big Labor Day Celebration, Galesburg, Ill., on the streets, Monday, Sept. 2nd; Albia, Ill., Home Coming and Stock Show, on the streets, Sept. 3rd to 6th; Freeport, Ill., Stephenson County Free Fair, Sept. 10th to 14th, in Taylor City Park; Foreman, Ill., Sept. 18th, Soap Knot Day. Want big Cookhouse for Freeport Fair. Must feed 350 4-H boys supper Wednesday night and three meals Thursday and Friday (2450 meals, besides extras). Car remains all season Fair. Can use other Eating Joints for Fair Mileway. Can use sober Wheel Operator. Will sell Big Eli Hn. 5 DeLuxe Wheel, newly painted, white seats, plate mirrors, E.U. only, \$150.00 Ticket Booth, \$3000.00 cash. Car be seen in operation at Cherry, Ill., July 25-26-27.

WM. HOFFNER, AS PER ROUTE

### ART LEWIS SHOWS, Inc.

Starting Flouertown, Pa., Free Fair, 10 Days, July 30 to Aug. 9, Inclusive; Butler, Pa., Fair Aug. 11 to 16. Midway Show, Glass House, any show of merit. Native Hawaiian Musicians and Dancers. Long answer. Salary paid from office. Legitimate Concessions—sell as on Newington. Kiddle Rides across Aurora, Pony Ride. Ride Help, must be sober. A-1 Ferrari Wheel and Whip Foreman. Address:

ART LEWIS, Gen. Mgr., July 21-26, Stratford, Conn.; July 28 to Aug. 9, Flouertown, Pa.

gave excellent co-operation. Several members of World of Pleasure Shows, passing thru town Monday, visited. Gladstone, Mich., Week ended July 6. Location, Main Street. Auspices, American Legion Post-sponsored Neatwatha National Forest Festival. Weather, ideal. Business, very good.

This was a banner spot for everybody. Rides did capacity business and shows and concessions had an excellent week. Sponsor did a good job of papering surrounding territory. Jump from St. Ignace, Mich., was made in good time and everything was ready to go Monday night. Roster of the show for remainder of the season includes Ray E. Myers and H. O. Hockett, owner-manager; Mrs. Mickey Hockett, secretary-treasurer; Bob Carroll, Ferris Wheel foreman; Red Geogous, Merry-Go-Round foreman; Mr. Walter, Leaping Lena foreman; Dale Burgess, Chairdrawings owner-operator; Neal Vanderschuer, Spider and Bony ride owner-operator, assisted by his two sons; Doyle Goodwin, girl and pit show; Don Miller, ice cream; Mr. and Mrs. Ed Diebert, popcorn and bingo; Mr. and Mrs. Bill Dewey, photos; Mr. and Mrs. Ralph Barr, balloon darts, ball game, fishpond, and colors; Marty Rosen, roll-down; Harry Burgess and Jack Hope, six concessions; Mr. and Mrs. Jack Raterink, ball game, cane rack, hoop-la, and engraving; and Mrs. Jack Neal, diggers. Several visitors from Bud Anderson's Circus were on the midway July 3 and some of our folks repaid the visit to them at Escanaba, six miles away.

**JACK RATERINK.**

### Golden State

Sacramento, Calif., Week ended July 13. Auspices, VFW Post. Location, 15th

and C streets. Weather, hot. Business, fair.

Show opened here Wednesday night to fair crowds and business after making a long jump from Monterey, Calif. All attractions did surprisingly well considering the week followed July 4. Manager Ben Dohbert received praise for an attractively lighted midway. Many trowsers visited Crafts 20 Big Shows in Marysville. Moral piece was sent by members to the Crafts organization for an employee who drowned there. Lucille Zimmerman assisted Mrs. Ben Dohbert with the July rent book for the Ladies' Auxiliary, Pacific Coast Showmen's Association. Evelyn Imboden, Hollywood News, is ill of intestinal influenza. The writer purchased a new pair of fans.

**MONA VAUGHN.**

### Great Sutton

El Dorado, Ill., Week ended July 12. Auspices, Saline County Fair. Location, fairgrounds.

Show opened to very good business Monday night. Fair opened Tuesday with light crowds in the afternoon but capacity gate at night. Afternoon crowds increased during the week, with show doing capacity business. Although rained out the night day, the week as a whole was very profitable for the show. Mrs. Hanna Smith and her grandson, Henry, arrived Monday to spend a short vacation with her daughter and son-in-law, Mr. and Mrs. Dutch Doyt. Manager Sutton reported he will take delivery on a new Side Show top soon for Betty John's People Who Make the News exhibit.

Vincennes, Ind., Week ended July 5. Auspices, American Legion Post. Location, Kimmel Park.

Show arrived early Sunday, thereby having plenty of time to put up for the Monday night opening. Good crowds showed up nightly but show as a whole was disappointed until late in the afternoon of July 4 when people thronged thru the gates, giving capacity business to all attractions for over six hours. Betty John, manager of the Side Show, took charge of the new platform show, Nude Ranch, built on a new Springfield trailer, and did excellent business. Herman Schwartz reported he has purchased a new Rolloplane and will take delivery on it soon. R. E. Hancy was a recent visitor.

**F. M. SUTTON JR.**

### Arthur's Mighty American

Olympia, Wash., July 7-13. Auspices, American Legion Post. Business, good. Weather, fair. Pay gate, 10 cents.

One-hour circus was the magnet that drew Olympians, and reserved seats were sold out nightly. Prominent space and photos were given circus acts, featuring Empress, performing elephant under direction of Anna and Joe Metcalf; Glenn Henry Deo, Ryan's Hollywood Canines; Manuel Marcias, wire walker; Ryan's high school horses, Spotlight and Spitfire, and military ponies; Balancing Wards; Bobo Arnold, aerial clown; Tod Henry and his horse; Miss Aeriella, trapeze, and the aerial ballet, The Star-Spangled Revue. Daily broadcasts were made over KGY. Bus service was extended to the grounds. Among concessionaires reporting fair business were William Groff, Ralph Balcom, Jack Dyke, John Donzelli, Clyde McGarhen, Joseph Blash, and Archie Green. Side show, operated by George Conkling and Walter Goraline, topped the midway, with Mr. and Mrs. Charles Griener's Nifty Show a close second. One of four electrical towers under construction was placed in operation and added greatly to the attractiveness of the midway. Additions to the Conkling and Goraline show were Fred Fuller and Bob Evans operators; Peggy Hillmer, lecturer, and Martin White, reptiles. Members of the Women's Bowling Club gave a luncheon at an inn and each member was presented with a club pin and costume consisting of blouse, skirt, and soft-soled shoes. Winners of this week's meet were Ruth Groff and Phyllis Walker. Award for the PCSA was won by George Conkling.

Stricken suddenly, Dolores Arthur was rushed to a Portland hospital, where she is to undergo an appendectomy. Mr. and Mrs. Jack Dyke returned from a trip to Hillsboro. Dr. Mr. and Mrs. Glenn Henry completed construction of a reptile show on a trailer. It will be added to the midway at the Pioneer Day Celebration in Centralia, Ore. Purchase of another semi-trailer was made by Manager Arthur to carry the Rolloplane, Mr. and Mrs. Allen Pine, Mr. and Mrs. Martin Arthur, Mr. and Mrs. Ralph Balcom,

Mr. and Mrs. Bull Montana Walker, Mr. and Mrs. Glenn Henry, Mr. and Mrs. Tod Henry, and Mr. and Mrs. Charles Ferguson made trips into Seattle. Marie Hanks and Jerry Tilton entertained friends. Paul Hoffman joined one of Ralph Balcom's concessions. Martin E. Arthur was tendered a birthday dinner by his wife, Dolores, on July 10 in the Pilgrim Room of the Governor Hotel, Olympia. He received many gifts, cards, and telegrams. Allen Pine was toastmaster, and dinner was served to Mr. and Mrs. Pine, Mr. and Mrs. Ralph Balcom, Mr. and Mrs. Manfred Stewart, Mr. and Mrs. Glenn Henry, Mr. and Mrs. Tod Henry, Mr. and Mrs. Joseph Ryan, Mr. and Mrs. Joseph Metcalf, Mr. and Mrs. Joseph Blash, Mr. and Mrs. Jack Dyke, Mr. and Mrs. Charles Griener, Mr. and Mrs. Charles Ferguson, Mr. and Mrs. Clyde McGarhen, Mr. and Mrs. John Donzelli, William and Ruth Groff, George Conkling, Walter Goraline, Henry Brown, Danny LaMar, Manuel Marcias, William Martin, Archie Green, George Dixon, and the writer.

**WALTON DE PELLATON.**

### Hennies Bros.

Calumet City, Ill., Week ended July 12. Auspices, American Legion Post.

Show opened here Monday night to a huge crowd. Run from Muskegon, Mich., where capacity business was done, was completed in record time. Trainmaster McGrath had officials of the Pennsylvania Railroad lined up and show arrived late Sunday night. Unloading started immediately and Monday night the midway was ready. Show has not missed a Monday opening since the season started. Being close to Chicago, there were many visitors, including J. G. McCaffery and Harry W. Hennies, Amusement Corporation of America; Arthur Hopper and Frank Mahara, of the Hingling show, and Nat Green, The Billboard. Carolina Colton Pickers, Elmer Stoodgrass and His Rhythm Rangers, and Harry Klima and Dot Wenzel, of the midget revue, are on the air weekly.

There is COMFORT in your VAGABOND

All Models Now Made with Steel Exteriors

For still greater stability, long life, and economy of maintenance, Vagabond new products All of its coaches with steel exterior standard.

Convenience!

Big storage space in all models; ample wardrobes, cupboards, trunk, mirror doors, shaving mirror and basin, modern lighting.

Comfort!

Finest beds, full insulation, up-to-date equipment, beautiful trim, comfort of time wherever you are, without hotel expense. Write TODAY for handsome 1941 catalog.

**VAGABOND COACH MFG. CO.**  
645 GRAND RIVER AVENUE  
NEW HUDSON, MICHIGAN

H. P. LARGE SHOW wants for the following Homecomings and Celebrations: Mr. Ollie, Schenay, S.D.; Herbie, Xenia, Ohio; Noble, Boscawen, Labor Day and Homecoming, all six days and nights on the streets, all Illinois. Then we go into Tenn. Fair, all week with show with new outfit. Want legitimate Concessions of all kinds. Will pay cash for any Flat Ride. What have you for sale? No junk rides wanted. Must be in 1st condition. All sold and shipped as per route. **H. P. LARGE, Owner-Mgr.**

**BARRYTON, MICH., 47th Annual Homecoming**  
STARTING AUG. 2  
WANTS  
CONCESSIONS, GIRL SHOWS & FREE ACTS.  
LARGE SOPER, Sec., Barryton, Mich.

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

### Minn. Aqua Fete Bill Is a Magnet; Gate Top Looms

MINNEAPOLIS, July 19.—General attendance record heading for 3,000,000, second annual Minneapolis Aquatennial, July 19-20, seemed certain today to establish a record for community-spon-

sored entertainment. Scheduled for Sunday is a huge water parade. Officials have expressed great satisfaction with the support the festival has received to date.

Aquatennial was practically assured of success before the start. An intensive \$1 button sale campaign resulted in nearly 100,000 being sold. Each entitled the bearer to \$4.35 worth of entertainment throughout the week. Win A. Stephens, general chairman, has received commendation from showmen for the manner in which the affair has been staged.

All events presented in connection (See MINN. AQUA FETE on page 71)

### 23,000 Gate Is Big Draw For Sponsored Mich. Show

CHEWANING, Mich., July 19.—An estimated 23,000 attended the fifth Chewaning Showboat on the Shiawassee River here on July 10-13, according to Fred Gerwitz, president of the Chamber of Commerce and chairman of Showboat, Inc. Largest crowd appeared Saturday night, when the 7,000 capacity of the new stadium was not sufficient to accommodate all. There was a capacity audience Sunday, and the first two nights attracted 4,000 and 5,000 respectively. Ideal weather prevailed.

Attractions included Virginia Cooper, soloist; Stevens Brothers' bear act; Fred Jenks, clown; Don and Anby, dancers, and dance pupils.

Receipts had not been entirely computed early this week by Clarence W. Shafer, Showboat treasurer. Profits are turned back into the project. Plans to enlarge the stadium, built last year, are being made by the corporation to provide additional seating space. When erected the stadium was thought to be large enough to serve for several years. Gov. Murray D. Van Wagener made the dedication Friday night.

Prominent present Saturday night included Jimmy Stevenson, Detroit radio commentator; Harry P. Kelly, secretary of state, and Vernon J. Brown, Michigan auditor general. Harry Heilman, baseball announcer, was introduced Sunday, as well as Dr. Philip A. Callahan, grand master of Odd Fellows in Michigan, and Rev. H. E. Johnson, president of the East Michigan Resort Association.

### Circus Draws at Mich. Event

ESCANABA, Mich., July 19.—So successful was the July 4 celebration here under auspices of the Commerce Association that the sponsor has decided to stage another in 1942 on an enlarged scale, reported General Chairman H. C. Plath. About \$1,900 was raised to defray expenses, obtained thru solicitation of business houses. Bud E. Anderson's Circus was featured attraction and drew a large crowd. Event opened with a three-mile parade, taken part in by Anderson personnel. It was followed by street games, horseshoe and archery tournaments, ball game, and airplane rides.

### Attractions Pull N. D. Crowd

ROLLA, N. D., July 19.—Over 5,000 swarmed the fairgrounds here on July 4 for the three-day Rolla Summer Festival which closed July 5. In recent years it has replaced Rolette County Fair. Count showed 3,200 in the grandstand Friday to see an Ernie Young revue and several specialty acts. Bands from Rolla, St. John, Belcourt, Rock Lake, and Rolette, N. D., provided music. Al Baysinger Shows furnished midway attractions. There were exhibits in the recreational building.

### 50G Bill for Legion Meet

MILWAUKEE, July 19.—Frank L. Greyma, president of the Milwaukee Convention Corporation, announced the booking of \$50,000 worth of entertainment, topped by stellar acts from Hollywood and New York and night fireworks, for the American Legion convention to be held here on the lake front in Juneau Park. Front will be transformed into a amphitheater for night shows, with seating capacity of 50,000.

## Initial Takes Doubled at Fete In Milwaukee

MILWAUKEE, July 19.—Despite cool weather and a day of thunderstorms, receipts at the nine-day Midsummer Festival, which opened on July 12 on the lakefront here, totaled \$16,528.68 for the first three days as compared with \$8,727.82 for the corresponding period last year, reported City Comptroller W. H. Wendt, who is auditor of the Festival commission.

Opening-day attendance, which featured crowding of Betty Miller as queen of the festival by Mayor Carl P. Zedler, was held down to an estimated 95,000 by cool weather, compared with 125,000 in 1940. Fair weather on Sunday brought out an estimated 225,000 against 170,000 on the same day in 1940, while 95,000 were reported on Monday. Thunderstorms on Tuesday held down crowds to about 20,000 as compared with 100,000 last year, while Wednesday's attendance was set at 105,000.

On the day of the rainstorm, which necessitated calling off night fireworks, three lion cubs were born to 8-year-old Peggy, one of the lions in Clyde Beatty's Wild Animal Circus, appearing with the Johnny J. Jones Exposition.

Largest receipts contributors during the first three days were the carnival with \$4,924; food concession of Larry Hall, \$3,218.39, and the sale of buttons, \$3,000. Sales of 41 buttons, admitting holders to main gate at the carnival and for automobile giveaways, were reported to be about \$40,000.

### Canadian Fair Group Plans Fete as Annual's Substitute

CHARLOTTETOWN, P. E. I., July 19.—Large entertainment program has been booked for the four-day Old Home Week Celebration to be staged here under auspices of Charlottetown Exhibition Association as a substitute for the annual fair. D. A. MacKinnon is association president and J. W. Boulter is secretary.

Bill Lynch Shows have again been contracted for the midway. Featured grandstand attraction will be the revue *Carry On, Canada*, with 12 vaude acts, and the Toronto Commanders, eight-piece band. Acts will appear between afternoon horse race heats and precede night fireworks. About \$10,000 will be awarded winners of harness races, involving over 100 trotters and pacers. There will also be a livestock show. Separate rings with seating facilities have been established for each variety of animal to be shown.

### Chi Group Boosts Festival Having Mardi Gras Pattern

CHICAGO, July 19.—Chicago Association of Commerce is boosting the idea of an annual civic festival, patterned along lines of the New Orleans Mardi Gras. Association has designated two weeks from August 16-September 1 "festival weeks" and has suggested that merchants, transportation agencies, and civic bodies develop the idea into an annual affair designed to attract tourists.

So far no definite entertainment program has been laid out. It is planned to stress the unusually heavy program of headline events already booked here for the period just prior to Labor Day, and there is a possibility that a number of special events may be developed, with the ultimate object of establishing an annual.

### Wagon Days Sale Is Heavy

SALT LAKE CITY, July 19.—With advance ticket sales up 50 per cent, Utah Covered Wagon Days may break records at the Chamber of Commerce-sponsored celebration here. Pay gate is Leo J. Cremer Rodeo, in seven performances. Celebration includes rodeo, opening costume promenade, two free street shows downtown, and two street parades. Contracted for the shows are Tiny Klino, high wire; Buddy Cox and Don Leverro, outstanding wire; Tony Whitecloud and Indian hood dancers; Moran and Mack, the Two Black Cross; Edith Rogers Dahl, singer; James Cogswell, sly clown; Junior (radio) Wranglers; Lloyd Hurst and Wonder Dogs; Five Grandees and Ed Wright, and Raymond and Maudie, acrobatic ropers.

## EXPERIENCED HELP WANTED!

Can use two good motorcycle stunt men with machines. A thrill show clown and several flunkies. Pay in full every week. Write

**FRANK WINKLEY**

Spec. Del., Marquette Hotel  
Peoria, Illinois

## WANTED OLD SETTLERS' DAY

Columbia City, Indiana,  
Thursday, August 21

SHOWS AND ACTS CONCESSIONS  
M. R. Lorber A. R. Luckenbill

## SHADE GAP PICNIC

Want for Week of  
July 28 to August 2

Shows, 25%. Good clean Concessions that work for stock; no X. This is the 56th annual picnic held here. 30,000 attendance last year. All Rides booked. Plenty of money in this section. Two Celebrations to follow. Can use Shows and Concessions. Write or wire  
C. W. CRAIG, Shade Gap, Pa.

## Community Week

Hooversville, Pa.  
Parades—Special Attractions  
July 28-August 2

Want Graf or Cookhouse, \$25; Carmel Corn, Phones, Fish Pond, Hoops, Pitch-Till-You-Win, Floss, Custard, CAN BOOK SET RIDES STARTING AUG. 4 AT GOOD CELEBRATIONS. Write or wire  
M. A. BEAM, Williamsburg, Pa.

## TALENT WANTED

DATES—AUG. 31 TO SEPT. 2  
PAYSON, UTAH

Prefer completely built small Circus or Acts suitable for Night Grandstand Showing, and to break up for entertainment between Afternoon Horse Races. Cash or percentage. Write  
RAY WILSON, 552 E. 3rd, So., Provo, Utah

## CONCESSIONS — SHOWS WANTED For GLADIOLA FESTIVAL, MOMENCE, ILL.

AUG. 6-7-8-9  
No Gift, Bingo Sell, Act Immediately. Few Choice Spots Available. Reasonable Terms.  
**TOMMY SACCO THEATRICAL MART**  
162 No. State Street CHICAGO, ILL.

## FOUR OR MORE RIDES WANTED For LIONS' CARNIVAL

Sept. 3-4-5-6  
Good Spot. Near New Arter Camp of 45,000.  
Write O. M. LUCAS, Committee Chairman,  
Box 122, Newburg, Missouri.

## 1941 AMERICAN LEGION CONVENTION AUGUST 21-22-23, FALL RIVER, MASS.

I have exclusive for all Souvenirs, Medals, Pictures, Gown Your Leg. For privileges, write  
**CHARLES SHEAR**  
146 PARK ROW NEW YORK CITY

**J. R. EDWARDS SHOWS**  
WANTED WANTED  
FOR FOR  
Brysville Homecoming, July 22nd to July 29th,  
Cedar City Homecoming,  
July 31st, Aug. 1st and 2nd.  
Pan John, Rat Game, Lead Gallery, Novelties,  
High Striker, Shows, 25%.  
Cable to Brysville, Pa., U.S.A.  
Address all mail and wires to  
J. R. EDWARDS SHOWS, Brysville, O.

**CARNIVAL WANTED**  
Week of Labor Day, Sept. 1st to 8th.  
Large Carnival, clean, neat have plenty of Rides,  
Concessions and good Shows.  
**LOOK AT THIS!**  
Town surrounded by largely populated communities.  
Large space. Grounds with modern concessions.  
Sponsored by Clymer United Group, composed of  
following organizations: Clymer American Legion,  
Post #221; U. C. 1489 United Altes Workers of  
America; Local Order of Moose, Lodge #670;  
Clymer Volunteer Fire Company; Summit Full  
Circle at once. **HAMUELE C. CAPIZZI**, Clymer, Pa.,  
Chairman of Carnival Committee. Phone No. 2  
Clymer 2041.

**WANTED**  
First-Class Rides for  
**LABOR DAY ONLY**  
Write SECRETARY, Moose Lodge, 327 South  
Adams Street, Peoria, Illinois

**I. O. O. F.**  
Homecoming and Celebration  
**DERBY, OHIO**  
JULY 25-28  
Wanted—Photo, Ball Games, Dart Games,  
Shooting Gallery, Moose Games, small Shows and  
other legitimate Concessions. Reasonable  
prices. Phone or wire  
**CLYDE BRINKER**, Ashville, Ohio

**LABOR DAY PICNIC**  
MOLINE, ILLINOIS  
Want Specialty and Platform Acts.  
No Concessions.  
**C. E. CAULEY**  
2703 14th Avenue Moline, Illinois

**WANTED**  
FREE ACTS FOR FALL FESTIVAL  
September 4-5-6, Le Roy, Ill.  
Can use several high-class Platform and  
Aerial Acts.  
Address **OSCAR M. PHARES**

**WANTED**  
Good Clean Carnival, No Gyrotes or Flat Joints.  
Two-Day Stand. Free Gate. Big Crowd.  
**TRI-STATE LABOR DAY ASSN.**  
Pauline Parker, Secretary Princeton, Indiana

**WANTED**  
All kinds of Concessions and Shows (Rides booked)  
for the  
**Firemen's Celebration**  
July 30th-August 2nd  
Must be legitimate. Write  
**SAVORA FIRE DEPT.**, Savona, N. Y.

**ROBINSON'S**  
**ELEPHANTS (2)**  
AT LIBERTY  
18 E. Fourth St., Cincinnati, Ohio

Leonard Traube's

# Out in the Open

NEW YORK

## Battle of the Atlantic

WHILE Hitler's panzer divisions and blitz boys are pitting themselves against the reportedly fierce counterattacks of Stalin's stalwarts in the most desperate conflict of all time, two American dictators are carrying on a little war of their own.

The first competition figures to have the most ruinous and destructive effect the world has ever seen, but the American engagement, carried out on two small areas jutting out into the sea, is nothing if not inspiring and offers a distinct contrast between that which is taking place in Europe and what can be accomplished on the pure and noble soil of the good old U. S. A.

The two Americans are dictators only in the sense that they control and provide what the people shall have in the way of general amusements in one of the nation's top resorts, which is Atlantic City. Frank P. Gravatt, who is Atlantic City, George A. Hamid's Kremlin in the Steel Pier, George A. Hamid's chancellery is Hamid's Million-Dollar Pier. Before 1938, the year in which Hamid took a lease on the showbooth by the sea, he and Gravatt were close friends, the latter buying a flock of acts from the New York booking impresario. But when they became direct competitors for the Atlantic City amusement dollar, the great battle of the Atlantic was touched off.

Typical of the wholesome and edifying struggle for supremacy is the manner in which the respective high commands are peddling their propaganda. Best example, of course, is the advertising and publicity matter which appeared in the Atlantic City papers to build up the very vital July 4 week-end. Hamid's Pier took 378 lines in *The Press* of July 1 to sound off on the three-day engagement of Sally Rand, "the most renowned dancer in the world." Alongside this it inserted approximately 570 more lines as a general ad on the week-end program, a total of nearly 1,000 lines.

Because Steel Pier has always been noted for its extravagant advertising to support extravagant arrays of flesh and film entertainment, its leading insert was a half-page affair or close to 1,000 lines in this case, exclusive of about 560 lines to plug its feature film separately and about three-fourths of a regulation size page gathered together as a group and congratulating the pier on its 44th anniversary. Hamid's peninsula does not show up so well on total linage but by the same token his overhead is considerably less, too. As far as the public is concerned, the two play centers are highly competitive to each other.

When it comes to local publicity, each gargantuan enterprise goes all out, but this commentator is compelled in the interest of realism to note that getting publicity in the Atlantic City newspapers is not precisely what it would be in a more sophisticated and more highly developed metropolitan press. Ad solicitors there often resort to the not unfamiliar practice of taking out their rulers and measuring off the size of ads compared to the free wordage granted.

If anyone wishes to rise from his seat and declare that publicity so granted is not worth as much as when it is planted by a press agent who has to sweat for every line received, which is what occurs when the tub-thumper goes to bat with newspapers bearing huge circulations and more discriminating city or amusement desks and where a single mention is often more effective than whole slews of columns and pictures in other public prints, this corner will not be so callous as to dispute the claim.

Nevertheless, space is space, and here's how the piers compared in the edition under consideration:

Steel Pier—Sixteen inches on a general story; six inches on Ernest Anderson's Screenshot funhouse; 14 inches on the Messerschmitt 100 single-seat fighter plane; six inches on Wacky Inn; 10 inches on the Marine Stadium program; three two-column pictures of bandster Sammy Kaye, Frank Gravatt, and Eskimo Village; four inches on aerialist Olga Petroff; 11 inches on Sammy Kaye, and 13 inches on the feature film.

Hamid's Pier—Twenty-two inches on biography of Hamid; seven inches on the feature film; 20 inches on a general story; 17 inches on a patriotism yarn; 19 inches of biog of General Manager Sam

Gumpertz; two-column pictures of George Hamid and Trainer Terrell Jacobs; one-column picture of Gumpertz, and a two-column layout on principals of feature film.

Hamid's entertainment included Victor McLaglen, Sally Rand, Wally Ward and Company, Six Grays, Four Kanazawas, Rochey and Beebe; Dick Rogers band; Tony Pastor band, with Linda Keene and Dorothy Anderson; Eddy Morgan band, Sylvia and Washington Debs, Judy Casanova and Francis Lederer in *Puddin' Head*; Hamid's Circus, with Terrell Jacobs, Dolly Jacobs, etc.; free bathing from pier, May's Tropical exhibit, funhouse, net hauls, Phillips' kiddie revue, zoo, archery, games, Great Mantia, Irvin's bear exhibit, Bishop Marconettes, U. S. flag exhibit. All for one admission.

Undaunted, Gravatt trotted out the German Messerschmitt, Sammy Kaye, Benny Goodman, and Charlie Barnet orks, plus Johnny McGee and Alex Bartha; Dennis Day, Four Inkspots, with Billy Kenny, Dinah Shore, Three Sailors, Frank and Jean Hubert, Goodrich and Nelson, the Juvela, Gae Poster Girls, modern minstrel, Marine Stadium Circus with diving horses, water sports, etc., Olga Petroff, Six Christians, Three Franks; Willie West, and McGinty; Gutter's Dogs, Rex the Wonder Dog, Ben Yost Singers, Sportsman's Show, Eskimo Village, *Shawnee the Seal*, *Eddie the Cow*, funhouse, Hawaiian-Philippin musicians, picnic and steamer decks, wild animal zoo, and two feature films, Marlene Dietrich, Bruce Cabot, Roland Young, Mischa Auer, Andy Devine, Melville Cooper, Eddie Quillan, Laura Hope Crews, and Frank Jenks in *The Flame of New Orleans*, and *The Cowboy and the Blonde*, with George Montgomery. All for one admission.

In short, you pays your money, and very little at that (top price 75 cents), and you takes your choice. It couldn't happen in any other country but this one, and then only when filer rivalry exists, as it does in the Battle of the Atlantic.

Hartmann's

# Broadcast

CINCINNATI

A SHORT time ago a young man was arrested in Waukegan, Wis., for holding up a filling station. He told police that he was prompted to do the act because he spent \$14 at a carnival showing outside the city limits of Madison and needed money.

William T. Elyse, columnist of the *Madison Capital Times*, saw an angle here to fit in with the request of *The Times* to the county board to bar carnivals from Dane County, where the carnival was appearing at the time. Elyse stated that nearly 20 years ago *The Times* launched a campaign to bar carnivals from Madison and that an ordinance to shut them out was adopted in 1922.

"In recent years the carnivals have continued to play to Madison audiences by evading the local ordinance," he continued. "This has been done by showing on the site near Sherman and Commercial avenues, a site that is just outside the city limits. The carnivals have also lessened local opposition by getting Madison organizations that are associated with laudable public or charitable projects to sponsor the appearance of the shows. The carnival which appeared here last week was sponsored by the Zor Shrine. Do the members of this Masonic organization now relish the position in which they find themselves? In becoming a party to the evasion of the law the members of the Zor Shrine must now accept a share of the responsibility for the tragedy that has come into the life of young Robert Swoboda. When the carnivals began to evade the local ordinance by appearing outside the city limits, *The Capital Times* endeavored to get the county board to bar carnivals from Dane County. The board, however,

Nat Green's

# The Crossroads

CHICAGO

MIKE WISSINGER, of Peru, Ind., takes exception to the treatment accorded "P. A.," the aged negro circus man who died recently at Peru. "In a recent issue of *The Billboard* I read in your column of the passing of 'P. A.,' Wissinger writes. 'I wondered at the time if we as circus people give men like P. A. all the credit due them. The thing that made me think was that a few years ago . . . a movement was started to buy a lot in the Peru cemetery where any circus man or woman or former circus or woman without funds could be buried. There was nothing said at that time about what color they were to be, as the colored and white paid alike when money was collected to purchase the lot. The time came for P. A. to be buried and a grave was started on this lot. Someone called and told the head of the cemetery to stop it—that they could not bury a colored man there. Why? I would like to know, as I found out it was OK with the cemetery board. Now who is to say that the body of P. A. was not good enough to put to rest there! Anyway, on the day we get up, what difference will it make if we stand beside a colored man or a Hindu or what? I hope you can publish some of this, for we don't want any more of our folks taken down to a swamp and hidden.'

It's news to us that there is a lot in the Peru cemetery in which to bury circus folks who die without funds. If there is such a lot, it was very small of anyone to stop the burial of "P. A." there.

OUR week-end wanderings took us to Calumet City, where Hennies Bros. Shows wound up a successful engagement Sunday (13). Scores of visitors from Chicago were on the lot. Encountered in the cookhouse were Mr. and Mrs. Joseph E. Streibich, Bill Carsky, Mr. and Mrs. Bernard Mendelson, Ray Cokes, Lew Keller, Mr. and Mrs. Sunny Bernet, M. J. Doolan, Pittsburgh Yellow, and various others. Carl J. Sedlmayr, president, and J. C. McCaffery, general manager of the ACA, also were on hand. Jack Grimes, the show's p. a., had a busy week entertaining. Had a pleasant visit with Ralph Clawson, former circus

exec, who has been successful in his present job and says he finds the work to his liking. Ralph took pride in showing the high class wagon decorated with a duplicate of the original Barnum & Bailey scroll work.

To Milwaukee and the Midsummer Festival Sunday (13), and we've never seen a more attractive layout for a show or festival. Located on a three-quarter-mile grassy stretch with Lake Michigan on one side and the wooded hills and boulevard on the other, it is a beautiful setting. And how those Milwaukeeans flock to the annual fest! Long before dark the Johnny J. Jones midway was jammed with thousands of people, and there were just as many at the other end of the grounds where exhibit and show tents stretched for half a mile. Larry Hall had an enormous tent night club and beer hall that did a rushing business. Morris Oesterreich, show chairman, received many compliments on the excellence of the attractions provided for the festival. The Clyde Beatty show, considerably dressed up in the last weeks, presented a spic and span appearance from front to back, and had a tremendous week.

NOTES: Hillman Taylor, Meridian (Miss.) banker and fair man, in town on banking business. Business booming in his neck of the woods, he says, and a big fair year is anticipated. . . . Will Hill, outdoor Beau Brummel, and Earl Reynolds, veteran producer of roller-skating specs, dropped into Chi and became full-fledged, paid-up members of the Atwell Luncheon Club. . . . The many friends of Harold F. DePue, Great Falls (Mont.) fair manager, were shocked at news of his and Mrs. DePue's injuries in an auto accident, and hope for their speedy recovery. . . . M. J. Doolan has added to his fleet of rides a new Spitfire. . . . No mistaking that white seerucker swallowtail outfit and the grip with snail in letters a foot high—it's the one and only Ned Alford, in ahead of *Charley's Aunt*. . . . John Brassil and Allen Lester breezed into town Monday (14) with the Ringling-Barnum advertising car. . . . Lew Dufour, in from Forest Hills, L. I., has some ambitious plans on the fire of which we'll soon be hearing more. . . . Norman Bartlett, prominent Eastern ride manufacturer, stopped off in Chi on his way from St. Louis to Buffalo and paid a visit to Al Hodge and NAAPB headquarters.

. . . Pat Purcell wants our Eastern colleague, Leonard Traube, to know that Mrs. Purcell has not returned to Tampa, but is trouping with her hubby. They're resting up for a few days in Chi. . . . John A. Pollitt, who spent the early part of the summer at Bass Lake, Ind., is back in the Windy City and expects to show his midge horse at some of the Midwestern fairs. . . . Eddie Johnson, former circus and carnival agent and now with *Hellasopopps*, left for L. A. Friday (18) in advance of the show.

alike it knows nothing about present-day carnivals.

THE question of carnival showmen advertising in *The Billboard* for experienced show people to get in touch with them and then ignoring letters from those responding for whom they have no need has again bobbed up. The complainant this time says he wrote eight carnivals calling for help, and not in one instance did he receive a reply after waiting over a month. "It would like to know," he writes, "if you call this kind of treatment honest."

We don't see where this matter is one of honesty—it is one of fairness, but there is nothing we can do to force advertisers to answer inquiries. We do, however, feel that showmen do a wise thing when they answer letters from applicants for whom they have no need, as there may be occasions later when those not needed at the time of running an advertisement could be put to good use, and it would be an easier matter to get those to join who were extended the courtesy of an answer to a former advertisement. Some of those who have followed the policy of answering all replies have told us that it pays well.

refused to take any action. Perhaps the stricken father of young Swoboda, who is a prominent member of the Dane County board, will now be willing to support such a proposal.

Why the attempted theft should be used as an angle to broaden the argument against carnivals in Dane County we cannot see. In the first place who knows if the young man was selling the truth when he said he spent \$14 at the carnival and needed money? Maybe he spent it in a crap game or at some place which he did not care to make known. Why then should carnivals be made to bear the brunt? Furthermore, why must the members of Zor Shrine "accept a share of the responsibility for the tragedy that has come into the life of young Swoboda?" We say this because the show concerned is of the higher type. Too, no mention was made by columnist Elyse as to how the young man spent the \$14—probably because he didn't know.

*The Capital Times* also reprinted an editorial from *The Marinette Eagle-Star* about the case. In commenting on how the young man lost the \$14 the editorial said: "He was probably 'slickered' by a smart carnival gambler and in desperation turned criminal because he was afraid to tell his family of his loss." The editorial also said: ". . . all carnivals are alike. They have their shell games and what not to fleece the public and they will grab every nickel or dime that they can."

From the quotations it can be seen that even *The Eagle-Star* did not know how the young man spent the \$14. "Probably 'slickered'—get that! And if the paper thinks that all carnivals are

## Russell's Biz Spotty in East; Cages Damaged

OSWEGO, N. Y., July 19.—Business throughout the East has been spotty this year for Russell Bros.' Circus. Although box-office receipts may surpass those of last year, the operating expenses have increased considerably.

Show received excellent front-page afternoons at Norwalk, Conn., published by *The Daily Sentinel*. It scored again in Burlington, Vt., when *The Burlington Morning Free Press* published a review comprising five columns of its July 10 issue. The latter spread carried a banner headline across the page. Capacity biz was done in Burlington.

The transportation department has not been confronted with any serious problems until the past week, when two minor highway accidents occurred. Two cages, one occupied by monkeys and the other by lions, were damaged in Northfield, Vt., en route from Rutland to Montpelier. The truck driver shifted at the top of a hill, applied the brakes when he saw the slippery condition of the road, and swung into a telephone pole, snapping it at the base. Although the top of the lion cage was ripped off and the boarding on the side of the monkey cage was removed, the caging remained intact with no animals escaping.

En route from Montpelier to Burlington the following day, a truck upset in the latter city slightly injuring Robert Coleman, 21, Freeport, Ind. A side of the trailer and one corner of the truck cab were damaged. Repairs were made by Joe Ford, head mechanic, and his capable staff.

Through the efforts of John Provost, ardent Massachusetts circus fan, the show was well advertised in Greenfield. Prior to its arrival Johnny designed an attractive window display in a Greenfield barber shop which drew the attention of hundreds of pedestrians. The display included photos of aerial and acrobatic stars and lithographs and pictures of the early railroad shows. Johnny paid a second visit to the Russell lot July 4 at Battleboro, Vt., where, attired in Western garb, he rode in the spec.

### Feast, Special Show on "4th"

A laugh-provoking big top revue presented by show people for show people featured the July 4 celebration. Day's festivities opened with a turkey dinner in the cookhouse by Charlie Oliver, chef, and his staff. Following the matinee, the show's personnel gathered in the big top for the Independence Day program, cleverly arranged and produced by Norman Carroll, who presided as emcee.

Highlights of the show included a trombone solo by Bobby Acevedo, accompanied by Ernie Cox's minstrel band; a jittinger dance by Rosemary Robinson, side-show doll lady; Highland Fling, presented by Aletha Clarke, accompanied by her father, Charlie Clarke, an accomplished bagpiper, both attired in native Scotch costume, and a take-off on Walter Jenner's sea lion act by Joe and Brian Bush and their puppets.

The performance continued with a side-splitting burlesque on the riding act of the Clarke family, presented by George Meyers, equestrian director, and Lawrence Cross, who recently joined clown alley.

Closing the 45-minute fun-fest was a novelty musical act by Kailu's Hawaiians. Refreshments were served by Freddie Fredericks, assisted by Grace Orton, June Russell, Vera Panning, Anna Brock, and Joe Rogers.

## New England Tour Good for Wallace

COHOES, N. Y., July 19.—Wallace Bros.' Circus ended a highly satisfactory New England tour last Thursday and entered New York here the following day.

St. Johnsbury, Vt., was the only town lost during the New England tour, a sudden rainstorm making the lot there a sea of mud. Eight elephants were required to articulate a mired truck. A heat wave unfavorably affected attendance at a few towns. The Loyal Repenski Troupe of riders and Ray Goody's drunk wire act were popular hits. Much praise was also heard on the Wallace elephants.



CHARLES ALBERT SMITH, circus and zoo man, who is confined in the Veterans' Hospital, Sausalito, Calif. He will have been there nine months July 30. His wife, Pauline B. Loetta, says his suffering is the result of a trip he made to Africa to get animals for the San Diego Zoo.

## Pasadena Firemen's Show Gets 50,000 On the Fourth

LOS ANGELES, July 19.—More than 50,000 attended the 17th annual Firemen's Circus and Fireworks Show staged by the Pasadena firemen in the Rose Bowl July 4. George Ball produced the show, assisted by Martha Gammeter. Admissions were 50 and 75 cents, with \$1 for reserved seats.

Acts included Louis Roth, trained animal; Lorrain Brothers, trampoline; Mathews, revolving ladder; Escalante, wire act; Ostermaler's trained pony; Ester Escalante, trapeze; Bill Dalton, trampoline; Joe Moia, unicycle; Cunningham's ponies; Ora and Minerva, high bar and trapeze; Bert Nelson, trained animals; Bonadine Wolf, trampoline; McParlan and Brown, trampoline and knockabout; Spec Thomas, unicycle; Escalante Girls, swinging ladders; Mathews and Dalton, revolving ladders; Cheerful Gardner's and Goebel's elephants; Marjean Lacey, May Allen, Peggy Varrin (Ambassadors); Mary Lea Glass, Rose McNay, Doris Johnson (Flashettes); Sylvia Stanton, Bonadine Wolf, and Southern Sisters, tumblers; Shamrocks, aerial act, and Art LaRue's clowns, which included Mr. and Mrs. Milos, and Cho Cho. Music was by Charlie Post's circus band.

Monte Blue was emcee. Entire production was under the direction of Joy B. Holmes. Bill Franklin, a member of the fire department, handled the publicity. Paper was increased one-third for the event.

ROBERT W. MORRIS and a staff of photographers from Harvard University were busy in the back yard of the Ringling show at Lowell, Mass., July 8.



CARILLON CRIME WAGON, which, drawn by six fine Percherons, is one of the main attractions in the Ringling-Barnum spec. The wagon was originally built for the Ringling Bros.' Circus about 1893 by the Moeller Bros., of Sarabou, Wis. It has been modernized by the addition of balloon tires. Photo by Robert D. Good, Allentown, Pa.

## Great Heat in Okla. But Cole Does OK; Topeka Biz Poor

OKLAHOMA CITY, Okla., July 19.—Steaming Oklahoma temperatures made it hard on trouper, animals, and spectators alike at the two performances of Cole Bros.' Circus at the State Fairgrounds here July 16, but attendance held up fairly well.

Afternoon crowd was small due to the heat, but the night show played to a near-capacity house.

O. Cornwall Spencer, advance publicity man, said business was good at Enid, Okla., but that the box office take had not held up generally in this section.

The show received good play in *The Daily Oklahoman* and *The Oklahoma City Times* here, both in advance stories and pictures and spot coverage.

TOPEKA, Kan., July 19.—Cole Bros.' Circus hit a lull here July 10, with only a handful for the matinee and 2,000 at night. Noyelles Burkhardt, superintendent of the front door, blamed lack of defense money here and a threatening sky before the night performance for the poor biz.

A. E. Waltrip, special story man in the press department, obtained liberal newspaper space and art, including a front-page four-column circus day feature, a two-column picture done by regular staff men on the evening daily, and a 15-minute personality interview broadcast on Station WIBW.

DAYTON, O., July 19.—Because so many persons were turned away when the Cole show first exhibited here May 8, it has booked a second date for Dayton, July 27. This time, however, the show will pitch tents on the old McCook aviation field instead of the fairgrounds, advance agents stating that the circus never exhibits twice in the same place in a season. Five per cent of gross will go to some local charity.

## Ringling Using No Boards in Chicago

CHICAGO, July 19.—No boards will be used in Chicago this year by the Ringling show. Instead, more than 150 Railway Express trucks will carry the Ringling paper. The usual banner and lithographing is being done. Billing which formerly carried the line "Lake Front" has been changed to read "South of Soldier Field, Lake Front" as giving a more definite location.

## Lowande Circus Firm Issued State Charter

ALBANY, N. Y., July 19.—Lowande's Great American Circus, Inc., was issued a State charter last week by the secretary of state. The company is authorized to engage in various branches of the circus business.

The promoters and subscribers to the capital stock are Leonard V. Farley, Oscar and Howard Lowande, all of New York.

## Be Safe Than Sorry—In Legal Affairs...

READ

### New Law on Show Licenses

In the Carnival Department of This Issue

## Regis Productions Carry On After End With Jean Mill

LONDON, June 21.—The four-week agreement between Jean Mill and Regis Productions (Circus) for lease of former's equipment expired June 7 and was not renewed. Theatrical impresarios Burns and Shambourne, who constitute Regis Productions, will carry on as Jean's Regal Circus, using tents of the Rosaire family, which remains with the show. Fred Rosaire takes over program direction and is looking for acts to supplement his family's contributions. Prince Zahoor of original program remains, but others have turned down the offers to continue with pay cuts. Joe O'Hay, brother-in-law of Burns, takes over general management from Stuart Cannon. James Ure has left the advance section.

Ground difficulties appear to continue and route of show is not yet fixed. Negotiations are in progress for use of two elephants for publicity. A bad impression was created recently by the continuing bigging of Tommy Kears and his Lions, who had left to play prior to the contract. So far the tour has not been too happy, contributing factors being lack of sound organization and the creation thereof of a restless feeling among the artists, ignorance of circus conditions, and peculiar requirements on the part of the directors and their own executives. Other factors upsetting to the artists have been holding up of treasury until after the night show, too late for personal shopping and so on, and inadequate transport facilities, resulting in valuable props being left for some hours exposed to a rainstorm on a forsaken lot. Complaints by artists have been lodged with British Equity and the Variety Artists' Federation.

Jean Mill, freed from equipment commitments to Regis Productions, is negotiating for financial backing to carry on independently under title of Jean Mill Circus. She claims to have a complete program ready for the road.

LONDON, June 21.—Sir Robert Fosssett's Circus, giving two shows a day, has this program: (1) Twin Ponies, presented by Victor Julian (Yielding). (2) Clown Interlude. (3) Himalayan bears, presented by Captain Bailey (Bailey Fosssett, second son of the proprietor). (4) Charlie Doubles (Bob Fosssett Jr.) on the wire. (5) Marie Isabelle Fosssett, lady principal rider. (6) Boxing Kangaroo. (7) Horizontal bars. (8) Liberty horse group, presented by Bob Fosssett Jr. (9) Comedy horse, by Baba Zola. (10) Dogs and monkey troupe, by Victor Julian. (11) Three Grickets (mice) and nephew of Sir Robert, trapeze. (12) Elephant, horse, and zebra, by Bailey Fosssett. (13) Clown interlude. (14) Fosssett family, riding act. (15) Mixed group of lions and tiger, with tiger walking rope, by Bailey Fosssett.

Excellent business so far. Show has played Midland industrial areas and is now in the Lake District up north, close on the heels of Paulos.

R. S. Goddard has appointed Frank Gimmett to direct resident circus at Primley Zoo in succession to Cedward Brocock, who served with Polish Army in England. Revised program has Frank presenting his rope spinning and whip cracking, Gena Lipowska (Mroczkowi), riding high school and presenting ponies, and Bert Pinder with elephants, Comet. Unlike the other Goddard enterprise at Chasington, where ring is open to the sky, Primley Zoo Circus is housed in converted zebra stables.

All British circuses now on the road use panatrope for musical accompaniment, musicians, even of medium standard, being at a premium. Pooles Bros.' Hippodrome and Circus has reduced its talent. Performers now are those associated last season with the small Dick Sandow outfit.



# Circus Model Builders and Owners' Association

By RUSS T. WARNER  
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., July 19.—Walter H. Woods of St. Petersburg, Fla., is spending his vacation traveling thru the Northern States. He reports catching the Wallace show at Marlboro, Mass., and spending some time with Bill Woodcock on the lot.

Gordon Potter of St. Joseph, Mich., and Charlie Bennett of Berwyn, Ill., caught Cole Bros. at La Porte, Ind., and also at South Bend. Otto Scheiman of South Bend, was with them at this date and the three Model Builders spent the day visiting friends on the show. They spent quite some time with Superintendent Fred Seymour and his wife.

Chuck Seteja of Camden, N. J., who is now in the U. S. Army at Camp Grant, Ill., took part in the camp's July 4 celebration by putting on his aerial acts, including the tying perch act.

William Donahue of Willimantic, Conn., has been on his toes trying to catch all the shows that have been flocking into the New England States lately. Bill has already caught Wallace Bros., Mills Bros., and Russell Bros.

Joseph Zoltowski of Waverly, N. Y., sends his greetings and best regards from Camp Wheeler in Georgia, where he is stationed with the army.

Ray Fretsel, of Pittsburgh, caught the Ringling show there and spent some time with Model Builder Clyde Beatty on the Johnny J. Jones Shows. Ray was a recent visitor to Chicago and met Charles Bennett and John Haviland and showed them how he models his animals and performers.

Russ Wagner is still placing additions to his miniature circus. Russ recently took time off to lead the parade of the State Firemen's Convention in Harrisburg, Pa., and did himself proud with over 500 city firemen following his footsteps in perfect formation. Russ has succeeded in winning over the local papers to the Model Circus hobby, and they have already given plenty of space to that subject.

Bob Good of Allentown, Pa., went back into the harness of a circus trumper when the Ringling show played his home town. Bob rode in the spec as one of the trumpeters in the afternoon performance.

Clarence Pfeffer paid a visit to Ed Smith of Baltimore and looked over Ed's Tom Thumb Circus.

George Hubler of Oxford, O., is spending his summer as a contractor at Camp Willowbrook, Chillicothe, O.

Johnny Blair of Springfield, Mo., caught RB at St. Louis.

## RB Sets Record in Springfield, Mass.

SPRINGFIELD, Mass., July 19.—Despite a cloudburst that came just at the time the afternoon show let out and a rainy morning that had made unloading operations difficult, the Ringling show broke all Springfield records July 12. More than 8,000 were turned away at the evening performance after more than 15,000 had jammed into the big top. The afternoon show saw more than 40,000 of the 12,000 seats taken and some general admission ticket holders sitting on the grass.

Local papers gave front-page space to stories telling how the circus didn't seem to attract the young men of today as it did their fathers, basing their stories on an ad the circus had inserted in the help-wanted columns for a young man who wanted to join the circus and see "adventure." Follow-up stories on the circus also quoted police officials as saying that only one boy was reported missing when the circus left town—an all-time low.

ALBANY, N. Y., July 19.—Not since two RB jungle lions were captured in Africa eight years ago were they afforded the chance for freedom which was theirs July 13 when the door of their cage fell open during the Big Show's setting up here. For a brief time the lions and a gela time and put on a game of tag. Joseph Walsh, one of the trainers, was the hero for the day. With the aid of other attendants he finally succeeded in corralling the animals and forcing them to the confines of their cages again.

## Circus Historical Society

WICHITA, Kan., July 19.—The Leaches played Kaukauna, Wis., July 4, then jumped to Illinois to open their fair dates at Ashley.

Mr. and Mrs. Myer and son, CHS, of Ann Arbor, Mich., visited with members of Cole Bros.' Circus in Detroit.

Don Smith, CHS president, has erected a four-pole white top on his lawn in Farmington, Mich., to entertain any showfolks or fans that happen along.

Bob Green, CHS, of Pontiac, Mich., has his circus lending library of 200 volumes ready for distribution. CHS has several U. S. mail men among its members.

Word comes from Australians that Wirth's circus is doing fine business.

Mr. and Mrs. L. H. Griffith and Mr. and Mrs. Siegel Nelson, of Buffalo, Okla., spent two days in Wichita visiting with Fred and Bettie Leonard.

Herbert A. Douglas, of West Chester, Pa., called on Walter W. Tyson, of Guelph, Ont.

Doc E. Ozendann, of Manchester, N. H., spent three days on an 80-mile trail ride for saddle horses over the Fourth. As a veterinarian and one of the judges, he rode in a car.

Jack Harrison, of Dalhart, Tex., caught the Cole show in Wichita July 14.

Included in the party were Mr. and Mrs. Adolph Delbosque, Clarry Bruce, Billy Morales, Max Palmer, Miss Lucy, Mr. Danilo, Mamma Rose, Betty Reiffenach, Ethel Freeman, and yours truly. Mrs. Freeman sang her famous theme song, She's My Love, from Woolsleds. All Australians please note.

Our doctor, Pittide Partello, has sure been a busy person this past week. We have a very fine band with our show and the concerts before the big show are things for all music lovers. Here is the line-up: Vic Robbins, leader and trumpet; Joe Browning, Maurice Geider, and Guy Warren, trumpets; Nick Altrouth, John Caputo, and Jake Pinks, sax and clarinets; Hillis Hunter and George Ritter, trombone; John Horak, baritone; Tony Zaverella, bass; Albert Yoder, bass drum; Amos Thompson, snare drum, and Tommy Comstock, cello.

Bebe and Joe Siegrist drove over from Kansas City to say hello. They are with the Otisaris-Cris-Gross Flying Act. Famous words you hear every day on a circus: How long have you been in show business? What's your gilly? Is the flag up? and what have they got in the cookhouse?

In my column two weeks ago I forgot to mention people who do a lot of work around our show; Fred Merkle and his ushers, Gene Weeks and his butchers, the ticket sellers, and Mitt Carl's hard-working cookhouse gang. I had a letter this week asking me how long I had been in this business. When I get thru this one it will make two.

FREDDIE FREEMAN

## The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

ANNUAL STAMPEDE at Carmanagay, Alta., drew 2,500 patrons. Crescent Shows were on the midway.

ARIZONA JACK CAMPBELL was recently released from the Walter Reed General Hospital, Washington, following an operation. Injuries which Jack had received from bronks falling on him made the operation necessary.

VISITORS at the Calgary Stampede included Mrs. Pete Knight, wife of the Alberta cowboy who was killed by a horse at Hayward, Calif., a few years ago. And her four-year-old daughter, "Petey." Myrna Loy and her husband, Arthur Hornblow Jr., were also at the stampede.

FOUR ALBERTA COWBOYS were hurt during the Calgary Stampede when two chuck wagons collided. It was the worst spill in 10 years. Injured were Phil Desjarlais, severe spine, back, rib, and scalp injuries; Howard (Shady) Green, severe scalp wounds and arm cuts; Marion Humphries, foot, leg, and shoulder injuries and severe scalp wounds; Ernie Ferguson, body bruises.

THE 170th consecutive performance of the 45-year-old Cheyenne Frontier Days rode under way July 22. The bronks for the 1941 show will come from the Tim Bernard Ranch at Tonasket, Wash., the J. C. Sorenson Range at Camas, Idaho, and Lem Carmen properties in Central Wyoming. The steers and calves for roping and bulldogging will come from the John Bell Ranch near Cheyenne and a Laramie cowboy, Buck Yarrow, will supply the wild horses.

COEUR D'ALENE (IDAHO) RODEO, July 4-6, under auspices of local VFW post, drew more than 5,000 at three performances. Cecil Bedford, Prairie City, Ore., furnished the stock. Prize money totaled \$1,225. Trick roping and riding exhibitions were by Bob Rooker, Francis Suller, Dave Hamburg, and Ruby Kelly. Lloyd Crown suffered a heavy collarbone when thrown by a Brahma, and Grand Carper, a gashed head when hooked by a Brahma. Bob Murray broke his leg going over a fence when charged by a bull after being thrown. Vidal Garcia was injured when his horse reared over backward and then dragged him. Weather was hot. Final winners: Calf Roping—Fudget Berry, Bob Whitting, Tom Taylor, Russell Will; Steer Wrestling—John Smith, Tony Benedicta, Larry Frazier, Russell Will; Bronk Riding—Gene Pruett, Tony Benedicta, Rock Richmond, Bull Riding—Bob Murray, Hugh McAdams, Frank Quirk, Bob Wilkinson.

RENO RODEO at Reno, Nev., July 4-6, drew about 35,000. Officials were Charles J. Sadler, president; E. J. Quasta, secretary; Al Canfield, arena secretary; Morley Griswold, arena director; Andy Jauregui, Harry Knight, arena judges; Margaret Rowell and Herb Foster, arena timers; Abe Lepton, announcer; Harry Rowell, furnisher of stock. Trick riders: Ken Taylor, Paul and Marie St. Croix, Vern and Myrtle Goodrich; Ken Levin, and Doris Williams; Homer Holcomb, Jasbo Fulkerson. Trick ropers: Paul St. Croix, Vern Goodrich, Ken and Doris Williams. Final results: Bronk Riding—Fritz Truan, Chet McCarty, Jackie Cooper, Bob Walden, Bulldogging—Mickey McCrorey, Buck Sorrells, Carl Bossey, Carol Henry, Team Tying—Gordon Davis, Asbury Schell; Gordon Davis, John Rhodes; Marion Getweller, Tom Rhodes; Andy Jauregui, Asbury Schell. Calf Roping—John Bowman, Gordon Davis, Doug Poage, Pud Adair, Nevada Bronk Riding—Lawrence Cline, John Stansbury, Leo Farmer, Pat Walters.

FINALISTS at the MacLeod (Alta.) Stampede were: Bronk Riding—Jim Steggs, Sykes Robinson, Mike Yagou, Alf Ropitt, Bob Jackman, Norman Porter, Hugh Connell, Eddie Ivens, Steer Decorating—Warner Linder, Harold Bester, Steer Riding—Harry Thomson, Ralph Thomson, Archie Preston, Bareback Bronk Riding—Harry Thomson, Ken Bower, Archie Preston. Day money results on the second day: Calf Roping—Sardy Connell, Bob Jackson, Eddie Ivens, Norman Porter, Steer Decorating—Willie Head, Harold Bester, Warner Linder, First day: Saddle Bronk Riding—Sykes Robinson, Jim d'Arcy, Frank McDonald, Roy Brown, Calf Roping—Bob Jackman,

## Frontier Contest List

A list of frontier contests will be found in the List Section of this issue.

Norman Porter, Hugh Connell, Pat Burton, Steer Decorating—Jimmy Wells, Warner Linder, Harold Bester, Steer Riding—Mel Weasa, Archie Preston, Harry Thomson, Wild Horse Race—Harry Bester, Bunney Mutch, Eddie Red Eagle, Bareback Bronk Riding (with sireling)—Mel Weasa, Bill Clark, Emul Mutch, Wild Cow Milking—Pat Burton, Toots Burton. Added attractions included trick roping by Bob Hooker and Frank Still, and bronk riding by Flying Officer Hayes, Royal Canadian Air Force. Judges were Mike Hastings, Spoford, and Don Thompson. Jimmy McNab judged calf roping. Hastings is in Canada to buy bronks for Gene Autry. Arena manager was Herman Linder.

## Anvil Park Big Draw

ONE OF the largest crowds to attend the Anvil Park Rodeo, Canadian, Tex., in the last five years turned out for this year's event, which came to a successful close July 6. The 19th annual show saw a number of cowboys sustaining slight injuries, but all were able to continue to compete. Judges were Charles Broadnax and Louie Collins; timers, Clint Word and Aubra Bowers; arena director, Lynn Beutler; assistant directors, Otto Yokley and George Mathers; arena secretary, Gerald Sprague; announcer, C. A. Studer. Trick and fancy riding was presented by Martell and Wiley McCray, while the latter also clowned. A new event, wild mule race, proved popular.

Results: Calf Roping—First day, Roy Lewis, Eddie Smith, Ace Howard, Frank Autry. Second day, Jiggs Burk, Buddy Ellison, Roy Lewis, Elmer Randall, Third day, Delbert Riddle, Curtis Lamar, Bill Van Vector, Jiggs Burk, Finais, Roy Lewis, Jiggs Burk, Buddy Ellison, Eddie Smith. Steer Roping—First day, Roy Lewis, Frank Autry, Ralph Chappel, Elmer Randall. Second day, Jiggs Burk, Curtis Lamar, Mont Churchill, Roy Lewis. Third day, Ace Howard, Roy Lewis, Elmer Randall, Mont Churchill, Finais, Roy Lewis, Mont Churchill, Elmer Randall, Frank Autry. Steer Wrestling—First day, Andy Curtis, Tufty Maddox, Roy Ross, Charles Broadnax. Second day, Charles Broadnax, Bill Van Vector, Jiggs Burk, Roy Ross. Third day, J. D. Franks, Tufty Maddox, Bill Van Vector, Andy Curtis. Finais, Tufty Maddox, Andy Curtis, Roy Ross, Bill Van Vector. Bull Riding—First day, Hubert Taylor Jr., Goldie Corbin, Bud Fisher, Arthur Ivey. Second day, Hubert Taylor Jr., Wiley McCray, Goldie Corbin; Riddle Mot, Jim Wright, Johnnie Spruell, and Clayton Hill split fourth. Second day, Clinton Hill, Sylvester Roane, Arthur Ivey, Jack Knight, Clarence Mayberry, Jack Cockrell, Jack Daniels, Bill Mier, Jess McReynolds, Slick Ware, and Bud Fisher. Third day, Hubert Taylor Jr., Goldie Corbin, Clarence Mayberry, Jack Knight. Bronk Riding—First day, White Stewart, Andy Curtis, Goldie Corbin, Slick Ware. Second day, Andy Curtis, White Stewart, Goldie Corbin, Sylvester Roane. Third day, Sylvester Roane, White Stewart, Andy Curtis, Toots South.

## FREE ACTS WANTED

Can offer a good firing act and a High Act. Can offer 10 weeks of acts Central. Price is right. Send literature and lowest in first letter.

## Williams Attractions

735 Carlton Street Jacksonville, Florida

## WANTED

## For Cole Bros.' Circus

Colored Team, Man and Wife; Double Band and Stage; Other Musicians and Performers, with P. O. LOWERY, care Cole Bros.' Circus, per note.

LET'S GO! U.S.A. KEEP EM FLYING!

UNCLE SAM NEEDS PLANTS  
OF U.S. ARMY  
FLYING CASEY

## Dressing Room Gossip

COLE BROS.—As I look around the dressing room I see the great Shubert waiting flies; Joe Mader making fishing lures for his fishing trip in Florida next winter; Harris Reynolds taking a bath; Clarry Bruce very much absorbed in Time magazine; Emmett Kelly reading The Billboard and getting a kick out of something in it; Horace Laird practicing his wolf call for next winter; Harold Hall making out his laundry slips; Sen. Jose Gonzales going native with his sarong; Bernie Weber fixing his wire shoes; Billy Manley announcing Jimmie Reiffenach by hitting him on the head with an empty Dixie cup; John Smith chewing his favorite brand; Bobbie K. Nelson shaving both hairs; Otto Griebeling scouting for a little make-up; Paul Nelson trying to get Mount Clemens, Mich., on his portable; Danny McAvoy talking baseball and the result of the last big fight, and the rest of the gang out front at Homer Canter's Rendezvous Cafe having their evening coffee. Incidentally, Homer has a swell place out front, with air conditioning and music for his many patrons.

Lots of birthdays last week, with three on July 7: Harold Voise, Jimmie Reiffenach, Peggy Fadie, Klara Delbosque, Janice Petro, and my favorite girl friend, Mrs. Harry J. McParlan. Mrs. Mac got many presents from her friends, Jimmie Reiffenach gave a party on his birthday after the show for all the bareback riders.

# Heavy Gains Reported by Ops

## Grosses Leap For First Half

Upshot general over July 4 week-end—per capita spending is much larger

CHICAGO, July 19.—Great increases in business over July 4 and remarkable gains during the period since opening of the season until July 11 are reported in questionnaires returned by operators to the offices of Executive Secretary A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches. Questions asked are replies received, according to territory:

How does your gross compare to date with the same period in 1940?

Alabama, 46 per cent increase; California, 40 per cent increase; Illinois, 35 per cent increase; Northeastern Massachusetts, 75 per cent increase; Southern Massachusetts, 73 per cent increase; Michigan, 40 per cent increase; Missouri, 55 per cent increase; Eastern New York, 25.8 per cent increase; Midwestern New York, 42.7 per cent increase; Northern Ohio, 25 per cent increase; Southern Ohio, 23 per cent increase; Oklahoma, 33 per cent increase; Oregon, 10 per cent increase; Western Pennsylvania, 9 per cent increase; Western Pennsylvania, 24 per cent increase; Rocky Mts., 25 per cent increase; Southern Tennessee, 45 per cent increase; Southwestern Tennessee, 65 per cent increase.

### Soaring in Alabama

How was your gross for the first week in July, including July 4, compared with the same period in 1940?

Alabama, 350 per cent increase; California, 20 per cent increase; Illinois, 25 per cent increase; Northeastern Massachusetts, 200 per cent increase; Southern Massachusetts, 300 per cent increase; Southwestern Tennessee, 65 per cent increase. (See **GROSS GAINS HEAVY** on page 54)

## Western N. Y. Up 50% to 100%

BUFFALO, July 19.—Parks in this sector are recording the sharpest increase in business in years and all hung up records during the July 4 week-end. In practically every instance ride owners and concessionaires report increases of 50 to 100 per cent over last year's takes.

Crystal Beach (Ont.) Park, with excellent weather checked up attendance of over 40,000 on the holiday despite competing horse races at near-by Fort Erie. Peace Bridge, leading from Buffalo past the park, clocked 17,000 cars, averaging 4½ persons each, most of which stopped at the beach. Canadians, Crystal Beach steamer plying between Buffalo and the park, had to make an extra trip on July 5 to bring home crowds. Seven near-capacity trips that day were an all-time high. "Bude" business was big and concessionaires sold out practically everything. Ballroom did bang-up biz with Harold Austin's orchestra and the Canadian band of Richard Avonde. The Happy Gang radio troupe was on hand in the ballroom on July 1. Dominion Day, and sold audience. Gene Krupa's band drew a record 3,700 on June 28. Advances and gate were scaled. (See **BUFFALO AREA UP** on page 54)

ATLANTIC CITY.—Two 1,000,000-watt searchlights have been erected at end of Hamid's Million-Dollar Pier beach by George A. Hamid as a donation in preparedness plans for the resort. During World War I the end of the pier was taken over by the government and used as a signal base for ships, soldiers and sailors being stationed on the pier throughout the war.

CHICAGO.—John Kornash, who formerly managed the Boomerang ride at Riverview Park for Hogberg Amusement Enterprises, volunteered for the army early this spring. Howard Stammer is now manager of the ride and doing an excellent job. Mr. Hogberg stated. He also reports business much better than last season.



THIS BROTHER COMBO is notable for years of outdoor and indoor experience and for results achieved. Al McKee and Joe McKee, of Palisades (N. Y.) Amusement Park, have divided 66 years of ride construction experience between them, 37 years for Joe and 29 for Al. It is said that pleasure seekers in half the nations of the world have appreciated their efforts. Here they are planning more attractions for Palisades.

## Los Area Ops Get Big Pick-Up

LOS ANGELES, July 19.—Business is booming at Mission Beach Amusement Center in San Diego, nerve center of one of America's largest defense projects that has caused the town's population to double almost overnight. Al (Moxie) Miller, West Coast concessionaire, said on a recent visit to the Pacific Coast Showmen's Association clubrooms here.

Miller and Murray Bennett, well known in the East, have a majority of concessions at this spot. Concessions include ham and bacon wheel, Babe Miller's bottle game, Mustache Jack Allen; doll and bear wheel, striker, George Edwards; clothespin, Joe Mettler, manager, assisted by Sam Dolman, Milt Nich. (See **PICK-UP AROUND LOS** on page 59)

## Weather Boosts Springlake

OKLAHOMA CITY, Okla., July 19.—With weather taking a turn for the better during June and July, business at Springlake Park here has spurred, said Owner and Operator Roy Statton. Receipts are about 25 per cent over those for the same time in 1940, a good year, he said. Casino Ballroom is also having a good season. This week it had Glen Gray and his Casa Loma Orchestra, with Bob Crosby, Ted Fio Rito, and Little Jack Little to follow. Park will have special program August 5, National Kiddie Day, in co-operation with The Daily Oklahoman and Times Milk and Ice Fund. Penny Arcade has been getting a good play.

## Servicemen's Activities Not So Hot for Tills; Need for Stronger Plans Indicated, Hodge Remarks

CHICAGO, July 19.—Returns from 14 of 36 parks from California to Maine indicate that in most cases activities for servicemen "are not a tremendous success," it is reported by Executive Secretary A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches. From his offices here 36 questionnaires were sent out on June 20 and his findings are based on reports from 14 operators.

"This may be due to a lack of enthusiasm for our kind of entertainment," he

## 10G Face Lifting at Whalom; Port Arthur Plans Delivered

PITTSBURGH, July 19.—Completion of a \$10,000 improvement program in Whalom Park, Pithburg, Mass., by Ackley, Bradley & Day, architects and engineers, is reported by Harry A. Ackley. New facilities include modern bathhouse of concrete and frame construction, 25,000 square feet of sand-surfaced beach, 1,000 feet of fencing, parking field, large float with one and three-meter regulation diving boards, and 20-foot diving tower. Vernon Keenan, chief engineer of the firm, supervised installation.

Plans have been completed and recently delivered by the firm to Port Arthur, Tex., for the main building of new Pleasure Pier being developed there. Included in the building is a 96 by 180-foot ballroom, checkrooms, and refreshment bar; large restaurant with kitchen, pantries, and storage rooms; comfort rooms for public and employees, and business offices occupying the second floor section over the restaurant.

Building will have a 75-foot illuminated theme tower. It will be built of concrete, wood, and steel, with plastered interior, stucco exterior, and heavily insulated roofs. Fluorescent lighting will be used in the ballroom, restaurant, and offices. Elaborate exterior lighting in colors will be used.

PHILADELPHIA.—Willow Grove Amusement Park was first outdoor amusement center in this area to join in the local drive to collect aluminum for national defense. July 19 was Aluminum-for-Defense Day and all visitors bringing aluminum utensils were given three free rides.

## Yoo, Hoo! Boys Gotta Have Tops!

NEWPORT NEWS, Va., July 19.—Military posts in this vicinity have Buckroe Beach on the pan because of its ban on topless bathing suits. Some military authorities have threatened to place the beach out of bounds for their personnel, particularly since a large number of soldiers were recently arrested and fined for failure to wear tops on their suits. Situation has aroused considerable interest among the Peninsula's civilians, the majority of whom are opposed to the regulation. They say the law is outdated and prudish and many have urged its repeal.

## Lull Missing, A. C. Has Record Sunday

ATLANTIC CITY, July 19.—A crowd estimated at only 50,000 under the 500,000 mark set at the July 4 week-end jammed the resort last Sunday. It was considered the biggest Sunday-after-the-Fourth week-end since the early 1930s. Beach crowd was figured at 125,000.

Boom business was reported by Hamid's Million-Dollar Pier and Steel Pier. Top attractions at Hamid's included Harry Hichman, Molly Picon, and Gray Gordon's orchestra. At Steel Pier were Dinah Shore, Simone Simon, and Benny Goodman's band.

Because of curtailed vacations in defense-industry cities the resort figures on all remaining week-ends to be record-breakers. As a result the two big amusement piers are putting on heaviest bills for week-end days.

## Buckeye Lake Bill Pulls

BUCKEYE LAKE, O., July 19.—A colorful free-act bill was presented all last week in Buckeye Lake Park when six turns running about 50 minutes were given twice daily and three times on Saturday and Sunday. Barton's Circus presented four acts, with young Barton, about 13 years old, giving it a good start with a skillful cloud swing. Then followed dog and pony show, bareback riding, and a comedy feature in which four boys from the audience were allowed to ride a pony circus style, with the aid of training rigging. Hal Ross and John Smith, acro comedians appearing at the park for the second consecutive year, provided laughs. Gildenax and high lighting the bill, Steffen, "The Stratosphere Man," performed his high swinging pole act and received heavy applause following his handstand and slide. Hal Leonard and orchestra opened on Saturday for several days, following Red Norvo. Renfro Valley Barn Dance made a one-nighter on July 15. Park Manager A. M. Brown said the season so far had been exceptionally good, particularly on the July 4 week-end.

## Sunnyside Has Its Best Week

TORONTO, July 19.—Sunnyside Beach here registered its six best days in history during July 4 week, when the park was host to over 20,000 American Legionnaires convening in Toronto. Mammal parade was held July 4. Canadian and American vets marching side by side. That night a program was held in front of the grandstand at Canadian National Exhibition Park featuring Cities Service radio artists and an hour fireworks show. Ideal weather gave delegates an opportunity to patronize fun spots. Sunnyside had Togo, aerialist, as free act, and every attraction did capacity business. Flying Scooter, new this year, was particularly popular, as were games.

## 100,000 on Agawam Holidays

SPRINGFIELD, Mass., July 19.—More than 100,000 crowded Riverside Park, Agawam, on July 4-6, said Harry Storn, publicity chief. Nearly all business houses in the area were shut down on Saturday as well as Friday. Storn said that the Fourth and Sunday "were terrific" and the business fell off somewhat on Sunday. It rained much of the time on Friday and the sky was overcast on Sunday. Night before the Fourth was marked by heavy thunderstorms. Storn recalled that last year on the same night the park was almost flooded and so park execs as yet have no idea how strong the park is as a drawing card for the night before the Fourth.

commented. "It may be due to a lack of proper promotional work on the part of parks, or it may be due to absence of sufficient inducement to really interest servicemen.

"If the war continues it may be advisable to work out a more comprehensive plan for the 1942 season, based on either a patriotic motive or a financial one or a combination of the two. The most comprehensive plan is that of Springlake Park, Oklahoma City, Okla., worked out by Roy Statton, president of (See **SERVICE ACTIVITIES** on page 54)





Flamefoil Tent Fabrics

Underwriters' Laboratories, Inc., California Fire Marshal and other fire prevention authorities have approved FLAMEFOIL... flame, water, weather and mildew resistant.

Manufactured under Patents Nos. 2,044,176 and 2,299,612. Others pending.

Works for samples and some of several models PHILADELPHIA TEXTILE FINISHERS, INC. Ford and Lafayette Streets Norristown, Pa.

TENTS

ALL SIZES-ALL TYPES Materials on hand to make for PROMPT DELIVERY. Either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated docks. WRITE TODAY S. T. JESSOP GEO. W. JOHNSON UNITED STATES TENT & AWNING CO. 3315-21 W. Madison Chicago 12 Chicago's Big Tent House Since 1870

SHOW TENTS CENTRAL Canvas Company 516-518 East 18th St. Kansas City 5, Missouri Phone: Harrison 3934 HARRY SOMMERVILLE

IMMEDIATE DELIVERY ON SOME RIDES AND DEVICES B. R. SCHIFF and associates 901 S. W. 69th AVENUE MIAMI-44-FLORIDA

PORTABLE AUTO SCOOTER RIDE KING AMUSEMENT CO. MT. CLEMENS, MICHIGAN

ANY SIZE ANY CAPACITY MINIATURE TRAIN CO. RENSSELAER, INDIANA

D. M. KERR MFG. CO. CARNIVAL TENTS 1954 W. Grand Ave. Chicago 22, Ill.

TABLES OF STEEL OR WOOD CHAIRS Folding or Non-folding Pronged delivery. Minimum order 4 feet. Ask for prices, list number needed. ADIRONDACK CHAIR CO. 1142 E. 86th St., N. Y. 137 M.S. Dept. 2, BU 3-1283

CLOSE-UP: C. C. GROSCURTH Owner's 'Green Thumb' Makes Blue Grass Grow

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By CHARLIE BYRNES

AS A SHOW owner, C. C. (Specks) Groscurth is a product of the lush postwar era. But unlike many who were unable to weather the tougher times that followed, he took the readjustment in stride and emerged as owner of Blue Grass Shows, one of the top track layouts operating in the Middle West.

In seven years, Groscurth parlayed a \$10,000 bankroll into an organization that's now valued at many times that amount and did it by continually plowing back profits, giving personal attention to its route and carefully building a reputation for integrity and clean operations. Altho a youngster among show owners, he is far from a newcomer in the carnival field. Specks has been with it for 27 of his 42 years as a talker, agent, publicity man, operator and now owner.

Born in Owensboro, Ky., in 1909, Specks developed a strong attraction for show business while still in knee pants. His first ambition was to be a blackfaced comedian but as theatrical opportunities were scarce in the little Kentucky town, he took an after-school job at the local movie house. There he worked as a usher, janitor and prop man and later operated the player-piano type organ, providing sound effects for motion pictures. By the time he was 16, Groscurth had worked up to assistant manager.



C. C. (SPECKS) GROSCURTH

town, he took an after-school job at the local movie house. There he worked as a usher, janitor and prop man and later operated the player-piano type organ, providing sound effects for motion pictures. By the time he was 16, Groscurth had worked up to assistant manager.

Midway Lane That summer the David A. Wise Shows played Owensboro and the lure of the midway proved too strong for the theatrical-minded Specks to resist. He dismissed any ambitions to be a movie mogul (Continued on page 53)

NO SHORTAGES HERE Peanuts, Popcorn and Supplies The most complete line of Concession Equipment and Supplies available in unlimited quantities. Send for Free Catalog CHUNCK-E-NUT PRODUCTS CO. VIC ZINDA 231 N. Second St. Philadelphia 6, Pa. TED VINIS 2908-14 Smallman St. Pittsburgh 7, Pa. ED BERO 1261-63 E. Sixth St. Los Angeles 21, Calif.

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED CASH WITH ORDER PRICES... \$10.00 \$10.50... ADDITIONAL 10% AT CASH ORDER \$12.50 Above prices for any willing... For each change of wording and color add \$1.75. For change of color only add 75c. Must be even multiples of 1,000 tickets of a lot and color. STOCK TICKETS \$1.50 EACH ADDITIONAL BILL SAME ORDER AT 60c PER BILL WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

NEW LOCATION CLARK MFG. CO. 4801 WEST SHORE BLVD. NORTH TAMPA 3, FLORIDA Manufacture of TOM THUMB STREAMLINERS KIDDIE FERRIS WHEELS KIDDIE BOAT RIDES MAKE \$100.00 A DAY On Candy Floss Our new Super Deluxe new style... FREE... available to start your own business... ELECTRIC CANDY FLOSS MACHINE CO. 732 Benton Avenue Nashville 4, Tenn.

JOHN BUNDY Formerly With HAUSS-STANDARD CHEVROLET CO. NOW PRESIDENT AND GENERAL MANAGER YOUNG-MALLETT MOTORS, INC. CHRYSLER-PLYMOUTH AGENCY Several Models and Makes of NEW AND USED TRUCKS "SPECIAL FINANCE PLAN FOR SHOWMEN" YOUNG-MALLETT MOTORS, INC. 106 St. Louis Ave. East St. Louis, Ill. Phone: Bridge 2183

ASTRO FORECASTS All Readings Complete for 1951 Crystal Ball Inserted On hand in three sizes: 2 1/2 x 3 1/2, 3 1/2 x 4 1/2, 4 1/2 x 5 1/2. Write for prices. Single Sheet, 24x44, 100, 75c; Per M, \$4.00. Single Full Pamphlet, 4 Pages, 8x11, 12, 25c. Any Quantity, 10c. WHAT IS WRITTEN IN THE STARS? Folding Booklet, 12 P., 2 1/2 x 3 1/2, 25c. Complete, 40c. 100, \$4.00. FORECAST AND ANALYSIS, 50 P. Large Covers, 4 1/2 x 7, 50c. 100, \$5.00. Samples of each of the above 10c for 25c. No. 1-45 Pattern Assorted Color Covers, 50c.

NEW DREAM BOOK 420 Pages, 3 1/2 x 5 1/2, Chapters and Poetry, 120 Dreams Bound in Heavy Durable Paper Covers, Good Quality Paper, sample 39c. HOW TO WIN AT ANY KIND OF SPECULATION, 240 P., 5 1/2 x 7 1/2, 50c. PACK OF 10 EGYPTIAN P. Y. CARDS, Answers All Questions, Lady's Touch, 40c. Nine Cards, Illustrated, Pack of 20, 75c. Greek Charts, 3612, Variable, 5c. Per M, \$7.25. RENTAL TELETYPE Booklet of 22 p., 25c. Minimum, 5c. per Year Customers Under Your Label. No checks accepted. C.O.D. 25c. Deposit. Star name or logo do not appear in any merchandise. No m.p. or postage orders. Orders 10c p. r. SIMMONDS & CO. 124 So. Clark St. Chicago Send or Wholesale Prices

WEST COAST HEADQUARTERS FOR CONCESSION SUPPLIES In addition to our complete line of Popcorn Bowlers and Peanuts we are now West Coast Distributor for GOLD MEDAL PRODUCTS CO. Now we have everything you need for a SHOW CONE \* COTTON CANDY \* CANDY \* ARTS \* POPCORN where you want the business use our first 30-day Service

A. UNGER CO., Inc. 103 Golden Gate Ave. at Jones St. SAN FRANCISCO, CALIF.

WESTERN CLOTHES Individually tailored to suit any need. PERFORMERS - ENTERTAINERS - RIDERS - SHOW MEN - T. V. - WESTERN SHOW CLOTHES - RODDIES - MUSICAL GROUPS Celebrated World Famous Designs

RODEO BEN 3209 W. Columbia Ave., Phila. 21, Pa. Information furnished upon request.

you'll meet strong trouper high intensity arc spotlights everywhere.. See any of the following list of dealers or use coupon for obtaining literature Albany, N. Y.—Nat'l Theatre Supply Co.; Albany Theatre Supply Atlanta—Nat'l Theatre Supply Co. Atlantic City—Boardwalk Film Enterprises Auburn, N. Y.—Auburn Theatre Equipment Baltimore—J. F. Deussen Co.; Nat'l Theatre Supply Co. Birmingham, Ala.—The Queen Feature Service, Inc. Boston—J. Citre, Inc.; Nat'l Theatre Supply Co. Buffalo—Blue Products; Nat'l Theatre Supply Co. Charlotte—Nat'l Theatre Supply Co.; Standard Theatre Supply Co. Chicago—Abbott Theatre Equip. Co.; Dull Theatre Supply Co.; Gordon Janus, Inc.; Grand Stage Lighting Co.; Hollywood Stage Lighting Co.; Midwest Stage Lighting Co.; Nat'l Theatre Supply Co. Cincinnati—Nat'l Theatre Supply Co. Cleveland—Nat'l Theatre Supply Co. Dallas—Martin Theatre Supply Co.; Modern Theatre Equip. Co.; Nat'l Theatre Supply Co. Denver—Nat'l Theatre Supply Co.; Graham Bros. Des Moines—Nat'l Theatre Supply Co. Detroit—Nat'l Theatre Supply Co. Fort Fort, Pa.—V. M. Tate Theatre Supplies Greenboro, N. C.—Standard Theatre Supply Co. Houston—Southwestern Theatre Equip. Co. Indianapolis—Nat'l Theatre Supply Co. Kansas City, Mo.—Shores Theatre Supply; Nat'l Theatre Supply Co. Las Angeles—J. M. Boyd; C. J. Holzmeister; Nat'l Theatre Supply Co.; Pembra Theatre Supply Corp. Louisville—Falls City Theatre Supply Co. Memphis—Nat'l Theatre Supply Co. Milwaukee—Nat'l Theatre Supply Co.; R. Smith Co. Minneapolis—Minneapolis Theatre Supply; Nat'l Theatre Supply Co. New Haven—Nat'l Theatre Supply Co. New Orleans—Nat'l Theatre Supply Co. New York City—Nat'l Theatre Supply Co. Norfolk—Nat'l Theatre Supply Co. Oklahoma City—Nat'l Theatre Supply Co.; Oklahoma Theatre Supply Co.; The Century Theatre Supply Co. Philadelphia—Blumberg Bros.; Nat'l Theatre Supply Co. Pittsburgh—Atlas Theatre Supply; Nat'l Theatre Supply Co. Salt Lake City—Inter-Mountain Theatre Supply Co. San Francisco—C. J. Holzmeister; Nat'l Theatre Supply Co.; W. C. Prodder Theatre Supplies Seattle—S. F. Shearer Co.; Nat'l Theatre Supply Co. Sioux Falls—American Theatre Supply Co. St. John, N. B.—General Theatre Supply Co.; Vancouver, B. C.—General Theatre Supply Co.; Montreal, Quebec; General Theatre Supply Co.; Winnipeg, Man.; Sharp's Theatre Supplies, Ltd., Calgary, Alta.; Parkin Electric Co., Ltd., Montreal, Quebec; Parkin Electric Co., Ltd., Toronto, Ontario.

THE STRONG TRACER SPOTLIGHT is ideal for theatres, auditoriums, arenas, hotels, ice shows, schools, colleges and clubs. It draws only 18 amperes from any 110-volt A.C. convenience outlet. An adjustable, self-regulating transformer is an integral part of the beam. No heavy rotating equipment required. A two-sterling variable focal length lens system and silvered glass reflector account for much of the efficiency of this spotlight. It has an automatic arc control. A trim of carbon brushes one hour and 20 minutes at 21 volts and 45 amperes. The Tracer is easily disassembled for storage. The Tracer-type incandescent spotlight is particularly adapted to the needs of night clubs, small theatres and schools where physical dimensions and price factors are contrasted to conventional incandescent spotlights, with which the spot size is varied solely by bring to focus in substantial light loss. The Tracer-type utilizes all the light through most of the spot area. This results in head spots which are 4 1/2 times brighter. Sharp edges are maintained from head spot to flood. Features include a variable focal length objective lens system, 3 1/2" silvered glass reflector, frosted lens, fast operating motor housing which accommodates six slides and a height adjustable mounting stand. The horizontal masking control can be angled at 60 degrees in each direction. The Tracer-type uses a standard 115-watt, 1,200-watt professional projection type bulb and plugs into any 110-volt convenience outlet.

THE STRONG ELECTRIC CORPORATION "The World's Largest Manufacturer of Projection Arc Lamps" 44 City Park Avenue, Toledo 3, Ohio Please send free literature on the following: 1. Incandescent Spotlights 2. Strong Tracer Arc Spotlights. NAME \_\_\_\_\_ COMPANY \_\_\_\_\_ STREET \_\_\_\_\_ CITY & STATE \_\_\_\_\_

# Coney Island, N. Y.

By UNO

July 12-13 was a profitable week-end despite a brief wet spell on Saturday. And so all due thanks to the weather man, say operators.

Sam Wagner and all employees of the World Circus Side Show in deep mourning over the passing of Warren Lincoln Travis, strong man. He had just got thru juggling a heavy dumbbell between his thumb and forefinger on the platform at the very last turn early Sunday, July 13, when he keeled over. Wagner, busy with customers on the Nudist Colony platform near by, heard the fall, jumped over, propped up Warren's head, and called for ice water. Too late. It was Travis's last act. Funeral services were attended by many showfolk and others from all over the island. Wagner personally sent a huge floral piece representing a circus wagon wheel minus one spoke. Gladys, ventriloquist, wrote a poem. Travis was a Wagner feature for 18 years. Sam knew him for about 40 years. His demise was a great shock.

New talent at the various grills and cafes: At the Stable . . . Grant, Wilson, and O'Connor in their latest skit, "Fly, Butter, Fly," with Al Weiss doing the comedy. Bowery Barn . . . Amber, Romono, and Brooks in "Hiding the Bomber," with Oscar Brooks the pilot. Loo's . . . Sharis and O'Hara in Irish melodies that are Celtic with a big C. Terminal . . . Kiernan, Gloger, and Kiernan. Irish dancers, with big John Moore at the piano. Dalton's . . . Michaels, Quinn, and Kelly knocking 'em in the aisles. Shamrock House . . . Mass, Larkins, and Spiro serve the fun skits, with Bruno at the Steinway. Indian Village . . . Tom Franklin and Joe Martin head a torrid chorus with Bill Hickey tickling the ivories. Bob Gilbrich's . . . May Smith and Al Rogers, vocalists. McLean's . . . Bill McLean, Danny Macklin, and Bill McLean Jr. in "Let It Ride."

## "Small World"

Jack Norworth is an island newcomer this year. Owner and manager an extremely educational and interesting exhibit of miniature carvings in a Boardwalk spot one block away from the Steeplechase and ingeniously titled it's a Small World. In a 56x40 room, for a dime admish, he shows in 16 glass-topped cases many oddities of times, all so small that magnifying lenses are necessary to get at what they really are. The collection was started by his dad 70 years ago. Parent bequeathed him about 20,000 pieces. Since then Norworth has accumulated 30,000 more. On the walls are front covers of some of the songs he has written. Of about 2,000 ditties, seven turned out to be good. And Norworth added. "Of the 42 years I have been on stage, this is the first time I have had the pleasure of meeting my audience in public." Plans to return to the stage this winter via radio and also to move his exhibit to a large Radio City or some other big site and place his wife, the former Dorothy Adelphi, who now is with him in the Coney establishment, in charge.

Only once before were the curios exhibited. This was for a big furniture firm in Manhattan where 25,000 people came and went away awed. About the most prized in the lot is a ship model, a replica of H. M. S. Victory, made by a French prisoner of war in 1812. It took seven years to build and was first shown 40 years ago in Kensington Museum, London. Other curios beside Mr. and Mrs. Norworth are Thomas Colwell; June Barreca, cashier, and Arthur Uttry and John Haynes, talkers.

It is quite an unusual and rare show even for Coney and is a repeat for quite a few. One customer on leaving said that the place was "trying to outsize Coney." A late catalog made out as an inventory for insurance disclosed the approximate cost of the Coney collection at \$60,000, but Norworth said the majority to him were free. D. F. Barreca is Norworth's associate in the venture.

## Luna Shorts

Bill Korth, concession builder, has opened a new shop on West 17th. Bill is the man who helped build the park's new illuminated towers. Also the Edison and Edison Edison Museum, the Standish and the new Tirza stage. Plans on a lot of new concession booths for next season to cover all vacant spots, now so much an eyesore, and to make up an entirely new midway area. . . . Spot where Huber, magician, presided for one week only has closed. Bert

Tobias, talker, for a long time at Huber's Museum, Manhattan, is doing a good job for Stella. . . . Betting by many Lunaites that Mill Sheen would return July 14, but no dice. All propa-ganda stuff. . . . Robny Street, emcee, is out of the Midget show due to a tiff with Manager Harry Manning. . . . Bekimo Village, built at big expense, still deserted and from reports will not be tenanted this year. . . . Louis Klein has taken over all the eat stands formerly concessioned by Jack Mariah. . . . Harry and Sidney Silverstein, friends of the Danagers, have opened Newspaper Headlines atjoining Camp Hot Spot. . . . Abe Suskind, of Duckageudo, Spill the Milk, and Pop Man games, has started a row of three Score-Ball games next to Renard's Show Girl.

## Miscellaneous

Cookie Castle, a Beef Truster, new at Streamlined Follies, where Pat Patterson has returned, replacing Donna Rogers, who was to join a carnival in Texas. La Rita (Rita Green) is heavily billed as the Girl in Cellophane. . . . Harold Kirsh, milk man at Fascination game, is busy making out his draft questionnaire. . . . Model Venus contest at Steeplechase had its date shifted from July 8 to 15 because of rain. . . . Beetha (A. H. Lezer), designer and builder of illusions and magical apparatus, together with his family, including his daughter, Arnaldine, crayon artist, are now with the Show of Thrills at Revere Beach, Mass., from where Regella reports "show going smoothly and business very good since opening; little rain in June and to date in July." . . . Half Moon Hotel, managed by Paul E. Falton, has Harry Rogers as cork leader.

On the Bowery in a large area is a sign, "Lewis Cycle Company, using Walter Nilsson, from Hells-a-Poppis, Funni Cycles." Here are 60 odd contraptions of cycles, all the personal make and ideas of Nilsson, and antiques. Walter brings new ones every day. Has 50 more housed in a garage in Manhattan. They get 15 cents from riders eager to try out their skill in manipulating the machines. Nilsson is on the job every Sunday when his show at the Winter Garden, New York, doesn't function. In charge is Raymond Lewis. Dave Peterson is ticket man and Billy Burke is on the track.

## Pontchartrain Beach Notes

NEW ORLEANS, July 19.—Patronage at Pontchartrain Beach promises to bring the aggregate for the season up to a new high, said Manager Harry J. Batt. Wednesday and Thursday saw selection of Junior Miss New Orleans, with selection of Miss New Orleans as city's delegate to Atlantic City Pageant to be picked in August.

Happy Harrison's Circus replaced Ella Carver.

Beach has escaped deluges of rain in the city. Hot weather has drawn thousands to the water, and about 5,000 soldiers take quarters each week-end in adjoining recreation center.

Both parking lots have been regraded and coated with oil.

M. Peter Villere, promotion manager, reported that two clever patrolmen in sports clothes have nabbed a score of boy thieves caught breaking into autos and snatching purses on the midway. In most cases loot has been recovered.

## Olympic Quiz Program Pulls

IRVINGTON, N. J., July 19.—Thousands are flocking to Olympic Park here for Thursday night outdoor quiz contests, reported Publicity Director Al Durling. Cash and merchandise awards are given by Emcee Robert A. Guenther to those supplying correct answers. Fireworks slated for July 4 were finally exhibited July 13, when weather permitted. Tuesday nights feature juvenile dancers under Lillian Daniels in a series of playlets. Torelli's Circus and Don Francisco, wire act, free attractions, got publicity breaks recently. Owner Henry A. Guenther plans to present a 50-piece brass band, under Joe Basile on August 3, date of Basile's return to his Olympic Park duties. Park contributed a ton of aluminum from its restaurant to start Irvington's drive for aluminum. Metal was also collected at the park, pieces serving as admission and merchandise award tied in.

## Gwynn Oak Drawing Heavily With Fleishman Quiz Nights

BALTIMORE, July 19.—To a crowd that filled every seat and stood four deep, the second of a series of weekly Uncle Jerry Silver Dollar Nights was staged in the open-air theater in Gwynn Oak Park here the night of July 11.

Created and produced by Jerry Fleishman, park director of public relations, the entertainment, which includes a vaudeville show and the awarding of silver dollars to folks who come to the stage and answer questions, principally about the park, has caught on with patrons and has proven a desirable publicity medium.

Laughing Sally, mechanical figure, has been added to the midway. Captain Rudy's Animal Show has been performing afternoon and nights to increasing interest. "Theater is coming tightly into the ballroom" with Rudy Kilian entering his fourth season here waving the baton over an augmented orchestra.

## Miss America Fete Is Set

ATLANTIC CITY, July 19.—Board of the Showmen's Variety Jubilee to present Miss America Beauty Pageant here during Labor Day week, with early-season record crowds adding to its optimism, has planned added features. Labor Day night entrants will appear at Convention Hall at a special showing of the Ice-Capades. On Tuesday, 100 floats and 18 bands will be in the Boardwalk parade, with annual Variety Club Jubilee banquet, and Mardi Gras, music, and dancing on the Boardwalk. Wednesday will see prelim judging and night talent contest in Convention Hall. On Thursday, the beauties will be guests at annual civic clubs' luncheon, night being set aside for prelim judging and a California sports-wear show. Friday will have All-American Big Parade and selection of Miss and Master Junior America on Hamid's Million-Dollar Pier. Friday night will bring prelim judging and a new spec, Carolee of Screen Glamour. On Saturday there will be a beach party, with final selections and Coronation Ball. George Tyson is executive director, Lenora Slaughter in charge of floats, and Kenneth B. Walton is finance committee chairman.

## Park Free Acts

CANESTRELLI TROUPERS are being presented in Clementon (N. J.) Lake Park for a limited engagement.

IDORA PARK, Youngstown, O., has inaugurated a free-act policy, and first in it is the Conley Attractions, riding act, clowns, ponies, monkeys, dogs, and other trained animals.

LILLIAN STROCK, aerialist, who completed an engagement in Chippewa Lake Park, Medina, O., will appear at the Beach. It will start her fourth consecutive season of fairs for Klein's Attractions.

G. HIGGINS, "The Sky Man," high pole, reported a successful engagement in Joyland Park, Lexington, Ky., with several weeks of parks and fairs to follow.

## With the Zoos

COLUMBUS, O.—The August Wagner heavy animal building, most recent addition to Columbus Municipal Zoo, and completed with funds donated by August Wagner, Columbus brewer, and WPA cooperation, was turned over to the zoo commission by the city, WPA, and Columbus Zoological Society with ceremonies attended by more than 100 city and county officials. It is dedicated to the children of Columbus and Central Ohio. Cages are provided in the building for winter housing of animals now outside. Clare J. Penfield is president of Columbus Zoological Society.

MILWAUKEE.—Bamba and Momba have been selected as names for Washington Park Zoo's two new giraffes from 529 suggestions submitted in a contest conducted by the zoological society.

OKLAHOMA CITY, Okla.—Zoo in Lincoln Park fought a losing battle against nature. Some time ago Leo Blondin, zookeeper, reported an eagle hen setting and was lavish in predictions that it would be just a short time until the zoo was eagle-rich. Now he admits it was a false alarm. "Another female—jealous. I guess—attacked her and two eggs were smashed," he explained.

## Atlantic City

By M. H. ORODENKER

Mr. and Mrs. George A. Hamid received a floral shield standing six feet, with red, white, and blue flowers, and a special message of cordials, on their 25th wedding anniversary presentation being made by Samuel W. Gumpert, managing director of Hamid's Million-Dollar Pier, in behalf of the "Hamid Pier Family."

Vacationing at No. 1 Atlantic Ocean while her husband's pier is in full swing does not interrupt Mrs. George A. Hamid's activities. She is continuing many of the ventures she was handling in New York last winter, chiefly the penny drive, of which she is chairman, of the Ladies' Auxiliary, National Showmen's Association.

Hamid was host to Mr. and Mrs. Carl Bickel, guests of Managing Director Gumpert. Bickel was formerly president of United Press and is now with the Scripps-Howard newspaper chain. Hamid tendered a cocktail party at his pier residence in honor of the visitors.

Steel Pier has returned Dave Tyson's Daddy Dave's Kiddies' Revue, the juvenile show taking over the pier's Little Theater for the 11th successive year. Frank P. Gravatt, Steel Pier operator, is using large institutional ads in the local newspapers to attract even greater attention to the pier's outdoor circus and thrill act features.

Ice-Capades of 1942, new ice revue sponsored by Arena Managers' Association, opens July 25 at Convention Hall for its seasonal five-week engagement.

Garden Pier donated part of the week's proceeds to Atlantic County Committee for the Prevention of Blindness.

Ted Schlanger, in charge of the Warner Brothers' theaters here, announced reduced admissions, as high as 60 per cent of regular admission, for men in the armed forces in uniform. Hamid's Million-Dollar Pier earlier announced half price for men in uniform.

Suburban Ventnor awarded contracts for a casino or pavilion to replace the Municipal Pier destroyed by fire.

## Widewood

resort deposits in the three local banks reached over \$1,000,000 for the first three days following July 4 week-end.

Hunt's Ocean Pier walked up another banner day on July 18 for its fifth annual Juvenile Fashion Show. Pier's annual baby contest, build-up for the 31st Annual Baby Parade on August 8, will be held on July 25.

Dr. C. P. Crawford, psycho-analyst, has been added to Hunt's Pier attractions. Party Nights, with floorshows from local night clubs, have been scheduled by Managers Guy Hunt and Bill Gerst for remaining Wednesday nights of the season and Fridays have been reserved for barn dances. Hunt and Gerst also return name bands for week-end attractions at the pier's Starlight Ballroom, starting with Lou Breeze on July 20 and following with Al Donahue and Tony Pastor. Pier will broadcast its dance bands over WBAE, Atlantic City, and WCAU, Philadelphia.

## New \$150,000 Convention Hall To Be Built at A. C.

ATLANTIC CITY, July 19.—A modern convention hall will be constructed by outside interests adjoining the beachfront Claridge Hotel. It will have an auditorium seating 800 at meetings and will accommodate 500 at banquets. There will be two other halls, each with seating capacity of about 300.

Venture will represent an outlay of \$150,000. Outlets have not made an investment of such proportions here in many years. Construction is expected to get under way in early fall for completion next spring. Walter Thomas, Philadelphia architect, has been engaged to draw plans.

SOUTH PARIS, Mo.—Directors of Oxford County Fair, which is to celebrate its 100th anniversary this year, announced election of Elmore Edmunds as secretary, replacing Sidney Verrill, who served in the past many years. W. Paul Whitten was named treasurer.

"When the incubation period had come and gone I picked up the other egg and shook it. There was something inside, but it wasn't a little eagle. The eagle has been trying to hatch a nice round rock."

## Buys "Free" Ducats

CALGARY, Alta., July 19.—A tourist from the States, his wife, and two children got into grounds of the 1941 Calgary Exhibition and Stampede free. The American inquired at the main gate the price of admission. It was 25 cents. He laid down a \$5 U. S. bill and said there were four in the party, including his two children. The seller asked ages of the children and was told "9 and 11." Forgetting to explain that children under 12 were admitted free, the seller handed out two tickets and a \$5 Canadian bill. The American protested and the ticket seller pointed out that with the difference in exchange the man had \$5 (Canadian) coming to him as change. And because there weren't any tickets for children under 12, the ticket seller could sell only two. It was a bewildered tourist who entered with two "free" tickets.

## CALGARY HITS TOP

Gates in Peak  
Go to 267,420

Attendance in 1940 tilted 22,571—Frolicland winds up with record 2-hour play

CALGARY EXHIBITION AND STAMPEDE, Calgary, Alta., Can., July 7-12. J. Charles Yale, general manager. Gate admissions: Adults, 25 cents day and night; children free; autos, 25 cents day and night. Grandstand: Reserves, adults, \$1 day; 75 cents night; children, 75 cents day; 50 cents night. Grandstand booker, Barnes-Carruthers Fair Booking Association. Midway: J. W. Conklin's Frolicland. Horse racing: Six days.

CALGARY, Alta., July 19.—Attendance at Calgary Exhibition and Stampede, July 7-12, broke the all-time record set in 1929, final figures showing a total of 267,420. Nearest approach to the figure was the 1929 mark of 253,469. It was an increase of 22,571 over last year's attendance of 244,849. This year also saw the biggest single day in the history on Friday with 59,203.

## 1940 Figures

Total attendance, 244,849. Gate and grandstand receipts, \$94,615.06. Exhibit space and concessions, \$30,051.97. Total revenue: \$156,902.75. Total expense: \$159,219.87.

Attendance by days: Monday, 50,574; Tuesday, 35,741; Wednesday, 38,259; Thursday, 35,524; Friday, 59,203; Saturday, 48,119. These figures were reported by General Manager J. Charles Yale.

Heavy rain which fell all afternoon, accompanied by thunderstorms, probably (See CALGARY IN CALGARY on page 51)

Edmonton Take  
Up 20% First 4

EDMONTON, Alta., July 19.—Old Ed tried a bit of a blitzkrieg at Edmonton's last exhibition until the close of hostilities, but Mr. and Mrs. Public refused to be daunted and by their patronage upped last year's take about 20 per cent for the first four days, according to Managing Director Percy W. Abbott, who was forced to handle proceedings from a convalescent cot. He has been ill several weeks.

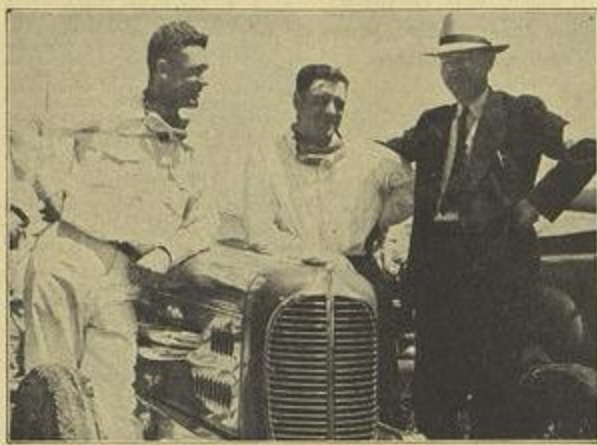
Opening day, July 14, always slack, was slightly up, but Tuesday, Wednesday, and Thursday started tremendously, despite unprecedented heat, and the bangtail part-mutuels, night Barnes-Carruthers (See EDMONTON TAKE UP on page 53)

DePues Seriously Injured  
In Canadian Auto Accident

CHICAGO, July 19.—Harold F. DePues, secretary-manager of North Montana State Fair, Great Falls, and vice-president of the International Association of Fairs and Expositions, and Mrs. DePues were seriously injured in an auto accident on July 8.

Word received here was that as they were driving from Great Falls to the Calgary (Alta.) Exhibition their car struck loose gravel and a hole in the road just after crossing a bridge near McCloud, Alta. Both were thrown from the car. Mrs. DePues sustaining several broken ribs and a back injury and he suffering brain concussion. They were taken to a McCloud hospital, where it was said he remained unconscious from Tuesday until Friday.

Art Briese, of Thearle-Duffield Fireworks Company here, close friend of the DePues, received information that the DePues's physician was to go from Great Falls to McCloud and, if his condition permitted, DePues would be flown back to his home. As the fair is to be held shortly, it was said Ralph Brucker and Dan Thurber had been appointed by the fair board to take charge of the crack annual.



SECRETARY J. H. PETERSON talked over auto racing plans for the 1941 Clay County Fair, Spencer, Ia., with two of his early entrants during a recent National Speedways program in Sioux Falls, S. D. With Secretary Peterson (right) are Sam Hoffman, colorful Sioux City (Ia.) racing policeman (left), and Emory Collins, ex Canadian-American world's dirt-track champion (center). Collins and Hoffman will campaign the 1941 National Speedways circuit for Al Sweeney and Gaylord White.

"Defense on Display" Is Theme  
Of ESE, Given Okeh by F. D. R.

SPRINGFIELD, Mass., July 19.—"Defense on Display" will be the theme of the 1941 Eastern States Exposition's silver anniversary program here as the result of a message from President Roosevelt, as commander-in-chief of America's armed forces, urging that the exposition with its thousands of visitors "can and should be utilized to tell the defense story in a way that will strike home." It has been announced by ESE Publicity Director Ray Winans.

"With the approval of the President, the nation's armed forces and defense industries are enthusiastically co-operating to give the nation its first comprehensive view of what is being done to arm the country for defense in a

gigantic display of all forms of fighting equipment," said Director Winans. "Army engineers are already at work putting together a unified exposition which will completely occupy the ESE three-and-a-half-acre Industrial Arts building which is ordinarily used to show the peacetime progress of industrial New England."

In a letter from the White House to ESE President Joshua L. Brooks, President Roosevelt wrote, "The vast responsibility of national defense calls for united action by Americans in every walk of life. Because defense measures must be on a colossal scale if they are to be effective, it is equally true that the

## TAF Will Study 1941 Films

DALLAS, July 19.—Plans for taking moving pictures of 1941 Texas county and district fairs were discussed at a special meeting of directors of Texas Association of Fairs in the Adolphus Hotel here, President Richard Knight, Corstana, presiding. The films will be studied by association officials to find ways of improving future fairs. They will also be exhibited at the three-day convention of TAF here next February. Other directors attending were V. F. Fitzhugh, Tyler; Otis Fowler, Denton; Joe Mock, Nacogdoches, and Pete Smith, Plainview.

Rodeo-Circus To Play  
White Bear Lake, Minn.

ST. PAUL, July 19.—Barker Bros.' combined "rodeo-circus" is announced for Ramsey County Fair at White Bear Lake by Secretary Robert Freeman. Bill Blomberg is general manager of unit, which includes Setine Cossacks, Prof. Manley's trained Shetlands, Blomberg's high-school and jumping horse, Indian troupe, and Wild West hands. A Horse Show will run two afternoons and evenings. Increased premiums promise largest group of exhibitors in fair's history.



THIS NEW PRESS-RADIO BUILDING is under construction on grounds of California State Fair, Sacramento, and will be completed in time for the 1941 fair. Structure will have radio studios with plenty of room for spectators, grill, cocktail room, working press quarters, and in the ground-floor foyer a set-up of how a modern newspaper is put out, including a working Linotype.

Detroit Books  
Indoor Circus  
For Coliseum

DETROIT, July 19.—Michigan State Fair management here is booking an indoor circus to be presented in the Coliseum, afternoon and night, during the 1941 fair, for the first time on record. Show will be produced by Orrin Davenport, who has produced the Shrine Circus in the Coliseum here for a number of years.

Show will be specially booked for the Michigan date. Acts reported booked to date include Charles Siegrest Troupe, trapeze; Six Antaleks, perch and double trapeze; George Brothers, upside-down boxes and clowns; Kennel White Trio, producing clown; Roy McDonald, Walter Goodenough, clowns; Aerial Solos, double trapeze and perch; Doro Duo, aerialist; Three Acts, hand-to-hand; Five Kays, wire and comedy; Four Romas, flying and single trapeze; Six Avalons, wire (See Mich. State Circus on page 53)

Calif. State Buys  
Autry, Name Orks,  
Awan Production

SACRAMENTO, July 19.—Three name bands, Freddy Martin, Omie Nelson, and Charlie Barnett, have been placed by Music Corporation of America with California State Fair for dance use in Governor's Hall, and a one-day appearance (including evening) is set for Gene Autry, film-radio star. Adrian Awan has been signed to produce a grandstand revue. It has not been decided whether bands will also appear in grandstand program. Last year Phil Harris, Kay Kyser, and Horace Heidt orks doubled. (APM ruling at recent Seattle convention may stymie this type of doubling.—Editor's Note.)

George Breece, local band, is seen as possibility for playing stand show straight thru run.

## Brew Back in Michigan

DETROIT, July 19.—Reversal from Michigan's dry fairs under the administration of former Gov. Luren D. Dickinson, who retired last January, is in prospect, with a decision on Tuesday by the Liquor Control Commission to allow sale of beer at Macomb County Fair, Armada, upon petition of the sponsors. Similar action is forecast for any fair in the State that seeks a beer license.

READING, Pa.—Charles W. Swoyer, secretary of Reading Fair 18 years, has been recommended for the \$6,000-a-year lifetime position as Reading's postmaster. Recommended by Representative Guy L. Moser, the appointment must first go to the White House for approval and be confirmed by the Senate. Swoyer was elected fair secretary in 1922 and, except for a year, has held that post since.

## Fair List

A list of fairs and expositions will be found in the List Section of this issue.

**JAYDEE The GREAT**

World's highest and only act of its type—using the apex stop high trapeze. No nets or safety devices.

FOR OPEN TIME WRITE OR WIRE  
**JERRY D. MARTIN**

Care of The Billboard, Cincinnati, O., or Home Address: P. O. Box 84, Rochelle Park, N. J.

**THE SKY MAN**

High Swooping Pole,  
Two Different Acts,  
Reasonable Price and Literature on Request.

G. HIGGINS

The Billboard, Cincinnati, O.

**WANTED FOR****Mendota Agricultural Fair**

Legitimate Concessions. Sponsored by Lions' Club. Aug. 30-31-Sept. 1. Write **ARTHUR C. ZIMMERMAN**, Supt. Concessions, Mendota, Ill.

**WANTED**

**SHOWS—CONCESSIONS—RIDES**  
WEEK OF AUGUST 17 TO 23  
**BURT AND SEWARD COUNTY FAIRS**  
Oakland and Seward, Nebr.  
Contact secretaries.

**BEL AIR FAIR**

Bel Air, Maryland, August 26-27-28-29  
Can offer exceptionally attractive propositions to **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 info. Write before Thursday.  
**HARFORD COUNTY FAIR ASSOCIATION**  
By W. H. Archer, Concession Manager  
Tel: Bel Air 899

**WANTED**

Independent Shows and Concessions for  
**Cottonwood County Fair**  
September 3-6  
No Cambal. Give full particulars.  
**AL T. ANDERSON**, Secy., Winton, Minn.

**WANTED**

Shows and Concessions for  
**Mentone Community Fair and Live-Stock Show**  
August 20-21-22-23  
**K. A. RINER**, Secy., Mentone, Indiana

**WANTED**

Free Acts, Legitimate Concessions, Rides, Shows for  
**BENTON COUNTY FAIR**  
August 20-21-22  
**C. W. LAWSON**, Pres., Bensell, Indiana

**88TH OGLE CO. FAIR**

Oregon, Ill., Aug. 30-31-Sept. 1  
Day and Night  
Wishes to book independent. Free Acts. Give price and all information fair letter.  
**E. D. LANDERS**, Secy., Oregon, Ill.

**Medaryville Community Fair**

SEPTEMBER 4-5-6  
Shows and Independent Concessions Wanted.  
Write **Wm. F. PRALL**, Secy., Medaryville, Ind.

**WANTED**

Concessions, Shows, Rides and Free Acts for Shelton, Nevada, River Fair, Aug. 13-14. Benton County Stock Show, Bensell, Indiana, Aug. 20-22; Gladwin Show, St. Anne, Illinois, Aug. 28-29. Write or wire  
**EDGAR BURNETT**  
Bensell, Indiana

**Grandstand Attractions**

By **LEONARD TRAUBE**

For and About Bookers, Buyers,

Performers, Producers,

Promoters

**Individual "Days"**

A number of officials of fairs—whatever their scope or size—have in past years shown a highly developed faculty for presenting stand attractions in such a way as to arouse trade as well as public comment. For instance, the late Col. J. Fred Margerum, having tried everything (including the kitchen sink) at his event in Trenton, N. J., threw all caution aside one season and offered his constituents a bill composed exclusively of aerial and high acts. It made a truly magnificent layout that proved worth while in every way. When Frank H. Kingman was first getting started at Brookton, Mass., he presented a different stellar attraction on each succeeding day, but there was little or no proof to this dish of pudding because you can't prove anything about box-office potentialities when it rains practically every day.

These are samples picked at random. Other pilots throughout the country have contributed their bit to individualizing their fairs and the talent presented thereof. That both cities mentioned are on the Atlantic Coast is purely coincidental. But that both happen to be fairs of more than average size and influence in their particular communities is not so coincidental. It is, or at least has been until now, almost impossible if not downright out of the question for small fairs to offer bills with individualized distinction. To be sure, the setting up of large booking circuits, the greater availability and variety of acts and all types of units, and the general impetus given to live talent by, strange as it seems, the talking and radio, have given the medium fairs a break on booking availability plus a price within reason. Still we are not yet in the era in which the fairs below so-called "Double A" and "A" rating can hope to compete with their more gargantuan brothers.

Because the lower graded fairs operate largely before a home crowd and consequently do not have to be concerned with direct competition from distant and even near-by renewals, it may be that the point is not important. In the final analysis, attractions at fairs are distinctive or shoddy in direct ratio to the imagination and intelligence exerted by the men behind the gun; that is, the fair officials themselves. Everything else being equal, a good fair with good attractions is achieved by good management.

What brings this up is the Delaware County Fair, Delaware, O., which announces a "radical departure" from former night horse show programs by booking a nightly change of schedule "with heavy emphasis on thrill presentations." You don't have to go to the maps to know that Delaware is no New York, Los Angeles, or Chicago. Yet it will have the Boone County Jamboree on opening night, Flash Williams thrills the second night, a combined circus and saddle horse show the third night, and circus acts exclusively on the fourth and final evening. Turns booked (Gus Sun office) are Fisher's Elephants, Ruby's Pets, Wells Brothers, Kee and Tuck, Flying Fishers, and the Carver flame dive. Surrounding fare includes four days of Grand Circuit racing with \$30,000 in purses on a new half-mile oval, where seven world records fell in 1939. Other news from here is that a new cattle pavilion is under construction. F. Beverly Kelley, radio direc-

**SEND IN YOUR ROUTES**

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

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

tor of the Ringling circus, is manager of amusements and concessions.

Another novel touch on the ball is reflected in a communication received from banker and World's Fair chief Harvey D. Gibson, who is sponsor of the new Eastern Slope Region Fair, North Conway, N. H. Site of fair is the foot of Cranmore Mountain, famous ski center in winter time and reputed to be the best known and most popular ski center in the East. (Competing ski rendezvous please copy.) Gibson states that during the winter season racers come down Cranmore Mountain by the hundreds in competitions which are watched eagerly throughout the country. "This summer we are reversing the procedure by having motorcycle races from the foot of the mountain to the summit," Gibson states. "I think the idea of ski races (up) in the winter and motorcycle races (down) in the summer has quite a little glamour." As previously announced, a contract for acts has been inked with Frank Wirth Booking Association.

Albert Sweeney, of National Speedways, reports that CSRA-sanctioned auto races at the State fairgrounds in Columbus, O., drew 21,753 people on July 6, which marked the renewal of major dirt-track competition. A scheduled meet on June 29 was rained out. Jimmy Wilburn, CSRA champ, won after a dramatic and grueling race in a field which included George Witzman, Johnny Schickel, Eddie Zalsucht, and Ben Musick. Harry Gilchrist, Howdy Wilcox, and Norman Witt, Central States officials, presented the program with sponsorship of State and Columbus police, and a repeat date is carded for September.

**Generalities**

Stark County Fair, Canton, O., has booked Hoagland's Hippodrome Sensations for last two days, with vaude-circus talent and a school pageant also arranged. (Gus Sun Agency.) Klein's Attractions has inked *Rhythm Revue of 1941* and Klein's Circus Unit with Mercer (Pa.) Fair. . . Also Warren (O.) Fair, circus unit. Same company has Hal and Grace Crider, comedy duo current with Billroy's Comedians, pencilled in for fairs-celebrations. . . Tri-State Fair, Superior, Wis., has contracted name band Art Kassel from Music Corporation of America. In last two years fair has had Paul Whiteman and Johnny (Scat) Davis. . . Lloyd Copas, unit manager, claims capacity houses for five performances given by King Kovar and Hollywood Caroleville at Jerseyville, Ill. Mickey Anderson injured his foot while doing his motorcycle stunt head-on to a car driven by Kovar. Will be out for several weeks. Show is carded for Proctorville, O., July 20; Ashland, Ky., July 25-26, and Washington, D. C., August 13-17. . . Fisher and Graham, aerialists, are now on their fair dates. . . Bob Sun, brother of Gus Sun Jr., is a copywriter for the Erwin, Wasey ad agency in New York. Used to be with the Sun office. Is a roommate of Gene Graves, formerly of Ringling circus, N. Y. World's Fair, etc., who is now with Muzak music firm. Reminds us that "Junior" paid Gotham a visit recently. . . Tex Sherman, circus-rodéo press agent, will again handle attractions publicly at Elmira (N. Y.) Fair by arrangement with the fair and George A. Hamid. In the winter he'll beat the drum for the grandstand of Florida State Fair, Tampa, this one for Frank Wirth agency.

farm bureau, are co-chairmen of the event, which is backed by county 4-H Club, county farm bureau, county Grange, and Junior Chamber of Commerce.

ESCANABA, Mich.—For the 1941 Upper Peninsula State Fair here, directors have restored premiums to the 1938 level. Emphasis will be placed on the 4-H boys' and girls' clubs' department. No fair was held in 1939 because of lack of funds and in 1940 infantile paralysis caused cancellation. Budget this year totals \$43,000. A free-gate policy will be (See *Around the Grounds* on page 59)

**WANTED**

Outstanding  
Outdoor Attractions

**ICE SHOWS  
WATER FOLLIES  
THRILL SHOWS**

or any other  
top-flight outdoor attractions

**WRITE OR WIRE**

SHERMAN F. CRISE

**PHILADELPHIA GARDENS**

Broad St. and Lehigh Ave.  
Philadelphia, Pa.

Phila's Outdoor Show Place

\$225,000 Year Round Outdoor Ice

Rink—One Quarter Mile Macadam

Midget Auto Track

Seating Capacity—10,000

Terms—Percentage or Flat Basis

**NATIONAL  
SHOWMEN'S  
ASSOCIATION**

Fastest Growing Organization in  
Show Business

**BENEVOLENT****PROTECTIVE—SOCIAL**

(Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,

1564 Broadway

New York City

**CARNIVAL WANTED**

For  
**BENNETT COUNTY FAIR  
AND RODEO SHOW**  
August 21-22-23, Martin, S. D.  
Address: **LOWELL V. SCHLECHT**, Secy.

**TWIN COUNTY FAIR**

Northampton, Pa., Sept. 11, 1941.  
Grandest one-day fair in the East. 30,000 attendance. Fine shows, beautiful exhibits.  
**ROBT. S. FRABLE**, Secy.

**88TH OGLE CO. FAIR**

Day and Night  
Oregon, Ill., Aug. 30-31-Sept. 1.  
Concessions space can be had by writing George A. Chama, Oregon, Ill. Most comply strictly with rules of Illinois Dept. Agriculture. Going fast—don't wait.

**PRINTING  
FAIR**

Rodeo Posters—Any Size

CENTRAL SHOW Ptg. Co.

Mason City, Iowa

**WANT**

AERIAL FREE ACTS FOR

**WARREN CO. FAIR**

McMinnville, Tenn., Aug. 14-16.  
Must be worth while. Address all mail:  
**FRANK WINTON**, Sec., McMinnville, Tenn.

## Premium Facts

Data collected from lists received by **The Billboard**

**ALLEGAN, Mich.**—Allegan County Fair, 80th annual, September 15-20, 168 pages. Officers: E. W. DeLano, president and secretary; T. R. Ward, Pearl Cochran, vice-presidents; George Moran, treasurer. Admission for gate and grandstand: Adults, 25 cents; children under 10 accompanied by parents, free; children 10-14, 15 cents; reserves, 25 cents additional. Attractions: Grandstand, Barnes-Carruther's *Cosmoidea of Hits*, with Stephens Brothers and Big Boy, Littlejohns, Mayoy and Brach, and Phil Lopez; Jimmie Lynch's Death Dodgers. Midway: Happyland Shows.

**SALT LAKE CITY**—Utah State Fair, 61st annual, September 20-27, 132 pages. Admissions: Adults, 25 cents; children, 10 cents. Attractions: Midway, Monte Young's rides and shows; grandstand show.

**ALGONA, Ia.**—Kossuth County Fair, 83d annual, August 16-20, 102 pages. Officers: Clark Scuffman, president; Charles Quinn, vice-president; H. J. Bode, treasurer; E. L. Vinton, secretary. Admissions: Adults, 35 cents; children under 8 accompanied by parents, free; children 8-13, 25 cents; grandstand, 35 cents; bleachers, 25 cents. Attractions: Grandstand, Barnes-Carruthers a c t s, Theatre-Duffield fireworks, auto races.

**MURFREESBORO, Tenn.**—Mid-State Colored Fair, 3d annual, August 20-23, 72 pages. Officers: H. E. Starnes, president; Dr. J. W. Jones, vice-president; Dr. James E. Patterson, secretary; manager: S. G. Groene, Eugene Smith, grounds superintendents. Admissions: First night, 10 cents; adults, first day, 25 cents; children under six, free; 6-12, 15 cents; school day, 10 cents. Attractions: fireworks, horse show.

**WINSTON-SALEM, N. C.**—Winston-Salem & Forsyth County Fair, 42d annual, October 7-11, 61 pages. Admissions: Adults, 50 cents; children 10-16, 25 cents; under 10, free; grandstand, 50 cents; children under 16, 25 cents; reserves, 50 cents. Attractions: Grandstand, Ohio Display Fireworks, George A. Hamid free acts and revue, and horse and automobile races. Midway: World of Mirth Shows.

**SEDALIA, Mo.**—Missouri State Fair, 41st annual, August 17-24, 232 pages. Officers: Charles W. Green, secretary. Admissions: Adults, 25 cents; children under 10, free; automobiles, 25 cents; horse show, 40 cents; trailers, 50 cents; grandstand, 50 cents, afternoon and night. Attractions: Grandstand, Capt. Bob Ward and his Hollywood Daredevil Aces, Edgar I. Schooley Missouri State Fair Revue, Theatre-Duffield fireworks, and auto races. Midway: World of Today Shows.

**LINCOLN, Neb.**—Nebraska State Fair, 73d annual, August 31-September 5, 251 pages. Officers: Gates Lilly, president; J. S. Golder, Edwin Schultz, vice-presidents; E. J. Millie, secretary; G. C. Ruefle, treasurer. Admissions: Adults, 50 cents; children under 12 accompanied by parents, free; automobiles, 25 cents; grandstand, 25 cents; reserves, 50 and 75 cents. Attractions: Grandstand acts and midway.

## PEAK IN CALGARY

(Continued from page 51)  
Kept Saturday's attendance below the mark set in 1929 of 57,988. Even with the wet, Frolicland, the All-Canadian midway, under personal direction of J. W. (Patty) Conklin, was given one of the fastest two-hour plays in the archives of showmanship. It not only rained but poured until a few minutes before the grandstand break, which occurred simultaneously with the main gate grating hour. Thousands pushed and fought their way to ticket boxes, rides spun furiously, and many were of the opinion that a good day's business was registered in the 120 minutes.

## EDMONTON TAKE UP

(Continued from page 51)  
ruthers grandstand show, and Frolicland, J. W. (Patty) Conklin's specially produced midway, garnered the shekels with amazing rapidity.  
Enthusiastic odd-timers who haven't been west of Alberta since '37 continued to lead Director Abbott and the board the co-operation that has been typical

## Young America Spent \$3,500,000 for Fireworks

YOUNG AMERICANS dissipated \$3,500,000 worth of fireworks on the Fourth of July, but the outlook for the next year's celebration is uncertain. Many of the materials used in the manufacture of fireworks—aluminum, magnesium, potassium chlorate, barium, strontium—are utilized in our defense effort. Commercial fireworks produced in the United States in 1940 had a retail value of approximately \$2,750,000. About \$750,000 worth of merchandise was imported.—Domestic Commerce, July 16 Bulletin of U. S. Department of Commerce.

of the exhibition since its inception. Even with livestock exhibits eliminated, the army having taken over all of the buildings some time previous to the opening, farmers and stockmen were on hand in goodly numbers. The horses got their best play on Wednesday, Dominion Day, when the machines clicked off a 70,000-simoleon gross.

Music on Wings, the grandstand production, played to capacity Wednesday and Thursday nights, the population coming out in droves after the sinking of the sun.

Tomorrow morning, with an "all-out" order posted, the armed forces of the Dominion are to take over the entire plant for duration of the war.

## MICH. STATE CIRCUS

(Continued from page 51)  
and acrobatic, and Wallace Bros.' Circus Elephants (5).

Contracts are written to allow three shows a day on Saturdays, Sundays, and Labor Day, and big days if business warrants. Payment is on a flat basis without percentage, with payment of \$15,000 for talent and show, and \$1,500 to Davenport for production.

Rodeo for the fair will be personally directed by Harry Mack, of the fair board. Contract was awarded, according to Bernard J. Youngblood, fair manager, to George B. Adams Company. Mack said all four contest events will be open, and purses will be awarded winners. Present plans do not contemplate any paid contestants. It is said the Adams company will bring many head of stock and men and women for exhibition events who will not enter contests.

## DEFENSE ESE THEME

(Continued from page 51)  
education of the citizenship in positive and practical understanding of the task must be planned on the same scale.

"Wherever people congregate the story of defense must be presented. The Eastern States Exposition can be and should be utilized to tell the defense story in a way that will strike home. In this connection business institutions that are engaged in making defense goods must realize that efficient production has its tap root in the minds and the hearts of the people.

"We are joint-defenders of democratic liberties and the inexorable logic of events demands that industry, labor, and all others do everything in their power to acquaint a patriotic citizenship with the vital elements in the defense problem and the fine contributions to its solution that all branches of industry is providing. I trust that all branches of defense industries will make extensive use of the Eastern States Exposition to that vital purpose.

"FRANKLIN D. ROOSEVELT."

### Opportunity for Show

"Believing that mobilizing of defense exhibits at the exposition may well set the pattern which may be followed throughout the United States afterward as a means of stimulating production, all branches of the government are co-ordinating efforts to make this first defense show on a scale hitherto untried of cognizant of the urgent need for reaching the public as quickly as possible with a dramatic force which will arouse people to a full understanding of national defense needs and the demands which they will impose on every citizen, the government has recognized in the Eastern States Exposition, with its annual attendance of hundreds of thousands, an ideal opportunity, a stage ready-set, for the demonstration of what defense dollars are being spent for," said Director Winans. "Among government leaders and industrialists there is a growing conviction that the American people have not yet taken the situation seriously and utterly fail to realize the

magnitude of the task as America enters into this desperate race with the productive capacity of all Europe, managed with the ruthless efficiency of a dictatorship, of the great personal sacrifices that lie ahead to reach victory in this frantic armament race.

"President Brooks has turned the entire resources of the exposition to co-operating with government and industrial leaders and the Silver Jubilee Celebration of the ESE's 25th birthday is being made secondary to the more vital national defense exposition recommended by President Roosevelt. Industries producing the sinews of war for the defense of the Western Hemisphere, acting swiftly on the suggestion of the President and assisted by ordnance procurement officials, are already mobilizing their resources to give a complete visual demonstration of what they are producing in the way of tanks, airplanes, artillery, ammunition, anti-aircraft, and naval equipment. Military men believe that the National Defense Exposition on the Eastern States grounds will be the most colossal collection of modern war material to be seen anywhere in the country at one place."

### Ordnance Chief Indorses

Col. Frederick H. Payne, chief of the Hartford (Conn.) ordnance district for the War Department, said: "In putting aside its usual peacetime plans and making national defense the theme of the big show, the Eastern States Exposition is taking a step that every patriotic New Englander will support. There must be unity of feeling among all us farmers, office workers, professional people, householders, as well as industrial workers. To obtain that unity in a democracy calls for definite, practical, and effective mass education. For that reason I urge executives of defense industries to co-operate in a graphic exhibit of America's way to arm for defense."

## STILL DRAWING BIG CROWDS

(9th Consecutive Year)

Seldom  
THE STRATOSPHERE  
MAN

WORLD'S HIGHEST  
AERIAL ACT



SOME LATE  
TIME STILL  
OPEN

WRITE OR  
WIRE  
TODAY.

Permanent  
Address  
Care of  
The  
Billboard,  
Cincinnati,  
Ohio

## FIREWORKS

TO ALL OUR FRIENDS AND CUSTOMERS—  
YOU CAN BE ASSURED OF HIGH-CLASS  
FIREWORKS FOR YOUR FAIR, CELEBRATION  
OR PARK WHEN YOU DEAL  
WITH US.

NEW—MODERNISTIC—DIFFERENT

## ILLINOIS FIREWORKS CO.

BOX 792 DANVILLE, ILL.

SERVING THE PUBLIC SINCE 1919

## 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 Swaying Criss-Cross Perches.  
SOME TIME OPEN  
CHAS. ZEMATYR, Prop., 64 W. Randolph St., Chicago

## ADVERTISE YOUR FAIR AND EXPOSITION

LETTERED AND PICTORIAL BANNERS, FLAGS AND PENNANTS (ANY SIZE)  
PAINTED OR SEWED, LETTERS AND DESIGNS

DESIGNS AND ESTIMATES SUBMITTED

MILLARD STUDIO

2304-2306 WEST 8TH STREET

BROOKLYN, N. Y.

## MARYLAND STATE FAIR

Timonium, Md., August 31 to September 11—Two Sundays and Labor Day ALL INDEPENDENT. The following shows will get real money: FAT SHOW, BIG HORSE SHOW, CLEAR AIR SHOW, 3-IN-1, MONKEY SHOW, ILLUSION SHOW, SNAKE SHOW, SMALL CIRCUS, ANIMAL SHOW, MIDGET SHOW AND ANY OTHER SHOW. Concessions. No Show Games. FREE ACTS, WHITE.  
JOHN T. McCASLIN 131 E. Baltimore St. Baltimore, Md.

## CONCESSIONS AND SHOWS WANTED

## MINNESOTA PINE BELT CIRCUIT OF FAIRS

Fairs at Aitkin, Grand Rapids and Wadena. Open at Wadena Aug. 11th. Address: WHITNEY MURRAY, Circuit Secretary, Wadena, Minnesota

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

## Rink Feature Marks New Sports Set-Up For Philly Gardens

PHILADELPHIA, July 19.—Sherman F. Crise and Jack Kochman, pioneer promoters of midget auto racing in the East, have taken over promotional reins of Philadelphia Gardens, outdoor sports plant at Broad Street and Lehigh Avenue. They will operate, in addition to varied sports events, the "sun-proof" \$25,000 all-year-round ice rink during fall and winter months. The two promoters, who have been staging A. A. A. midget auto races successfully at the Gardens since 1939, plan a heavy season of bookings.

The Gardens occupies a full city block and has seating capacity of 10,000 for midget racing, thrill units, boxing, wrestling, and professional ice carnivals. It was formerly site of the Phillies' ball park.

Charles J. Wagner has been named publicity director in the Gardens' new set-up.

## Mayo Signed by Bollinger As Pro at Portland, Ore.

PORTLAND, Ore., July 19.—Tony Mayo, nationally known pro skating instructor, is now head instructor in Oaks Park Rink here, reported Manager Bob Bollinger, who obtained his services on a recent trip to the East.

Mayo arrived on July 1 from Cleveland, where he was for several years manager and instructor in Skateland, termed one of the nation's finest rinks. Prior to being with Skateland, Mayo spent nine years on vaude circuits with fancy skating and spinning acts.

## SERVICE ACTIVITIES

(Continued from page 48)

the park, and NAAPPB first vice-president.

Four parks reported nothing being done for servicemen, largely because no camps are near them and 10 parks gave detailed replies to these questions:

Have you extended any special services or rates to servicemen thus far this year?

In the "yes" column are parks in Alabama, California, Illinois, Michigan, New Jersey, Ohio, Oklahoma, and Oregon. In the "no" column is one in Massachusetts.

If so, what has been the response on their part?

Alabama, eight; California, just fair to good; Illinois, poor; Michigan, very small; New Jersey, fair; Ohio, fair; Oklahoma, very appreciative; Oregon, no response.

If so, how has it affected your business?

Alabama, very little; California, has resulted in small increase in revenue; Illinois, none; Michigan, not noticeable; New Jersey, can not tell yet; Ohio, none; Oklahoma, not enough men at present to make showing.

What are the special attractions offered servicemen?

Alabama, soldier and date for one admission; California, two for price of one on rides, half rate to men in groups; Illinois, none; Michigan, half rate; New Jersey, half rate; Ohio, free admission to dance hall; Oregon, special reduced scrip, free gate.

Are you doing anything of a complimentary nature for servicemen?

California, 20,000 tickets issued for Funhouse, other plans on special occasions; Illinois, free gate; Massachusetts, sending passes to commandants; Michigan, men in uniform may attend dances

THE ROULANDS, roller skaters, appeared on the July 4 holiday program at the Towers Theater, Camden, N. J.

FRANK HANLY is bringing in a roller-skate derby for the first time to Convention Hall in Camden, N. J. Derby will open early in September and continue for 21 days.

A ROLLER rink is included in the layout of new Stewart Beach, near Galveston, Tex., planned after Jones Beach, L. I., and dedicated on July 19. Donald Boye is manager of the new park attractions.

EDDIE O'HARA, representative of the International Roller Speedway Association, has taken charge of the competition in the 2,000-mile roller skating race started earlier this month at Convention Hall, Wildwood, N. J., under sponsorship of S. B. Ramagosa, resort amusement operator.

BILLY BAKER, professional roller skater, arrived in Philadelphia last week to fill some entertainment engagements. In the same city, James T. Johnson is featuring his roller-skate dancing at the 69th Street Rathskeller, and the Four Kicks presented their roller thrills at Willow Grove Amusement Park on July 13.

TORONTO'S newest amusement plant, Palace Pier, overlooking Lake Ontario, opened June 23 with H. C. Roberts' Strathcona Roller-drome in operation. Pier was completed several years ago at cost of over \$1,000,000. Carnival was held on opening night, with Bob Hope appearing as guest artist in the interest of the British War Victims Fund, sponsored by The Toronto Evening Telegram. Fall plans are to use the rink as a ball-room, featuring name bands.

free; Oregon, free gate.

Are you publicizing your servicemen's activities?

In the "yes" column, Alabama, California, Illinois, and New Jersey. One California spot in "no" column.

If so, how?

Alabama, newspaper stories; California, advertising; Illinois, newspapers; Michigan, posters in park; New Jersey, radio and other advertising methods.

Are there any large numbers of servicemen camped near your operation?

Alabama, about 50 miles away; California, one large camp; California, two camps; Illinois, army-navy air service; Massachusetts, yes; Michigan, no; New Jersey, 60 miles away; Ohio, no; Oklahoma, no, expected soon; Oregon, not within 100 miles.

Are you working with army or navy recreational officials to obtain their cooperation? Give details of any other plans.

Alabama, have written army and recreational officers; California, yes, developments work out as we go along; Illinois, yes, bus service, cards in all U. S. service locations; Massachusetts, yes, have planned Army Camp Day and Night for next month; Michigan, we are 100 per cent USO and join in every movement, have invited local organizations to hold dances in our dance hall and give 100 per cent of gross to funds for the benefit of our men; New Jersey, no, watching results for awhile first; Ohio, no; Oklahoma, yes, fully; Oregon, yes.

### Working for Future

President Staton wrote of Springlake Park activities, in part: "We are active in our local chamber of commerce, having served on numerous committees. First, we organized a corporation called the Industries Foundation and the members of our chamber of commerce paid in \$300,000 cash and had numbers of competent representatives in Washington. By Revolving this fund we pur-

chased in advance at a fair value adequate land for the Will Rogers Bombing Field, a gigantic project, embracing almost 1,000 acres of level land. Then we purchased 1,480 acres more upon which is being built an air depot, located within just a few miles of an air line between March Field and Berkly Field, to be one of the largest air depots in the nation. We have also established a CCC repair station, which caused a grant of another large area of real estate and a further grant of real estate for a tent town camp. I am pleased to state that I have been very active throughout all of this program. Bear in mind, however, that work on this project is just beginning here.

"Now, with reference to the park's gesture of kindness, we have made it known to the officers of the various ranks both in the Army and Aviation departments that we are in a position and more than willing to co-operate in every way. We have also been a contributor to a \$40,000 fund from which we are building a special uptown recreation center for the boys. We also have numerous committees appointed for the purpose of seeing that these men are well entertained.

"This week-end we are entertaining a number of the soldiers at a big dance and banquet, and a group of the officers at a more formal affair. This is the first real worth-while program that we have had the opportunity of giving and it is largely an official program of the city council and the officers of our various committees, which I am a member, and the boys will be entertained in our new city auditorium and the officers will be entertained at our swanky country club. After this program has passed and we settle down to the regular order of business, Springlake will be well known in all activities and will join with the leading hotels in carrying thru a merit program wherein commanding officers will put up as prizes week-ends at a hotel for a number of men, provided they qualify, and distributing of tickets at Springlake Amusement Park. In other words, our program is to have the whole setting of Oklahoma City such that it will give a homelike atmosphere to all the ranks, and we will not lose any time or effort in having the foundation well laid and equipment ready when these people arrive."

## GROSS GAINS HEAVY

(Continued from page 48)

eastern Massachusetts, 56 per cent increase; Michigan, 33 1/3 per cent increase; Missouri, 88 per cent increase; Eastern New York, 25.2 less; Northern Ohio, 33 per cent increase; Southern Ohio, 43 per cent increase; Oklahoma, 3 per cent increase; Oregon, 20 per cent increase; Western Pennsylvania, 33 per cent increase; Western Pennsylvania, 27 per cent increase; Rocky Mts., 20 per cent increase; Southeastern Tennessee, 18 per cent increase; Southwestern Tennessee, 65 per cent increase.

How was the weather for the first week in July compared with the same period in 1940?

Alabama, rain both years; California, same; Illinois, same; Northeastern Massachusetts, ideal; rain in '40; Southeastern Massachusetts, rain both years; Michigan, same; Missouri, same; Eastern New York, much worse; Midwestern New York, better; Northern Ohio, same; Southern Ohio, more rain and cool weather; Oklahoma, same; Oregon, comparable; Western Pennsylvania, better; Rocky Mts., same; Southeastern Tennessee, worse; Southwestern Tennessee, better.

How did your per capita expenditure for this week compare with the same week in 1940?

Alabama, better; California, better; Illinois, 22 per cent increase; Northeastern Massachusetts, 10 per cent increase; Southeastern Massachusetts, 44 per cent increase; Michigan, 23 per cent increase; Missouri, 10 per cent increase; Eastern New York, 6.1 per cent less; Midwestern New York, same; Northern Ohio, 10 per cent increase; Southern Ohio, 9 per cent increase; Oklahoma, better; Oregon, 25 per cent increase; Tennessee, same.

### Northeastern Mass. Invaded

Did you have any special promotions for the week in question which were of extra benefit?

Alabama, radio advertising for night business; Illinois, U. S. uniform free gate, fireworks as in 1940; Michigan, fireworks; Northern Ohio, fireworks and parachute drop; Oregon, fireworks, tent show; Western Tennessee, fireworks and picnics.

Northeastern Massachusetts, from July 3 to 6 largest crowd on record. Spending

exceptionally good. Many concessions sold out. Rides did capacity business. Vacationists forced to sleep on beach and in cars. Hotels, rooming houses, camps filled for miles around. Roads blocked with traffic all along New England Coast. Rides operated the night before the Fourth until 6 a.m.

## BUFFALO AREA UP

(Continued from page 48)

at 85 cents and 81 respectively, and gross was estimated at \$3,200. Next name will be Jimmy Dorsey in late July.

Special promotion tie-ups with The Buffalo Evening News, which prints coupons for reduced rates at park two days a week, is going over bigger than ever. Community Days are unusually well attended and picnics are reaching a record number. Canadana, which features floorshow talent booked by Wally Gluck over week-ends presented an extra show July 4. Acts included Hal Bronson, Claire Willes, Al and Billie Richard, and Morgan Sisters.

Celoron Park, on Lake Chautauqua, near Jamestown, N. Y., also had record takes, and attendance of 22,000 on July 4 was largest in over ten years. Manager J. G. Campbell estimated business 50 to 100 per cent above 1940 figures at every stand and ride. Pier Marine Room did bang-up biz over the week-end. Attendance was 1,500 for a one-nighter by Vaughn Monroe on July 4. Ducats were \$2 advance and \$2.50 at the gate. Weekly changing talent for the room is booked by Ray S. Kneeland and included the following for the week-end: Hericks and Lorena, Jimmy Yanka, and Mack and Fay. Lyle Carlyle's MCA band is the regular house ork. Al Donahue's band is slated for July 19, with Frankie Masters, Alvino Rey, and Glenn Miller to follow.

Olcott Beach (N. Y.) Park reported the most terrific July 4 in 27 years, with attendance about 50,000 and spending above all hopes. Rides and concessions in Riato amusement annex doubled takes of last year.

Big day was had by bingo operators, who recently received favorable court decision after much persecution. Stands of Hubert Flynn and William Schuster did capacity. Flynn also owns a Sportland and Penny Arcade, Phil Merritt owns seven rides, Merry-Go-Round, Miniature Automobiles, Ferris Wheel, big and little Aeroplane Swings, Custer Cars, and Aero-Thriller. Bob Murray has opened 12 game concessions. They are doing okay, as are his pony track and beer garden. Lawrence Schuerstein owns Olcott Gardens, restaurant and night spot. Walter Holtz has 30 game concessions. Chief Rain-in-the-Face has archery; Norman Pollack, waffles; Bye Company and William Ketchum, picnics; Ernie Peoples, hot dogs; Gabriel Riccio, roller rink, bowling alley, frozen custard, and ballroom; Harry Moody, barbershop; Captain Hedley, motor and rowboats, bathhouses, and refreshments; Teal's Boat Livery, fish store and restaurant; Madame Rhoda, palmistry; Jack Bockman, restaurant and taproom; Castle Ice Cream Company; Homer Bacon, luncheon; Harold Franklin, hotel; William Henderson, Harbor View Inn; Red Wahl, beer garden, and Mrs. A. Babcock, hotel and restaurant.



RICHARDSON BALLBEARING SKATE CO.

Established 1884.  
2312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

### PORTABLE RINK

50x140, 2000 sq. ft. 150 pairs Chicago Skates, Webster P.A. 4 Speakers, NO TENT, 5x10 sections, 1 1/2 inch mesh, Cost \$7990, Red 42000 gal. H. DR. H. N. ALFORD, 2100 Fairview Circle, N. E., Atlanta, Ga.

### FOR SALE

500 pairs Chicago Skates, in fine condition. Also one Hammond Electric Organ with two Hammond Speakers. Just like new. Cost \$2300.00 now will sell at a much reduced price. All this equipment is new, but the best.

G. J. UTHOFF, Forest Park, Georgia, Ohio

## There Is Big Money in a ROLLER RINK

properly managed and equipped with the Best Rink Skates. Ask Us

Write us for Booklet No. 6 on Successful Rink Management.

These skates are made by our Skates make them stronger and better than ever.

CHICAGO ROLLER SKATE CO.

4427 W. Lake St. CHICAGO, ILL.



No. 778

# Dallas Injects Glamor In Livestock Exhibits

DALLAS, Sept. 1.—State Fair of Texas is using several gimmicks designed to make livestock shows a better draw for exhibitors and the general public. Fair will give away a \$1,000 Hereford bull in an essay contest for commercial cattlemen, as part of the Pan-American National Hereford Show. Fair also will cooperate with Sanger Bros. Department Store in giving away a Hereford calf on one of store's

television programs. Feature for dairy cattle exhibitors which will return to the fair this year after an auspicious debut last year is the McCormick Parlor Milker, expensive installation where exhibitors can have prize milked. Milk is sold thru the co-operation of the Dallas Health Department and Cabell's Dairy. Dairy exec Ben Cabell also is chairman of fair's livestock committee. Last year several exhibitors made enough out of milk sold to pay for stall space and entrance fees in fair livestock shows.

**Champs Parade**  
Attraction expected to pull heavily in fair's new \$125,000 livestock judging pavilion is the Parade of Champions, which will climax the Hereford show. Charles B. Mosker, Jr., manager of State Fair Auditorium and impresario of fair's summer musicals, will produce the spectacle, where \$25,000 in premium money for Hereford show plus six trophies will be awarded to Hereford champions. Names band will be booked and some top talent will be employed. Parade around the arena will include pretty gals carrying State flags, and State songs will be played by band. Powers models from Dallas Powers agency are expected to participate. Area seats 3,000.

Sanger Bros. Department Store will promote "Hereford Red" as color for sports wear, women's shoes, handbags, etc., during and before fair. Store also will use Hereford motif in gift wraps, with small plastic Hereford as part of wrap.

**Hereford Promotion**  
Hereford blow-ups will be used in window displays of practically all big downtown stores during the fair. About 35 stores will participate.

Plans for Hereford promotion were laid out in a visit to Dallas Friday and Saturday (24-25) of Don McCarthy, public relations director of American Hereford Association, who met with Chris Kelley, public relations director for Sanger's, and fair livestock and publicity heads.

On the final week-end of the fair, crowd-drawing hoopla for livestock area will center on cutting horse contests, with a world championship matched cutting horse contest scheduled for October 21, the final day.

# Attendance Up 20,000 at PNE After 7 Days

**First Day Scores New High; Circus Plays to Sellouts**

VANCOUVER, B. C. Sept. 1.—Pacific National Exhibition attendance was running 20,000 ahead of last year's figure thru the first seven operating days of the 11-day run, August 22-September 2. Turnstile count thru Wednesday (28) was 379,350, compared to 352,223 for the 1950 period. Wednesday (22) brought 45,321 thru the gates, for the biggest opening day in the annual's history. Saturday (25) gave a total of \$6,662 paid admissions.

Polack Bros. Circus, playing the full 11-day run for the first time this year, has been winning sellouts at all performances, and had an advance sale surpassing all previous years.

Royal Canadian Shows and Ringer Shows, combined for the PNE days, reported play on shows, rides and concessions exceeds 1950 by 15 per cent.

**Park-Mutuels Score**  
Fair-mutuel machines on the half-mile track are racking up a high score, and interest in PNE exhibits is strong, with the hobby show far ahead of other years in its draw.

First rain in Vancouver in 90 days dented the fairgrounds Monday (27), and knocked attendance for that day about 16,000 below the total for the corresponding day a year ago. The date was set as Children's Day, and because of the rain, PNE directors reset the biggest time for Thursday (30). Polack Bros. was to give an extra matinee at noon that day as well as three performances Saturday (1) and Monday (3).

# Somerset, Pa., Sets One-Day Fair

SOMERSET, Pa., Sept. 1.—Somerset County Fair pulled the biggest one-day crowd on record here Wednesday (15), when 13,842 persons came thru the annual's front gate. Attendance at the Jole Chitwood thrill show performance that night also broke all records and a record show was held the following evening.

**"SENSATIONAL"**  
Crisp-roast snapping pop shillies

**DORIS and VERA Orton**  
in  
**A FLIRTATION IN THE SKY**

Mr. Talent agency—Now more than ever!

THE ACT WITH THE MOST APPEAL

Recommended by AL MARTIN Agency

Hotel Bradford, Boston, Mass.  
General Representatives: LEWIS & LEXLIE CRAIG, Ltd., Regent House, London, W1.

*Singing Swain the Olden Way*

**CARNIVAL WANTED**  
October 28th-13th for  
**ORANGEBURG COUNTY COLORED FAIR**

Contact  
**W. C. LEWIS, Secy.**  
**ORANGEBURG COUNTY FAIR**  
Orangeburg, S. C.

# Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended August 22.

The complete list of Fair Dates was published in the issue dated July 26. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 1212 Park Avenue Street, Cincinnati 23, O. See each issue of The Billboard for corrections and additions.

**GEORGIA**  
Savannah—Worth Co. Fair Assn. Oct. 23-27.  
Cecil E. Johnson.

**OREGON**  
Salem—Oregon State Fair, Sept. 1-8 (Continued), Leo G. Hattstatt.

**SOUTH CAROLINA**  
Charleston—Chester Co. Colored Fair, Oct. 29-Nov. 3. M. M. Hilton.

**TEXAS**  
Cotton—Central Texas Fair, Sept. 23-26.  
Kevin P. Ottimes.

# Trenton Cards WOM, Horan, Kochman Orgs

TRENTON, N. J. Sept. 1.—Jack Kochman and Irish Horan auto thrill shows have been set for appearances before the grandstand during the New Jersey State Fair, September 23-30, with World of Mirth Shows again due to hold down the midway.

Kochman unit will give one show on each of the first two days. The Horan unit will appear Saturday afternoon (29). Big car racing will be featured closing day.

Two Children's Days will be staged this year. The first will be held Monday (24) for school kids of Mercer County, with the second conducted for those outside of the county. The George A. Hamid Grandstand Follies of 1951 will be offered nightly, and the Wilson six-horse Clydesdale hitch will perform before the grandstand. Aerial and vaudeville acts will be presented, and fireworks displays will be featured on Monday afternoon and Tuesday night (25).

# 5 Acts Booked For Timonium

TIMONIUM, Md., Sept. 1.—Five acts are included in the grandstand bill booked thru Frank Melville's New York office for the Maryland State Fair, which started its 11-day run here Wednesday (29).

Talent line-up is Stacy Hall's dogs; Four Grand Quartet, singers; Grigs and Gravy, clown and donkey act; Three Wills, aerialists; and George Moore, novelty juggler. William Koteling was at the Hammond organ.

# Indiana Off

Continued from page 54

air grandstand Friday night and is set for another performance to-night and Sunday afternoon. Running race, revived after an absence of 10 years, pulled 3,500 on Friday afternoon and the harness race program got under way today with a capacity crowd that is expected to be duplicated for the five additional programs next week.

The Barnes-Carruthers revue will open Sunday night for six shows in front of the grandstand, and the horse show will take over the Coliseum tomorrow night for six night shows. Jimmy Dorsey and his orchestra will provide the music for the latter event.

This week's record heat, which kept patrons out of the exhibits halls and away from livestock barns, worked in favor of Cotlin & Wilson Shows, whose midway takes the first two days were at least 25 per cent ahead of last year.

The fair's new \$350,000 Conservation Building, dedicated on Thursday, was creating much interest, and large crowds poured thru the Indiana limestone structure daily.

Also a record this year is the premium money offered, totaling \$382,377, including \$177,600 in harness race prizes and \$50,000 for the horse show.

Among early visitors here was Willard Masterson, who will take over as manager of Wisconsin State Fair on January 1.

# Minnesota Winning Despite Bad Break From Weather Man

**Gate Shows Slight Lead Over Record 1950 Count First 6 Days**

ST. PAUL, Sept. 1.—Minnesota's State Fair, its management never headed up by Doug Baldwin, this week demonstrated its sturdy pulling power. Tho beset by off weather and threats of storms, the expo, thru Thursday (30), sixth day of its 10-day operation, clutched a slight lead to that point over its record-breaking 1950 run, when it wound up with a total gate of 965,262.

Going into Friday (31), the gate count stood at 504,373, up 3,024 over the same point last year. Most of that increase was piled up on Sunday (26), when turnstiles clicked off 146,700 admissions, an all-time Sunday high that eclipsed the previous peak by almost 2,000. Previous high Sunday was 144,894, chalked up in 1948.

Sunday (26) was the only day of the first six to get perfect weather. Rain walled out opening day (Saturday 25) auto races, then halted only to break loose again about 9 p.m. First four week-days this week were marred either by rain or storm threats. As Minnesota recently suffered some severe storms, many of the natives cut short their stay at the fair and other postponed attendance.

Sunday (26) was a whopper. Not only did the gate hit a record high, but parking, too, hit an all-time record with a total of 25,600 cars parked inside the grounds, a jump of 2,600 over the previous high. Thousands of automobiles, moreover, were turned away.

Grandstand business that day—AAA auto races in the afternoon and the Barnes-Carruthers revue at night—was to capacity. Grandstand patronage thru the first six days held about on a par with '50, according to Ray Speak, fair publicity chief, despite the fact that the stand was faced with stronger competition than in recent years.

# Heat Wilts Iowa

Continued from page 34

Fair cracked the wire service strands twice in its early days, Tuesday when the State's Democratic publicity chief charged that "nudity was running riot on the grounds" and Thursday when ex-President Herbert Hoover delivered his annual birthday speech from in front of the grandstand.

The charges, customarily good grounds liked patronage at the midway girl shows, particularly at the one featuring Evelyn West, the gal with the "350,000 bosom." Hoover's appearance, plus a performance by Jole Chitwood's thrill show, attracted a 17,500 grandstand throng.

The programming of grandstand attractions was shifted for the 10-day run, with stock car races opening Saturday, big cars Sunday, Aut Swenson's Thrillade Tuesday, and harness horse races Wednesday and Thursday. Sulky races were returned after a lapse of a year and drew well, with grandstand crowds averaging 16,000 for each day. Motor speed events, staged by National Speedways (Al Sweeney, and Gaylord White) drew a customary good crowd. Aut Swenson's Thrillade came to a fair grandstand.

A Barnes-Carruthers revue scored heavily at night thru Thursday. Acts showing with the revue include Johnny Mack, Bobo Barnett, Nita and Peggy, the Wilkings, Ashton Duo, Ben Ramey, Martells and Mignon, Gauthiers and her dogs, Mustafa, the Malinas, Adriane and Charley; Low, Hite and Stanley; Winnie Colleano; Willis, West and McGinty; Terina and Eric; Aron and Broderick, and the Ortons.

Fireworks are by Thearle-Duffield Fireworks Company, replicated by Frank Duffield and Art Bries.

The new 6,200 capacity Coliseum, which offers a horse show six nights and two matinees, comprises that competition. The horse show has been playing to either turnaway or good crowds. Of the first seven performances, five were sellouts, the other three-quarter houses.

**RAS About Even**  
On the midway, tho the Royal American Shows reported rise and show grosses for the first six days almost even with 1950. Concessionaires generally reported good business, but many ops said they noted lower per capita spending.

From an exhibit standpoint the fair is stronger than any previous edition. Harry Frost, concession superintendent, reported a sell-out of commercial exhibit space and also an all-time high in the sale of space to concessionaires.

Entries in virtually all departments are up sharply from last year. Women's department has 1,600 exhibitors as against 1,040 last year. Increases in other departments ranged up to 40 per cent.

Night grandstand bill consists of the Barnes-Carruthers revue with the same acts that played Wisconsin State Fair, plus the Edmundo Zaechini cannon act and the Zaechini flying act. Fireworks by Thearle-Duffield Fireworks, Chicago.

Captain Hever and his horse are an added feature of the horse show.

Track attractions in the afternoon consist entirely of auto racing, motorcycle racing and thrill shows. Sam Nunn staged the Sunday and Monday (27) auto race and Frank Winkley the thrill show Wednesday and stock car races Thursday and Friday. Motorcycle races are scheduled for this afternoon and big car races tomorrow and Labor Day, with these three programs also to be presented by Winkley.

# Sedalia Scores

Continued from page 34

the first time here and their line-up carries more earning power than the organization that played the fair in '50. The Raynell show, headed by Sally Rand, was the top-money getter, playing to 24,222 paid customers.

Fair was the first under the management of 25-year-old Bill Preston.

**BUDGETS ARE IMPORTANT—**  
But... Value Comes First!

You can be sure of Quality when you buy a

**Barnes-Carruthers Show**

**BARNES-CARRUTHERS**  
Theatrical Intertitles, Inc.  
155 N. Dearborn St. Chicago 10, Ill.

**Bookers of BIG ACTS, Attention**  
See "THE MAN FROM MARS"

Circle of Death Act on Art Baker's "You Asked for It" Show Sept. 10th, at 7:30 PM. See weekly show of Shows, Sun. 10th. In 3rd week at Chicago, Ill. See weekly show of ACT OUT OF THIS WORLD, beautiful, hilarious, with like it. Now booked for Future Shows. Write address.

**"SPEEDY" BARBS**  
The Billboard Cincinnati 23, Ohio

**MECKLENBURG COUNTY FAIR**  
CHARLOTTEVILLE, VA., SEPT. 10-15

CAN PLACE CHEVELLY WORKERS, GADGET WORKERS AND DEMONSTRATORS AND HATING CONCESSIONS IN OUR EXHIBIT BLDG. ALSO HAVE A LITTLE CIRCUS SPECTACULAR WITH THE CHAMPIONSHIP MILWAUKEE WRESTLING RING TO MR. HOWARD ROSSIN, Secretary, Mecklenburg County Fair Assn., P. O. Box 2352, Charlottesville, Va.

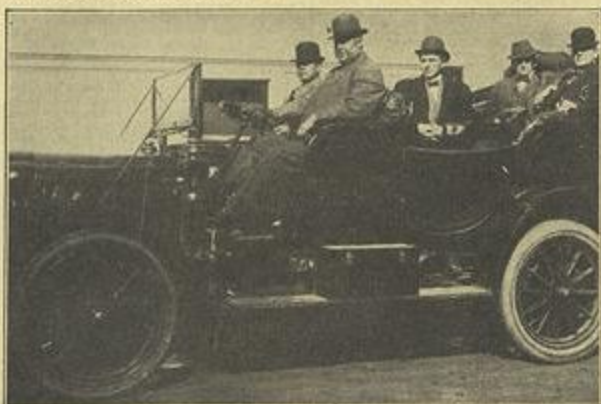
Last year's attendance over 20,000 people.







# Show Family Album



SEATED in this White steamer, the first automobile owned by the late Al C. Barnes of circus note, are a group of Barnes' show promoters. Photo was snapped in San Francisco, season of 1909. At the left is Elmer G. Cohan, who had the ticket wagon. He remained with the Barnes show until 1912. Since then he has been connected with J. George Loos's Greater United Shows. Others in left to right order, all of whom are deceased, are Harley Tyler, show manager; Al Barnes; W. K. Peck, railroad contracting agent, and Harold Bushe, special agent.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

## HELP WANTED

CAN USE ON LOCATION TENOR SAX TRANSPOSING Alto; Girl Singer; other musicians. H. WILLIAMS, General Delivery, Alexandria Bay, N. Y.

CHORUS GIRLS AND PRODUCING BURLESQUE Comedian—Write for chorus preferred. Steady salary low but guaranteed. Send particulars, photos. IRMA LEE, Reid Hotel, Kansas City, Mo.

GIRL MUSICIANS WANTED FOR BAND—Union. Steady work. State all particulars and send latest photo. MUSICIAN, Box 212, 817 St. Paul St., Baltimore, Md.

ORGANIST (HAMMOND ELECTRIC)—HODGES BROS. ROLLER RINK, St. Louis, Mo.

PIANIST—DUCHIN STYLE, READ, TRANSPOSE, singer preferred. Strong Bass with feature voice; Drummer doubling Vibes; Trumpet, Accordion. BOX C-150, Billboard, Cincinnati.

PROGRAM AD SOLICITOR WITH CAR—BOOK established attraction working National Club Organization and sell merchant ads with sponsor. A-1 year round proposition, 50-50 after printing. RAY LENHART, General Delivery, Fenton, Mich.

TRUMPET, FIRST AND SECOND. ALSO LEAD Alto and Clarinet doubling Tenor, for semi-name band. Only reliable, experienced men need apply. Steady location with good salary. Other instruments write for future opening. CONNIE WENDLEB, P. O. Box 459, Odessa, Tex.

TWO CIRCUUS SOBER CORNET PLAYERS; also one Trombone for Ohio and Virginia fairs. Pay care. LANKFORD'S AMERICAN CONCERT BAND, Danville, N. Y.

WANT ELECTRIC TATTOOER—PLENTY WORK, good around location. L. W. PORTER, car, Allin's Arcade and Gallery, 1508 Pacific, Tacoma, Wash.

W A N T E D—EXPERIENCED OPERATOR—Mechanic for Merry-Go-Round in park. Sober, reliable. M. KINSEL, General Delivery, Lancaster, Pa.

WANTED FOR PENNY ARCADE—RELIABLE, sober, single Mechanic to travel. Good salary. F. D. JOHNS, Lake Park, Cochocton, O.

WANTED—SPORTS PROMOTER FOR ICE skating, hockey, carnivals, roller skating, dancing, etc., on percentage basis. Must have good references and take entire charge or will lease to responsible party. HENRY BOLDUC, Fitchburg Sports Arena, Fitchburg, Mass.

## WANTED TO BUY

GOOD SKATING RINK COMPLETE, ALSO Tent, 40x80. Quote prices separately. LINAM AMUSEMENT & SALES CO., Mt. Pleasant, Tenn.

## AT LIBERTY BANDS AND ORCHESTRAS

FIVE PIECE DIXIELAND BAND—AVAILABLE after July 25. Trumpet, Tenor doubling Clarinet, Bass Fiddle, Piano and Drums. Have records and pictures if desired. Uniforms. Will go anywhere. Write or wire JACK MATHIS, Box 155, Oayka, Miss.

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. au2

Arnold Jackson Orch—Available for night clubs, hotels, taverns, resorts, ballrooms, theater units. Form 8 to 12 pieces. Union. Will take anything. All colored talent. 4819 S. Dearborn, Chicago, Ill.

Modern Five-Piece Band at Liberty. Can open at once. Have public address system and all modern. Write, write Orchestra, General Delivery, Food de Lac, Wis.

Trio—Two Attractive Girls, young Man, Instrumental, Vocal. Pack best hotels, dinner, continental, resort, dance music. Leonard, Age, 4, 185 E. 141st St., New York City.

## AT LIBERTY DRAMATIC ARTISTS

### PAUL BRADY AT LIBERTY

—Characters, Heavies, General Business, Straights, as cast. Competent, reliable; all essentials. 1710 Guilford Ave., Baltimore, Md. At Liberty—Character Woman and Pianist; also Harmonica and vocalists. J. T. 824 N. Harrison Ave., Indianapolis, Ind.

## AT LIBERTY MAGICIANS

Parlor Mental Act—Suitable for nice clubs, tent shows or roadster. Salary and all privs read. Wilson the Great, Herrick, Ill., this week.

## AT LIBERTY MISCELLANEOUS

Clubs, Fire Companies, Veterans—Sponsor "Boom Room," world's greatest little show. Local cost 40, one rehearsal, great exhibition features. A positive money maker. Small guarantee, 50% per centage, October new booking. Write, no obligation. H. L. Weber, 1560 Broadway, New York.

## AT LIBERTY MUSICIANS

BAND DIRECTOR—EXperienced, competent. Municipal, civic, industrial. Library, G. H. LOCKWOOD, 1005 West St., Utica, N. Y. au2

DRUMMER—CIRCUS OR BAND. ROLLIE HYDE, Gooding Greater Shows, Columbus, O. au2

DRUMMER—YOUNG, single. Go anywhere. STUART THAVIS, Burt, Ia. au2

ALTO, TENOR, BARITONE—READ, RIDE, fake, wants fall-winter dance work Southern hotel. Fifteen years top outfits. Fourth chair cahn. No panics, tell all. DOUG CAMERON, Tockfield, Mass.

AT LIBERTY—TENOR SAX AND CLARINET Man. Union; wants steady location in Pennsylvania or Ohio. Read, fake. Have car. Write, wire MUSICIAN, 1441 E. McMillan, Walnut Hills, Cincinnati, O.

AVAILABLE NOW—GUITARIST, VOCALIST for strolling, cocktail lounge unit, single, hotel work. Feature voice. Wide experience semi classical, popular songs. ART WARD, Route 3, Box 305, Roanoke, Va.

BAND LEADER—INDUSTRIAL, MUNICIPAL, or school bands. Trumpet. Will accept other employment. WILLIAM BROOKS, 831 Union St., Hudson, N. Y.

BAND-MASTER, CORNETIST—PROFESSIONAL, experienced, capable. Municipal, radio, lodge, industrial bands. Do you want an outstanding band? Write W. K. SCHOFIELD, Webster, S. D.

DRUMMER—SOBER, RELIABLE, NEW DRUM outfit. Location preferred. LAURENCE FAUBEL, Wisner, Neb. au2

DRUMMER—AGE 20, DANCE EXPERIENCE. Single, sober, congenial, non-union but will join. Travel, locate. Read and fake. "scat" singing. Prefer solid 4/4. Will kick out or no notice. Parties, lay off. HARLAND MISLUND, 803 W. 30 St., Ashland, Wis.

FINE SCHOOLED DRUMMER—PEARL DRUMS and Toms. Play fast Vibraphone and Xylophone. Latest modern equipment. All offers considered. Photos on request. Have car. Fine floor show drummer. Always strictly union. BOX C-165, Billboard, Cincinnati, O.

FLUTIST—THEATRE EXPERIENCED. ALL offers welcome, including non-musical. Write BOX C-178, Billboard, Cincinnati, O.

GIRL DRUMMER—UNION LOCATION PREFERRED. Available. RITA SENARD, 101 Cherry St., Punxsutawney, Pa. au2

WANT TO BUY 1500 WATT, 110 A.C. LIGHT Plant. Must be in A-1 condition. ARTHUR WHITLER, Greenville, Ky.

WANTED—USED TENT, ABOUT 20x60 WITH side wall. Must be cheap for cash. FRANK ADAMS, Wellington Hotel, Albany, N. Y. au2

WANTED TO BUY—PAIR SOUNDHEADS FOR Powers or Simplex. HUDSON THEATRE, Rochester, N. Y. au2

## At Liberty Advertisements

Be a Word (First Line Large Light Capitals)  
Be a Word (First Line Small Light Capitals)  
Be a Word (Entire Ad Small Light Type)  
Figure Total of Words at One Rate Only

MINIMUM 25¢ CASH WITH COPY

## NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25¢ is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25¢ for the forwarding of replies.

## AT LIBERTY ACROBATS

At Liberty—Top Master for band to band ground troupe. Also, acrobatics, dog work, and Flying Act and Tether Balls Act. Can do Double, Triple, Backs. Have been with "Booker's" return act. I would like to join some act or troupe. July 31 close. Billy Stan Barlett, 25 Second St., Norwich, Conn. au2

## AT LIBERTY AGENTS AND MANAGERS

Super A-No-Due fast styling, clean cut, neat appearing Advertising Salesman and Promoter, specializing in the sale of advertising banners, progress signs, booth tickets, concession space (both wholesale and retail), and radio time. Bring a seasonal show salesman. I can produce results by phone or personal contact. If you are contemplating any kind of street show, circus, carnival, amuseusement, horse-racing, motor-racing, etc., look get in touch with me. I am a specialist in raising funds for county fairs, elections, home societies, street fairs, roadshows, thrill shows, church, labor or political parties and other events. I work on either straight commission or flat rate. Address all mail to Inquiries to McOWEN, Advertising and Advertising Service, 6112 Greenwood Ave., Chicago, Ill. Phone DuScherer 5871.

## PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR LITERATURE ON THE NEW MARFOL Precision Enlarger-Reducer. Takes copy from 1 1/2x2 to 3x4. Enlarges up to 10x12 portrait size or reduces to 1/4 inch! Nothing like it on the market. Send for free catalog. MARKS & FULLER, INC., Dept. B31, Rochester, N. Y. au26x

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. au26x

PHOTO MACHINE CAMERAS—1 1/2x5 1/2 (POST card size) or smaller, now only \$10.00; Double Camera, \$15.00; Enlargers, \$10.00 and \$15.00. OLSON SALES CO., 315 9th, Des Moines, Ia.

ROLLS DEVELOPED—TWO PRINTS EACH and two free Enlargement Coupons. 5c. Reprints, 2c each; 100 or more, 1c. SUMMERS STUDIO, Unionville, Mo. au26x

4 FOR 10 SUPPLIES FOR LESS—NEW Combination Machine making 1 1/2x2 and 3x5 busts and full length. We carry all sizes Eastman Direct Positive Paper, 1 1/2x2 1/2, \$4.75 per roll. Glass Frames, Folders, Backgrounds. Free catalog. HANLEY'S PHOTO COMPANY, 205 E. 12th St., Kansas City, Mo. au2x

## MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—CROMWELL CELESTE AND SOLO-vox. Both with excellent fibre cases. Like new. Cash only. Write TINY HILL, Berwyn, Ill. au26

THE ORIGINAL AUTOMATIC BUCKET, \$15.00—Two units, \$25.00. F. O. B. Shipping weight, 20 lbs. THEODORE HENDRICKSON, 171 Forbes Ave., St. Paul, Minn.

## COSTUMES, UNIFORMS, WARDROBES

A-1 EVENING COWNS, WRAPS, \$2.00; SHOES, 70c up. Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. CONLEY, 310 W. 47th, New York.

BEAUTIFUL BLUE SATIN CURTAIN, 8x52. \$39.00; Green, 11x32, \$15.00; Chorus Wardrobe, Minirets, Orchestra Coats, Cellophone Halls. WALLACE, 2416 N. Halsted, Chicago.

## SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. au2

SCENERY, CYCLOGRAMS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O. au2

## MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. au26x

ATTRACTIVE 216-PAGE ILLUSTRATED Professional Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc. 25c. KANTER, B-1311 Walnut, Philadelphia, Pa. au2

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. au26x

## ANIMALS, BIRDS, REPTILES

ALLIGATORS, SNAKE DENIS, \$5.00 to \$20.00; 12 Moccasins, \$6.00; Racing Turtles, Chameleons, Wildcats, Raccoons, Fox, Opossums, Squirrels, Rattlesnake Oil. Catalogue, RDOS ALLEN, Ocala, Fla.

ANIMALS, BIRDS, SNAKES FOR SHOWS—Fresh lot Chinese Dragons, Black Iguanas, Gila, mixed den of Snakes. SNAKE KING, Brownsville, Tex. au23

ANIMALS, BIRDS, REPTILES—WRITE FOR large free all new 1941 Spring Catalog, now ready. MEEMS BROS. & WARD, Oceanside, N. Y.

LIVE ARMADILLOS, \$2.50; PAIR, \$4.50 Guaranteed feeders. Mother and Babies, \$9.50. Armadillo Baskets, Lamp, Novelties. APELT ARMADILLO FARM, Comfert, Tex. au2

PARRAKEETS AND LOVE BIRDS FOR CONNOISSEURS. Any amount. Immediate shipment, assorted colors. Also Finches and Canaries. SNAKE KING, Brownsville, Tex. au2

UP-SIDE-DOWN SLOTHS, \$30.00 EACH; Guaranteed feeders. Mother and Babies, \$9.50. Armadillo Baskets, Lamp, Novelties. APELT ARMADILLO FARM, Comfert, Tex. au2







Hedgeville-Larus Co-Operative Fair Assn. Aug. 28-29. Beryl M. Morris.
Hopsville-Pennyray Agril. Fair. Oct. 3. J. L. Thurston.
Irvine-Billie Co. Fair. Oct. 17-18. C. C. Bhead.

Irrigation-Breckenridge Co. Fair. Sept. 18-20. Chas. W. Peim.
Lawrenceburg-Lawrenceburg Fair. Aug. 28-29. F. E. Martin.
Lebanon-Lebanon Colored Fair. Aug. 23-24. Ash. Aug. 28-30. W. M. Coleman.
Lebanon-American Legion Fair. Aug. 20-23. B. G. Spalding.

Linton-Ferris Co. Fair. Aug. 12-14. Mrs. J. R. Harris.
Lexington-Lexington Colored Fair. Aug. 23. John R. Childer.
Liberty-Cassy Co. Fair. Aug. 6-9. W. C. Ayuk.
London-Laurel Co. Fair. Sept. 1-4. Opal Long.
Louisville-Lawrence Co. Fair. Third week in Sept. Harper Preston.
Louisville-Kentucky State Fair. Sept. 6-13. Robert B. Jewell.
Madisonville-Hopkins Co. Fair. Sept. 24-27. Wm. R. Perry.

Marion-Crittenden Co. Fair. Sept. 3-6. O. M. Hobbins.
Maybode-Graves Co. Fair. Sept. 30-Oct. 2. C. M. Rhodes.
Metchum-Tri-State Fair. Middle of Sept. R. J. Douglas.
Morganstown-Butler Co. Fair. Sept. 26-27. Kathleen Hatcher.
Mount Sterling-Montgomery Co. Fair. Oct. 23-24. E. E. Curtis.
Munfordsville-Hart Co. Fair. Oct. 3-4. John Rowlett.
Mexie-Caloway Co. Fair. Latter part of Sept. Mrs. Perry Lassiter.
New Castle-Henry Co. Fair. First week in Sept. Louis Castle.

Owenton-Owen Co. Agril. Fair. Sept. 26-27. Floyd Gaden.
Owensville-Ball Co. Agril. Fair. Aug. Sept. 28. A. H. Davis.
Paduch-West Kentucky Fair. July 28-Aug. 1. Clay Kidd.
Paris-Clark Co. Fair. Aug. Sept. 15-23. Mrs. C. C. Gable.
Paris-Bourbon Co. Fair. Middle of Sept. B. J. Santen.
Paris-Booneville Fair. Sept. 25-27. B. L. Ishell.
Richmond-Madison Co. Agril. Fair. Sept. 18-19. O. L. Bane.
Russell-Kentucky-Russell Co. Fair. Aug. 6-9. W. W. Owens.

Russellville-Leggett Co. Fair. Sept. 4-7. Harvey T. Reed.
Sandy Hook-Elletts Co. Fair. Approx. Oct. 1. Orylle Hayes.
Shelby County-Agril. Assn. Aug. 6-9. E. C. Webster.
Shepherdsville-Bullitt Co. Farm Bureau Fair. Aug. 15-16. Lowetta Williams.
Springfield-Washington Co. Fair. Aug. Aug. 23. Joseph J. Cook.
Stamper-Ground-Stamping Ground Community Fair. Sept. 18-20. V. E. Lucas.

Taylorsville-Spencer Co. Agril-School Fair. Sept. 26-27. Hubert Hanna.
Vanceburg-Vanceburg Fair. Oct. 10-11. Omar B. Harrison.
Waynes-Osgatin Co. Fair. July 24-26. B. P. Davis.
Whitesburg-Leitcher Co. Fair. Oct. 24-31. Jerry Johnson.

Louisiana

Alexandria-Hardies Co. Fair. Oct. 3-4. W. Baker.
Arcadia-Benville Parish Fair Assn. Sept. 26-27. Sam Trammell.

Shreveport-Louisiana State Fair. Oct. 16-27. W. R. Hirsch.
Shreveport-Caddo Parish Fair. Oct. 12-17. Leo A. Cowley.
Sulphur-Calecasia-Cameron Fair. Oct. 27-Nov. 1. Mrs. A. H. Lafargue.

Terrebonne-Paradis Fair Assn. Oct. 9-10. P. O. Benjamin.
Verda-Grant Parish Fair. Oct. 8-11. Odella Purvis.
West Monroe-DeCade Parish Fair Assn. Oct. 7-12. John H. Birdsong.

Maine

Acton-Shapleigh & Acton Fair. Aug. 19-23. Fred E. Young.
Albion-Woodworth Valley Fair Assn. Sept. 23-24. Le. M. Pease.
Bangor-Bangor Fair Assn. July 28-Aug. 2. John W. Moran.
Blue Hill-Blue Hill Fair. Aug. 30-Sept. 2. E. K. Williams.

Cherryfield-Cherryfield Fair. Sept. 18-18. H. Small.
Corryville-Corryish Agril. Assn. Sept. 22-27. Leon M. Ayer.
Cumberland Center-Cumberland Farmers' Club. Sept. 20. Frederic C. Wilson.
Damariscotta-Lincoln Co. Fair. Aug. 26-28. Samuel Knowlton.
Dorset-Bonnamy-Ladique Valley Fair. Oct. 30. Frank A. Pierce.
Emden-Emden Agril. Assn. Sept. 13. Leila Case.

York-Morgan-Agril. Soc. Sept. 20. G. A. Sumner.
Gorham-Gorham Fair Assn. Aug. 4-9. F. E. Sumner.
Leeds-Leeds Agril. Assn. Oct. 2. Mrs. Beatrice Bafford.
Lewiston-Lewiston Fair. Sept. 1-8. Malcolm Philbrook.
Litchfield-Litchfield Farmers' Club. Oct. 7-8. Chas. H. Harvey.

Lewiston-Washburn Co. Agril. Soc. Sept. 9-11. J. A. Andrews.
Newburgh-Cochoewick Agril. Assn. Sept. 24-25. T. J. B. Smith.
North Waterford World's Fair Assn. Sept. 26-27. Roy O. Wardwell.
Norway-South Parish-Norway & Paris Fair. Sept. 9-13. Sidney Verrill.
Penobscot-Washington Co. Pomona Grange Fair. Sept. 24-27. Alice M. Ayers.

Presque Isle-Northern Maine Fair. Aug. 23-28. Clayton H. Steele.
Rhebanan-Rhebanan Fair. Aug. 10-18. George M. Davis.
Springfield-North Penobscot Agril. Soc. Sept. 1-3. L. A. Averell.
Topsham-Topsham Agril. Soc. Oct. 14-16. Samuel Woodard.
Union-North Knox Fair Assn. Aug. 10-22. H. L. Grinnell.
Unity Unity Fair Assn. Sept. 9-10. E. S. Farwell.
Windsor-South Kennebec Agril. Soc. Aug. 23-Sept. 1. E. R. Hayes.

Maryland

Bel Air-Harford Co. Fair Assn. Aug. 26-29. Gladys Day.
Cumberland-Cumberland Fair. Aug. 11-18. Harry A. Manley.

Allenville-Machinac Co. Fair Assn. Sept. 11-14. Robert Saxon.
Alpena-Alpena Agril. Soc. Sept. 1-4. R. J. Peaslee.
Ann Arbor-Washtenaw Co. Fair. Aug. 28-29. Frank W. McLane.

Arsenic-Arsenic Agril. Soc. Aug. 21-24. Roy Center.
Bad Axe-Bad Axe Fair. Sept. 9-12. Frank P. Glass.
Bay City-Bay City Community Fair. Oct. 29-30. Bertis McNeilly.
Bay City-Bay City Agril. Expo. Aug. 20-24. Wm. Baleson.

Big Rock-Big Rock Region Fair. Aug. 19-23. Oscar Franck.
Blissfield-Blissfield H. B. Fair. Nov. 7-9. R. L. Lezansky.
Bronson-Bronson Community Fair. Nov. 6-7. Chas. R. Hilton.
Cadillac-Northern District Fair Assn. Sept. 22-24. R. E. Hiesbergh.
Care-Tuscola Co. Fair Assn. Aug. 18-23. Carl F. Manley.

Cassopolis-Cass Co. Fair. Sept. 2-6. Paul Flitt.
Centerville-St. Joseph Co. Grange Fair. Sept. 15-21. Lester R. Schrader.
Charlotte-Eaton Co. 4-H Agril. Soc. Aug. 28-30. Hans Karstedt.
Chelsea-Chelsea Community Fair. Oct. 3-4. Thomas Bust.
Chemung-Chemung Community Fair. Jan. 21-24. C. E. Taylor.
Clare-Clare-Isabel Agril. Soc. Nov. 6-7. Arthur Steby.

Clayton-Clayton Community Fair. Oct. 3. Coldwater-Branch Co. 4-H Fair. Sept. 10-13. Gordon R. Schubert.
Coopersville-Coopersville Agril. Assn. Oct. 21-24. C. E. Duval.
Corunna-Schwaasaw Co. Agril. Soc. Aug. 12-16. Edna Woolley.
Crosswicks-Crosswicks Agril. Soc. Sept. 29. Paul Helm.
Danville-Ingham Township Community Fair. Aug. 14. Stephen Ras.

Danville-Michigan State Fair. Aug. 27-Sept. 7. Bernard J. Youngblood.
Earle-Earle Township Fair. Oct. 10-11. Jay H. Morris.
Edwards-Edwards Fair. Aug. 27-Sept. 7. J. E. G. Taylor.
Escanaba-Upper Peninsula State Fair. Sept. 27-28. E. H. Mead.
Fowlerville-Fowlerville Agril. Soc. Aug. 6-9. Gordon Harmon.

Freeport-Freeport Community Fair. Oct. 18-19. Duane W. Dalziel.
Gladwin-Gladwin Co. Fair Assn. Sept. 16-19. Jarvis W. Card.
Grand Rapids-S. Kent Fair Assn. Sept. 10-12. J. M. Egan.
Grand Rapids-Gladwin Co. Fair Assn. Oct. 2-4. Mrs. A. E. Ekstrom.
Greenville-Greenville Agril. Club & 4-H Fair. Sept. 2-4. J. L. H. Wilson.

Hartford-Van Buren Co. Agril. Soc. Sept. 29-Oct. 4. Paul F. Richer.
Harrison-Clare Co. Fair. Aug. 26-29. John W. Bell.
Hart-Oceanica Co. Agril. Assn. Sept. 3-5. Wm. H. Churchill.

Prescott-Prescott Agril. Soc. Sept. 1. Elmer B. Cornwell.
Pfeiffer-Pfeiffer Dist. Agril. Soc. Sept. 8-11. Sigmund Bo.

Raginaw-Raginaw Co. Agril. Soc. Sept. 7-13. Clarence H. Harden.
Rice-Clare-Brownwood-Macomb Co. Fair. July 25-27. Daniel C. Wood.
Saint Louis-S. Louis Community Fair. Nov. 27-28. R. M. Whitney.

Sandusky-Sandusky Co. 4-H Club Fair. Aug. 21-23. Clarence E. Prentice.
South Bend-Marie-Chippewa Co. Agril. Soc. Aug. 28-Sept. 1. C. W. Wall.
Sparta-Sparta H. B. Fair. Nov. 6-7. Fred R. Humston.
Stalwart-Stalwart Agril. Soc. Sept. 25-26. Robert B. Cronin.
Standish-Standish Co. Fair. Aug. 15-14. Louis Chabray.

Stanton-Stanton Agril. Soc. Nov. 7. Edwin H. Johns.
Traverse City-Northern Michigan Fair. Aug. 28-29. Arnel Engstrom.
Aitkin-Aitkin Co. Agril. Soc. Aug. 18-20. T. H. Arenas.
Albert Lea-Hibben Co. Fair. Aug. 18-22. Alexander-Douglas Co. Fair Assn. Aug. 30-32. R. S. Thornton.

Anoka-Anoka Co. Agril. Soc. Aug. 11-14. E. J. Bell.
Appleton-Swiss Co. Fair. Assn. Aug. 21-24. J. O. Anderson.
Arlington-Sibley Co. Fair. Aug. 8-16. Allan E. Mueller.
Austin-Mower Co. Agril. Soc. Aug. 6-10. P. J. Highland.
Bad River-Bad River Co. Agril. Soc. Aug. 21-24. P. L. Remo.

Barnum-Carlton Co. Agril. Assn. Aug. 15-17. H. J. Erickson.
Baudette-Lake of the Woods Co. Fair Assn. July 31-Aug. 2. John F. Clark.
Hayport-Washington Co. Agril. Soc. Aug. 15-17. E. B. Erickson.
Bird Island-Benville Co. Agril. Soc. Sept. 8-10. Paul Kolbe.
Blue Earth-Paris-Burlington Agril. Soc. Sept. 11-13. E. B. Erickson.

Burners-Crow Wing Co. Fair Assn. Aug. 6-9. B. C. Wilkins.
Brockspring-Brockspring Co. Fair Assn. July 25-27. E. H. Mead.
Caledonia-Houston Co. Fair Assn. Aug. 28-30. Ed Zimmerman.
Cedarburg-Isanti Co. Fair. Sept. 3-4. L. O. Carlson.
Candy-Yellow Medicine Co. Fair Assn. Aug. 25-27. J. L. Thissen.
Clinton-Knowlton Agril. Soc. Aug. 14-17. F. W. Watkins.

Detroit Lakes-Becker Co. Fair. Aug. 14-16. Lawrence W. Peoples.
Ely-River-Becker Co. Agril. Soc. Aug. 12-14. George Nordwall.
Fairmont-Martin Co. Agril. Soc. Sept. 3-5. Louis Erickson.

Minnesota

Preston-Fillmore Co. Agril. Soc. Aug. 21-24.
Preston-Fillmore Co. Agril. Soc. Aug. 21-24.
Princeton-Mills Lacs Co. Agril. Soc. Aug. 21-24.
R. C. Angstadt.

Mansfield-Ozark Summit Expo. Aug. 3-9.
W. G. Cook.
Marshall-Webster Co. Fair. Sept. 4-5. C. W. Beale.

Humboldt-Richardson Co. Agril. Soc. Sept. 10-12. Jess A. Harris.
Hwyann-Graet Co. Agril. Soc. Aug. 20-23. R. W. Bondfield.

Albuquerque-New Mexico State Fair. Sept. 21-25. Leon H. Harris.
Clayton-Union Co. 4-H Club & FFA Fair. Sept. 11-13. L. S. Kurus.

Mississippi

Brookhaven-Lincoln Co. Free Fair. Oct. 1-3. O. D. Williams.
Charleston-Tallahatchie Co. Fair Assn. Sept. 22-27. W. F. P. Miller.

Montana

Baker-Fallon Co. Fair. Sept. 11-13. George E. Severton.
Billings-Midland Empire Fair. Aug. 11-14. H. L. Pitton.

Nebraska

Albion-Bonnie Co. Agril. Assn. Sept. 9-12. Keith Stearns.
Arlington-Washington Co. Agril. Soc. Sept. 16-19. H. C. McClellan.

New York

Afton-Afton Fair. Aug. 13-14. Harry O. Horton.
Albion-Orleans Co. Fair Assn. July 30-Aug. 2. Earl F. Strickland, Kent. N. Y.

Missouri

Albany-Centry Co. Agril. Soc. Sept. 3-4. Carl Gillispie.
Appleson City - Appleson City Fair Assn. Aug. 27-29. A. N. Brownberger.

Nevada

Elko-Elko Co. Agril. Assn. Sept. 13-14. Donald Brown.
Fallon-Nevada State Fair. Last week in Aug. C. J. Thornton.

New Hampshire

Branchville-Busser Co. Farm & Hoses Show. Aug. 7-9. F. W. Morrow, Newton. N. H.
Dunsmuir-Corner-Middlesex Co. Fair Assn. Sept. 10-13. Fred C. Hoyt, R. P. D. 1, New Brunswick.

North Carolina

Albemarle-Stanly Co. Fair Assn. Oct. 6-11. F. R. Patterson.
Anger-Hatter Co. Fair. Week of Sept. 23. N. O. Bartlett, Kingston, N. C.

New Jersey

Branchville-Busser Co. Farm & Hoses Show. Aug. 7-9. F. W. Morrow, Newton, N. H.
Dunsmuir-Corner-Middlesex Co. Fair Assn. Sept. 10-13. Fred C. Hoyt, R. P. D. 1, New Brunswick.

North Carolina

Albemarle-Stanly Co. Fair Assn. Oct. 6-11. F. R. Patterson.
Anger-Hatter Co. Fair. Week of Sept. 23. N. O. Bartlett, Kingston, N. C.

New Mexico

Alamogordo-Otero Co. Fair. Sept. 13-14. Murray Morgan.







Stanton-Stanton Fair. Sept. 8-13. Charles B. Raikes.
Buffalo-Tidewater Fair Assn. Oct. 21-24. H. C. Holman.

Washington

Battle Ground-Clark Co. Fair Assn. Sept. 11-13. E. C. Durdle, Box 574, Vancouver.
Bremerton-Kittling. 4-H & F. F. Fair. Aug. 21-22. Walter J. Clarkson, Port Orchard.

West Virginia

Belington-Belington Fair & Festival. Sept. 11-13. Mrs. H. M. McCallister.
Clay-Clay Co. Fair. Sept. 17-20. C. W. Thornley.

Wisconsin

Antigo-Lansdale Co. Agril. Soc. Aug. 14-16. John T. Omerick.
Athens-Athens Agril. Assn. Aug. 26-28. A. W. Braun.

Beaver Dam-Dodge Co. Fair Assn. Sept. 6-10. J. P. Malcom.
Black River Falls-Jackson Co. Fair Assn. Sept. 6-9. Douglas J. Curran.

Wyoming

Afton-Lincoln Co. Fair. Aug. 29-30. Orin Jenkins.
Buffalo-Johnson Co. Fair. Aug. 25-26. Pete Douglas.

Canada

ALBERTA

Alta-Alta Agril. Soc. Aug. 22. Ross Whitfield.
Banff-Banff Agril. Soc. Aug. 5. O. Landry.

BRITISH COLUMBIA

Abbotsford-Central Fraser Valley Fair. Sept. 4-6. L. J. Kettle.
Agassiz-Agassiz Agril. Assn. Sept. 10. Kathleen M. Harris.

Alton-Lincoln Co. Fair. Aug. 29-30. Orin Jenkins.
Buffalo-Johnson Co. Fair. Aug. 25-26. Pete Douglas.

Canada

ALBERTA

Alta-Alta Agril. Soc. Aug. 22. Ross Whitfield.
Banff-Banff Agril. Soc. Aug. 5. O. Landry.

BRITISH COLUMBIA

Abbotsford-Central Fraser Valley Fair. Sept. 4-6. L. J. Kettle.
Agassiz-Agassiz Agril. Assn. Sept. 10. Kathleen M. Harris.

Bvan River-Swan River Agril. Soc. Aug. 1. H. G. Taylor.
Trulon-Tulon Agril. Soc. Sept. 6. H. S. Erskine.

NEW BRUNSWICK

St. Stephen-St. Stephen Exhcn. Aug. 18-22. W. S. Stevens.
NOVA SCOTIA
Antigonish-Antigonish Co. Farmers Exhcn. Sept. 9-10. D. P. Chisholm.

ONTARIO

Aberfoyle-Finchburg Agril. Soc. Oct. 7-8. D. A. Stewart.
Alliston-Alliston Agril. Soc. Sept. 18-19. G. M. Lawrence.

BRITISH COLUMBIA

Abbotsford-Central Fraser Valley Fair. Sept. 4-6. L. J. Kettle.
Agassiz-Agassiz Agril. Assn. Sept. 10. Kathleen M. Harris.



# merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

## Lists

A list of coming events and other dates will be found in the List Section of this issue.

## Plastic Trend in Merchandise Noted

NEW YORK, July 19.—A general trend toward the use of plastics for civilian uses to make available other materials for defense purposes is under way. Firms producing molded plastic products report sales almost doubled in recent months, with new highs being made as additional manufacturers turn to the use of plastics.

The upward trend in use of plastics covers a wide range of merchandise. Electrical goods now use molded or cast products. Housings for radios, cigarette cases, compact, vanity cases, and similar articles are also being made from plastics.

Plastics are adaptable to this type of merchandise and many new and pleasing designs have been introduced. Another strong point is that the plastic items are durable and can withstand considerable rough handling.

Concessionaires, bingo, and salesboard operators, and novelty workers, have already stocked merchandise made of plastics. The attractive appearance of the plastic merchandise stimulates sales, they report.



BINGO IS BACK in Natchez, Miss., and Adams County after a short recess brought about by authorities who seemed to confuse bingo with other gambling games. A ban was placed on all gambling in the county several weeks ago by Chief of Police E. M. (Jack) Thomas. The ban at that time included all bingo games operated in the city and county.

However, after an investigation, the officers discovered that bingo is a "straight game," and it was allowed to return. Gambling is still taboo, however.

THE OFFICIAL court action bingo is assured in Buffalo throughout the summer, at least. Supreme Court Justice David Diamond has granted an order permitting the game to continue without police interference.

WHILE THE July 4th holiday proved a fizzle, the following week-end compensated partly for the poor holiday showing. Record-breaking throngs taxed the facilities of near-by metropolitan resorts as they sought escape from the heat.

Greatest turnout was at Coney Island, which attracted 900,000 persons on Sunday. Bingo game concessionaires reported they had all the business they could handle. The Rockaways also had a good day, with a new record throng of 600,000 clocked on the beachfront between Far Rockaway and Neponsit. An additional 65,000 visited Jacob Ritz Park.

Throngs were attracted by the attractive merchandise displays featured by the beach resort bingo concessionaires. The business over the fair week-end indicates that profits will run well above the average this year.

BINGO OPERATORS have profited considerably as a result of the government defense program. Interest in bingo has noticeably increased, particularly in large industrial centers. Workers

## Louisiana Army Maneuvers Mecca for Souve Sellers

Greatest peacetime maneuvers in American history to be held near Alexandria, La., September 1-15—pitchmen, souve workers flock to area

ALEXANDRIA, La., July 19.—The greatest military maneuvers ever held in the Western Hemisphere will be staged at Camp Beauregard, not far from this city, from September 1-15. Pitchmen and souvenir workers are already beginning to flock to this area. Camp Beauregard, established during the World War, has undergone tremendous expansion and improvements to facilitate the accommodation of more than 550,000 troops and 60,000 trucks, tanks, and other armored equipment. Souvenir workers and pitchmen anticipate large sales to the soldiers, their relatives, and spectators from the near-by towns. As a matter of fact, some souvenir and novelty manufacturers are establishing stores to properly display their lines. One thing is certain, and that is that there will be enough business for all. In addition to selling souvenirs, the workers will sell merchandise with regulation army insignia.

This most ambitious of all peacetime maneuvers incorporates, for the first time, all branches of the tactical army, including aviation, anti-aircraft, mechanized units, artillery, infantry, engineers, cavalry, parachute battalions, and units from the chemical warfare service.

The maneuvers will start in the Beauregard area and operate into Eastern Texas. Troops engaged will receive the most realistic dose of simulated warfare that has yet been concocted for American soldiers. The maneuvers will also be the first taste of extended field duty for the thousands of selective service trainees.

The maneuvers affords a good opportunity for pitchmen and souvenir workers. Naturally, patriotic and military items will be featured, and suitable merchandise has already been shipped. Many new merchandise items that will click have been introduced in recent weeks and new lines are constantly being added. Predominant is the stress on service jewelry, military rings, billfolds, lapel pins, fountain pen and pencil sets, novelty key chains, cigarette cases, etc. All items have the official army crest, and are also available with corps insignia.

In addition to jewelry and personal accessories many other merchandise items are being offered with military insignia. Some of the staple items include belts, handkerchiefs, pocket knives, tie chains, luggage, ties, wrist watches, flashlights, etc. In addition, workers expect to sell considerable quantities of razor blades, soap, shoelaces, thumb tacks, needle books, first-aid kits, combs, and similar practical items.

A big demand for novelty and souvenir items is also expected. There are many amusing novelties available. For example, one item made up as a book is innocently titled, *What To Do When You're in the Draft*. The cover pictures a drattee at a medical examination, but when the book is opened scene shows a girl with skirts blown up, and a pair of rayon panties pop out. Another trick box novelty has a military scene, but when opened box shows an enticing illustration, and includes miniature brassiere and panties.

Laugh novelties are popular with military men and manufacturers have produced many laugh getters. A comedy book, *I'm in the Army Now*, has timely

at army camps are also bingo-minded and play the game regularly. Operators working camps and industrial centers state that business is better than average. Players are interested in the better-type merchandise and will not patronize games if prizes offered are obviously cheap. Practical merchandise, in keeping with the season, attracts the most interest. The offering of a consolation novelty award to non-winners is highly popular, it is reported.

appeal and presents army life in a humorous vein. All items have a robust, male appeal, and workers, based on their experiences while working near army camps, predict that the items will be in the best-seller category.

Soldiers are logical prospects for the many patriotic merchandise items offered, particularly plaques, pictures, banners, and the various patriotic post cards and parchments. Hat ornaments, fold-ups, canes, and miniature hats are some of the other items which will be offered.



By BEN SMITH

Why ARE consolation awards offered on a deal? A simple question to answer, isn't it? Yet, despite the fact that consolation awards are offered for a definite purpose—to stimulate sales—operators have taken the line of least resistance and played follow the leader with an item which can mean the difference between a successful deal and a flopper. They have not given the attention they should to the choice of the extra premium.

A good major award will whet the appetite of a prospective purchaser—a good consolation award will help knock him over, for the prospect will shell out much faster when he realizes he has one or more chances on another appealing item besides the big one. There is no argument on this. Any operator who has ever placed a deal knows that he has made sales because of the consolation prize which he would not have been able to make otherwise. And yet the extra award is almost treated like a stepchild.

What do we find when we look at the deals introduced in the past few years? Most of them have featured the same type of extra award—either a pencil or pen. Now there is nothing wrong with either one—a pen or pencil has universal appeal—but thru constant repetition these premiums are bound to lose their effectiveness as trade stimulants. And unless the consolation award can lend a helping hand most deals will take too long to pay out.

We are not recommending that you drop the pen and pencil altogether. We do say, however, that you should switch your consolation awards. There are plenty of inexpensive items on the market which can be used for this purpose and it should certainly be worth your while to spend a little time finding them.

Do you know who first called the board a salesboard? Whoever he is, he deserves a vote of thanks, as this name has done much to win public acceptance

## 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.

## Workers Benefit as New York's Defense Funds Top Billion

NEW YORK, July 19.—New York State's one-year share of national defense funds was \$1,754,630,560, according to a statement released by Reed Harris, acting State director for the Office of Government Reports. This vast sum has already materially increased business for concessionaires, salesboard and bingo operators, direct sellers, and other workers.

The figures cover the fiscal year ending June 30, and include contracts, loans, and allocations to private firms and government agencies. Army and navy contracts accounted for the lion's share of the total, with \$899,519,293 allotted to army contracts, and \$740,458,454 for navy contracts.

Resort concessionaires and workers near the construction projects report that increasing amounts of money have been spent by workers. With employment at peak levels a further stimulus to business is expected. Bingo and salesboard operators have also enjoyed considerably increased sales.

The large-scale construction and additional military program is now in full swing, and appropriations will be larger than amounts originally mentioned. All this means that merchandise users will have a good season this year, with a strong possibility that new record highs in sales will be made.

The national picture for all merchandise users is equally rosy, with outstanding trading pointing to a huge cash harvest.

for a business which is in every way legitimate when conducted properly.

Wonder what happened to the men's neckwear deals which were so popular years ago? It seems to us that there ought to be some life left in this type of deal, and that operators may find it still worth a look-see.

The salescard and salesboard can make real money for a man who is willing and able to give the business half a chance to produce for him. We know of a man who started out with a 100-card placement and inside of four years built his operation to the point where he was placing 300,000 cards a month. And the not everyone is geared to develop so large an operation in so short a time, anyone with a desire to work can make a living in this field.

HAPPY LANDING.



# 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.

## Staple Items

Staple items that sell all year round are razor blades, clip and pocket combs, needle books, handi-strips, and similar practical items. Bengor Products Company reports fast sales for this type of merchandise, as it is always needed in the home. Retailers also buy considerable quantities, it is reported. All items are good values, attractively displayed and packaged.

## Military Jewelry

The newest in fast-selling jewelry items offered by Majestic Bead and Novelty Company has been selling well at fairs, military stores, and resorts, according to firm officials. A complete line is featured, including novelty items, lockets, rings, lapel pins, etc. With boys in uniform a common sight on city streets throughout the land, public interest in military items is also great, it is reported. A catalog will be mailed without cost.

## Ladies' Watches

A flashy wrist watch for women, introduced by Rohde-Spencer, has been featured with success by carnival and fair workers and resort concessionaires, according to reports received by the firm. One watch comes in a white-gold color chromium-plated case, with metal link

# GOING LIKE WILDFIRE!!

CONCESSIONAIRES—  
PREMIUM USERS  
**FLASHY**  
ROLEY POLEY  
POP-EYES—CLOWNS  
BEARS—SCOTTY DOGS

AMERICAN MADE



ASS'T CHARACTERS  
No. 6—SIZE 6"x3"  
\$4.75 GR. IN LESS THAN  
5 GROSS LOTS

BRIGHT COLORS  
NOT PLASTER  
LIGHT WEIGHT

ONLY **3<sup>C</sup>** 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

PRICES ADVANCING  
**AUGUST 5th**  
PROTECT YOURSELF  
RUSH YOUR ORDER NOW!

• 1/3 DEP. WITH ORDER, BAL. C. O. D. •  
\*\*\*  
**LEE WHOLESALE CO.**  
188 W. RANDOLPH ST.  
CHICAGO, ILL.

NOT A SISSY!

# Flippy

The LIVELIEST NEW NOVELTY ITEM IN A LONG TIME

Get in on this REALLY HOT ONE!

**EVANS NOVELTY CO.**

A Division of Premium Sales Co.  
Dept. G-4, 800 W. Washington,  
CHICAGO



## SPECTACULAR FUR COATS

JACKETS, BOLEROS

1942 STYLES with every smart detail revealing the full richness of Russian Furs. Quality Workmanship at Popular Prices.

We offer Coneya, Sealion, Reversible, Caracul, Martora, Squirrel, Persian Furs, Raccoon, Skunk, and Fox. Buy Direct From Manufacturer and Profit.

Ask for FREE LIST and ILLUSTRATED CATALOG. **S. ANGELL & CO.** Manufacturing Furniture  
236 W. 27th St., Dept. B-7, New York, N. Y.

# BINGO SUPPLIES

**JOBBER!!!**

Write for nearest

**BINGO CATALOGUE**

Just off the press. Listing complete line of Bingo Blowers, Gags, Gards, Specials, etc. 12's Free.



**METRO MFG. CO.** 26 W. 15 St., NEW YORK CITY



**ELGIN, WALTHAM BULOVA, GRUEN**

Famous make watches rebuilt by fine watchmakers. Every one GUARANTEED. Lowest wholesale prices. Write for FREE illustrated catalog.

**KANE WATCH CO.**  
105 CANAL ST., NEW YORK

# BINGO BLOWERS!

OVER 500 NOW IN USE

ASK ABOUT BINGO-SPECIALS



**MORRIS MANDELL**  
1125 BROADWAY NEW YORK CITY

## REBUILT WATCHES

Write for Wholesale Prices!

**MURRAY HELLER**

(Dept. 4-F) 1937 Davidson Av., New York City

YES, WE HAVE SLUM—

50 numbers of best. Large China Novelties, consisting of Pigs, Monkeys, \$5c  
Vases, Swans, Penguins, Baskets, \$5c  
per 3 Wise Pilgr. Birds, Negro per  
3000  
Send full money-order for immediate delivery.  
809 Broadway  
**IMPERIAL MDS. CO.** NEW YORK CITY

10 GROSS **SLUM** FOR \$8.50 ONLY

MADE OF BISQUE CHINA

CHOICE NUMBERS—NO LARRIES  
ELEPHANTS, KING KONGS, OUT-  
HOUSES, DOGS, SWANS, ETC.  
**EVERYDAY SPECIALS**

N521—Outside Flying Birds ..... \$1.95  
N524—12-inch Carnival Special Balloon  
Assortment ..... 2.45  
N525—Chinese Snakes ..... 2.50  
N526—1 1/2" Fur Monkeys ..... 3.75  
N530—First Head Batsons ..... 8.75  
N531—6 to 10 in. Fur Tails, Per 100 ..... 2.75  
**HAVE YOU GOT OUR 500-PAGE CATALOG?**

Write Today—Please State Type of Business.

**LEVIN BROTHERS**  
VERRE HAUTE. 25% Deposit Required  
INDIANA with all C.O.D. Orders.

## BOYS, LOOK

Leather Goods and Novelties at BARGAIN PRICES

Key Cases, Sewer Style ..... \$2.00 Gross  
Key Cases, G-Hook Style ..... 2.75 Gross  
Tid-Wed Billfolds ..... 2.75 Gross  
Billfolds, Smooth Leather ..... 1.50 Dozen  
Change Purse ..... 3.50 Gross  
Indian Bands in Fluffy Envelopes .....  
10¢ Price ..... 2.00 Gross  
Newly Patented Numbers Device. Make Special  
God Bless America 1942 Calendars 3.50 Gross  
Sun Vicer Caps ..... 1.00 Dozen  
Bling Shots ..... .80 Gross  
Send Your Order at Once.  
1/3 Deposit. Balance C. O. D.  
**SMITH'S**  
1841 Chicago Ave., CHICAGO, ILL.

**PLAY YOUR HUNCH!**

JUST SHAKE — BANG! — YOUR LUCKY NUMBER APPEARS—Use Bart's Newly Patented Numbers Device. Make Selections. Maybe Long Shots. Race, Cuba, Bolivia and other games where Numbers Designate Winners. Mail Daily Bill to Dept. "B" HUNCH PRODUCTS 210 E. Washington Blvd., Los Angeles, Calif.

# BINGO JOBBERS

Buy Your Specials Here  
BINGO  
5 27 35 50 65  
10 18 61 67 68  
12 25 46 53 70  
COMBINATIONS  
40 TO 1000  
NO 30 GAMES  
ALONG

ST. MARG'S PRINTING CO. CHICAGO, ILL.

## LOOK!



New!  
**P.D.Q. AUTOMATIC PHOTO MACHINE**  
Today's Big Money Maker

Joe Hoy, Ark., writes: "GROSSED \$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.

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. BBT, Chicago, Ill.**

## NOW IN OUR NEW HEADQUARTERS 3333 LINDELL BLVD.

"At the Triangle"—Main Corner, South of St. Louis  
WHERE OLIVE, LINDELL AND LOCUST STREETS CROSS  
GREATLY ENLARGED SPACE—IMPROVED MODERN FACILITIES. Quicker and More Efficient Handling of Your Rush Demands. FEATURING THE NEWEST IN NOVELTIES—PREMIUMS—CONCESSION GOODS. We Appreciate and Solicit a Continuance of Your Valued Patronage.

**ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD. ST. LOUIS, MO.

## BULOVA — GRUEN — WALTHAM — ELGIN

WE LEAD FOR PRICE AND QUALITY  
**NORMAN ROSEN**  
Wholesale Jeweler  
501 Sansom St. PHILADELPHIA, PA.

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned, Guaranteed Like New. 1541 Style 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 CELLULOSE DOLLS

B34N81—4 1/2" Doll. Per Gross \$4.50  
B34N86—6 1/2" Doll. Per Gross 7.50  
B34N87—10 1/2" Doll. Per Gross 16.50  
B34N88—7" Drum Major Doll. Per Gross 7.50



#### BALLOONS

B38N83—No. 9 Favorite Ant. Per Gross \$2.40  
B38N84—No. 11 Favorite Ant. Per Gross 2.80

#### OAK BALLOONS

B38N85—No. 9 National Colors Per Gross \$2.75  
B38N87—No. 9 Patriotic Salute Per Gross 3.00  
B38N88—No. 9 Circular Stripes Per Gross 3.00  
B38N89—No. 9 Scenic Prints Per Gross 4.25  
B38N90—No. 10 Mickey Mouse Heads Per Gross 3.25  
B38N91—No. 12 Mickey Mouse Heads Per Gross 4.25

#### FUR MONKEYS

B38N95—9 1/2" High. Per Gross \$3.60  
B38N92—8" High. Per Gross 6.00  
B38N93—12" High. Per Gross 12.00



#### MINIATURE STRAW HATS

4-in. Nest. Colored Feather. B45N94 Per Gross \$3.50



8-inch Hat. Duplicate of real straw hat in everything but straw.

B45N93 Per Gross \$4.50



#### COOLIE HATS

B45N15—12 Inches Wide. Per Gross \$9.00  
B45N14—16 Inches Wide. Per Gross 12.00



#### FLYING BIRDS

Large Size, Tricolor With Tinsel and Inside Hummer.

B38N71—PER GROSS \$3.00

#### CANES

B15N100—Pennant Cases (for Dolls, Pennants, etc.)

PER 1000 \$6.35

PER 100 .68

B16N127—Curved Handle Bamboo Kiddie Canes

PER GROSS 4.00

B16N70—Bamboo Canes, Grook Handle.

PER GROSS 4.25

B16N122—Men's Bamboo Walking BUCK.

PER GROSS 5.50

B16N132—36-Inch Chesterfield Canes, Brown Dress.

PER GROSS 8.00

B16N133—36-Inch Chesterfield Canes, Assorted Colored Dress.

PER GROSS 9.00

CHINA HEAD SWAGGER CANES

B16N130—Kiddie Swagger Canes, Cartoon Character Heads.

PER GROSS \$5.40

B16N131—Adult Swagger Canes, Assorted China Heads.

PER GROSS 7.20

## N. SHURE CO., ADAMS & WELLS STS. CHICAGO

**AMERICA'S GREATEST BOXED SUMMER CANDY VALUES--FROM 1c up**

For Corn Games! Stork Wheels! Ball Games! Guess Your Weight and Age! Shooting Galleries! Hamster Packed, Cellophane Wrapped. Conform With Pure Food & Drug Act.

Write for FREE Illustrated Circular!

**CASEY CONCESSION COMPANY** 1132 South Wabash Avenue Chicago, Illinois.

## CUDDLY DOLL SPECIAL

THIS IS A HAGEN SUPER VALUE

Made of percale cloth. This doll wears a sack suit and big brim hat. Has wool hair; assorted colored dresses. Unbreakable doll--cotton stuffed 24" high (similar to illustration). 1 doz. to a carton, assorted. Shipping weight 25 lbs.

PER DOZEN NET \$7.84

F. O. B. Chicago

**JOSEPH HAGEN COMPANY**

The World's Bargain House

217-225 W. Madison St. Chicago

## 1941 CATALOGUE NOW READY DIAMONDS AND WATCHES AT LOWEST PRICES

A penny postal will bring you our Watch and Diamond catalog illustrated with the best deals in the country. Write now. Don't delay. Your Order Filled by Return Mail.

**QUAKER CITY JEWELRY CO.**

8th & Walnut Sts., Philadelphia, Pa.



bracelet to match. The jeweled movement is guaranteed, and watch is packed in an attractive gift box. Yellow-gold color case and matching bracelet are also available. Watches have an expensive appearance. Firm also announces that its new 400-page catalog is now ready.

### Cuddle Girl Doll

Concessionaires and resort workers report that the demand for cuddle girl dolls is good. Doll has a pretty porcelain body, shaped arms and legs, and yellow wool hair. The face is washable. Eyes are clamped in and movable. Doll has a matched pinafore dress with organdy trim. Item is stuffed soft and squeaky voice appeals to children and adults alike. Height of doll, 18 inches. Firm also carries a line of softie bears and cuddle pandas. Product of National Products Company.

### Clowns

Concessionaires and premium users report that flashy, roly-poly clowns are popular with the crowds at beach and mountain resorts. Item comes in bright colors and is light in weight. Clowns are not made of plaster. The novelty is American made and size is 10 by 8 inches. Firm offers an assortment of characters, including the popular Popeye, bears, scotty dogs, etc. Product of Lee Wholesale Company.

### Juistrator

Juice Extractor Company, Pittsburgh, announces the development of an improved "Juistrator." The new item is made of transparent plastic and comes in a choice of five pastel colors. It has many exclusive, patented features, including a screw thread and a pouring lip, and is claimed to be more serviceable and efficient than any other similar product.

## LADIES' WATCH



**Very Flashy**

**WHITE GOLD COLOR** chromium plated case with metal link bracelet to match. 10 1/2" long. Guaranteed jeweled movement. Gift boxed. Looks like a \$10.00 watch. \$2.25 Each

**YELLOW GOLD COLOR** case with chromium plated back. Metal bracelet is yellow gold color. Otherwise same as above. \$2.50 \$2.80 Each Catalog Now Ready!

**ROHDE-SPENCER**

223 W. Madison Chicago

## FURS OF DISTINCTION

**DIRECT FROM OUR FACTORY.** Make your selections from our sensational 1941-42 style Fur Coats, Goggles, Jackets and Suits.

**\$5.50 UP**  
Muskrats, Squirrels, Beaver, Skunk, Foxes in all shades, Marmoset, Check-langs, Caracul, Mouton Lamb, Pony, Kid Skins, Sealines, Beaversties, Persians and every other Fur from \$5.50 up.

WRITE immediately for our new illustrated catalog and price list just off the press. It is free.  
**ANDREW PAUL AND E. ARKAS**  
Manufacturing Furriers  
164 West 27th St. (Dept. 81) New York, N. Y.



## WATCHES AND RINGS WHILE THEY LAST!

**WALTHAM & ELGIN**—18 size—7 Jewels—110 New Chrome Railroad Model Cases in Lots of 6. Each **\$2.25**  
**WATCH COMPACT**—Elgin American. **\$3.25**  
Lots of 6. Each

Special Prices for Quantity Users. 25% Deposit, Balance C.O.D. Sample 50c Extra. Send for Catalog.

**N. SEIDMAN** 173 Canal Street New York, N. Y.

## SELL TIES—OVER 100% PROFIT

**81 STARTS YOU IN BUSINESS**  
818 Kings Hwy., Newark, N. J.  
Doz. \$1.50; Slide-On Ties, Sample 25c, Doz. \$2.40; Cotton Made Ties, Sample 20c, Doz. \$1.80; Hand-Made Ties, Sample 35c; Doz. \$3.60. 25% deposit, balance C. O. D. Newark, N. J. Write for FREE Wholesale Catalog. Phil's NECKWEAR, 20 W. 22d St., Dept. 8-2, New York

## STOCK UP NOW!

With These Fast Selling Staple Items

### LOW PRICES!

**DOUBLE EDGE BLADES**—5 to 10 Package. Per 1000 \$2.50  
**SINGLE EDGE BLADES**—5 to 10 Package. Per 1000 3.00  
**CLIP COMBS**—Colored or Black. Doz. 2.50  
**POCKET COMBS**—Colored or Black—Bulk. Gross 1.60  
**ARMY RINGS**—Gold or Silver Finish. Gross 7.50  
**HANDKERCHIEFS**—Colored Border—"B" "E". Gross 3.00  
**ARMY & NAVY REEDE BOOKS**, Gr. 2.50  
**POCKET WATCHES**, Ea. .75  
**NOVELTY JEWELRY**—12 Ass't. to Display Conv. Dis. .70  
**HAND-STRIPS**—8 to Package. Gross Package 1.60

## BENGOR PRODUCTS CO.

875 BROADWAY, NEW YORK, N. Y.

## BADGEBOARD

New Complete Line of **BUTTONS BADGES NOVELTIES** for Conventions, Parades, Circuses, Celebrations.

## MILITARY

Jewelry & Novelties

Identification Bracelets, Lockets, Combs, Pendants with Army Insignia. Write for new illustrated free catalog today.

## EPSTEIN NOV. CO. 116 PARK ROW, NEW YORK

## 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.



## WALTHAM-ELGIN

Makes extra money! Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.

**PLYMOUTH JEWELRY CO.**  
163 Canal St., Dept. J, N. Y. City



## STEEPIN' SAM

\$3.50 doz. Write for quantity prices. 1/3 cash with order, bal. C. O. D.

Sample 50c

Prepaid anywhere in U. S.

Steppin' Sam Co.

4460 Grinnon St., Philadelphia, Pa.



## TIES

Custom-Made \$1.00 DOZEN \$11.00 GROSS

Sample Doz., \$1.15

L300—EXCLUSIVE, \$1.25 Doz., \$13.00 Gr.

L400—EXCLUSIVE, \$1.50 Doz., \$16.00 Gr.

Special Orders. Shipped.

SEYMOUR CITRIN, 656 Broadway, New York City



## FURS

COATS, JACKETS, BOLEROS

1941-42 Catalog Now Ready

Latest 1942 Styles, Coats, Suits, Caracul, Muskrafs, Mouton Lamb, Paws, Skunks, Silver Fox, Red Fox, etc. Write for Large Illustrated Catalog. Free.

**M. SEIDEL & SON**

243 W. 30th St., N. Y. C.



## ELGIN, WALTHAM, BULOVA

Renewed Guaranteed

ME'S WATCH AND POCKET WATCHES

STARTS AT \$3.25

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

**LOUIS PERLOFF**

729 Walnut St., Philadelphia, Pa.



LISTS

(Continued from page 67)

Mechanicsburg—Dairy Cattle & Horse Show, Aug. 2-5. R. E. Klockner.  
New Orleans—Firemen's Carnival, July 28-Aug. 2. J. A. Fuselli.  
Olyphant—Northern Pa. Vol. Firemen, Aug. 30-Sept. 1.  
Pen Argy—St. Rocco Celebration, Aug. 11-17. Rev. James P. Gallagher.  
Philadelphia—Thrill Circus at Stadium, July 26-Aug. 2.  
Pittsburgh—Ind. Fire Co. of Baldwin Township, July 21-26.  
Reading Springs—Cats Head & Field Day, Aug. 15-22. Russell B. Cox.  
Roseto—Roseto Celebration, July 21-28. Michael R. Falcone.  
Sharon—Diamond Jubilee & Centennial, July 23-29. Bernard O'Hara.  
Shase Gap—Picnic, July 27-Aug. 2. C. W. Craig, Altoona, Pa.  
Sharon—Firemen's Celebration, Aug. 24-30. Six Mile Run—Amer. Legion Celebration, Aug. 2-5. William M. Gearinger.  
Sharon—Firemen's Celebration, Week of Aug. 11. Henry Schwarz.  
Tarentum—Firemen's Celebration, Week of July 27. A. W. Lynch.  
West York—Firemen's Fair, Aug. 3-10. A. P. Myers.  
Williamsburg—Firemen's Jubilee, July 21-26. M. A. Beam, Windber, Pa.

Rhode Island

Woonsocket—K. of C. Circus, Week of July 28. Henry J. Murray.

South Dakota

Brookings—State 4-H Round-Up, July 21-24.  
Burlington—Home-Coming Days, Aug. 21-23.  
Custer—Gold Discovery Days, July 28-29.  
Deadwood—Days of '76, Aug. 7-9. Nell Perigo.  
Dell Rapids—Cootie Days, Aug. 4-6. W. F. Vay.  
Falls—Falls Sheep & Wool Show, Aug. 27-28. V. D. Tidball.  
Hot Springs—Townsend Free Day, Aug. 21.  
Hot Springs—Race Meet, July 25-27. Clarence G. B. Adams.  
Howard—Harvest Festival, Aug. 18-19.  
Hudson—Firemen's Sports Days, Aug. 27-28.  
Madison—Turle Days, Aug. 28-30. Gardner W. O'Hale.  
Madison—Yankee Doodle Days, July 25-26.  
Morrison—Indian Days, Aug. 7-8.  
Redfield—Celebration, Chamber of Commerce, Aug. 26-27. E. C. Johnson.  
Selma—Harvest Festival, Aug. 23-26. A. B. Knox.  
Spartan—Black Hills Motor Classic, Aug. 1-2. R. A. Burdick.  
Timber Lake—Celebration, Rodeo, Livestock Show, Aug. 28-29. R. J. Gibson.  
Valley—Sugar Day, Aug. 29.  
Woonsocket—K. of C. Achievement Day, Aug. 27. E. B. Oddy.

Tennessee

Fulaski—Cattle & Horse Show, Aug. 14-15. C. G. Davis.

Texas

Brownfield—Lions' Club Carnival, Week of Aug. 25.  
Denton—Peach-Melon Festival, July 23-26. Frederick G. Harmon.  
Leonard—Picnic & Old Settlers Reunion, July 25-26. H. Blackmon.  
Quintman—Old Settlers' Reunion, Aug. 6-9. J. H. Robbins.  
Reading Springs—Old Settlers' Reunion, Aug. 6-9. W. E. Blackmon.  
Uvalde—Coat Show & Stampede Rodeo, Aug. 7-8. Joe W. Wilson.

Utah

Kamas—Kamas Valley Fiesta, Aug. 15-16. Douglas Simpson.  
Salt Lake City—Fish Covered Wagon Days, July 21-26. Stuart J. Moloney.

Virginia

Berryville—Horse & Colt Show, Aug. 14-15. A. B. Hummer.  
Clifton Forge—Founders' Week Celebration, Week Aug. 4. A. L. Robinson.

Washington

Auburn—Auburn Day, Amer. Legion, Aug. 2. Centralia—S. W. Wash. Pioneer Picnic, Aug. 1-2.  
Olympia—Harvest Festival, Aug. 26-27. Mary Ann Paley.  
Seattle—City Show, Aug. 25-26. K. C. Leber, Everett, Wash.  
Seattle—Potlatch Celebration, July 29-Aug. 2. George Hurst, 309 New Wash. Hotel.  
Shelton—Mason Co. Pioneers Picnic, July 27. August 1.

West Virginia

Berkeley Springs—Tomato Festival, Aug. 20-26. J. Gene Miller.  
Bridgeton—Appalachian Indust. Exhibit, Aug. 21-23. B. Hoaman.  
Chester—Vol. Firemen's Street Fair, Aug. 4-5. Lawrence Cline.  
Harrison—Spad & Soldier Festival, Aug. 11-16. Lee P. Reese.  
Weston—Dairy Show & Sale, Aug. 18-22. O. Heeblich, Morgantown.

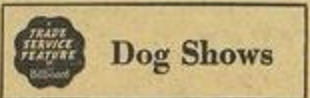
Wisconsin

Brillion—Firemen's Picnic, Aug. 3. L. E. Williams.  
De Forest—Fall Festival, Aug. 9-10. G. P. Balcom.  
Loyal—Free Street Fair (Loyal Days), Aug. 22-24. Clarence Hill.  
Owen—Fall Festival, Aug. 15-17. A. Strohlo, Waubesa, Wis.  
Scandia—Free Fair, Booster Club, Aug. 13-17. L. T. Knutson.

Waupun—Labor & Trades, Celebration, Aug. 30-Sept. 1. Otto Sprenger, Fond du Lac.

Canada

Charlottetown, P. E. I.—Old Home Week & Lovestock Show, Aug. 12-15. J. W. Boulter.  
Toronto, Ont.—Gladious Show, Aug. 27-28. Mrs. J. A. Carlsson, 156 Willow Road, Oshawa, Ont.



Dog Shows

These Dates Are for a Five-Week Period

California

Bay Meadows—July 27. Merrin F. Rosenbaum, 221 Samsons st., San Francisco.  
Coronado—Aug. 2. Jack Bradshaw, 1334 S. Grand ave., Los Angeles.  
Stockton—Aug. 24. Mrs. J. B. Hunt, Box 1120, Modesto, Calif.  
Turlock—Aug. 18. Jack Bradshaw, 1214 S. Grand ave., Los Angeles.

Massachusetts

Berkley—Aug. 17. J. J. Pittsman, 20 Randall st., Taunton.  
Franklin Center—Aug. 24. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.  
Great Barrington—Aug. 31. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.  
Hamilton—Aug. 21. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.  
Lenox—Aug. 30. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

Michigan

Detroit—Aug. 30. A. Wilson Bow, 2606 12th st.  
Royal Oak—Aug. 31. A. Wilson Bow, 2606 12th st., Detroit.

New Jersey

Ocean City—Aug. 9. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

New York

Menasha—Aug. 16. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.  
Saratoga Springs—Aug. 17. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

Ohio

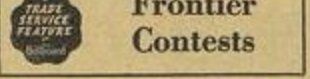
Chagrin Falls—Aug. 24. Paul Quay, Oates Mills—Aug. 24. A. Wilson Bow, 2606 12th st., Detroit, Mich.  
Ravenna—Aug. 31. A. Wilson Bow, 2606 12th st., Detroit, Mich.

Pennsylvania

Bethler—Aug. 8. A. Wilson Bow, 2606 12th st., Detroit, Mich.

Washington

Spokane—Aug. 31-Sept. 1. Frances Holland, R. 4, Box 114-A, Oregon City, Ore.



Frontier Contests

These Dates Are for a Five-Week Period.

California

Fortuna—Fortuna Rodeo, July 26-27. Glenn Curry.

Colorado

Colorado Springs—Colorado Springs Rodeo, Aug. 14-17. Willard Hanes.  
Durango—Spanish Trails Fiesta, Aug. 9-10. Pat Thomas.  
Grand Junction—Grand Junction Rodeo, Aug. 22-23. J. F. Shultz.  
Monte Vista—Ski-Hill Stampede, July 30-Aug. 1. H. H. Beatty.  
Pueblo—Rodeo at State Fair, Aug. 25-29. Frank H. Means.

Idaho

Caldwell—Homeleaders Stock Show Night Rodeo, Aug. 7-9. Chas. Laersonson.  
Preston—Night Rodeo, Aug. 21-23. M. M. Reetz.  
Sun Valley—Sun Valley Rodeo, Aug. 16-17. Mary E. Nash.

Iowa

Stinner—Amer. Legion Rodeo, Aug. 19-22. J. C. Hove.  
Waterloo—Rodeo, July 21-26. Mrs. Clyde Miller.

Kansas

Neodesha—Neodesha Rodeo, Aug. 7-10. Elmer T. Morgan.  
Phillipsburg—Rodeo, Aug. 14-17.  
Pretty Prairie—Chamber of Commerce Rodeo, Aug. 12-14.

Montana

Billings—Midland Empire Rodeo, Aug. 11-15. H. L. Pitzer.  
Great Falls—Rodeo at Fair, Aug. 6-8. H. F. Dopie.  
Missoula—Rodeo at Fair, Aug. 20-23. Floyd Day.

Nebraska

Burgess—Nebraska's Big Rodeo, Aug. 6-8. Edward P. Bime.

Nevada

Winnemucca—Nevada Rodeo, Aug. 30-Sept. 1. Alice Nelson, Box 163.

New Mexico

Carlsbad—Carlsbad Rodeo, Aug. 22-24. F. G. Bigdon.  
Las Vegas—Cowboys' Reunion, Aug. 1-3. Frank S. Yeager.

Oklahoma

Ada—Firemen's Rodeo, Aug. 14-17. Earl E. McCordree.  
Cankin City—Custer's Roundup, July 30-31. Elmo C. Hunter.  
Hinton—Kilwan Rodeo, July 30-Aug. 1. Omer Lucian.

Oregon  
Heppner—Heppner Rodeo, Aug. 15-17. L. L. Gilliam.

South Dakota

Deadwood—Days of '76, Aug. 7-10. Nell Perigo.  
Pine Ridge—Pine Ridge Sioux Rodeo, Aug. 14-16. Jack White Bear.

Texas

Delhart—KIT Reunion Rodeo, Aug. 4-5. Allyn Finch.  
Midland—Midland Rodeo, Aug. 30-Sept. 1. J. J. Houser, Epley.  
Sweetwater—Double Heart Ranch Rodeo, Aug. 30-Sept. 1. O. B. Cox.  
Uvalde—Uvalde Rodeo, Aug. 7-9. Sanders Wolfe Jr.

Utah

Tremonton—Rodeo at Fair, Aug. 20-26. D. H. Peckenpaugh.  
Salt Lake City—Covered Wagon Days, July 22-24. J. P. White.  
Vernal—Vernal Rodeo, Aug. 14-16.

Washington

Ellensburg—Ellensburg Rodeo, Aug. 20-Sept. 1. W. H. Hapburn.  
Omak—Omak Stampede, Aug. 9-10.

Wyoming

Cheyenne—Cheyenne Frontier Days, July 23-26. R. D. Hanesworth.  
Dubois—Dubois Rodeo, Aug. 2-3. W. H. Watson.  
Evanston—Cowboy Days Rodeo, Aug. 20-Sept. 1.  
Thermopolis—Thermopolis Rodeo, Aug. 21-Sept. 1. Donnell Anderson.

Canada

Cam. Alta—Stampede, July 30.

MINN. AQUA FETE

(Continued from page 43)  
with the Aquatennial has been getting heavy play. In the auditorium, playing to upwards of 3,000 nightly, is the show, Summertime. A jammed house is looked for over the week-end to view the coronation of Queen of Lakes. Produced by Al Sheehan, of WCCO Artists' Bureau, it is without doubt the finest stage attraction presented here in years. In ad-

dition to a 24-girl chorus and Eight Singing Vikings, all locals, the production includes some outstanding acts. Ennee is Ted Leary. Acts include Bert Lynn, vibraphone, St. Clair Sisters and O'Day, cyclists; Hector and his Pal, dog act; Three Tumbling Deans; Three Flames, roller skaters; Joe and Jane McKenna, comedy, and Gertrude Laitz, vocalist. Prices are, main floor \$1, and balcony 50 and 75 cents.

Near-capacity business has been done by the Aqua Follies at Theodore Wirth Lake, also staged by Sheehan. With capacity of 3,500, nightly audiences have never been under 4,500, and full houses are looked for over the week-end. Prices are \$2, balcony, \$1.50, center, reserves, \$1.25, side reserves; \$1, end reserves, and 50 cents, general admission. Star of the show is Morton Downey, who emcees and sings. Buster Crabbe heads the swimming brigade. Show is brilliantly illuminated and chorus routines are excellent.

Under the direction of Verne Elliot, the championship rodeo, with \$8,500 in prize money up, has been a big feature. Large crowds have been winding their way thru the Parade Ground gate where the rodeo is in progress. Seat prices are \$1.50, boxes; \$1, reserves, and 50 cents, general admission.  
Showboat presentation by the Dixie Queen Troupe along the Franklin Avenue Bridge docks of the Mississippi River has been playing to large crowds, committee officials said. Other paid activities have included a rowing regatta, polo tournament, harness races, outboard motor races, swimming events, and band concert contest. All proceeds will be contributed to the Minneapolis Community Fund.

PLANS for five-day Butler (Ind.) Centennial Celebration, honoring the city's founder, Charles Norris, include P. E. Gording rides, free acts, and concessions, reported General Chairman Clifford Parker.

Attention!  
OUR NEW 1941 CATALOG  
Is NOW Ready

You can't afford to miss the hundreds of "Money-Making" values to be found in our Big General Catalog No. 57. It brings to you the most extensive lines of Premiums, Novelties and 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 N. 4TH ST. MINNEAPOLIS MINN.

NEW! ★ NEW!  
CAMP WORKERS—HUSTLERS  
RED HOT MILITARY-PATRIOTIC BANNERS  
FAST SELLERS — MONEY MAKERS — BIG DEMAND  
Send \$2.00 for Sample Assortment of  
TEN (10) BIG FLASH NUMBERS  
Orders Filled Same Day Received

RUSCO SPECIALTIES — 1123 BROADWAY  
NEW YORK, N. Y.

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-Better Values. FREE CATALOG Lists Many Timely Money-Making Items.  
\* Patriotic Banners, Emblems, Label Buttons—Send \$1.00 for Big Sample Assortment.  
\* METAL FLAG LABEL BUTTONS—100 for 65¢ (Includes Deposit and Postage).

SUMMER SPECIALS  
Meth Cap  
White Shoe Polish  
Fly Swatters  
Race Powders  
Window Cleaners, Etc.

KNIFE & PEN DEALS  
Nudes, Patriotic, Midway, Hunting, Jackmaster, 12 to Deal with 1c to 35c Card. Per Deal \$1.50  
BIG PROFITS: DRUG ITEMS, GOGGLES, NOTIONS, LOTIONS, GARDEN GOODS, SIDELINE WARE, CLOCKS and LAMPS.

CHAMPION SPECIALTY CO., 814-V Central St., Kansas City, Mo.

BULOVA—ELGIN  
WALTHAM—HAMILTON  
GUARANTEED  
LINK NEW  
SEND FOR 1941  
CATALOG

BERMAN GREEN CO.  
321 Sanson St., Philadelphia, Pa.  
Diamonds Bought and Sold

# For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

**JACK ROBERTSON** was seen selling razor hones to good business in the Metropolitan Store, Regina, Sask., recently.

**LOOK AHEAD, BOYS**, to the fair. Certainly the best of the season is yet to come.

**BERT LEWIS** gold wire worker, how about a pipe on your doings to satisfy those who have been inquiring about you?

**STANLEY NALDRITT** was laid up three days in South Bend, Ind., recently with ptomaine poisoning. He closed there July 19 and planned to open in Grand Rapids, Mich., July 21.

**AN OBSERVER** says that women pitchmen are more successful than the men. Howabout it, boys?

**EARLE B. WILSON** gets pens from Columbus, O., that he is getting back to the fairs with The Poultry Tribune, after being away from them for 15 years.

**ALEX FRIEDMAN** pencils from Milwaukee that he is working run menders in a doorway there. Doorways can be had there for \$5 to \$5 per day, he says. Alex says he has heard that Prof. John Wagner, of New York, is seriously ill with pneumonia in a Milwaukee hospital. Alex worked a fair there recently.

**SPECIALIZATION** will make pitchmen more prosperous.

**BARE SHERWIN PLAYERS** opened recently at Edmond, Okla., after closing a two-week stand at Norman, Okla. Despite two nights of rain at

Norman, and a Fourth of July holiday week-end crowded with competing attractions, Doc Sherwin reports fair business in the University of Oklahoma's home town.

**LET'S HEAR** from you radio workers.

**CHARLES MANVILLE** has taken his tent show to Victoria, Ill., after finishing an engagement at Hoopole, Ill.

**EIMER KAIN** opened his road show July 4 at Cooperon, Okla., after a week layoff following an engagement at Mountain Park, Okla. Kain has four new performers in his troupe.

**THE BEST THING** any of you boys can do for pitchdom is to become good pitchmen yourselves.

**BOB LACKNER** typewrites from Cleveland: "I have my stand in the vicinity of Prospect Avenue and East Ninth Street. I have a snappy and fast-moving line. With a few new novelties the people are easily fascinated and sales roll on every day, higher and higher. I was in Detroit for a few days and worked at Eastwood Gardens. My takes were fair. While in Toledo, O., I came upon Kathy Zeller, who did all right on the Fourth in Okla with complete success. At present her stay is at La Salle, Mich."

**WONDER IF THE MAN** who predicted that many pitchmen would some time wear wings was thinking of the draft.

**HAPPY AND MARIE LODER**, veteran med show performers who have been in circus work in recent years, have joined the Anderson-Grader Carnival at Wichita, Kan.

**JOHN EILEN** and Harry Christensen are reported working Camp Wolters, Tex., and doing fine for themselves.

**THE MERCHANTS** in many towns who beat about the presence of pitchmen are complaining the knights of the tripod. The beefs acknowledge the competency and effective competition of pitchmen.

## Pitchdom Five Years Ago

Chief Rolling Cloud and the missus had been playing to fair returns in Missouri and Illinois. Among those in the show were Rufus Armstrong, Frank Bartlett, Harry Beach, Smokey Miller, Norma Royster, and Peggy Atherton. Buster Williams and the gang were kicking along to good business in the Lone Star State. In the show's roster were Walter Mars, piano and straight; his wife, parts; Little Jimmie Steve, taps and bite; Lena and Bennie Reinhardt, hot music, black, and lecturer; and Buster Williams, part-time black and lecturer. Johnny McLane found the shops and factories in Buffalo working full force. Several lots were available there, but Johnny had the town to himself. Andy Stetson was working a legit auction at Baltzer's Gallerie on the Boardwalk, Atlantic City. Henry Mitnick, auctioneer, and Joe Gregory were also there, calling out big numbers. Others on the Boardwalk were Louis Colmes, Joe Silverberg, Maxie Goldenberg, Mitchell Milnick, and

—Be Safe Than Sorry—

In Legal Affairs . . .

READ

New Law on Show Licenses

In the Carnival Department of This Issue

## AMERICA'S LATEST CRAZE YOUR NAME In Raised Coral Colored Letters on a Genuine Tropical SEA-SHELL BROOCH

Flash—Color—Plus Name Apper. Call-Items Redwood was Big Shell Name Brooches are Tremendous. Beautiful Sun Set Shell, mounted a quartet of colors, and Coral Letters. Knocks them out! Truly Nature's most gorgeous creation. The fastest selling novelty in years. Costs 2 1/2¢ complete with a raised brooch card. Easy to assemble with Duro cement—takes half a minute. Getting a very fast 2 1/2¢ at Fairs, Conventions, Exhibitions, Homecomings, Parties, Amusement Parks, Carnivals, and by independent demonstrators at Grass, Kram, Kross and McCross Stores. Hustlers! Demonstrators! Pitchmen! Novelty Workers! Act Now while it's NEW.

**PRICE LIST**

1000 Sun Set Shells	..... \$1.75	\$10.00
Jeweler's Brooch Pins	..... 1.50	10.00
Printed Brooch Pins	..... .50	4.00
Coral Colored Letters, 50c a pound	.....	
Sample, postpaid, 15¢. 50¢ deposit with order, balance C. O. D. Use Air Mail, Special Delivery or Western Union for fast One-Day Service.	.....	

**J. A. WHYTE & SON**  
7310 N. E. 2d Ave., Miami, Fla.  
Importers of Cuban and Bahama, West Indian, Novelty, Curio, Shell, Lingerie and Shell Jewelry. Price list on request.

**NEW LINE 1941 JEWELRY NOW READY**

Military Jewelry  
Signal Pins  
Ribbons  
Suitable for engraving  
Cameo and Whitestone Rings  
Roller Skates Pins  
Olympic Souvenirs

**JACK ROSEMAN CO.**  
307 Fifth Ave., New York City

## ELGIN & WALTHAM REBUILT WATCHES \$175

7 Jewel, 18 Size, in 2 H. Engraved Cases, at

Send for Price List. Money Back if Not Satisfied.  
ORIENTAL CITY WATCH MATERIAL CO.  
113 N. Broadway, New York, N. Y.



## NEWEST, FAST SELLING JEWELRY

FOR ENGLAVERA, PATRI, MILITARY STORES, RESORTS, PROMOTIONS, ETC. FAST SERVICE!  
Send \$3.00 for catalogue or write for free catalogue.  
**MAJESTIC READ & NOV. CO.**  
807 Fifth Avenue, New York, N. Y.

## PHOTO MOUNTS DIRECT FROM THE FACTORY

Mountings from 1 1/2 x 2 up to the largest sizes—Now, a new line of "service" designs with flags and insignia—just right for military camps. Write for illustrated circular. Sample 25c postpaid.

**THE GROSS PHOTO SUPPLY CO.**  
191-11 W. Bancroft St., Toledo, Ohio

**FOUNTAIN PENS**

Now! New Winchester Type. Push-button. Low-PH. Construction. Ideal for pitchmen and fair workers. Write for new summer specials.

**STARR PEN COMPANY, Dept. O.**  
800 N. Dearborn, Chicago

## AGENTS, DEALERS WANTED!

25,000 Special Mounted Plates Below Cost  
\$ 2.00 per 100  
\$ 1.00 per 500  
All Perfect—No Re-jects. Send only 25¢ and see for yourself. Catalog free, in Plates, etc.

We need 3 Smith Stamping Machines for stamping plates. Please write, state price and condition.  
**FRANK BONOMO**  
208 Melrose St., (Dist. B-23), Brooklyn, N. Y.

## RUN MENDERS

24 Gauge with Rubber Handle, \$2.25 gross  
\$12.00 1000. (Unimproved) (Improved), \$8.00 gross. Special Short Label, \$3.50 gross. Improved Long Hook, \$3.00 gross. 5 varieties. Etc. Directions furnished. Best Bottle Cap, a fast seller, \$2.45 gross; 500 or more, 1 1/4¢ each. 2 samples, 10¢. Direct shipment. Solitaire chain, street, write.  
**RUN MENDER WORKS, Dept. 18, Waukegan, Wis.**

**ZIRCONS**

Genuine Diamond Cut  
3 for \$1.75

12 GENUINE OPALS	..... \$1.00
12 GENUINE CAMEOS	..... 1.50

**B. LOWE, BOX 525, CHICAGO, ILL.**

**OAK HYTEX BALLOONS**

**HY-GLO CIRCULAR STRIPES**

Most Beautiful Balloons Ever Made!

An established hit on circous lots, in parks and on the streets. They'll be a sensation at the fairs.

Ask your jobber, or write to us for full details.

**OAK RUBBER CO. RAVENNA OHIO.**

**A-M-A-Z-I-N-G LAZY-BABY DOLL**

NEVER BEFORE HAS THERE BEEN SUCH A MONEYMAKER

Such Popularity—And—Why Not LOOK AT THE PRICE

**SPECIAL PRICE DOZEN \$7.50**

This **SLEEPING DOLL** Original Softy

In assorted pastel shades, it cuts and lovable and is wanted by all. Very pleasing and appealing. Packed each in a box. You can consider yourself lucky to get this NEW, Big seller for immediate delivery at such a BARGAIN PRICE. Rush your order and cash in, 25 YEARS OF VALUE GIVING. Full payment on order for a dozen, 25% deposit on larger orders. Catalog of 1001 items FREE with all orders.

**MILLS SALES CO.**

901 Broadway, New York, N. Y.  
WORLD'S LOWEST PRICED WHOLESALES

**ROLLED GOLD PLATED WIRE (Gold Filled)**

**PROVIDENCE, R. I.**

## MEDICINE MEN

Write today for new wholesale catalog of Tonics, Oil, Bicy, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Guaranteed.)

**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists  
127 E. Spring St., Columbus, Ohio

## PITCHMEN! AGENTS! DEMONSTRATORS!

# Famous Pittsburgh JUISTRATOR

### NOTE SALES FEATURES!



### Don't Wait! Write Now!

Get our attractive proposition, complete prices and samples. Send a letter or card TODAY to . . .

**THE JUICE EXTRACTOR COMPANY, 158-60 49TH STREET, PITTSBURGH, PA.**

### NOW IN PLASTIC! Greatly Improved!

Cash in on the hottest household item in the trade! The original, one-and-only JUISTRATOR . . . famous for years as "the Pittsburgh extractor" . . . now in plastic and improved 100%! Exclusive features (see left) give you quicker sales, greater profits. Go to town with JUISTRATOR now!

### CHOICE OF 5 TRANSPARENT COLORS

1. Crystal-Clear
2. Transparent Blue
3. Transparent Red
4. Transparent Green
5. Transparent Yellow (Amber)



At Schrier. . . . Bob Posey was in Mayfield, Ky., and reported that crops in that territory were the best in history. . . . Cy Ullman and Murphy were doubled on the leaf, making fairs. . . . Hot-Shot Austin was in Chickasha, Okla. He made the Fourth at Canton, Okla., with Sopsy Williams, Louis Huff, and Jimmie Ellis to good results. . . . R. G. (Doc) Darling, veteran med worker, was manager of Tidewater Inn at Morgans Point on the Houston Ship Channel, near La Porte, Tex. . . . Chief Mexas was working med and horoscopes and was reported to have bought some land in Indiana near the Ohio line. . . . Boys seen at the Indiana fairs were Paul Houck, Jack Scharding, Eddie Gillespie, and Bill Westfall. . . . Paul Beckley and Elton Egan, between pitches on the scales, pens, ballracks, etc., in Indianapolis, were welding the brushes and getting the long green. . . . That's all.

### Deacon White a Natural

By E. F. HANNAN

ONE of the early and most successful med show operators was Edward (Deacon) White, who had much success in New England, particularly in Maine. Deacon not only lectured on his remedies, which he also compounded, having been a druggist early in life, but he also did a good part of the show, as he was a home soloist, banjoist, and a good enough ventriloquist to take on a variety date in slack times. In addition to all these accomplishments he was capable of putting on a spiritual séance which was as good as the best in this line. Deacon dressed the part thoroughly, big hat, flowing tie, checkered vest, and a hand and shirt full of sparklers.

Upon striking town he would arrange with a local jeweler to display his diamonds in the jeweler's window with a card reading: "The man who owns these rare and valuable stones is somewhere in this town. Who is it?" each night he would announce to positively

give away 100 envelopes containing coins, one of these to be a gold piece. He gave out the coins all right but in some way or other the gold piece always found its way back to the Deacon. In his later days the Deacon went into the veterinary med game and became a well-known character at Eastern fairs and race meets. He was what we now term a natural, like so many other old-timers of the med game.

### MIDWAY CONFAB

(Continued from page 37)

633, Starke, Fla., who reports their daughter, Dawn, was struck by an automobile and seriously injured.

OWING to the small amount of business on hand not justifying the expense, the Showmen's Guild of Great Britain and Ireland will not hold a bi-annual meeting of Central Council, which is usually attended by delegates from area sections and wound up with a banquet.

WHILE playing Tuscola, Ill., week of July 4, Mr. and Mrs. Charles Savage, Buckeye State Shows, were visited by several Cleveland relatives. Mr. and Mrs. Pat Brown were hosts to relatives from Ellensburg, Wis. Mrs. Gertrude Brown's daughter spent the holidays with her.

PARTY was given Carol Ann Warren, member of Golden State Shows, July 13, in Sacramento, Calif., on the occasion of her second birthday anniversary, reported Mona Vaughn. She received many gifts. Mr. and Mrs. Crafts, Crafts 20 Big Shows, attended.

DURING the July 7-12 engagement of Goodman Wonder Shows in Devils Lake, N. D., Earl Ketting, Motordrome rider, sustained a badly lacerated lip and bruised jaw when attacked during the night while sleeping by an unidentified assailant. Several stitches were necessary.

A NEW anti-noise ordinance in La Fayette, Ind., makes it mandatory for persons desiring to use sound cars or other loud-speaking devices for advertising to get a permit for each separate occasion from the chief of police, giving time and place of operation on the application. Penalties are provided for violations.

SOME shows really are going hog-wild—just like a hungry mule in a clover patch. Altho business is the best in many and many a year they just won't take it fairly easy but have to blast. Two or three years ago a Virginia law was enacted permitting county commissioners to license carnivals. Since that time and generally immediately after a visit of some red-hot show, commissioners go into a huddle and put on a dandy license, usually around \$100 per day, and that, of course, is in addition to the regular State reader. Even two miles from Christiansburg, Va., out on a highway, business was enormous, but the county is closed now. A lot of money is no good to a wolf; he wants a lot more and uses no business judgment whatsoever. Counties are falling into line with prohibitive licenses. The absurdity of the whole thing is that, fixing the payoff and the more-than-occasional shakes, the racket does not show any net profit to the office. But—so what?—Virginia.

JIMMY ELLIS and Big Jim Edwards, off the road two years, report they recently completed a month's business and pleasure trip thru Michigan and Wisconsin and visited Ray Odoms on Royal American Shows. Before returning to Miami, where they operate a cafe, they plan to call on Spot Tipps with Bee's Old Reliable Shows.

JOINING W. S. Carl Greater Shows in London, O., were Mr. and Mrs. L. E. Roba Collins and Doc and Cedora Edwards, until recently with the Cunningham Shows. Mrs. Edwards has three children, and Doc has taken over general agent duties. Carl Shows are reported larger than in previous years. They had a good stand in London.

CAPT. GEORGE WEBB, high net diver, reported he closed recently with Raney United Shows in Hopkins, Minn., making a 513-mile jump to Newberry, Mich., to join Pleasureland Shows. He took Earl Young with him as rigging man. He renewed acquaintances with Marty Rose, now on Pleasureland, who toured with him 22 years ago on the Kelly Shows.

ANNUAL Whitsun Fair in blitzed Coventry, England, attracted a smaller number of showmen than usual but resulted in bumper business. Dodgem cars, normally run at one shilling per car (sixpence per person) at peak periods were working at four shillings. Permitted to stay one day beyond the scheduled

## TAKE A WISE TIP!!

### Don't Buy...

UNTIL YOU COMPARE OUR PRICES AND SUPERIOR QUALITY MERCHANDISE

#### VITEX-GLAS KNIFE

Needs no introduction. A hot item if there ever was one, and what's more, a proven sales natural. Made of glass—durable, and strong, and never requires sharpening. Always a money getter.



#### VITEX-GLAS JUICER

Made of non-breakable plastic and has the best cutting edge of any juicer on the market today. Every one a 100% worker, and sells like wildfire.



#### IRON-PLAS KNIFE

Made of transparent plastic, unbreakable, sharp and stainless. Truly a beautiful knife and well balanced. A real hot item, and getting fast money.



#### SAMPLE OFFER

VITEX-GLAS KNIFE ..... 25c  
IRON-PLAS KNIFE ..... 25c  
VITEX-GLAS JUICER ..... 10c  
ALL THREE ..... 50c

Write today for details and quantity prices

### RENWAL MANUFACTURING CO., INC.

915 BROADWAY

NEW YORK CITY

**CHewing GUM 260 BOX**

RETAILS FOR \$1.00

Each box holds 20 Cellophane Packs Factory Fresh Gum. Specialty Displays. Boxes help you to get quick 100% to 200% profits. Use our distinctive—GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.

**4 FOR 10c**

**PHOTOGRAPHERS CASH IN**

On Our Photo Jewelry Novelties  
RINGS • BRACELETS • CHARMS  
TIE CLASPS, ETC.

Complete line—Lowest Prices.  
SEND 25¢ FOR SAMPLES OF 2 BEST SELLERS—CATALOG FREE.

REDALLION NOVELTY CO., INC.  
208 Bowers New York City

### PENS • PENCILS • COMBOS

Write for Price List  
**JOHN F. SULLIVAN**  
458 Broadway (Past Service Bldg.) N. Y. City

**VETERANS, GET ABOARD IN THE ARMY NOW**

Get new fast seller. Pins and cards, with and humor. Great flash speaking illustration. Quick money. Monthly Magazine, steady seller. 5th Column Record, Service Jobs Books, Patriotic Calendars in sets of 10. K. B. R. Cards. Over 1000 different advertising sales opportunities. Free samples, 10 cents.

**VETERANS SERVICE MAGAZINE**  
163 Duane Street New York City

**SUBSCRIPTION MEN**

Here's the latest money-maker for your working fairs, carnivals, farm sales, etc. Attractive \$1.00 deal. Experienced men wanted statewide north or east of Missouri River. Give your experience and list of fairs you want to trade. Write N. M. OURLY, Manager of Agents, Room 309, Sandstone Bldg., Mount Morris, Ill.

**FREE! WHOLESALE CATALOG**

4000 OPPORTUNITIES

Household goods, display cases, sewing machines, radios, cosmetics, food, jewelry and toys are a few of the thousands of articles shown in this exciting catalog. For complete agents and dealers.

200 PAGES

Checklist of interesting money makers. Includes ideas that may increase your earnings \$2 to \$15 a day and thrilling extra ideas. Each and every item sold under a money back guarantee. Get your copy by sending for it today.

**SPONSORS**, 741 Billee, Le Center, Minn.

## New! ENGRAVING PINS

New Catalog Ready Aug. 1st

**Plenty of Stock**

We are prepared . . . with plenty of merchandise! Large quantities of all styles . . . and especially those "big sellers" . . . are ready now . . . for filling your orders. Remember— we will ship orders the same day they are received— as "get set" with our new 1941 line . . . and you will have your "biggest season!"

**New Styles**

The new 1941 Engraving Catalog, No. 28, will be "off the press" August 1st. All new style pins are in stock— ready for delivery now! Even bigger than our big 1940 line . . . new "idea designs" in Engraving Pins that will be the 1941 "must have" hits, at the intro this season.

**HARRY PAKULA & CO.**

5 N. WABASH AVENUE • CHICAGO, ILL.

## Street Photographers

WHY NOT GET INTO A GOOD PAYING BUSINESS!

We have a complete stock for making 1-Minute Pictures and Cameras priced from \$7.50 up.

SEND FOR CATALOG

**Daydark Specialty Co.**  
2828 BENTON STREET ST. LOUIS, MO.



## DEMONSTRATORS AND PITCHMEN

### DE VAULT MIRACLE PEELER

DeVault Streamlined Special with grater. New cards—immediate shipments. Write for prices—Graters available to Peeler Users.

**PITCHMEN SPECIALTIES**  
DEPT. 412, 166 EAST ERIE STREET CHICAGO, ILL.



run, showmen contributed \$320 to air-raid and hospital funds.

AMONG fishermen on Arthur's Mighty American Circus Shows who enjoyed a good week's sport during the show's July 4 week stand in Aberdeen, Wash., were Ralph Baloom, Joe White, Mr. and Mrs. Everett Butler, Tod Henry, and Joe McColl, scribbled Walton de Bellaton. Mrs. Grace Gotch became ticket seller on the new Roll-o-Plane, and her husband, Leo, joined one of Al Fine's concessions.

HARRY E. SLOSSON, publisher of The Rhineland (Wis.) New North, visited Rubin & Cherry Exposition during its recent stand in Wausau, Wis., and reported he was favorably impressed with the midway's attractiveness and courtesy shown him.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers.*

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

## September 15 --

**Great opportunity for the trade to co-operate with retail locations in support of national defense**

The week of September 15 may become an important week for the coin machine industry. That has already been designated as Retailers for Defense Week. Donald H. Nelson, director of purchasing of the Office of Production Management (OPM), is honorary chairman, and Major Benjamin H. Namm has been named as chairman to make the week a success. These two men at the head of the movement give it official sanction and also give assurance that the idea will be a success.

The central idea is to enlist all the retail stores in the United States in a series of demonstrations of loyalty to the great defense program in which the country is engaged. That means that every location in which operators have coin machines will be, or should be, taking part in a national program to boost the cause of defense.

It is apparent at once what an important meaning this week may have for the coin machine industry. Many thousands of retail establishments will be taking part in a patriotic demonstration, and many thousands of these establishments have coin machines as a part of their business set-up. This is especially true of the thousands of smaller retail establishments. The ties that bring small retail establishments and the coin machine industry together are very mutual and very real.

If there is any industry or trade or group with which the coin machine industry ought to join in support of national defense it is the plans and programs fostered by retail locations.

The big stores will naturally lead in the patriotic observance of the week of September 15, but the thousands of smaller establishments will be just as loyal to the nation and it is these smaller locations that need the mutual support of the coin machine trade to help make the week a success.

A 14-point program of ways to aid defense has been outlined for the retail trade. Every member of the coin machine trade should be familiar with these 14 points and they will be published in full in *The Billboard*. Some of the points are applicable to locations only, while several of them may be adopted by the coin machine trade as well. One of the points for stores is to boost the sale of Defense Bonds, and the coin machine trade is already doing that.

In order that the coin machine trade may be recognized as mutually allied with the thousands of retail locations in

their patriotic observance during the week of September 15, here are some practical suggestions to be followed by the industry.

The Committee on Defense Support, thru Homer E. Capehart, its chairman, will volunteer the hearty support of the industry to the organization sponsoring the Retailers for Defense Week. The manufacturers will soon hold a meeting to discuss certain plans for publicity and it may be that these plans can be tied up with the observance of the week of September 15.

Regional chairmen have been appointed to organize retail stores for the week. In each district the coin machine associations will offer full co-operation to these regional chairmen. City officials and committees will soon be appointed by the stores also and the coin machine trade in each city should be ready to offer full co-operation.

Placards, stickers, and other publicity will be used during the week. The coin machine trade should also have its own original publicity ideas.

It will be an occasion also for the coin machine trade to stress its own great creed of aid to the small retail establishments. Big business has its contests, newspapers have their puzzles, chain stores have their immense buying power, radio has its prizes, the thousands of small retail establishments need coin machines to maintain their place in the American system.

Newspapers should be informed during that week also that the thousands of small retail establishments are the outlets for the bulk of advertised merchandise in the United States, and that the use of coin machines helps these thousands of small outlets to stay in business.

We will co-operate in every way possible with the coin machine trade, its associations and leaders, by reporting news of all developments in this national movement and suggesting how the coin machine trade may co-operate. We will try to keep local associations advised of regional leaders in the retailers' movement and what co-operation to offer. Publicity plans and ideas for the coin machine trade will have to be worked out as time goes on.

The designation of a Retailers for Defense Week seems to offer the coin machine trade one of its greatest opportunities for mutual co-operation in behalf of national defense.

## Genco's Argentine Steps Out Ahead

CHICAGO, July 19.—Surpassing all previous records for 1941, Genco's newest release, Argentine, is setting some new sales marks throughout the country, report officials of the firm.

"Despite the so-called summer slack season," says Dave Gensburg, Genco official, "Argentine is really doing a standout job on locations from Coast to Coast. The collections reported by operators are averaging more than any game we've produced this year, and that includes such sensational hits as Captain Kidd."

Having a big string of winners that now reaches a new high with Argentine, the Genco factory is declared to be a veritable beehive of action as every effort is made to make enough games to supply the demand.

The swing toward Genco games is explained in this way by one of the bigger operators in the East, Gensburg said: "I'm 100 per cent sold on Genco games because time and time again they've proved to be the biggest money-makers on my route. Mechanically they're marvels in operation. And they really stand up amazingly in trade-in value. With these three big advantages, operators certainly go for Genco games in a big way, because they not only make more money with these games at the operating end of the picture but also are far ahead when it comes to trading in the games."

"Argentine is one of the most thrilling games ever manufactured," he continued. "Combining the appeal of colorful action, new features, and eight exciting ways to win replays, Argentine appeals to players from Maine to California in no uncertain terms. Repeat play on Argentine is extremely heavy, and since this is where big profits lie it is no wonder, say operators, that Argentine is one of the real winners of the year."

## Savoy Covers New England

BROOKLYN, July 19 (DR).—Al Simon, of Savoy Vending Company, returned this week from an extended trip thru New England for the sale of Chicago Coko's line of games. Al made this trip for the first time since his territory has been extended to cover six additional States. He returned with a favorable report and many orders for Showboat.

Back at his desk, Simon was overwhelmed with business and, in order to service the jobbers and operators with the highest degree of efficiency, he sent his right-hand man, Irving Becker, out on another trip. Becker has had many years of experience in the pin game business and will be able to work out any problems his customers might have.

## Success Based on Service—Mac Churvis

CHICAGO, July 19 (DR).—"Success stories from Grand National always have been based on personal service," reports Mac Churvis. "Outstanding progress of Grand National Sales Company can be traced to the service and the satisfaction to the customer in every business transaction."

"We try to give every individual operator, whether large or small, the interested, personal attention that he has every right to expect," he said. "The extra care that we put into all of our dealings with our customers goes a long way toward cementing their friendship."

Al Sebring backed up this statement by telling of the part that complete stocks play in making this type of per-

## CMJ Gives to Campaigns . . .

CHICAGO, July 19.—In a report on the special activities of the Coin Machine Industries, Inc., James A. Gilmore, secretary-manager, stressed important and recent contributions of the organization to patriotic and civic causes.

The organization raised from its members \$850 to British War Relief and \$1,250 for the USO campaign, Gilmore reported. The CMJ was asked for a contribution only near the end of the campaigns for these funds and many members had already contributed thru other channels, Gilmore explained. Some of the members also made contributions thru two or more organizations.

More recently the CMJ has invested a substantial sum in Defense Bonds and is also urging its members to buy bonds. Strong support to national defense is being given by the organization and also its members individually.



TWO QUEENS AND A JACK—Miriam McCollum, Mills College Ski Queen; Jack Marka, who takes care of records at Mills Novelty, and Phyllis Lynne, Russ Morgan vocalist. (MR)

sonal service possible. "We have the largest stocks of perfectly reconditioned used equipment on hand that we have ever had," he said. "Thus, when the largest or the smallest operator gets in touch with us and wants delivery in a hurry, we are able to come thru with exactly what the operator wants."

"That's the kind of personal service we have to offer—and if there's any one thing to which we can attribute our greatly enlarged volume in the past few months such service seems to be the answer."

## Flipper Counter Game Clicks Big

CLEVELAND, July 19 (MR).—M. J. Marcus, of the Markapp Company, manufacturer of the Flipper counter game, reports: "We are actually swamped with orders for this sensational counter money-maker."

"For the past 90 days we have been testing Flipper on the toughest locations. We have found it to be the most perfect counter game that we have ever had the pleasure of selling. We have also found it to be the one counter game that really pulls terrific repeat play and brings greater profits longer that it remains on location."

"The game is colorful, attractive, appealing, flashy, and it has one of the most tantalizing and amazing play ideas that has ever been incorporated into a counter game. Once the coin rolls into the game the player gets the idea and comes back again and again. At the same time there are award cards for five, 10 and 25 free replays, which means that the game offers terrific odds to the player."

"From the legal-game standpoint this machine can be operated anywhere. Every operator who has so far ordered has reported in quantity. We are hard pressed at this time to get as much production as we possibly can but we are now reaching larger peak volume and will be able to meet the demand of the country's operators for any volume of machines they may want."

Shipments are going forward every day from the Markapp factory here, with Marcus and his aids busy covering the inquiries of the trade. It is said.

## Get an Objective

By JAMES T. MANGAN

An objective is something outside you, something you haven't yet acquired. It should be something worth while, valuable and—this may surprise you—something hard to get.

Lunch, dinner, a movie aren't objectives—they're too easy. A decent objective is always something that's hard to get.

Get an objective! Before you start after it, know it, have it as a goal. Let it be crystal-clear, definite, better still, put a time limit on yourself stating exactly how long it will take you to get it. Then don't keep quiet about it—publish the fact that you are starting after it!

The crowded world steps briskly aside to let thru the man who has an objective. If you sincerely are after something, something you want with all your might, the world not only makes a path for you; people even stop long enough to cooperate with you in getting it.

For all things succumb to love. If you really love your objective, if it is clearly an undying passion with you, the world won't rest easy till it sees you get what you are after. For all the world loves a lover, loves most of all the lover of a real objective.

Have you an objective? Have you something that you want, intend to get? What have you done so far today about getting it? What did you do yesterday? When are you going to do something about it? If you're not on your way toward your goal, or if you are only half-hearted and timidly hopeful about it, why you haven't any objective at all! For the man with an objective is doing something every minute of every day, something aimed at taking him where he wants to go.

You can look back over your whole life and not find a single instance of where you failed to accomplish any real objective you ever had. If you gave up before you reached the objective, it's a cinch it was no objective at all! For no one ever gives up on an objective! If it was a true objective, you amazed yourself, your family, and friends, at the speed with which you got it, carried yourself like a miracle worker tho you realized it was really easy.

Yes, it's easy, downright simple, to attain any objective; the real difficulty lies in getting the objective, in convincing yourself that you really want the thing, in passionately desiring it, in devoting your whole life to it. Yet finding the objective is worth all this difficulty for life itself is nothing but a series of ends attempted and goals won, with failure being impossible when the goal is your true heart's desire.

Empty is life without an objective; your days pass in killing time, in slavish



## 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

## ARCADE EQUIPMENT

10 Latest Typo Skyfighters	.....	\$155.00
3 Keeney Air Raiders	.....	110.00
3 Jennings In-the-Barrel	.....	70.00
15 Deluxe Texas Leaper	.....	35.50
10 Ten Bisters	.....	35.00
2 Western Base Balls	.....	45.00
1 World Series	.....	35.00
2 Black Anti-Aircraft Guns	.....	35.00
2 Brown Anti-Aircraft Guns	.....	40.00
2 Chicken Sams	.....	35.00
1 Shoot the Bull	.....	45.00
1 Tommy Gun	.....	35.00

1/2 Deposit, Balance O. O. D.

**CLEVELAND COIN MACHINE EXCHANGE**  
2021 Prospect Ave. CLEVELAND, OHIO

acceptance of dull routine, in living like a vegetable. But noble and thrilling are those days in which every breath, nerve, and drop of blood in your body are cooperating with your soul to achieve something, to get something, to go somewhere, to be somebody. Be a man with an objective and know the real glory of getting what you go after.

## Fort Worth

FORT WORTH, Tex., July 19.—Operator Bob Martin and wife are vacationing in Mexico City. The Martins are making the trip in a new car.

Eddie Vinson, Fort Worth Novelty Company, is learning to fly. He will soon be ready for his first solo.

Harry Hooser, former Fort Worth operator and at present operating a tavern, has again entered the operating field. He will place counter games and phonographs.

Marcus Reiners, head of the Operators' Supply Hooses, made an extended business trip to Arkansas recently. Marcus reports that he found sales good in the Arkansas and East Texas territory.

Operating activities in this section are a little above the business done during June. The wheat crop is just beginning to move onto the market and prospects for business during the last half of July are more promising.

## AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation.

INTERNATIONAL MUTOSCOPE REEL CO., INC.  
44-01 11th St., Long Island City, N. Y.

# MUSIC MERCHANDISING

## Ork Men Study Operator Needs On Resort Swing

CHICAGO, July 19.—The progressive recording band leaders, always on the alert for new tunes, with operators located on their itinerant tours are now paying visits to the boys serving summer resort areas while filling engagements in those vicinities. From the vacation spots in Wisconsin, Illinois, Michigan, and Minnesota come reports of personal contacts with operators made by leaders.

The maestros are taking advantage of this opportunity to learn the needs of those operators serving city vacationists. They also study the line-up of tunes on locations and compare them with those records popular in year-round areas.

Lawrence Weik, now filling a long one-night-stand tour in the Dakotas, Iowa, and Wisconsin, has kept a close check on the popularity of his recordings in resort towns. His manager, Keith Bain, is assisting on personal contacts, with operators and most locations in the neighborhood of the band's personal appearance date benefited by the publicity given that engagement.

Tiny Hill, leaving on a one-night tour August 1 following his current run at the Melody Mill Ballroom here, is mapping a campaign to visit the operators in the "off-the-beaten-path" areas to discuss his latest recordings with them and to offer his help on promotion and publicity.

Dick Jurgens, on his way back from the West Coast, is another alert recording leader. His singer, Harry Cook, is now known to many operators, and before the band's return to the Aragon Ballroom here next month many more operators will get the benefit of Cook's promotion plans.

Other leaders who have recently entertained operators include Russ Morgan, Bob Chester, Jan Garber, Joe Reichman, Abe Lyman, Ray Noble, Groe Gordon, and Orrin Tucker.

## Music Systems Boost Collections

BROOKLYN, July 19 (MR).—The trend toward complete music systems has definitely stepped up music box collections, according to R. C. Reinhardt, sales director of Atlas Sound Corporation. "Operators familiar with the technical end of installations increase their profits," said Reinhardt.

"Booming sales on Organette cabinets, triangular Peri-Comic enclosures, and similar speakers is proof that larger and more costly installations are being made. Our firm is doing its utmost to supply practical equipment, such as the new 15-inch speaker-size music box enclosure. Our factory is going at a rapid pace so that we can offer operators and distributors 24-hour service.

Reinhardt announces that arrangements are being made for the appointment of additional key distributors who will maintain complete stocks in order to satisfy the immediate needs of operator accounts. Inquiries are being received daily from new distributors who are anxious to get their lines organized for an anticipated sales spurt in the fall.

## Wurgler Gets High Wurlitzer Post

NORTH TONAWANDA, N. Y., July 19 (MR).—The appointment of E. H. Wurgler as credit and collection manager of the North Tonawanda division has been announced by Carl E. Johnson, vice-president of the Rudolph Wurlitzer Company. Wurgler succeeds William P. Bolles, whose resignation became effective July 15.

Ed Wurgler is well known in the entire automatic phonograph industry for his activities as a member of the Wurlitzer field organization. His experience and training over a period of many years in this industry particularly qualify him for his new responsibilities.

## Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

**HILLBILLY RECORDINGS:** Spin the Bottle, Tiny Hill; Jessie, Mill Herth Trio; Sugar Blues, Clyde McCoy; You're My Sunshine, Gene Autry, Airport Boys.

**INTERNATIONAL RECORDINGS:** Pound Your Table Polka; Lo-Lo-Lita; Finger Polka; Misirlou; Waltzing on the Kalamazoo.

**FOREIGN RECORDINGS:** German, Fahr Mich in die Ferne Mein Blonder Matrose, Erika; Bohemian, Kukačka Kuka, Cerny Kris; Hungarian, Nem Vagy Legény Berci, Mia Bella Signorina; Croatian, Nate Mislim, Kukuješta Kol; Polish, Poczekaj, Pawlem Mame, Wroc Do Mnie Kochanik, Hop Slop—Oj Dana; Scandinavian, Den Vackra Flickans Dans, Balen I Karistad, En Sang Vid Brasan; Swedish, Nikolina, Kalle Schewens Val; Italian, Scigliamella, La Campagnola; Jewish, Misirlou, Mein Yiddish Mame, Belz; Greek, I Vasso, Poso Lipame.

## Mayor Commends Cleveland Assn.

CLEVELAND, July 19.—Cleveland Phonograph Merchants' Association held its July meeting recently in the ballroom of the Hotel Cleveland. Despite warm weather, the meeting was well attended. Top spot of the meeting was the reading of a letter from Mayor Edward Blythin in which the mayor stated that he and his wife had enjoyed the association's annual banquet. Said Mayor Blythin: "Your members are a fine group of people, the entertainment was tops—it was one grand evening. I have referred to the work of the association in remarks I have made on different occasions at various places where they would fit in," he declared.

Jack Cohen, chairman of the advertising committee, reporting on the record-of-the-month campaign, said that advertising media had been extended to include hanging cards in street cars and that about 70 per cent of the cars are now carrying them. The name of the current record-of-the-month, *Bless 'Em All*, is printed in large type so that all passengers may easily read and memorize it.

The Burt Company, Cleveland department store, has been co-operating with the association in the promotion of the record-of-the-month by furnishing stickers and other signs to locations. They are

## West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, July 19.—Business for vending machine operators, as well as music machine operators, continued good.

Harry A. Kaplan, of Southwestern Vending Machine Company, and Herman Cohen recently returned from a trip to San Diego territory. Kaplan reports that business is booming in that section because of the defense projects.

Louis Kaplan, son of Harry Kaplan, will keep his route going this winter when he resumes his studies at UCLA.

Ken Kenne, of West Coast Music Company, who has "sort of retired" from the coin machine business, announces that he will soon be back in the game full strength. While the retirement has consisted of operating only a few games, he is thinking seriously of coming back with games and music machines.

Harry M. Kaplan, of Sun Music Company, is going strong in his new location on West Pico Boulevard. He operated the Sun Music Company in San Bernardino before coming here. Employees include Red Stone, serviceman at San Bernardino; Hank Poffenbarger, Keith Green, and Herman Eisentein, servicemen with the firm in Los Angeles.

Paul Blair, representative of Exhibit Supply Company, is back in town after making a swing thruout the beach resort section to look over arcade equipment. He reports that arcades are getting good play and operators say receipts this year to date are far ahead of the same period last season.

Jack Pfeiffer, popular music machine operator, is back on the job after suffering severe sunburn received while trout fishing. Pfeiffer is not yet up to par, but is able to get around and attend to business.

Jack Gutshall, of Esquire Music Company, now in its new location on West

now presenting a 15-minute broadcast weekly featuring the record-of-the-month and other popular hits.

Leo Dixon reported on the progress being made by the recently organized colored operators' association, Phonograph Association Affiliate. A membership campaign has resulted in practically all operators joining.

Jack Cohen, chairman of the entertainment committee, reported that plans for the annual picnic in August are well under way and that the date and place will be announced soon.

The association is now installed in its new quarters at 315 Euclid-Windsor Building, Cleveland. A large meeting hall, general office space, and offices for association officials are included in the new set-up.

Washington Boulevard, was the host to a group on a fishing trip Sunday (13). Party left San Pedro yacht basin aboard the Gray Dawn. Catch was good. Aboard the boat were Smoke Leinart and Mrs. Leinart, Gene Crowley and Mrs. Crowley, Paul Simone, Louis Petteuto, Gene Dixon, Johnny Gunnarson, Carroll Leinart, Mr. and Mrs. Outshall, and Jane Carico.

William Simmons, Western regional manager for Packard Manufacturing Corporation, left by plane a few days ago for a two weeks' visit at the Pla-Mor factory in Indianapolis.

News from the office of the Associated Operators of Los Angeles County, Inc. is that Curley Robinson, managing director, was tendered a birthday party by the members of his office force this week. Curley was presented with a large birthday cake on the occasion. Present were Sid Mackin, of San Francisco; Shirley Knell, Billy Wulf, Cliff Gill, Jean Armand, Ray Adams, Lew Meyer, Eddie Ginsburg, and others.

Shirley Knell, popular bookkeeper in the AOLAC, will be married at Weyen's Kennore, Los Angeles, August 3 to Daniel Stevens. They will make their home in San Francisco. Virginia Cooper has joined the AOLAC force and will take Miss Knell's place.

Mollie Elmon, secretary to Curley Robinson, has returned to her desk following a 10-day vacation at Santa Catalina.

Mac Mohr reports that operators are going strong for the Deval line and that American Eagle with the new defense reel is in big demand. Large orders have been received from the San Francisco area and shipments are being made as quickly as possible, he said.

Mac Sanders is sticking close to his desk these days. "With arcade business growing by leaps and bounds, I can't even think of taking off," he says.

Bud Parr, of General Music Company, is back at his place of business following a swing thru the territory, which included a stop at San Francisco. He reports that the music machine business is strong and shows indications of setting new records for operators.

Les Lorden, popular music machine operator, is taking his vacation in bits. He has several Sunday trips planned, but that is the extent of his trips for the time being.

Harry C. Rawlings, of County Games, was designated by the Pacific Coast Showmen's Association to serve as a committee of one on the program honoring Mark Kirkendall, veteran showman. Rawlings is well known in show business and spends his spare time visiting shows that are playing in the Los Angeles vicinity.

Service school at the California Simplex Distributing Company continues popular. Instructing at a recent session were H. W. Petzet, service manager; H. Kleumms, district service manager of the Wurlitzer company; Walter Reed, service manager from the North Tonawanda office; J. Hrdilka, vice-president in charge of remote-control, who came here from the Tonawanda office, and Russell L. Smith, manager of the local office.



"THE WURLITZER COLONIAL BRINGS GREATER PROFITS," declares Hal Buchman, owner of Hal's, popular Manhattan Beach, Calif., location. "It's exactly what I've been waiting for. Its distinctive styling and tone are bringing greater profits every day." (MR)



Industry Mentions

Magazines  
Newspapers  
Radio

The Saturday Evening Post, July 19, page 14. Probably the best "Industry Mention" of the week. A generous half-page illustration of a penny arcade scene to start off a lengthy article entitled "Blitzboom." The article tells what the modern defense boom has done to San Diego, Calif., and the difficulties that such a city has in amusing thousands and thousands of men in the military and naval services. While coin machines are not mentioned in the article itself, the generous picture at the top of the first page is a real tribute to the industry. The picture shows husky sailors enjoying coin machines in the arcade. Among other types of machines, the legs of pinball tables are clearly visible.

The Los Angeles Times, July 14. A news story that will probably appear in other newspapers over the country tells



STREET CAR CARDS used by the Phonograph Merchants' Association of Cleveland in promoting its hit tune for July, "Bless 'em All." This is the first time the association has used street car advertising in addition to its regular newspaper and radio advertisements. Reports are that it has helped to boost phonograph play considerably.



MUSIC MACHINE OPERATORS

and many other features of interest to operators will appear in the Third Annual Edition of TALENT AND TUNES ON MUSIC MACHINES The Billboard's Big Record Supplement for Operators.

Watch for it!



2000 plays for half the price  
Miracle Point Needles  
M. A. GERRET CORP., 2647 NO. 30 ST., MILWAUKEE, WIS.

how Gene Towne, a film producer and writer, has designed a vending machine which resembles Uncle Sam. The machine was designed to vend Defense Savings Stamps and has been submitted to the Post Office Department in Washington for official development and use. A vending machine for such a purpose, if successful, would get a lot of favorable publicity for vending machines.

PIPEDOM ODDITIES

SLOT MACHINES ORIGINATED IN THE INNS OF OLD ENGLAND, WHERE A PENNY IN THE SLOT OF A SPECIAL BOX OPENED A DRAWER FULL OF TOBACCO



The Chicago Daily News, June 16. Chicago newspapers naturally publish many news items and articles about Camp Forrest, Tullahoma, Tenn., because many boys from Illinois are in the training camp there. The opportunities which the boys have for amusement there are frequently mentioned. In this particular story, June 16, it is stated:

"There are hole-in-the-wall 3.2 beer joints, scores of nickel-in-the-slot game machines in the stores, and two small movie theaters where grade B-minus pictures hold sway."

The Pittsburgh Courier, July 5. In a series of pictures across full top of page, illustrating the life of army officers in training at Fort Benning Infantry School, one scene shows at least five men in uniform gathered around a coin-operated phonograph. The picture suggests the men are really enjoying the music; in fact, seem to be singing to the accompaniment of the music box.

The Scranton (Pa.) Times, June 20. In an editorial concerning a local dis-

turbance in a small night spot, the newspaper makes unfavorable reference to juke boxes, as if they were to blame for the trouble. This newspaper seems to have a policy of knocking all types of coin machines.

Wally Frank's Pipe Catalog for 1941. Publicity for coin machines sometimes happens in round-about ways. In this attractively written booklet to boost pipe smoking the above illustration occurs. It is one more contribution to the stories of how vending machines originated.

Beer Industry To Fete Legion

MILWAUKEE, July 19.—Active in garnering good will, the beer industry is now planning to extend itself for the national American Legion Convention here September 14 to 18, with a hospitality transcending even the days of gemütlichkeit.

Details are being worked out in meetings of the Milwaukee Brewers' Association and representatives of the Milwaukee 1941 American Legion Convention Corporation.

It has been decided definitely that all the eight breweries of the city will hold open house daily from 9 a. m. to 6 p. m. during the convention for Legionnaires and their friends, according to L. A. Miller, association secretary. In addition, it is likely that each brewery will set up some form of beer garden in or around its property.

Beer Garden Planned

The Jos. Schlitz Brewing Company has plans for closing a portion of Galena Street at its plant. In the space it is considering establishing an attractive gardenlike layout with appropriate music and bars.

The Premier-Pabst brewery is considering the use of a large lot on its property for a similar set-up.

The other breweries meeting on the special entertainment feature are the Blatz Brewing Company, the Miller Brewing Company, the A. Gettelman Brewing Company, Independent-Milwaukee Brewery, the Capitol Brewing Company, and the Fox-Head Waukesha Company.

Aided Convention Plan

The brewers have been backers of Milwaukee for the convention for several years. When Milwaukee councilmen went to California in 1939 to support Milwaukee's bid the breweries contributed toward the expenses. Last year the breweries supplied considerable beer at Boston to help the Milwaukee convention committee entertain. They have again contributed handsomely to expenses of the convention corporation this year. In addition, the Premier-Pabst organization is the sponsor for the \$5,000 fireworks spectacle on the World War to be given the night of September 17.

PHONOGRAPH HEADQUARTERS



SPOT LIGHT VALUES  
WURLITZER  
16-Record MARBL-GLO  
With Illuminated Dome  
As Illustrated



Complete Ready To Operate Money-Back Guarantee \$79.50

- WURLITZER 61  
Counter Model With Stand  
GUARANTEED PERFECT \$79.50
- With D.C. Motor, \$84.50
  - 400 War. MARBL-GLO . . . . . \$39.50
  - 616 Wurlitzer Regular . . . . . 54.50
  - 616 War. Ill. Grill. . . . . 59.50
  - 500 War. Keyboard. . . . . 149.50
  - 500 War. Keyboard, Slug Proof . . . . . 159.50
  - 600 War. Rotary, Slug Proof . . . . . 134.50
  - 600 War. Keyboard, Slug Proof . . . . . 144.50

- MISCELLANEOUS
- Chicken Barn . . . . . \$48.50
  - Spot the Chutes . . . . . 59.50
  - Air Raider . . . . . 109.50
  - Heavy Bomber . . . . . 119.50
  - Bay Fighter . . . . . 175.00
  - Anti Aircraft (Bombs) . . . . . 89.00
  - Blocky De Luce Digger . . . . . 89.50
  - Love Vectors (Used) . . . . . 125.00



1/2 Deposit With Order

GERBER & GLASS  
914 Diversey Blvd., Chicago

**A-1 Quality**

Just 2 Things To Do for Credit:  
1. Send Your Order With 10¢. Then  
2. Send Us the Name of Your Bank.

**NEED USED PHONOS? WE'VE GOT A QUANTITY OF QUALITY IN STOCK!**

Beautifully RENEWED buys, even repainted! We buy, sell or trade. **WHITE, WIRE, PHONE!**

Wurlitzer 616, sweet, job  
Wurlitzer 616A, top shape  
Mills 1940 Throats of Music, perfect  
Sounding Ervay, marcel-glo  
Wurlitzer 500, keyboard, like new

FREE! Write for National's Illustrated Newswest! Packed with quality buys of every type.

"America's Quality Used Game Headquarters"  
**NATIONAL NOVELTY CO.**  
183 MERRICK ROAD, MERRICK, L. I., N. Y.

**CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE**

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

## News Notes

Dinah Shore has just inked her name to a new two-year contract with Bluebird. . . . Jack Owens, one of the authors of "The Hut-Sut Song," has another likely looking novelty song in his new one, "Hi, Neighbor." It's being featured in Universal's new movie, "San Antonio Rose." . . . Dick Todd's recent Bluebird releases of old favorites, such as "Say It Isn't So" and "Old Rag Doll," are a result of a survey which he took among phonograph operators, asking them what oldies they would like to have recorded. . . . Sammy Kaye still won't give in to requests that he record his theme. Kaye composed it himself but never wrote a title or lyrics for it, and is so sentimental about the number now that he hesitates about putting it on wax. . . . Operators, take note: Johnny Long's Decca recording of "Blue Skies" is a favorite on campuses where the Sigma Nu fraternity holds forth. Reason is that Long is a Sigma Nu hailing from Duke University.

One of the feature articles to appear in The Billboard's forthcoming Talent and Tunes on Music Machines supplement will deal with the importance of the coin phonograph in furthering cultural relations with the Latin and South American countries. It's a subject which U. S. operators will find especially interesting because it poses a strong argument against those who contend that the coin music machine is not in the category of "an essential industry." Music of all type and character has long been an international language and morale builder for the peoples of all countries. And the role that recordings on coin phonographs is playing is one which is

## ATTENTION!!

POLKA ENTHUSIASTS!

Jolly Jack Robel's  
DECCA record of  
DOG-HOUSE  
POLKA

(Papa's in the Doghouse Now)

THE OUTSTANDING POLKA OF THE YEAR!

becoming more and more a necessary part of our government's Western Hemisphere program of good will.

Enric Madriguera and his wife, Patricia Gilmore, are in New York for a session of recording in the Victor studios.

## Off to Buffalo

James D. Blakeslee, of Buffalo, reports that he and other operators in his territory are keeping their fingers crossed over the phenomenal luck they are having with the current crop of hit records. "It's been quite a while since such a number of top hits have hung on so long and consistently," Blakeslee says. He says the operators are particularly grateful for this right now, too, because in the coming releases so far they have not found any that showed the promise of those on the machines now. He reports Horace Heidt's recording of Goodbye, Dear, I'll Be Back in a Year as the most promising of the newer disks.

## Release Previews

Erskine Butterfield's next Decca date will include "Cheatin' On Me," "You Done Lost a Good Thing Now," "You Should Live So Long," and "Foogie," an original of Butterfield's published by Beacon Music Company. . . . "Ay, Ay, Ay," which Enric Madriguera recorded for Victor eight years ago, will be remade by the same artist but with new lyrics and in a bolero fox-trot rhythm. Other records which Madriguera will cut for Victor are "Carolea," "We're Having a Heat Wave," and "Song of India." . . . Connie Boswell's next Decca release will be "Nighty Night" and "Send in My Shoes." . . . Guy Lombardo has out a couple of standard popular numbers for Decca. They are "Make Believe" and "I Love You Truly." . . . Decca will soon release "I'll Get Mine Bye and Bye" and "Yes, Suh!" by Louis Armstrong.

## 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:

**SAN FRANCISCO:**  
Do You Care? Dinah Shore.

Operators here seemed to have had a very quick reaction to this new one of Miss Shore's. It's a vocal recording, of

course, and in this area at any rate this gal is assuming a phonograph machine popularity akin to that of the Croesbye and Andrews Sisters. Operators in other sections might do a bit of checking up.

**FORT WORTH, TEX.:**

Brahms' Lullaby. Bing Crosby.

Only out about three weeks, this Crosby treatment of a classic has already hit high distribution on coin phonographs in this part of the Lone Star State. It's a beautiful melody and with the Crosby moniker on the label it has more than the average chance of going places in many parts of the country.

**LINCOLN, NEB.:**

These Things You Left Me. Benny Goodman, Wayne King.

Tunes has been around for some time, but outside of a few spasmodic bursts, has not reached hitdom. However, it is now on the "going strong" side of the ledger in this Midwest town, and the two bands listed above have the recordings which operators report are getting the play. The Goodman and King names may be responsible for a great deal of this localized success.

**KANSAS CITY, MO.:**

Confessing the Blues. Jay McShann.

There's no mystery, according to the Kaysee operators, why this recording is doing a good job for them. The band is a local outfit and this is its first record, so the natives and fans of the septa orchestra went all-out for its debut on the phonographs.

## Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended July 19 and the week before, ended July 12, see the Music Popularity Chart in the Music Department in this issue.

## Detroit

**DETROIT, July 19.**—Eddie Clemons, of Modern Music Company, is opening a new record shop to service operators directly.

Edward Klefy, Detroit phonograph operator, has established his own record store and is also publishing a number of tunes for operators. Among these is the new Wayne County Blues, which has already become a local hit on music machines.

Frank Hanoch, music operator, is putting in practically all his time out on the road these days, covering a wide area.

Henry Schmidt Jr. is developing a new coin-controlled game giving the effect of golf practice under the name of Automatic Golf.

John Dobranich, of the Zora Recording Studios, is bringing out two new Serbo-Croatian releases for foreign locations.

Maurice J. Feldman, manager of Central Coin Machine Section, has moved

## Support Defense

From The Runcyco, bulletin of the Amusement Board of Trade of New Jersey, Inc., edited by LeRoy Stein, association manager:

"Walter W. Hurd, coin machine editor of The Billboard, suggests that each association appoint a 'Committee on Defense Support' to co-operate with the National Committee on Defense Support, of which Homer E. Capehart is chairman and James A. Gilmore is secretary. This committee has already volunteered the support of the industry to the Office of Civilian Defense, headed by the Hon. Mayor LaGuardia.

"Here is an opportunity for those members who usually take little interest in association affairs to volunteer their services to prove their loyalty to their association and their patriotism to their country."

his headquarters from the downtown section to Northwestern Detroit. He is continuing with his jobbing business and expanding his own machine operations at the same time.

Henry C. Lemke, Lemke Coin Machine Company, has completed plans for a modernistic home to be built on the east side of the city. Mrs. Lemke, who has been actively associated with him in the business a number of years, is recovering from a serious hand infection sustained when a fork ran thru her hand.

Ben Newmark, formerly in the automotive supply field, has been appointed salesman for the Atlas Automatic Music Company, according to Barney Greenberg, manager of the Detroit branch. He succeeds Julian (Mike) Kratze, who has left the coin machine business to go into the steel industry. Greenberg is now handling the Detroit office personally.

The Oriole Music Company, maker of remote-control cabinets and speaker cabinets, is bringing out a new line of cabinets, Harry Walsh, manager, reports.

## Mississippi

**NATCHEZ, Miss., July 19.**—July has been a fair month for machine operators despite the intense heat and the expected summer slump in all business. Phono business has been holding up well and plenty of new locations have been established thruout area.

Sam McCabe, co-owner of Seramac Company, fractured his elbow recently. He has been able to attend to his duties and at latest reports is getting along very well.

Sam Serio, operator, is back from a short vacation trip to Louisiana on Lake St. John, where he enjoyed a fishing outing. During his absence the Seramac Company business was handled by serviceman Frank Perrault.

# BARRY WOOD

has superbly recorded

Irving Berlin's

ANY BONDS TODAY?

and

ARMS FOR THE LOVE OF AMERICA

VICTOR RECORD 27478

It is a privilege to appear  
on this record with him . . .

LYN MURRAY SINGERS

★ SONNY ★  
**DUNHAM**

Maestro at Meadowbrook  
Coast To Coast

"LAMENT to LOVE"

BLUEBIRD 11214

Roe-Krippene Music Co.



THE WHITE KITCHENS, popular cafe chain operating in Louisiana, finds patrons responsive to Seeburg music system performance, according to officials of the Electro Ball Company, Seeburg distributor. The chain, employing Seeburg products exclusively, reports revenue up since the installations, it is said. (MR)

## XAVIER CUGAT (Columbia 36230)

Rumba Rhapsody—Rumba Andaluza, V.G. Is It Taboo?—Bolero.

Cugat can customarily be depended upon to do the unusual, and on the first side he has done it again, and in a big way. The title might lead one to regard it as just another rumba, but it is far from that: its style is, oddly enough, Moorish, moody, and highly dramatic. Mipselto Valdes's vocal is far more in the style of a muzzin calling the Moslems to prayer than it is in the typical Latin vein, and the featured piano of Raoul Suler assumes classical proportions in spots. This side is extraordinarily different and extraordinarily listenable, one of those disks that really must be heard to be fully appreciated, description being inadequate to convey the various qualities. Plattermate is a quiet, reflective bolero, scored beautifully in the typically smart, original Cugat style.

Altho "Rumba Rhapsody" is likely to be over the heads of most disk listeners, its style is so unusual that it might have a chance for large machine success. Phono patrons may not appreciate what Cugat is getting at, but his complete avoidance of the beaten track here may quite conceivably attract their attention. The only thing that might stand in the way is the triteness of the title, and its implications that here is just another rumba. If they get the chance to discover that it's far from that, they may go for it.

## RED ALLEN (Okeh 6281)

Of Men River—PT. VC. K. K. Boogie—FT.

Out-and-out sacrilege is committed on the first side of this disk, the sort of musical mayhem that makes violent mental cases of listeners who consider jazz one of the lower forms of life even in its milder ramifications. Classicists who figure that way are, of course, narrow-minded and prejudiced, for fine jazz can be just as much of an art form, if along far different lines, as symphonic music, but they do have a case when all-out distortion of one of America's great light classics is committed such as here. Of all the songs in the book, why a musician like Allen (known to a handful of jazz followers, but unknown to the great mass of the public) elects to massacre a well-loved favorite like the Jerome Kern Show Boat standard is not only a mystery but a disgrace. Fast, hot, noisy, tuneless, offering only some out-of-the-world instrumental work—plus an unfortunate attempt by Allen to sing

## 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 14)

the lyric in a blatant, grating scat style—this is not merely bad but aggravating listening. Reverse is in the same vein, but at least the maestro had the good taste to tear one of his own ditties to shreds.

Absolutely nothing is offered to music machine operators or their patrons here.

## TOMMY DORSEY (Victor 27508)

Nelani—FT. VC. This Love of Mine—FT. VC.

Dropping the fine jazz beat of a Yes, Indeed and the excellent lyrical content of a Let's Get Assay From It All for the nonce, Dorsey turns to the slow, smooth dreaminess of a Hawaiian melody, and builds it up in the same image of his unforgettable I'll Never Smile Again. The arrangement is quite similar to that smash—Frank Sinatra and Fred Pipers vocal. The Dorsey trombone, the celeste touches, and the same super-slow tempo. And thru it all, the same fine quality. Companion piece is the tune for which Sinatra wrote the words, and his singing of them is of course excellent. Celeste bits are also present here, and the whole thing is in the same soft, rich vein as the A side.

The sole thing that can prevent "Nelani" from being the hit that "Smile Again" was (and the comparison is made because of the similarity in arrangement between the two) is the Hawaiian motif. "Smile" was down-to-earth, everyday romance, but the grass-skirted aura surrounding the new one is not too commercial per se. Perhaps, because of the Dorsey popularity and the smoothness with which this is done, that won't hurt, tho. Side B has its possibilities for machines, also.

## RENE MUsETTE ORCHESTRA

(Standard T-2004)

Waiting on the Kalamazoo—W. Curtin's In—Polka.

The Rene Musette group, which has turned out consistently listenable recordings for its type of music, here turns its attention to a fast-tempo three-quarter timer and to one of the polkas for which it is noted. The A side waltz bounces along in a vein similar to Viennese waltz tempo, and scored expertly along lines familiar to addicts of this type of music, it makes nice, easy listening. Reverse polka traces its three-minute course down a well-worn track, but this particular band plays this tempo with a freshness and an enthusiasm not too often displayed on the

multitude of polka disks that have been released in the past couple of years.

For operators servicing locations whose patrons go for the "Beer Barrel Polka" style, these sides offer opportunities for sizable enough returns. Either number is more than suitable for this type of location.

## SONNY DUNHAM (Bluebird B-11214)

Lament to Love—PT. VC. Down, Down, Down (What a Song)—PT. VC.

Dunham drops his trumpet to bring his trombone into play for the first time since he started recording for this label recently. Like the trumpet, Sonny's siphon reaches for the moon, but it doesn't mean very much on a song that offers little to work with itself, and in an arrangement that tries hard to be outstanding and winds up being only formless and effortful. Ray Kellogg stings a mournful lyric. Flip-over achieves a good strong beat, and Harriet Clarke delivers a very adequate vocal, backed by the band boys.

It's hard to see either side resulting in anything for music machine operators. Dunham's name is so far meaningless to the average public, and these sides are not unusual enough to make them stand out.

## EDDY DUCHIN (Columbia 36229)

Wasn't It You?—PT. VC. Be Fair—PT. VC.

Two Duchin efforts that combine the usual smoothness of this band with the outstanding pianistic touches of the leader. Nice, sweet, danceable, and listenable, Eddy's keyboard work makes these sides better than average, and the band doesn't let him down with its backing. June Robbins does a good A side vocal, with Johnny Drake and the Earbenders supplying capable wordage on the reverse.

Unless either song steps out on its own and lands in the hit class, these sides in themselves haven't the strength to push into the phone big time.

## GINNY SIMMS (Okeh 6282)

You're the Moment of a Lifetime (Flores Negras)—V. Kiss the Boys Goodbye—V.

It's no longer news that Miss Simms knows how to sell a song, whether it's a ballad or a rhythm ditty, to perfection, and these sides are two more examples of that fact. The first of them is warm, sensitive, and sung with much feeling; an out-of-tempo verse, slow tempo first chorus, and speeded up second chorus, with the interpolation of

a few Spanish words, make for good contrast and a highly listenable disk that can be heard more than once without tiring of it. Plattermate is in a lighter vein, and sung equally well, with Ginny delivering some amusing spoken remarks for the second chorus.

Certainly acceptable for coin phones, these nevertheless have too much competition from a good many other, stronger name-value records currently around.

## ALFREDO MENDEZ (Standard T-2002)

Mistrion—Bolero. V.C. Linda Mujer—Bolero—rumba. V.C.

Slightly Oriental in mood in places thru the arrangement, the A side bolero is nice listening, albeit not too exciting. G. Del Toro does a vocal in Spanish that is effective, and also comes in for his share of the wordage spotlight on the combination bolero and rumba on the reverse. Latter undergoes a pick-up in tempo halfway up the side, making for interesting and effective contrast. Band exhibits a facility with this type of music that engenders not only effortless playing but equally easy listening as well.

Neither side is commercial as to title, type of rhythm, or instrumental delineation, but in locations catering to patronage with leanings toward Latin American music this disk will fit nicely enough.

(See ON THE RECORDS on page 81)

GUY LOMBARDO  
AND HIS  
Royal Canadians  
PRESENTING



THE SWEETEST  
MUSIC THIS SIDE  
OF HEAVEN on—

These LATEST  
DECCA HITS!  
THAT WILL MAKE A HIT WITH  
ALL YOUR MUSIC MACHINE PATRONS!

3674

INTERMEZZO

3753

AFTER YOU'VE GONE

3822

MA, I MISS  
YOUR APPLE PIE

EXCLUSIVE MANAGEMENT  
MUSIC CORPORATION OF AMERICA  
LONDON NEW YORK CHICAGO  
MINNEAPOLIS SAN FRANCISCO CLEVELAND DALLAS  
Solely offices in every city, branch &  
complete line in stock

DECCA Victor  
COLUMBIA Okeh  
BLUEBIRD  
HEADING  
FOR THE TOP

## YOU AND I

Meredith Willson's  
Great Song Hit

on DECCA RECORD

No. 3840 BING CROSBY (Vocal)

on OKEH RECORD

No. 6289 DICK JURGENS (Dance)

on COLUMBIA RECORDS

No. 36244 KAY KYSER (Dance)

No. 36210 KATE SMITH (Vocal)

on BLUEBIRD RECORD

B11215 GLENN MILLER (Dance)

Order from your

record wholesaler TODAY



SEEBURG'S EAR-LEVEL TONE REPRODUCTION is praised by Johnny Long, leader of the band currently featured at the Hotel New Yorker, New York. Songstress Helen Young and Long inspected the Seeburg phonograph when they visited Nat Cohn (left) at the Modern Vending Company's New York showrooms recently. (MS)

# MONEY MAKERS FOR YOUR MACHINE



Victor  
AND  
Bluebird  
RECORDS



THE SKY'S THE LIMIT  
for these big-play platters!  
Under Blue Canadian Skies  
Adios

Glenn Miller & His Orchestra  
—B-11219

Under Blue Canadian Skies  
The Wind Blows Free  
Swing and Sway with Sammy  
Kaye—27514

A "KING" KNOCKOUT  
does it again!

Blue Danube  
Time and Time Again  
Wayne King & His Orchestra  
—27516

A PAIR OF HITS  
with punch!

Love Me a Little Little  
Sleepy Serenade  
Vaughn Monroe & His  
Orchestra—B-11221

Wasn't It You? Be Fair  
Charlie Barnet & His  
Orchestra—B-11223

Order RCA Victor Permo-Point Noodles  
from your RCA Victor distributor today.  
In Canada RCA Victor Co., Ltd.,  
Montreal.

ORDER TODAY  
FROM YOUR  
VICTOR RECORD  
DISTRIBUTOR



## RECORD BUYING GUIDE--PART 1



Records and Songs With the Greatest  
Money Making Potentialities for  
Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

### GOING STRONG

GREEN EYES ..... JIMMY DORSEY (Bob Eberly-Helen O'Connell)

Despite the fact that the melody here resembles that of Dorsey's smash *Amapola*, and also that Jimmy's delineation of it is similar to that hit, this disk breaks the rule about sequels not clicking, and arrives up here this week with a comfortable margin to spare. It's not as big as *Amapola*, but it's very definitely a strong item.

MY SISTER AND I ..... JIMMY DORSEY (Bob Eberly)  
KING SISTERS  
BENNY GOODMAN (Helen Forrest)

INTERMEZZO ..... CUY LOMBARDO (no vocal)  
BENNY GOODMAN (no vocal)  
WAYNE KING (no vocal)  
WOODY HERMAN (Woody Herman)

MARIA ELENA ..... JIMMY DORSEY (Bob Eberly)  
WAYNE KING (no vocal)  
TONY PASTOR (Dorsey Anderson)

DADDY ..... SAMMY KAYE (Ensemble)  
ANDREWS SISTERS

THE HUT-SUT SONG ..... HORACE HEIDT (Donna and Her Don  
jeans)  
FREDDY MARTIN (Eddie Stone and  
Ensemble)  
KING SISTERS  
THE JESTERS

JUST A LITTLE BIT SOUTH OF  
NORTH CAROLINA ..... GENE KRUPA (Anita O'Day)  
MITCHELL AYRES (Mary Ann Mercer)  
DICK TODD

### COMING UP

GOODBYE DEAR, I'LL BE BACK ..... HORACE HEIDT (Ronnie Kemper-Donna  
IN A YEAR ..... Wood)

Taking a sudden spurt out of the rut into which it had fallen the past couple of weeks, this draft song makes a surprising step forward to the point where it might be a candidate for "Going Strong" honors next week, if, of course, it maintains its present good pace.

THE THINGS I LOVE ..... JIMMY DORSEY (Bob Eberly)  
BARRY WOOD

Doing well enough, but slackening off in the speed with which it had been heading for the top, this continues to be a profitable item for operators, even if its ultimate presence among the blue ribbon winners doesn't seem this week as sure as it did a week or so ago.

YES, INDEED ..... TOMMY DORSEY (Sy Oliver-Jo Stafford)  
Climbing upward again, after a momentary setback last week, this fine, slow swing number seems to be on the right track once more, and if it stays on it in the same proportion that it has been doing the past seven days, it may finally work itself up to the top.

BLUE CHAMPAGNE ..... JIMMY DORSEY (Bob Eberly)  
Another J. Dorsey recording that has been furthering Jimmy's name and fame in the music boxes all over the country, this one hasn't at the moment the strength of some other Dorsey disks, but it's nonetheless a satisfying item for operators.

KISS THE BOYS GOODBYE ..... BEA WAIN  
TOMMY DORSEY (Connie Haines)

Moving along well enough, if not setting any phono worlds on fire, this picture song is being played in enough machines to indicate that it will go into even more than the movie from which it comes (same title as the song) is released shortly. Both disks here are almost equally in demand.

BOOGIE WOOLIE PIGGY ..... GLENN MILLER (Tex Benke-Moders-  
ales)

Slowing up a bit in its progress toward the top, this first Miller disk in months to hit in any sort of a sizable way in the machines may nevertheless strengthen in another week or two. It might be an extremely important thing for operators in a short time.

'TIL REVELLE ..... BING CROSBY  
KAY KYSER (Harry Babbitt)

This was mentioned, in the Kyser version, as a "Possibility" last week, and this week it begins to click, not only on Kay's record but in the Crosby local version, as well. Both records are running almost neck-and-neck at the moment, with Bing having the slightest kind of an edge.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they may probably never climb into "Going Strong."

AURORA ..... ANDREWS SISTERS  
(9th week) Getting weaker with each passing week.

EVERYTHING HAPPENS TO ME ..... TOMMY DORSEY (Frank Sinatra)  
WOODY HERMAN (Woody Herman)  
(9th week) Almost out.

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.

## Your GOODMAN GUIDE



ON  
Columbia  
RECORDS

GOODMAN'S

5 TOP-SELLERS FOR THE YEAR!

36050 AMAPOLA  
INTERMEZZO

36067 TAKE IT  
YOURS

36099 A SMO-O-OTH ONE  
COOD ENOUGH TO KEEP

36180 TIME ON MY HANDS  
SCARECROW

36209 WHEN THE SUN COMES OUT  
SOMETHING NEW

### A SWING CLASSIC

Featuring the  
SEXTET with COUNT BASIE

36039 I've Found a New Baby  
Breakfast Feud

4 NEW HITS THAT  
ARE GOING PLACES!

36254 AIR MAIL SPECIAL  
TUESDAY AT TEN

36219 DOWN, DOWN, DOWN  
SOFT AS SPRING

36012 OH! LOOK AT ME NOW  
LAZY RIVER

36022 MY SISTER AND I  
I'M NOT COMPLAININ'

Trade Mark "Columbia"  
Reg. U. S. Pat. Off.

ORDER FROM YOUR  
Columbia  
DISTRIBUTOR  
TODAY!



## ON THE RECORDS

(Continued from page 79)

## KAY KYSER (Columbia 36228)

Arms for the Love of America—PT. VC. Any Bonds Today?—PT. VC.

Considering the stirring and exciting material with which he had to work here, Kyser's arrangements and performance of these Irving Berlin government-commissioned songs are below his customary excellent par. First chorus on the A side is instrumentally listless, and Harry Babitt's vocal chorus, assisted by the ensemble, jerks the melody around too much, as well as not having the strong spirit that this six-eighths demands. Reverse is nicely rhythmic, but again the scoring is too flat and colorless, and the vocal is also not all it should be in spirited enthusiasm.

These songs are likely to be big numbers, because of the publicity they have received, and because they are allowed on all radio networks, their government ownership removing the ASCAP ban imposed upon them because of Berlin's Society membership. Altho Kyser's interpretation of them is not up to his usual standard of excellence, his phono name will probably carry his versions of them in a good many machines.

## WILL BRADLEY (Columbia 36231)

Boogie Woogie Piggy—PT. VC. Love Me a Little Little—PT. VC.

Bradley has a particularly good version of Piggy, with Terry Allen pulling a surprise and delivering a very personable bit of swing singing, in sharp contrast to his usual balladizing. Ray McKinley shares the vocal honors with Allan (the side is nine-tenths wordage), and the special lyrics and manner of presentation are extremely amusing. Flip-over has a solid rhythmic beat and a not-too-animated vocal by Lynn Gardner, with some forthright instrumental work from the band.

Glenn Miller's "Boogie Woogie" has gotten the jump on the other disks of this tune, but on the strength of its merit this version rates a place under the needles in coin phonographs. Whether it will get it or not is problematical, but it at least possesses the quality to make it stand out from other less original treatments of the song, and that being the case, it may easily attract nickel-droppers' attention.

## TEDDY POWELL (Bluebird B-11213)

Jim—PT. VC. Steady Teddy—PT.

Last week Bluebird released Dinah Shore's vocal recording of Jim, and this week Powell gives the song a dance interpretation, with Ruth Gaylor pouring out her heart on the lyrics. The band is soft and subdued, and Miss Gaylor's

vocal—which leads off and ends the side—is in the proper teary mood. It's not a particularly brilliant vocal job, with a bit too much affectation taking the place of genuine torch song projection, but it's good enough listening. Platter-mate is a medium bounce swinger, with trumpet, tenor sax, and piano standing out.

If any record of "Jim" makes the grade on the machines, it is more likely that it will be an outstanding performance like Dinah Shore's. This, despite being labeled a dance record, is largely vocal, and it doesn't stack up, for obvious purposes, with Dinah's. Reverse is a good swing tune, but it's of a type that rarely hits in the boxes.

## WOODY HERMAN (Decca 3874)

Loveliness and Love—PT. VC. Don't Cry, Cherie—PT. VC.

Herman makes a mistake in coupling either two ballads on one disk, or two sangeros, a custom he has indulged in steadily of late. Here it's the ballad routine, and altho the sides are good in the expected solid Herman tradition, they're too much alike. It's like paying for two sides of a platter and getting only one. Woody sings both vocals, and because of the slow tempo, his voice fills most of the groove on each side. The Herman vocalizing is extremely all right, but it would seem to be smarter to give it the spotlight on just one side of a record, reserving the reverse for a rhythm instrumental.

Neither song has been showing signs of attracting undue public favor so far, and until they do this disk won't be necessary to operators.

Each passing week brings readers of *The Billboard*, particularly those connected with or interested in phonograph records, closer to the issue that contains the annual Talent and Tunes on Music Machines Supplement. As is customary, this Supplement—the third successive one—will make its appearance at the end of September, and from the way its contents are now shaping up it will unquestionably be the most informative, the most comprehensive, and the most interesting amalgam of the record and coin phonograph industries that *The Billboard* has yet published.

## GLEN GRAY (Decca 3875)

Woodland Symphony—PT. Swing Tonic—PT.

Modeled along the general lines of Sunrise Serenade in song construction, Woodland Symphony is carried along by the Casa Lomas to resemble further that hit. Scored and played in similar style, it makes every bit as good listening as the Frankie Carle smash, with the same gentle, relaxed mood prevalent thru this side. Brass and reeds are blended in exceptionally pretty colors, and while the melody itself hasn't the same tunefulness and lilt of Sunrise, Gray manages to give it more than a suggestion of the merit of the previous



## THE RHUMBA KING

## Xavier CUGAT

gives you ★ the Greatest

★ of all

★ Rhumba Records

## RHUMBA RHAPSODY

Vocals by Miguelito Valdes

on COLUMBIA record 36230

Now breaking all records at WALDORF-ASTORIA Hotel, New York

Exclusive Management  
MUSIC CORPORATION OF AMERICA

## THE HOTTEST HIT OF 1941!

## HOLLYWOOD MAMA

The Money-Making Successor to "Hamtramck Mama"  
\*Sold \$5,000 in 6 MonthsMELLOW RECORD COMPANY  
205 DICKERSON AVE., DETROIT, MICH.

hit thru expert handling. Companion piece is a usual swing thing, in which some fine piano stands out.

Side A here comes long enough after the Casa Loma "Sunrise Serenade" elixir to lift itself possibly into upper coin phono brackets. It's similar in style to "Sunrise," and if machine patrons liked that one, there is no reason for them not to feel the same way about this.

## Miami

MIAMI, July 19.—Coin machine operators are sitting tight to see what the next move will bring about in the current moral crusade of *The Miami Daily Herald*. In a newspaper drive aimed at gambling and vice, salesboards and dice boards were vanquished. But altho indications point toward a sad summer for dice board operators, salesboards have been oked and are back on the counters again.

Phonograph operators are jubilant over summer business. Beach hotels are renting machines for their patios at a stipulated sum per week. The 2,000 trainees stationed at the naval aviation training station at Opa Locka provide broad smiles for local operators.

Mr. Mease, Ace Cigarette Service, reports that cigarette vending business has not received any impetus from the soldier boys due to the fact that the Opa Locka base is selling cigarettes over the counter to the boys at 11½ cents a pack. However, in Jacksonville the camps help business because vending machines there are all over the place.

Johnny Saxon, operator of the Ace Cigarette Service, is a first lieutenant stationed at Camp Davis, N. C. Johnny's father, D. P. Saxon, of Saxon Cigarette Service, left to visit his army son in North Carolina and will be away the rest of the summer. Another son, Barney Saxon, will be in charge during the father's absence.

Mrs. Bill Frey has adopted a baby lion, Tanya, and feeds the four-month-old pet cat food and eggs, but no raw meat, so as to discourage it from taking a liking to the customers.

**TALENT AND TUNES**  
ON  
**MUSIC MACHINES**

## BANDS and ARTISTS

SELL MORE RECORDS AND INCREASE  
THEIR BOX-OFFICE VALUE

WHEN THEIR RECORDS ARE PLAYED  
OVER THE MUSIC MACHINE NETWORK,  
Almost a Half Million Automatic  
Phonographs from Coast to Coast.  
The operators who control the phonographs  
on the Music Machines Network  
are waiting for the third annual  
edition of

## TALENT AND TUNES ON MUSIC MACHINES

The Billboard's Record Supplement  
for Operators.

Every important record artist will be  
represented—That includes you,  
doesn't it?

**TALENT AND TUNES**  
ON  
**MUSIC MACHINES**



PACKARD DISTRIBUTOR D. H. OSBORN, D. H. Osborn Company, San Francisco, was so busy making Packard Pla-Mor installation that he didn't have time to sit down at his desk to fill out the order which he is giving W. E. Simmons, Packard regional manager. Left to right are Fred Rookstroff, Osborn, Simmons, Cline Ketcherist, and Hugh Keenan. All are of the Osborn staff except Simmons. (MR)

Again!  
KAY KYSER  
BATS OUT 3  
BIG NEW HITS



for  
Columbia  
Records

LET THEM BRING THOSE  
NICKELS HOME FOR YOU

36253

WHY DON'T WE  
DO THIS MORE  
OFTEN

I've Been Drafted

Here's one that's really on its way—a danceable, straggable, listenable ballad that lovebirds flocking to you to get every word of Ginny and Harry's duet. Backed by a grand new selection serenade to make the boys and girls stand up and cheer. Don't say we didn't warn you!

36244

YOU AND I

Cowboy Serenade

Meredith Willson's theme song on Maxwell House Coffee Time set the fans a-buzzin'—this tune so often that we just had to get the ole professor to wax one of his really swell discs. You can't miss on this, or on "Cowboy Serenade," a horse-shoe ringer for slow time.

36137

TIL REVELLE  
Say When

Awake or asleep, from Maine to California, "from tapu 'til reveille," you can't help hearing that Kay Kyser version of "Til Reveille" these days. Put it to work pickin' up nickels for you. It's the all-in-one folkie want—responder with some plenty special bugle howling. "Say When" gives out with that music played Kay Kyser's way.

Trade Marks "Columbia"  
Reg. U. S. Pat. Off.

ORDER FROM YOUR  
Columbia  
DISTRIBUTOR  
TODAY!

## 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.

MA! I MISS YOUR APPLE PIE..... GUY LOMBARDO (Kenny Gardner)

This bouncy Lombardo recording is beginning to show itself in enough music machines to indicate that it may not be long before operators all over the country will be needing it. The title is undoubtedly causing a lot of the attraction, and the number itself lives up to it.

THE WORM THAT LOVED THE  
LITTLE 'TATER BUG

VAUGHN MONROE (Marilyn Duke)

A combination novelty tune-slow swing number (as Monroe does it), this was listed as one of "The Week's Best Releases" last week, and already it has started to bear out the prognostications made for it at that time. Some operators report that they are stocking it, and others are already using it. This looks particularly good at the moment, so don't be caught napping on it.

BRAHMS' LULLABY..... BING CROSBY

Attracting a goodly amount of attention in scattered locations, this Crosby recording is one out of several that are claiming the interest of operators and their machine patronage alike. If anything is likely to kill the chances of this disk or any other of Bing's current likely-looking efforts, it will probably be due to the simple reason that there are so many potential Crosby disks around that they may smother one another.

PARADISE ISLE..... BING CROSBY

This is another Crosby vocal endeavor that operators are reporting more or less favorably on at the moment. It has been mentioned here for a couple of weeks now because its budding popularity cannot be ignored. Anything is liable to happen on it within the next couple of weeks.

YOU AND I..... BING CROSBY  
KATE SMITH

Crosby has a little competition on this one, potential at the moment, but nevertheless indicative that Miss Smith may have an equally important record as time goes on. The song is an exceptionally good one, and either one of these versions has enough of what it takes to make a coin phonograph success.

### ● 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.

SONNY BOY..... ANDREWS SISTERS

The Andrews here get away from their usual vocal arrangements, and produce a comedy record that has good possibilities for the machines. After a first chorus of straight singing, they use a comic routine wherein Patty Andrews' interpolated remarks are occasion for listener amusement.

ANY BONDS TODAY?..... KAY KYSER (Harry Babbitt and Chorus)

Both this song and the one on the reverse of it, *Arms for the Love of America*, are the Irving Berlin government-commissioned numbers that were mentioned here a couple of weeks ago in connection with the Barry Wood-Lyn Murray singers record. Kyser's name is such that if these songs become the hits they give indications of becoming, Kay's version of them will undoubtedly show up well in the boxes.

NEIANI..... TOMMY DORSEY (Frank Sinatra-Pied Pipers)

Styled along the lines of Dorsey's *I'll Never Smile Again*, this recording has the same slow tempo, the same celeste background, and the same sort of a vocal from Sinatra and the Pipers. Hawaiian songs don't often hit under the needles, but this is done in such a proven manner, and Tommy's popularity is so potent that this side makes an outstanding bet for operators.

BOOGIE WOOLIE PIGGY..... WILL BRADLEY (Ray McKinley-Terry Allen)

Altho it's realized that Glenn Miller's recording of the same song is doing pretty well for itself along the phonograph network at the moment, this Bradley version is done so well and so amusingly that, if merit counts for anything, it should find its way under the needles along with the Miller disk. Almost all vocal, the McKinley-Allen duet is entertaining, and it's on the strength of the kind arrangement they have to work with, plus the manner in which they handle it, that this disk should amount to something.

DON'T TAKE YOUR LOVE FROM ME... ARTIE SHAW (Lena Horne)

Dropping the old musical comedy songs and standard numbers that he has been making, and using a new instrumental set-up, Shaw's first release under what might be called his new policy is potential music machine fare. The song on this side is a lovely thing, and played brilliantly and sung the same way by the septa Miss Horne, it's worth any nickel-dropper's nickel. Shaw's phono popularity, as evidenced by so many click disks, should be the springboard from which this latest hit should spring.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

PART ONE

of the Record Buying Guide discussing records which are going Strong and Coming Up in Music Machines appears on another page in this department.

## ★ 7th WEEK

in The Billboard's Record Buying Guide  
and Still Going Strong!

# 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—Mario Green (vocal)

No. 35886—Vladimir Solinsky (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)



Publishers of INTERMEZZO

EDWARD  
SCHUBERTH & CO., INC.

11 E. 22ND ST.  
NEW YORK



# THE SWING IS DEFINITELY TOWARD BUCKLEY

## FIRST IN SALES BECAUSE IT'S TOPS IN PROFITS!

The nation's leading music operators buy as many BUCKLEY MUSIC SYSTEMS with DIRECT "Touch-To-Touch" ACTION as all others! They continue to install only BUCKLEY MUSIC SYSTEM in their locations . . . as fast as they can! PERFECT PERFORMANCE IS THE REASON!! These leading operators KNOW that owners of good locations want perfect service 24 hours a day—every day . . . want DOUBLE and TRIPLE their former music earnings . . . that's why they install only BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION!! AND—that's also why, from Maine to California, "the swing is definitely toward BUCKLEY"!!

DOUBLE AND TRIPLE YOUR MUSIC PROFITS—WRITE, WIRE, PHONE US TODAY FOR THE NAME OF YOUR NEAREST Buckley Music System DISTRIBUTOR WHO WILL BE HAPPY TO SHOW YOU HOW!!



**BUCKLEY MUSIC SYSTEM, INC. • 4225 W. LAKE ST. • CHICAGO • ILL.**

### Baltimore

BALTIMORE, Md., July 19.—Plans are being completed for the construction and opening of a sportland near Fort Meade by the Merit Music Service. This, it has been revealed, is scheduled to be the first unit of a chain of sportlands contemplated by this concern. The first unit will be complete in every detail and is designed to be one of the most modern and up-to-date sportlands.

Irving Levy, Giant Sales & Vending Company, is now in New York on a summer holiday. He plans to remain in Gotham for the week. Levy reports that gains in business have indicated that present quarters are inadequate. Larger quarters are being sought.

Candy vending machine operators in this area report advances in the prices on bar confections. Increases here, it is reported, range from 5 cents to 15 cents per box of 60-count. The general average increase is said to be 10 cents per box of 60-count.

Calvert Novelty Company, headed by Art Nyberg, is chalking up an increased sales volume on Seeburg phonos. The demand for wall boxes, he declared, is showing a definite upswing.

Harry Pilsner, head of Mount Royal Novelty Company and operator of the Fair Grounds and two arcades near Fort Meade, is sojourning at Miami Beach, Fla.

Coin music machine operations are hitting a splendid stride, states I. Schwartz, Pathway Coin Machine Company. Business, he said, has registered a 20 per cent increase.

Gottlieb's Spot Pool has won instant acceptance in the area served by the General Vending Service, according to

Irvin F. Blumenfeld. The first shipment, he said, moved out as soon as it moved in and it has been impossible to keep a sample on the floor. Mutoscope's Ace Bomber continues to be very active, as does Mutoscope's Drive-Mobile, states Blumenfeld, who adds: "Scientific's Bating Practice is hitting new sales highs."

A & A Coin Machine Company, operated by Nick Andrews and son, will open a sportland near Fort Meade. Construction of the building has been started.

The Mills Panoram is scheduled to be put out on location here soon, states

William J. Claire, manager of Keystone Novelty Company. The locations have already been selected. A sample of the new Mills Owl has just been received by Keystone.

E. Robert Moxley, operator in Elliott City, Md., plans to open a sportland there soon. Work on the project is now under way.

The Packard Pla-Mor is growing steadily in demand. Supply is inadequate to take care of the huge orders that are being received daily for this number, it is said.



A COUPLE OF MUSIC MILLERS take time out from the melody mill for refreshment. Jim Mangan, who is whipping out three more tunes, and Tiny Hill, band leader, shown with the Mills Empress, operators' favorite record mill. (MR)

### IN MICHIGAN ANGOTT SAYS:

PACKARD PLA-MOR

Selective Remote Control



Is Earning 33 1/3%

More Than Any Other Remote Equipment.

ADAPTERS for Any Make Phonograph to Play on or Off Floor.

SPEAKERS and STEEL CABINETS.

ANGOTT SALES CO., Inc.

3166 Cass Ave., Detroit, Mich.



### MASTER CRAFT PADDED COVERS

FOR AUTOMATIC COIN PHONOGRAPHS

Saves you money by avoiding damages to your cabinets. Sturdily made and waterproof.

No. 4 Adjustable Pad (for cabinets up to 35" x 36" x 27") \$10.50

No. 12 Adjustable Pad (for cabinets up to 67" x 40" x 28") \$12.50

No. 25 Slip-Over Pad (for cabinets up to 65" x 36" x 27") \$9.50

No. 35 Slip-Over Pad (for cabinets up to 67" x 40" x 28") \$10.00

No. 30 Adjustable Carrying Handles (for all size cabinets) \$6.50

BEARSE MANUFACTURING CO.  
Inc. 1941.  
3815-3825 Garland St., Chicago, Ill.

## ESQUIRE PREMIUM VENDOR

1941's OUTSTANDING SUCCESS



Sample 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-like TRU VUE 3 FILMS in third class. 12 x 12 x 5. Scene, Stage, Night Clubs, Children's SPECIAL BALLY RAND, EARL CARROLL'S BEATLES 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 ONLY **\$8.45**

Limited Time Only.  
Rush Your Order  
Now!

**TORR** 2047 A-SO: 68  
PHILA. PA.



## Propose Vender To Sell U. S. Defense Savings Stamps

Gene Towne, film producer, designs machine—image of Uncle Sam

LOS ANGELES, July 19.—To encourage the purchase of Defense Savings Stamps, Gene Towne, film producer and writer, has created a machine in the likeness of "the old man with the whiskers" to carry the invitation "Shake Hands With Your Uncle Sam."

News of the proposed machine first appeared in *The Los Angeles Times* July 14.

### Shake Hands—Get Stamp

The proposed machine would accept a dollar, 50-cent piece, or a quarter. The person inserting the coins would shake Uncle Sam's hand and receive a savings stamp of the right denomination. The story

## Cigarette Quotas Cut in Germany

BERLIN, July 19.—All cigarette vendors in Germany, whether in cigarette stores, smoke shops, cafes, or restaurants, will undergo a further 10 per cent reduction in their cigarette allotment. By order of the reichsbureau for the tobacco trade, allotments for this month have been reduced from 70 to 60 per cent of pre-war cigarette sales.

The aim of this reduction is declared to be the creation of a "hoard reserve." Cigarettes "saved" by the new allotment are to be diverted to the retail and chain stores to cover the shortage now prevailing in certain areas, especially in the larger German cities.



## COMING EVENTS

July 29-Aug. 1—Music Merchants' Convention, a national meeting for retail music dealers, Hotel New Yorker, New York.

August—exact date not announced. Third annual picnic of Cleveland chapter, Ohio State Automatic Phonograph Owners' Association. Place not yet announced.

September 15-20—"Retailers for Defense Week" during which locations will take part in national demonstration for defense.

Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.

Nov. 30-Dec. 5—Twenty-third annual convention National Association of Amusement Parks, Pools, & Beaches, Hotel Sherman, Chicago.

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.

did not indicate that a dollar bill would be accepted, but the machine can accept coins enough to deliver a stamp of the \$1 denomination.

Towne submitted his idea and drawings to Harold N. Graves, assistant to the Secretary of the Treasury, who, in turn, placed the material with the Post Office Department. It is reliably reported that the Post Office Department has been considering vending machines, and it is not unlikely that Uncle Sam may appear with his defense stamps.

### See Big Sales

Towne designed his Uncle Sam as a patriotic gesture, he said, and believes it would sell millions of dollars' worth of additional stamps. He recommended that Uncle Sam be placed in schools, studios, and factories.

## Vend 6,400 Drinks Daily in Shipyard

NEW YORK, July 19 (AP)—Employees of the Bethlehem Ship Building Company here consumed 6,400 drinks of carbonated beverage in one day, according to an official of Standard Beverage Corporation, beverage vender operators. "The drinks," explained the Standard official, "were automatically served, fresh, cold, and sparkling from four Bally Beverage Venders located strategically throughout the plant."

"This particular day, June 27, was a record-breaker, but daily sales here drop far under the 6,400 drink mark. On that one day the four machines required 300 gallons of beverage and grossed \$320. At that rate, this one location consumes almost an average tank-car of beverage in one month. If you get out your pencil and figure on a 24-hour day, you see that a continuous parade of employees trooped by each of these machines day and night, for sales averaged better than a drink a minute. The part played by these Bally Beverage Venders in slaking the thirst of busy men is a splendid illustration of the importance of coin machines to our National Defense effort."

## Newsman Hail Candy, Beverage Venders

PHILADELPHIA, July 19.—It was with a wary eye that the hardened newspaper boys at *The Philadelphia Record* eyed a drink and candy vender installed earlier this month for the first time in the newspaper building. For years a small refreshment stand outside the city room was provided. Substituting the vending machines for the stand was not looked upon at first with favor, the fourth eaters feeling that they will be deprived of something.

However, with the machines completing a month of successful test service, the drink and candy venders will remain as much a part of the newspaper building as the linotype machines.

In withstanding the critical test at the hands of the news hounds, who know everything and see everything, the machines proved two very important things. First of all, they provided for "better service" than the refreshment stand. Secondly, they were "cleaner." With such favorable words passing down the line to the other members of the newspaper fraternity, it is a safe bet that every newspaper office in town will soon have a wide assortment of vending machines.

The news hawks point out that not only is the quality of products dispensed by the machines on par with that of the previous refreshment stand, but for the first time the refreshments are available to them for 24 hours a day.

Rugged Dependability!  
Carefree Performance!  
Built For Operating!

That's **Northwestern**  
BULK VENDING EQUIPMENT



Everywhere 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!

**FREE!**  
If you are interested in a free catalogue, write to The Post-Box, Fullerton, California. Name and address required.

Write today for information on our complete line of machines—our free trial order—liberal financing and trade-in plan!

THE NORTHWESTERN CORPORATION  
3 EAST ARKSTROBE STREET, MURKIN, ILLINOIS



EASTERN

Wide Awake  
Operators!

Operate  
ESQUIRE  
PREMIUM  
VENDOR

Complete Deal  
Machine &  
Mds.  
Only \$12.50

350 Marlberry St.,  
NEWARK, N. J.

## ASCO WEEKLY SPECIALS

VENDORS	Ball Gum, 25 boxes
1¢ Peanut 1 1/2 lb. \$1.95	... \$2.75
1¢ Peanut 5 lb. 2.95	Philadelphia G.M. 28
1¢ Hershey 40 bar 3.95	COUNTER G.M. 28
5¢ Hershey 84 bar 2.95	1¢ Crisis Cereal 30.95
1¢ Stick Gum 2 col. 2.95	1¢ Bingo B.G. 5.95
1¢ 400 B. Gum 2.95	1¢ Ives Cl. or Fruit 4.95
1¢ Silver King 5 lb. 3.95	1¢ Hobbins-Ole 11.95
1¢ Cigarette 2 col. 3.95	1¢ Spillier B.G. 11.95
1¢ Eveready 4 col. 3.95	1¢ Home Hand 11.95
1¢ Ad. 11 Pack 2.35	1¢ Norris Target 13.95
1¢ Robbins 2 col. 4.90	Roll-a-Pack ... 12.50
1¢ Master Piece 5.45	1¢ Kicker-Chester 29.75
1¢ Snacker 3 col. 7.95	1¢ American Flag 22.50
1/2 Doz. Bal. C. O. D.	1¢ Lucky Smoker 22.50

ASCO, 140 ASTOR ST., NEWARK, N. J.



## RECONDITIONED LIKE NEW!

WHILE THEY LAST!  
50 C-60C Adams Tab Gum  
Vendors, \$7.50 Ea.  
6 for \$33.50.  
Adams Gum, 43¢ per box.

ASCO  
140 Astor St., Newark, N. J.

LOW PRICED  
and  
MONEY-MAKERS, TOO!

TOM THUMB VENDERS—the 14¢ that is famous among operators everywhere. They're compact, sturdy, and trouble-free. Small but real money-makers—they can be placed anywhere. Investigate today—send for complete information—sold on money-back guarantee. Size: 1 1/2 and 3 lb. capacity. Inscrutable mechanism. Dist. B-74.

FIELDING MANUFACTURING CO.  
CLINTON STREET JACKSON, MICH.

BUY A SHARE IN AMERICA  
Buy U. S. Defense Savings Bonds and  
Stamps

## Ohio Cig Men's Annual Conclave Reported Success

CLEVELAND, July 19.—The first annual convention of the Ohio Cigarette Vendors' Association, held July 8 to 10 at Cedar Point, O., in conjunction with the Ohio State Tobacco Association, was an outstanding success from every standpoint. Headquarters were at Hotel Breakers.

Tuesday was devoted to meetings of the executive committee and registration. Wednesday morning both organizations heard a talk on fair trade by Theodore Christensen, former governor of Minnesota. This was followed by a review of Ohio fair-trade activities by officers of the associations. In the afternoon there was a boat ride on Lake Erie, with entertainment and refreshments.

### Old Slugs for Outing

The high spot of the outing was the presentation of more than a ton of slugs to an agent of the federal government that operators had saved during the year. The metal will be used for defense purposes. In the evening there was another session on legislative matters. The speakers were Victor L. Keys, secretary of the Ohio Pharmaceutical Association; A. A. Cohen, attorney for the Wage and Hour Administration, and William Bailey, of the Ohio Tax Commission.

Thursday morning the Unfair Cigarette Sales Act, recently passed by the Ohio Legislature, was discussed by Joseph Kolodny, secretary of the National Association of Tobacco Jobbers, and Eric Calamia, president of the Retail Tobacco Dealers' Association. Both speakers stressed the importance of the act and the protection it would give to the Ohio trade and the favorable influence it would have nationally on the industry.

### Election of Officers

The annual meeting and election of officers of both associations was held in the afternoon. Lou Golden, president of the Ohio Cigarette Vendors' Association, presided at the vendors' association. He reviewed briefly what the organization had accomplished since its formation in August, 1940, including the sponsoring of the Anti-Slug Bill. Enactment of the

## Supply Situation Hampers Manufacturers

Uncertainty of the times and need for parts in making of coin machines is causing much change in ordering of parts from suppliers, as is indicated in the letter reproduced here. All names have been deleted from the letter, which indicates the ironclad contracts coin machine manufacturers must sign in order to obtain parts.

Blank Manufacturing Company (supplier)  
0000 Black Street  
Chicago.

We hereby agree to have the following clause and provision made a part of our order No. —, dated —, 41.

"It is agreed and understood between Blank Manufacturing Company (supplier), and the undersigned, that due to present uncertain conditions, this order has been accepted with prices subject to revision at the time of delivery to us by Blank Manufacturing Company (supplier), or any time prior thereto, in accordance with increased costs, to them, of material and labor; that this increase in price may be applied against any unshipped balance if a price change occurs after an initial shipment has been made against this order. It is all further agreed that this order is irrevocable and non-cancelable for any reason except a written release from Blank Manufacturing Company (supplier)."

Signed: John Doe Manufacturing Company (coin machine manufacturer).

bill makes it a felony to manufacture, possess, or use slugs and will go far to eliminate this evil.

All officers were unanimously re-elected. They are Lou Golden, president; Albert Tare, vice-president; Steve Lederer, treasurer, and Samuel Abrams, secretary. Directors: J. E. Kramer, Ben Simons, Max Minken, Roger Pangello, Pete Bello, and Milton Radny.

The association voted to engage C. H. Tieman, of Cleveland, to act as field secretary part of his time contacting operators throughout the State.

Thursday evening the banquet was held in the hotel ballroom. The principal speaker was Albert H. Gregg, of the Cigar Institute of America. George Canales was master of ceremonies. Mickey Katz and his orchestra furnished the music for the dancing.

## U-Need-a-Pak Execs Travel Thru Ohio

BROOKLYN, July 19 (MR).—Following the display at the Norman Bel Geddes-designed Model 500 cigarette merchandiser at the Ohio State Tobacco Convention at Cedar Point, O., Harry Golden, of the U-Need-a-Pak Distributing Company, Cleveland, accompanied Leo Willens, vice-president, and Murray Wiener, secretary of U-Need-a-Pak Products Corporation, on a short trip thru his territory.

"The Model 500 was the hit of the convention," stated Golden. "So many operators who saw our display insisted that Willens and Wiener visit them after the show was over, that they decided to spend additional time in Ohio."

## Attack Illinois Cigarette Tax Law

SPRINGFIELD, Ill., July 19.—The first attack on the constitutionality of the State cigarette tax which became effective July 1 was embodied in a suit filed July 14 in Circuit Court by S. Bloom, Inc., tobacco wholesaler. The suit asked that the tax be declared unconstitutional and that the State be enjoined from making further collections of the tax of 2 cents a package passed on to consumers.

The suit, filed by Attorney Raymond Wallenstein, charged that a 5 per cent tax discount allowed distributors under the law is discriminatory, the definition of "distributor" contained in the tax act making a uniform application of the law impossible. Wallenstein asserted that the new act is more objectionable than a previous one ruled unconstitutional by Attorney General George P. Barrett.

## Cig Makers Solve Problem

American cigarette manufacturers imported most of their paper from France, where it was made from linen rags. Suddenly the supply was shut off. A paper mill, however, has been established on the Eastern seaboard, and this mill is now turning out more than 12,000,000 pounds of cigarette paper a year, made from flax fiber grown on farms in California and Minnesota.

## Philadelphia

PHILADELPHIA, July 19.—Click of drink vendors in this territory has been an important factor in having the Philadelphia Coca-Cola Bottling Company expand its plant facilities. As a result, George S. Derry, president, announced that a site on Hunting Park Avenue has

weeks, and it's a safe bet he'll be taking in the home factory in Bridgeport, Conn.

This week proved a banner one for the coin machine operators, with collections expected to reach an all-time high for a summer week. Machine boom was the result of the Eiks' national convention here, with a flow of about 30,000 delegates into the city, taxing the capacities of every hotel in town.

Harry Bortnick, record promotion chief for Raymond Rosen, Victor-Bluebird distributors, played host to local operators and record dealers in Atlantic City last Thursday (19). Occasion was a private party to meet Dinah Shore and Charlie Barnet, both making a personal appearance at the Steel Pier at the seashore resort. Miss Shore also locked the door on the Irving Music Company and opened the latch for the new and larger quarters now housing the firm.

### A FORTUNE IN SMALL COINS

IS BEING SPENT DAILY  
GET YOUR SHARE  
NO SELLING.  
OWN A GASH BUSINESS.



Automatic Games  
2422K Fullerton  
Chicago '91, Ill.

25 39-Bar Selectoris	\$15.00
15 9-18 Nationals	\$5.00
10 6-18 Nationals with Base	\$5.00
72-Bar Candyman Out-Crowder	\$5.00
25 72-Bar Late Model Like New	
U-Select-It	40.00
25 Northwestern Model 39, 6-Lb. Globe, Like New	6.50

Used Peanut Machines of All Kinds.

## O. C. HALL UNIVENDOR DISTRIBUTOR

1721 Newark St., S. E.  
Grand Rapids, Michigan



**Northwestern**  
MODEL 40  
THE WOMAN'S  
FINEST VENDOR

**\$5.30**

In Lots of 100  
Less Than 25  
\$5.80 Each

Time Payments—12 months to pay. Liberal terms. Send for literature of complete line. Immediate delivery on all models.

SAMPLES

**VICTOR** ESQUIRE ..... \$ 7.50  
TOPPER ..... 6.95  
ESQUIRE PREMIUM VENDOR 12.50  
ROLL-A-PACK ..... 12.50

Immediate Delivery—Liberal Trade-In.

COUNTER GAMES

**GROETCHEN** WINGS ..... \$22.50  
POK-O-REEL ..... 22.50  
KLIKKS ..... 22.50  
YANKEE ..... 22.50  
IMPS ..... 12.50

DISTRIBUTOR

A-B-T TARGETS

MODEL "F" ..... \$34.50  
BIG GAME ..... 34.50  
CHALLENGER ..... 29.50  
FIRE & SMOKE ..... 34.50

Lucky Smoke \$22.50  
Amer. Flags ..... 22.50  
Roses ..... 22.50

Kicker & Catcher, 5c Play ..... \$25.75  
Lucky Strike ..... 14.75

Pistachio, Jumbo, 25 Lb. Cans; 37 1/2 Lb. Ball Gum, Carton 50 Boxes, \$5.00.  
Immediate Delivery—Liberal Trade-In.  
1/3 Deposit Required With Order.  
Send for List of New and Used Machines.

**RAKE**

2014 Market Street  
PHILADELPHIA, PA.

been purchased. A modern bottling plant will be built.

Expansion plans are being formulated by Samuel Lerner, of Stanley Music & Amusement Company. It's been less than a year that Lerner moved to the heart of coin machine row. Now his comparatively new quarters have become too confining for his operations. As a result, Lerner is looking for larger quarters.

Local operators have answered the call in the all-out campaign starting July 21 here to collect aluminum for defense. All are carrying posters in their show windows and many are serving as collecting stations for the pots and pans.

Mal Seidenberg, manager of the Earle Theater, has made a city-wide tie-up with the music machine operators to exploit the personal appearance of the recording bands booked into the theater for the next two months. Posters and stickers are placed on all machines and in the windows of locations calling attention to the band's stage appearance and the band's recordings featured in the machine.

Stenton Vending Company is a newcomer to the local field, establishing operations at 1412 East Johnson Street in the Germantown section. The new firm represents a partnership of Eugene Sabo Jr. and Paul J. Snyder.

Elliot Westler, record promotion chief for Motor Parts Company, Columbus, Ohio distributor, goes vacationing in New England for the first two August

FASTEST GROWING NUMBER ON THE MARKET

**Java-P-Nuts**

Complete Vending Service  
CANDIES—<sup>1</sup>/<sub>2</sub>" GUM—SALTED NUTS—CHARMS

WRITE ONE ORDER — PAY ONE FREIGHT

PAN CONFECTIONS

345 WEST ERIE ST. CHICAGO, ILL.

Final Reduction on Cigarette and Candy Machines WHILE THEY LAST

	Single Units	Lots of 5 5% Off	Lots of 10 10% Off
6 Col. National 6-20	\$12.50		
6 Col. National 6-25	15.00		
6 Col. St. McGuire "ig"	20.00		
6 Col. St. McGuire	20.00		
6 Col. St. McGuire	4.00		
6 Col. St. McGuire	20.00		
45 Bar Selective Type Distributor	27.50		
6 Col. Unred-a-Pak, Late Type	12.50		
6 Col. Mills Dual	8.00		
(All of the Above Machines Are Equipped With Slot Ejectors)			
6 Col. Knickerbocker	15c	None	5% Off
6 Col. Simplex	15c	None	10% Off
7 Col. Goretta	25c	None	
7 Col. Goretta	15c	None	
6 Col. Goretta	15c	None	
6 Col. Matory	15c	None	
6 Col. Unred-a-Pak, Round	15c	None	

Our terms are 1/2 deposit with order, balance C. O. D., F. O. B. Cleveland, Ohio. SPECIFY 15c or 20c VENDING. We can effect immediate shipment.

NATIONAL VENDING MACHINE SALES CO.

2504 EUCLID AVE. FACTORY REPRESENTATIVES CLEVELAND, O.

ATTENTION, OPERATORS!

A better quality coated chewing gum. Always fresh. <sup>1</sup>/<sub>2</sub>" and <sup>3</sup>/<sub>4</sub>"  
Ball Gum also Pellet Gum. Write for samples and prices.

U. G. GRANDBOIS CO., Kalamazoo, Mich.

## Boston

**BOSTON, July 19.**—Collections continued during the past month. Remote music installations continue to be among the most important money-making coin-operated devices.

Ray Drechsler, Seeburg Eastern credit manager, back from a trip to the South, taking a needed two-week vacation.

Herald J. Beckett, Eastport, Me., music operator, making the long trip down to Boston to purchase equipment and look over the new lines. Beckett is now retooling most of his locations.

Jack Fenton, Vermont Novelty Company, Rutland, Vt., so busy he is unable to come to Boston on buying trips that he is burning up the long-distance wires daily, telephoning in his orders.

Bernard Michaud, of Waterville, Me., in town to purchase equipment, reports business good.

Dave Bond, of Trimount Coin Machine Company, new A. I. C. distributor for this section, out of town on a short business trip.

O. B. Kilbourne, of Saxtons River, Vt., busy purchasing equipment during a brief stop in town. Kilbourne is adding to his route.

Joseph H. Fogel, United Novelty Company, Portland, Me., in Boston to purchase equipment.

W. P. Hamel, local distributor for Packard Music, and his wife off for a brief vacation on the S. S. Tadoussac. The trip will take them to Canada. Hamel reports business has been good since he took over the local distributorship and opened a Boston office in addition to his New Hampshire headquarters.

Ace Amusement Company, Worcester, Mass., expanding its music route, and Ray Ehea, Edward Wade, and Johnny Dagnon are kept busy with installations. Dagnon, formerly with Buckley in Chicago, is now assisting Ehea and Wade in replacing telephone systems with remote equipment.

Mildred Franklin is now employed as secretary at the Atlantis Distributing Company.

Adolph Dugas, Webster, Mass., music operator, busy changing his installations to remotes and expanding his route. Business is reported good in Webster and vicinity.

Ed Flanagan, of Northwestern Sales & Service, out of town on a brief business trip.

Music and game op. Phil Schwartz nearly completely recovered from the leg injury he suffered some time ago. The



**CORPORAL E. E. SKALICKY**, hauling from Jackson, Minn., is another coin machine man who has donned Uncle Sam's uniform. Corporal Skalicky is now located at Camp Claiborne, La., Company E, 135th Infantry, 34th Division.



**"HELLZAPOPPIN" STARS ENJOY WURLITZER MUSIC.** Recent visitors to Ace Novelty Company, Wurlitzer Milwaukee distributor, were Eddie Gurr and Billy House, comics from the well-known show. Here they get a great kick out of hearing "Hellzapoppin" music on a Wurlitzer phonograph. (MR)

cast has been removed from Phil's leg and he is now able to get around more easily.

Fred Pett, Brockton, Mass., music operator, broke his thumb recently and is making his rounds with his arm in a sling to protect the injured member.

Joe Glazier, of C. W. Claire Company, Bangor, Me., rushed thru his business in town and then took a trip on the S. S. Steel Pier to escape from the heat.

Art Sturges, Louis Blatt, and Irv McClelland took a short boat trip last week prior to Sturges' departure for a vacation in Nova Scotia aboard his own boat.

Len Schultz, of Atlantis, who returned from a business trip Tuesday, stayed in town only three days and then left for a brief vacation.

Sid Wolbarst's arcade at Wollaston Beach is reportedly doing a good business. The arcade has only been open a few weeks but is already proving one of the most popular spots along the beach. Beach has no amusement area.

Mike Bond, local Buckley distributor, kept busy keeping all Buckley music ops satisfied. Mike was out of town again last week on a flying business trip.

Joe Levine, who is operating music and games since giving up the Rock-Ola distributorship, expanding his route and is on the road a lot making contacts.

Chris Magenta, Thompsonville, Conn., music operator, making the long trip into Boston to purchase new equipment.

Ed Ravreby, of Owl Mint, is a difficult man to catch these days, as the Owl Mint shipping schedule is being stepped up to handle heavy orders, and Ed is kept busy making the rounds.

Cliff Ross, Hartford music man, in town for a brief visit.

John Pucci, of Pucci Electric Company, Westery, R. I., came in town to purchase more remote equipment this week.

Barney Blatt, of Atlas Coin Machine Company, has purchased a new outboard motorboat and hopes to be able to spend some of his week-ends fishing.

Joe Vianna, of Modern Music, Woonsocket, R. I., left for a two weeks' vacation in upper Canada with his wife.

David Cotton, Lawrence music and gas operator, constantly buying equipment as his route grows by leaps and bounds.

Harold Harwich, Harco Sales Company, busy picking out new equipment for his expanding route.

Maurice Kushner, new Rock-Ola distributor, held an open house and showing of the Rock-Ola line at his showrooms on Washington Street coin row July 14 and 15. Over 500 coinmen from Massachusetts and Rhode Island visited the showrooms. Rock-Ola was represented by I. F. Webb, Jack Nelson, and J. A. Weiland.

Murray Schultz, of Atlantis Distributing Company, was laid up recently with a broken leg suffered in a fall at his Onset, Mass., summer cottage. His

brother Len handled Atlantis's rush during his absence.

Frank W. King has announced the removal of Coin-o-Matic Sales and Service to newer and larger quarters at 1209 Washington Street, in the heart of that section's coin row.

New ice-cream vendors which vend the chocolate-covered bars instead of the little cups of the frozen product have made their appearance. Vendors are said to be popular in industrial plants, bowling alleys, and service station locations.

Jobbers report increasing demand for used machines of all types, especially used remote equipment. The shortage of speakers for the remote installations is being felt very keenly at present.

George Scarfo, Frammingham, Mass., music operator, is selling out his route and retiring from the business. Scarfo has just accepted a position in the welding department of the General Electric plant in Lynn, Mass., where defense orders have resulted in three shifts.

George Marks reports business booming at the new arcade he has opened in Brant Rock. Baseball games and movie machines are among the most popular types of coin-operated devices in the arcade, according to Marks. Collections on his pin game route continue high also.

A shortage of help is being felt in the industry. Music men report that by sending two men out on service instead of one they have cut down on the length of time needed to service locations. It is still only possible to service about five remote locations a day, however.

Dave Bond reports several new orders placed for A. M. I. Singing Towers as a result of the show several weeks ago. Dave is using his own Trimount Coin Machine Company showrooms to display the machines.

Mike Bond, Buckley distrib here, reports that business continues good. Shipments are now coming thru regularly, but Mike still has a hard time keeping the machines going out fast enough to please operators.

Charles R. Foote, one of the largest music machine operators in New England, reports business exceptionally good. Foote recently added six men to his staff, and complains he can't get machines as fast as he would like.

More than 100 operators were guests of the General Equipment Corporation, local record wholesaler, this week, when Count Basie was on hand to greet the operators and autograph records.

The B. & B. Music Company, Roxbury, Mass., newcomer to the music field, is already reporting good collections. Company is seeking more equipment to enlarge and remote its route.

Many local coinmen showing their patriotism by subscribing heavily to the National Defense Bonds. Activity of some coinmen has spurred others to purchase the bonds.

Ben Palastrant, Packard district manager, burning up the telephone wires during a brief stay in Boston between

trips. Palastrant has been on the road almost continuously the past three weeks, taking orders for the Pla-Mor selectors. On his return he contacted several operators by phone and secured more orders for the remote equipment.

Joe Glazier, of the C. W. Claire Company, Bangor, Me., in town for a brief visit and to purchase equipment.

Music operator A. Rougas, of Providence, R. I., came here for a quick trip to get new equipment for his fast-growing route.

Ernest (Blackie) Blackman, Apex Coin Machine Company, back from a brief vacation to Lake Winnepesaukee, N. H., reports the time passed too quickly.

Paul Strand, of Mohawk Phonograph Company, who was inducted into the army two weeks ago, visited Boston coinmen briefly this week. Paul had been stationed at Camp Devens and was transferred with his company to North Carolina.

Barney Blatt, of Atlas Coin Machine Company, off on a fishing trip with Eddie Watkins, of the Melody Phonograph Company, Springfield, and Eddie's brother, Frank.

Murray Schultz, Atlantis Distributing Company, hobbling around on crutches but back on the job.

Dave Bond, of Trimount Coin Company, local A. I. C. distributor, reports business good since he took over the distributorship. Dave says the first carload is almost completely sold and he is now awaiting the arrival of the second car to handle orders already placed by enthusiastic operators who are going for the Singing Towers in a big way.

Ray Drechsler, Seeburg's Eastern credit representative, and Eric Richardson, of the Atlas Coin service staff, off on a fishing trip.

Dave Meyers, veteran Hub column, keeping busy with repair work, stops to chat with coinmen.

Boston coinmen are watching the proposed 3 per cent sales tax now before the Legislative Ways and Means committee after being favorably reported by the committee on taxation. The measure proposes a tax on musical instruments, and coinmen understand that music machines and all parts for the phones come under the general heading of musical instruments and will be subject to the tax if it is passed.

Maurice Kushner, Rock-Ola distributor, reports plans are being made for the Rock-Ola showing to be held shortly in Kushner's showrooms on Coin Row. Since acquiring the Rock-Ola franchise Kushner has devoted his time toward preparing for the show and enlarging his quarters in order to handle shipments speedily.

Robert Soames, of Beverage Dispensers, of Boston, reports the firm's business is now double that of a year ago. Two more men were hired recently and two new trucks were purchased to facilitate servicing and collections. Three part-time servicemen also were taken on for work in the outlying districts.

Marth Oliver, South Portland, Me., music and game operator, in town for a brief visit to purchase additional equipment for his rapidly growing route.

Frank King reports Automatic Coin Company is making plans for a festive opening of its new showrooms at 1209 Washington Street. Renovations are almost completed and invitations will be sent out shortly to coinmen all over the territory to drop in and see the lines handled by the firm. Business is being conducted as usual.

Leo Fox, of Hub Automatic Music Company, local Wurlitzer distributor, out of town on a business trip.

Russell MacMillan, Lovell game and phone operator, in town to get new equipment to add to his route. Business is reported good up in the textile center.

Sales and collections on pin games dropped off slightly during the past week. Music machines, however, continued to record gains and distributors were kept busy filling orders. Remote equipment continues to enjoy the greatest demand from operators.

## Tourists Will Get 10% Premium on Silver in Canada

OTTAWA, July 19.—American tourists in Canada hereafter will get the 10 per cent exchange premium for their nickel, quarter, and half-dollar pieces under revised regulations announced by the foreign exchange control board.

In the past they got 10 per cent on their paper money and 7 per cent on their silver.

Donald Gordon, deputy governor of the Bank of Canada and chairman alternate of the foreign exchange control board, said that the revised regulations were "to eliminate any confusion or misunderstanding on the part of our American friends visiting Canada."

The difference of 3 per cent on silver arose from the cost of shipping coins back to the United States for redemption.

## New Orleans

NEW ORLEANS, July 19.—Louis Boasberg, New Orleans Novelty Company, has just closed a long-term lease on a prominent Canal Street location, where he plans early opening of the largest and finest Penny Arcade and playland in this section. Boasberg says the arcade is a \$50,000 proposition and that he intends to make it a showplace of the city. Mark Boasberg, father of Louis and manager of the Sport Center, was the recipient on July 10 of many congratulations, the occasion being his 70th birthday. Mark Boasberg is known to the turf fans of the nation from Coast to Coast as Jack Sheehan.

A visitor last week to New Orleans was Sterling Stanley, of the Automatic Amusement Company, Memphis, Tenn. He was the guest on one occasion of the Boasbergs at the Broussard French Quarter restaurant.

The appointment of J. H. Peres Amusement Company as Louisiana and South Mississippi distributor for Automatic Instrument Company's Singing Towers phonograph was announced this week by Earl Reynolds, Dallas, district factory representative. The Peres company has received its first shipment and is offering the Singing Towers on the spot. "Here is a money-making music system which conforms to all and any 30-wire remote set-up with new beauty in cabinet design and operation simplicity," President Peres says.

Mr. Shively, of the auditing department of Rudolph Wurliizer Company, was a visitor this week at the F. A. B. Distributing Company, territory Wurliizer distributor. F. A. Blalock, head of the local firm, has been in Florida the past two weeks, while Frank De Barros, sales manager, has returned from a trip in interior of Louisiana. De Barros celebrated "another" birthday July 16.

Distribution of leading pin games, non-automatic types, continues brisk at the Dixie Coin Machine Company. Nick Carbajal, president and manager, announces. Among most popular new models are J. H. Keeney's Twin Six and Sky Lark. Stoner's 3 Up. Chicago Coin's Snappy. Exhibits West Wind, and Gottleib's Spot Pool. The firm is still selling Bally's Club Trophy consoles as fast as shipments can be made. Carbajal says.

F. W. King, of the C. & N. Sales Company, is still hobbling around on crutches after his misfortune to step into a misplaced whirling exhaust fan at Baton Rouge about six weeks ago.

R. N. McCormick, Southern sales manager of Decca, back in town after a two weeks' vacation on the Northwest Florida Coast. Mac reports that sales of Decca disks continue to far exceed any like periods in the history of the company, with July turnover up to the peak of June and the fall prospects even brighter for establishment of new records for records.

Ray Bosworth and Louis Boasberg left Tuesday for a week's combined business and pleasure trip to New York. Boasberg is planning a shopping tour in Gotham to equip his new arcade and playland on Canal Street.



SEEBURG MUSIC SYSTEM INSTALLATION featuring remote control in the Old Vienna Restaurant and Cafe, Indianapolis, is proving an effective revenue booster, say officials of the Calderon Sales Company, operator of that city. The installation was made by Southern Automatic Music Company. (MR)

## Minneapolis-St. Paul

MINNEAPOLIS, July 19.—The Minneapolis Aquatennial summer festival, going on here this week, has brought thousands of visitors to the city, and coin machine locations throughout the loop area are getting heavy plays, according to operators.

The summer festival has brought many operators and their families to the city to view the gala shows being produced here. Many location owners, too, have come down for the week. All are looking forward to large increases in business throughout the tourist region following the Aquatennial, reasoning that many of the out-of-Staters will travel to the tourist areas.

Sam Carter, of Carter Sales Company, Minneapolis, has returned with his family from a week of vacationing at Howard Lake, Minn.

Sherma Schanfeld, secretary at Hy-G Amusement Company, has been appointed editor of The Council Twp. publication of the Minneapolis Council of Jewish Juniors. The appointment was made by Gertrude Yank, Council president and secretary to Harold Lieberman, of the Twin City Novelty Company, Minneapolis coin operator.

Sam Taran, head of Mayflower Novelty Company, returned to St. Paul this week following the successful opening of his firm's new office in Buffalo, where Ray Peterson, formerly of the St. Paul office, and Hy Singer, of Buffalo, are in charge. In Pittsburgh, Jackie Feids, former boxing champ, and Art O'Melia are directing activities for the Mayflower branch there. Taran said his firm plans to open two or three more branch offices in the East and that from his St. Paul headquarters he will be directly in charge of their operation.

Ted Bush, of Acme Novelty Company, accompanied by Wally Marila, manager of Acme Milwaukee office, has returned from an extensive tour of Northern Wisconsin to report business in that area exceptionally good. Prior to his Northern Wisconsin trek, Bush and Ken Willis, Acme salesman, spent 10 days visiting operators and locations in and around Detroit Lakes, Breckenridge, and other localities in that sector, where they found business conditions fine.

Hy Greenstein, of Hy-G Amusement Company, reports that his firm is busy shipping equipment to operators throughout the territory. Seeburg phones continue to hit a hot pace, and Hy, Jonas Bessler, and Sid Levin are kept busy keeping up to the demands of the many operators for this equipment.

Ben Daniels, live-wire Minneapolis operator, found himself in the peculiar position of finishing second in the Aquatennial skeet shooting tournament because he shot one clay pigeon too many.

If his total, said Ben, had been one less, he would have finished in first place, according to the Lewis system of computing in skeet shooting. Ben's business has been stepping ahead in great strides, he reported.

Business at Silent Sales Company, reports Benny Friedman, has been good all week, with many out-of-town operators coming in for the Aquatennial and to buy merchandise.

LaBeau Novelty Company has been enjoying increased business in recent weeks. Book-Os and other equipment distributed by LaBeau has been getting strong plays from operators.

Ted Bush, of Acme Novelty Company, has discovered a novel way of distributing Defense Bonds. In sales contests being conducted among Acme men, the winners will receive Defense Bonds.

Esie Madsen, of Superior, Wis., who with her partner, J. H. Porter, came to Minneapolis to buy equipment, said business has been very good, with the tourist season booming thruout the Arrowhead Country.

J. J. (Snowball) Stuck Jr. and wife came down for Sioux Falls, S. D., to take in the Minneapolis Aquatennial.

The Leonard Michauds, Litchfield, Minn., ops, divided their interests in their trip to Minneapolis. Mrs. Michaud wanted to watch the parade. Len wanted to go fishing. They went their respective ways and both reported great satisfaction with their particular interests.

George Bennett, of Western Products, Inc., visited distributors in the Twin City area this week.

Andy Wolf, Minneapolis coinman, knows how President Roosevelt feels. Andy has had his hand shaken off during the past week acknowledging congratulations from coinmen for his election as president of the Minneapolis Amusement Games Association.

United Machines, according to Lou Atkins, has been doing an ever-increasing business with its phonographs, with the number of locations serviced by the firms on the increase. The pinball machine biz has been holding up well all summer, according to Lou.

Word from Harold Lieberman's Twin City Novelty Company is to the effect that business has been fine all season. New locations are constantly being opened.

Amos Hellicher, Minneapolis operator, has been having fine success with his recent installations of scales in many locations.

Recent visitors to the city included Al Redding, of Houston, Minn.; Harry Gal-

## 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** that has set a new all-time high for 5 FAST & STEADY \$ PROFIT \$ THOUSANDS of **ESQUIRE PREMIUM VENDORS** now on locations all over the country has 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 1100 BALLS OF GUM, INCLUDING 20 STRIPED BALLS READY TO SET ON LOCATION. **FORCE LAIN FINISH 50¢ ADDITIONAL.**

ENTIRE DEAL **\$12.50**  
FOR ONLY

Terms: 1/2 Cash With Order, Balance C. O. D. Full amount with order saves you O. O. D. costs. Manufactured by

**VICTOR VENDING CORP.**  
5711 W. GRAND AVENUE, CHICAGO.



lob, Menominee, Wis.; Mr. Coffield, Annandale, Minn.; Gordon Starr, Sioux Falls; H. Kesting and son, Bellingham, Minn.; Donald Bruntling, Onamia, Minn.; Oscar Englund, Alexandria, Minn.; Earl Sebold, Chippewa Falls, Wis.; B. M. Bearson, Lanesboro, Minn., and Ray Stone, Rice Lake, Wis.

## Coinography

R. H. (Bob) Causey

CLIMAXING a civic career that might well prove a stirring example to all marble machine men, R. H. (Bob) Causey, a coin machine operator in Southgate, Calif., and one of the leading members of the Associated Operators of Los Angeles County, has been elected president of the Southgate Rotary Club.

A firm supporter of the AOLAC policies, Causey stated: "Every operator should try to realize the important part his business occupies in his community and should be ever on the alert to answer intelligently any and all questions regarding his work. This business is no different than any other enterprise that pays city and State taxes and licenses, and this in itself is an important part of your community's revenue. Therefore, every operator should take advantage of every opportunity to become a definite part of all civic programs in his community."

Causey was born in McComb County, Mississippi, in 1897. Bob won't talk much about his early days, but we managed to find out that early in life he was apprenticed as a machinist over at the Illinois Central Railroad. Later on we find Bob trimming windows for Kress's and other stores before hitting the road selling candy. Ask him what happened during the big fuss overseas and he'll modestly tell you he "went over," but his record is tops.

California beckoned him and he settled out here with Mrs. Causey and went right to work selling himself to the community. It was little wonder that he was soon elected president of the exclusive Toastmasters' Club of Huntington Park, and when he opens his wallet you'll notice memberships in some of the outstanding fraternal and civic organizations in the country.

Another story that Bob will not tell is heart-warming and human. We got it from Curley Robinson, the genial director of the AOLAC. "Some time ago," Curley stated, "a fine couple, friends of Bob, were suddenly taken away. Here were two youngsters, facing perhaps the orphanage, so Bob got busy. All legal entanglements were overcome and it was a happy day when he came into the association office to tell us that the two youngsters were his to take care of."

Most of his time Bob spends with the



OPERATOR CARL ZIMMER, South Bend, Ind., made the installation of 28 Packard Pla-Mor remote-control suits and three speakers in the Thomas Drive-Inn Restaurant at Niles, Mich. It is reported that collections are up and that patrons of the location are well pleased. (MR)

P.-T. A. at Southgate. Child welfare problems fall to his lot and he digs into them with the same enthusiasm that has made him one of the most beloved men in Los Angeles County. It is little wonder that when the Southgate Rotary Club members nominated their new president Bob was unopposed.

Many civic affairs have been given in his honor and many more have been planned for this man whom we are proud to count as one of us in this industry. Truly has the spirit of public relationship been exemplified by this coin machine operator in his community. In passing, the editor joins with his associates in saying, "Well done, Bob Causey, well done."

## Production Up On Ace Bomber

NEW YORK, July 19 (MR).—International Microscope Reel Company's huge plant is humming with activity as quantities of its new hit, Ace Bomber, rushed from the assembly lines, are shipped to all parts of the country.

"Our new anti-aircraft machine gun, Ace Bomber, is a smash hit throughout the nation," declared William Baskin, president. "Our distributors are clamoring for increased deliveries, and the demand for the game continues to boom. I credit the game's success to three things. It has action appeal, it ties in with the front pages and yet is an escape from the war news, and it is getting started in time to give summer collections a boost."

One prominent Eastern operator said: "As long as it's by Microscope I know it's good. The firm has been making money-makers for years and knows what gets players to come back again. This repeat play puts Ace Bomber on top of my profit-per-week list, and I'm spreading the gun around to arcades, individual store locations, busy terminals, and many other spots."

"The Ace Bomber's flashy set-up and the rugged two-handed trigger attracts attention. One play and they become habitual fans. The air raid alarms and blackout also draws the interest of passers-by. The fast and furious action of the game gives the player a real run for his money and draws spectators. And a crowd attracted is a crowd that's sure to put plenty of nickels in the cash box."

## Coinman Gets Zoo For City; Come-On For Penny Arcade

DES MOINES, Ia., July 19.—Kenneth Sonderleiter, who operates a Penny Arcade with more than 70 machines, will go to any length to get customers.

Sonderleiter, formerly distributor of pinball machines and phonographs, decided to operate the Penny Arcade. To attract business he staged a one-man campaign to provide the city with a free zoo and spent over \$1,000 doing so.

The strange colony of birds and beasts consists of three monkeys, three armadillos, four opossums, two magpies, snapping turtles, four red foxes, two baby eagles, a squirrel, and some white mice. Someone offered Kenneth an elephant, but he couldn't see feeding it five or six bales of hay daily.

While the zoo admission is free, Sonderleiter ushers the crowds out thru his Penny Arcade and doesn't object if they stop and try the machines.

As an additional crowd-loyer Sonderleiter sent off a lady flagpole-sitter with a claim she would spend the next 30 days in a crow's nest over the Penny Arcade.

## Canadian Coin Biz Well Above Par

ST. JOHN, N. B., July 19.—Music machines are more numerous on both sides of the international border along the Maine-New Brunswick division than ever before. At Eastport and Lubec, on the Maine side, improved conditions in sardine canning have restored prosperity after a lapse of about 16 years, during which the European sardines almost wrecked the demand for domestic sardines. Now, with the canneries in operation again the demand for the automatic music has established a new record volume for machines. Other types of coin machines have also been introduced and have met with favorable reception from people who are once again in the money.

At St. Stephen, N. B., and Calais, Me., where an international bridge connects the two border towns, the coin machine demand is chiefly on the Canadian side, where business conditions are good. Owing to border crossing and money spending restrictions on Canadians, business in Calais is far below par. This town had depended on people from the Canadian side for at least 50 per cent of its business for many years, and the prevailing slump because of loss of the bulk of this business has been the worst in the town's history.

Coin machines are popular at Edmeston, N. B., and Madawaska, Me., connected by an international bridge. Business in both pulp and paper and lumbering towns is good. Economic conditions are not so good at St. Leonard, N. B., and Van Buren, Me., but at both the coin machines are more plentiful than ever.

## A. B. T. Officers on Coast-to-Coast Biz Survey Trip

NEWARK, N. J., July 19.—Frank Dello Russo, of R. & Y. Amusement Company, vice-president of the Amusement Board of Trade of New Jersey, Inc., and Arthur Daddis, of the General Amusement Service, secretary of the association, left last week on a Coast-to-Coast trip.

It is their purpose to combine association business with pleasure. They will call upon operators, officers of associations, and association managers in order to obtain a comprehensive picture of operating conditions throughout the country, they report.

On a post card received from Yellowstone National Park, these officers wrote to the manager and office staff: "Keep the home fires burning. Thanks to a great association which makes this trip a possibility."

Last year David M. Steinberg and Charles P. Polgar made a similar trip and brought home a wealth of information for the betterment of the association.

LeRoy Stein, executive secretary, visits the annual convention each year in order to meet with the operators from the various sections of the country. In this way the association is able to adopt the best ideas of association management, it is said.

This, together with the arduous work of the public relations committee, is a factor which helps to make the Amusement Board of Trade of New Jersey, Inc., one of the most outstanding trade associations in the coin machine industry.

The new public relations committee includes David M. Steinberg, chairman; Charles P. Polgar, James L. Murtha, Arthur Daddis, Frank Dello Russo, and LeRoy Stein, executive secretary.

Messages mailed by the traveling representatives of this committee keep those at home meeting twice weekly in order to formulate plans for the next regular meeting of the association, to be held after Labor Day.

## Economy Supply Opens Parts Biz

NEW YORK, July 19 (DR).—Phil Bogin and Ike Berman announced the opening of their new firm, Economy Supply Company, at 436 West 45 Street. They will handle a complete line of parts and supplies of all types.

"We feel that the operating trade needs a firm that can supply parts and other needs at nominal prices," explained Bogin. "The many exclusive items we will carry will prove of great value to the operators. We have developed many of these items to meet the specialized needs of operators."

The firm is already in action at the new headquarters.

## 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.



## CANADIAN OPERATORS FRANK KIRKE NOVELTY CO.

Formerly of K. S. Sales and Service, Toronto.

ANNOUNCING OPENING OF NEW MODERN SHOWROOMS

Large stock popular makes Coin Machines. Popular prices.

We Buy, Sell, Exchange. Write for lists.

124 Dundas Street, West

Phone: Waverly 4077

Toronto, Canada

P.S.—Drop in when you are near.



CORPORAL LOUIS DE FICHY repaired coin machines in Brooklyn and also acted as a public relations man before he joined up as a regular first-class army man. He is now with the Third Cavalry, Troop G, Fort Meyer, Va.



## Atlas-Omaha Says Business Good

OMAHA, Neb., July 19 (DR).—"Business is stepping right along," reports Joe Kline, now in charge of the Omaha office of the Atlas Novelty Company. "We're going to make the other Atlas offices step to equal the business we are doing at the present time," declared Kline. "Omaha coinmen have found that Atlas personalized service means not only good service, but that they can obtain just what they want, when they want it, and that the equipment is always in good shape ready for operation."

"The vast Atlas organization insures our ability to meet every order. Usually we have just what the operator wants in our Omaha office inasmuch as we carry as large a stock as our Chicago main office. However, if there should be some equipment which we don't have on hand, a quick call to one of our other offices will bring satisfaction in a jiffy."

"Omaha is a swell operating town and the operators here know their business. That's why Atlas of Omaha is gaining continually," concluded Kline.

## Offers New Alarm; Hits Game Tamperers

CHICAGO, July 19.—Operators who have been troubled with attempts to defraud machines by use of shims inserted in the coin chute will be interested in an alarm marketed by Alert Automatic Alarms, Los Angeles.

Says W. F. Winkow, head of the firm, in describing the action of the alarm: "The alarm is designed to prevent use of shims in the coin aperture of coin chutes. The alarm is automatic. When a shim is inserted into aperture of coin chute a signal is started which attracts attention to device the shim is being used on and to user of shim."

"The alarm, after being started, will time the duration that signal is to operate, five seconds to five minutes, which is adjustable. It will stop signal after time adjusted to operate and will reset to normal setting and be ready to go into action when a shim is again inserted into aperture of coin chute. Coins are passed thru in regular manner."

"The alarm is an independent unit of



BIP GLASSGOLD (center), A. H. DuGrenier, Inc., sales manager, with Les Merrill (left) and Lloyd White, Syracuse, N. Y., operators. Bip made a special trip recently to congratulate them on the expansion of their operation with additional Champion cigarette merchandisers.

the device it is used in conjunction with and is transferable from one device to another. Installation and transferring require no special skill, and no change is made in coin chute or device that alarm is used in conjunction with.

"The alarm consists of one automatic electric control; one bell, assembled, wired, and mounted on a portable base; one adjustable coin chute contact and mount, one double contact split connector and four ordinary dry cell batteries. The alarm is foolproof due to the fact it is installed inside of device it is used in conjunction with. It operates on an independent source of electrical supply."

## American Eagle Goes Over Top

CHICAGO, July 19 (MR).—American Eagle has gone way over the top in sales," reports A. S. Douglas, head of the Daval Company. "We have had to increase our production more than four-fold since introduction of this great counter game."

"Wherever the American Eagle has been used we have received repeat orders continually with more and still more operators coming in for the machine every day. Letters advise us that players are getting a big thrill playing the new Defense Model American Eagle."

"As one leading distributor writes: 'I've never seen anything like it. From the very first day we showed this new model we've had more and still more operators asking us just how soon we could get more for them.'

"This seems to be nationally the case wherever the American Eagle has been placed. The continuance of the free-play tokens award plus the ball gum vander model makes American Eagle one of the most outstanding of all thrilling and exciting counter games we've ever built. And I'm sure that all the trade will admit we've built great counter games. Sales on American Eagle continue to get bigger every day. We believe that this machine is destined to be the greatest that this industry has ever had. It has proved itself the biggest and steadiest of all counter game money-makers."

## Reader Notes Game Repair Carelessness

CHICAGO, July 19.—Following letter is from a reader who cannot understand why some operators are careless of the condition of their machines:

To the Editor:  
While in Cincinnati recently I visited a Penny Arcade. I was surprised to see how many machines were out of order. It seemed as tho half of the target machines had tape around the coin slots, and I played one electric-eye target game which evidently was out of order, but the coin slot was still working.

The place was crowded, and so many machines being out of order were certainly cutting into the take. The tape on the coin slots of those out of order was very dirty, which leads to the conclusion that no attempt had been made to put them in order for some time.—A. B. A.

## Coinography

Samuel (Curley) Robinson

DON'T expect this to be a complete review of the life of Curley Robinson—this will be only a short essay dealing with his activities in working for the good of community, city, and nation. That alone would cover pages and pages.

Curley Robinson is managing director of the Associated Operators of Los Angeles County. A prodigious worker, he is an officer in numerous organizations and is called upon by many committees needing workers who can produce results. To mention a few of the interests he has devoted himself to in only the last few months: Drive Safety campaign, I Am an American Day, Defense Bond campaign, and numerous other civic and humanitarian campaigns.

All of these campaigns in which he takes part are participated in under the auspices of the coin machine group of which he is managing director. His activities bring much credit to the Associated Operators of Los Angeles County. In every case his members back him up 100 per cent, and the association has built much good will for itself thru these activities.

In the coin machine estate itself Curley Robinson constantly works for its betterment. He is a leader in campaigns to keep minors from playing games, in obtaining fair licenses, in keeping the industry as a whole on an even keel.

One of his most recent activities is in connection with the Mount Sinai Hospital and Free Medical Clinic of Los Angeles. Robinson is a director of the hospital and clinic. Recently when officers of the clinic faced a crisis because of shortages of funds Robinson was in there pitching by doing his usual fine job. In a letter to members of the coin machine association he asked their cooperation. Plan for raising funds is centered around the Screen Stars' Baseball Game to be held at Wrigley Field August 14. A souvenir program is being planned as a fund raiser and advertisements will be sold. Curley, with business

acumen, points out that "the contribution to a great charitable cause is a good deed in itself—and advertising is always good business."

This then is a picture of Curley Robinson—and yet it is a very incomplete picture. The *Billboard* hopes to present soon the full story of Curley Robinson—but, as we said before—it'll cover pages and pages.

## AMERICAN FLAGS



★ The thrilling game of the American continental. Line up the flags and CASH IN! A terrific, thrilling WINNER! Extra FREE display front without awards! Coin DIVIDER and TWO EXTRA LARGE SEPARATE CASH BOXES!

FREE LUCKY SMOKES display front and reel strip. Makes this an entirely NEW and different game in a jiffy!

BOTH GAMES IN ONE ONLY \$22.50

F. O. B. CHICAGO

**DAVAL**  
2043 CARROLL AVE., CHICAGO  
PACIFIC COAST MAC MOHR CO.  
2916 W. PICO BLVD - LOS ANGELES, CALIF.

## MONEY-MAKING BOARDS

From the Smallest to the Largest.  
Write for Catalog

TO BOOST YOUR TAKE



PRINTING COMPANY  
1023-25-27 RACE ST., PHILA., PA.

## FREE PLAY BUYS TO OPEN YOUR EYES

Attention . . . \$35.00	All American \$35.00
Boom Town . . . 65.00	Broadway . . . 22.00
Big Chief . . . 25.00	Band Wagon . . . 25.00
Crossroads . . . 35.00	Castille . . . 17.50
Early . . . 65.00	Formulation . . . 23.50
Four Aces . . . 40.00	League Leader . . . 45.00
Gold Star . . . 25.00	Lineup . . . 29.00
Leader . . . 25.00	Red, White . . . 29.00
Powerhouse . . . 18.00	Blue . . . 30.50
Zombie . . . 15.00	Wild Fire . . . 85.00
Brite Spot . . . 15.00	Amal . . . 18.00
Landside . . . 15.00	Bleeding . . . 15.00
Yacht Club . . . 15.00	Relation . . . 15.00

1/3 Down, Balance C. O. D.  
WANTED FOR CASH! . . . Exhibit  
Restories and all legal Arcade Games.

## "THE ARCADE KING"

**MIKE MUNVES**

593 TENTH AVENUE  
NEW YORK NY apt. 9-5677

## DON'T MISS Coming Soon!

**EVANS' PLAY BALL**

Realistic Baseball!  
Manikin Pitcher Throws Ball!  
Batter Controlled by Player!

## BUD LIEBERMAN Says

DEFEND YOUR PROFITS WITH THESE BUYS!

Multiple Free Play Novelty Games	
Bally Sport Page . . . \$ 47.50	Bally Kona . . . \$37.50
Blue Grass (New) . . . 122.50	Bally Gold Cup . . . 42.50
Bally Record Time . . . 84.50	Bally Victory . . . 37.50
Bally Sport Social . . . 37.50	

Following Consoles also on hand for Immediate Delivery:

38 Truck Times	Ten Foren	Red Head Truck Times
Jacky Clubs	Kentucky	Galloping Dominos

WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!

WE DISTRIBUTE FOR ALL LEADING MANUFACTURERS!

831 W. WASHINGTON ST. CHICAGO, ILLINOIS  
JUST A STONE'S THROW FROM THE SHERMAN!

Take a Direct Part in Building Your Country's Defense  
Buy U. S. Defense Savings Bonds and Stamps

Come one...  
Come all...

**CARNIVAL**

15  
10  
5  
100

THAT  
SPINNING  
ARROW  
GETS 'EM!

GREATEST  
BOARD  
IDEA IN  
YEARS!

Hurry, hurry, hurry, folks—gather 'round the most appealing board ever known! Features a real arrow which spins inside a cut-out jackpot circle and gives the players skills, thrills, and fits 'em with that playing frenzy which means bigger profits for you! Spinner circle is numbered for "hi-lo" play—simply 48 seals with \$15 top award! Big \$42.95 average profit! Slot symbol ticket! Terrific flash! 163 winners! Order at once! No. 1800 CARNIVAL. PRICE: \$8.38.

Send for circulars showing many more  
NEW Gardner hits!

**GARDNER**  
2307 ARCHER - CHICAGO



REPRESENTING WESTERN PRODUCTS, Inc. in Uncle Sam's aggregation are Acting Sergeant Sam (Left) Martorano, stationed at Fort Eustis, Va., and Ted Kotlars (right), stationed at Fort Bliss, Tex. Both say they like army life. (MR)



**EASTERN FLASHES**

NEW YORK, July 19.—It is seldom that a week goes by without a report of someone flying to the Windy City or back.

Bill Alberg, of Brooklyn Amusement, flew to Chicago to visit Evans and to see if he couldn't rush deliveries on Super Bomber. During his absence Charley Aronson kept wiring him additional orders. . . . Officials of Tri-Way Products are pleased with the reception accorded their baffle speakers and volume control units, and they expect new sales highs.

Henry Bogner, operating Mills Panoram in New Jersey, chatting with Irv Morris, of George Ponsler's Newark office, explains how location owners feel about Soundies. "They say the machine not only gives them a sizable income each week but also helps bring new customers to their establishments." In New York, George Ponsler and Jack Mitznick are proud of the record the firm has made with Mills Panoram. Seymour M'itch, meanwhile, reports continued used game demand. He says, too, that Gottlieb's Spot Pool has caught on big. "Our first carded event in five minutes," claims Seymour.

Earle C. Backe, of National Novelty, doesn't get much time to play tennis these days, as increased business keeps

him at his desk. . . . Max Levine states: "Battling Practice is battling 1,000 with operators throughout the country. The longer the machines stay on location the larger the collections get. . . . William Rabkin, of International Mutoscope Reel Company, says the factory is working overtime in order to meet the demand for Ace Bomber and Drive-Mobile.

Nat Cohn reports that Modern's business is still increasing, and says: "I'll have to cut a hole in the ceiling in order to continue my sales graph." Nat has left for his summer vacation, and Irv Sommers has returned from Florida to remain in the city until the first cold day comes along.

**FAST FLASHES . . .**

Wedding bells are scheduled to ring for another member of Jack Kay's staff September 30. Rae Foster, the Ace secretary, will take the vows with Eugene Diamond. Rae returns to the job after the honeymoon. . . . Irv Mitchell says he will have a big surprise for coinmen in about 10 days. . . . Al S. Cohen, of Asco, reports that he is receiving many South American orders.

Jack Fitzgibbon is flooded with calls daily, inquiring about the ads he has been running recently. That special something Jack's got has them all talking. . . . Jack Devlin reports that Bally's Speed Ball sales are steadily mounting. . . . Savoy Vending was plenty busy keeping the orders for Choclin's Show Boat going out while Al Simon was in Chicago.

Bert Lane, of Seaboard Sales, can't seem to get enough Ace Bombers and Drive Mobiles and calls Mutoscope almost daily for more. Genco's Argentine is also moving fast, and Seaboard's salesrooms are humming with activity. Sandy Warner, Bert's able assistant, vacationing on the Coast, is missed.

Jack Kronberg, of Crown, is looking for more crates to ship used games. . . . Joe Fishman, Keeney distributor, received the new Keeney novelty games, Twin Six, this week and immediately became the center of attraction on Coan Row. Joe reports an exceptionally strong reception for the game. . . . Sol Silverstein, Keeney's traveling representative, arrived in town after a trip thru New England, New York State, and parts of the South.

Irv Orenstein, of Hercules, is shopping for used games to help fill his many orders. . . . Tony Gasparro, of Weston, is busy as a beaver taking orders for West Wind Exhibits, latest. . . . Jack Berger, of Newark Coinco, reports that his repair department is kept busy trouble-shooting for coinmen. . . . Al Sherry, Phil Gould, and Al Koondel, of Ambassador, report that their sales in new and used equipment are increasing rapidly.

**OF MEN AND MACHINES**

Irvin Blumenfeld, of General, Baltimore, Md., advises there is no summer let-down in business this year. . . . Dave Stern, of Royal, is fortunate in having a competent office staff. Being on the outside a great deal, he needs top-notch help to keep things rolling while he is away. . . . Lew (Leader) London, of Leader Sales Company, Reading, Pa., announces that business is fine.

Marc Munves is doing a big job up-town. The Mike Munves Corporation is sporting a new sign which reads Rosenberg & Munves, Eastern distributors for A. B. T.'s Rifle Sports. . . . Murray Brodwin won the \$20 door prize given away

by Jack Kay to operators who visited his new showrooms. . . . Murray Sandow has gotten coming into Simon Sales regularly to look over the bargains in used equipment. . . . Joe Munves returned this week from a selling trip thru New England. . . . Hymie Budin is boasting about the 20 pounds he shed off his frame during the past month. Claims he feels 100 per cent better and full of pep.

Barney (Shug) Suckerman, of Royal Music, Newark, claims he is one of the most photographed men in the business. "It seems every time I open one of the trade papers I see my picture," he explained. Perhaps that's why he's shaving so often now. . . . Harry Block, of Rock Marble Company, Philadelphia, says his new changemaker is the biggest success he has ever handled, with sales way beyond expectations. . . . Joe Ash, of Philadelphia, reports that he is waiting for a lull in the rush so that he can get away for a few weeks.

**"Di Maggio—Hmph! Imp's Record Is 547"**

CHICAGO, July 19 (MR).—"In baseball Joe Di Maggio, of the New York Yankees, has set a record of successfully hitting in 56 consecutive games. In the coin machine industry Grotchen's Imp has set a new record for sales on consecutive days," declares Ed Hanson, Grotchen sales manager. "For 347 days," he continued, "orders have been received daily for Imp Gum Venders."

"Now it seems that the demand for Imp Gum Venders is increasing and larger orders are being received. Many coinmen who purchased large quantities of Imps during 1940 are again placing new orders for this popular three-reel game. A flood of new inquiries for information on Imp is coming from all parts of the country."

"Imp Gum Vender has not only made a sales record for itself," continued Hanson, "but it has also earned the reputation of being the biggest money-maker of its size and weight. Imp is supplied with cigarette, fruit, or number reels, and is available in straight penny, combination nickel and penny, or straight dime play. A meter can be attached to the Imp Gum Vender, proving for unlimited cash capacity," he concluded.

**Pennsylvania**

WILKES-BARRE, Pa., July 19.—Lou Unterberger, Rex Novelty Company, snared one of the top spots at near-by Harvey's Lake by installing a Rock-On music machine in Sloppy Tony's.

The fine weather which has brought thousands to the lake resorts has the coin machines receiving a favorable response, according to operators.

Harry J. Achenbach, of Bloomsburg, had a pleasing ad on cigarette vending machines in the special scenic and mail-it-away 54-page edition of The Bloomsburg Morning Press.

**DON'T BE A CHUMP**  
PRICES ARE GOING UP—BUY NOW AND SAVE

<b>PAYOUT CONSOLS</b>		<b>SPECIAL</b>		
Saratoga . . . . . \$34.50	Spartan . . . . . \$14.50	Rebuilt American Eagles, 1c Play, \$22.50.	COUNTER GAMES	
Fast Time . . . . . \$4.50	Limelight . . . . . \$9.50	Imag . . . . . \$ 6.50	Murphy . . . . . 19.50	
Jackpot Parade . . . . . \$4.50	Beauty . . . . . 29.50	Mike Peak . . . . . 17.50	Cub . . . . . 7.50	
Spur Parade . . . . . \$7.50	Fantasy . . . . . 12.50	Perry Pack . . . . . 7.50	Zephyr . . . . . 9.50	
Skill Time, '38 . . . . . \$4.50	C. O. D. . . . . 12.50	Lobby . . . . . 19.50	America Eagle . . . . . 19.50	
Parlay Races . . . . . \$9.50	Mr. Chips . . . . . 17.50	Com-C-Packs . . . . . 8.50	Pilgrim . . . . . 7.50	
Ten Paces . . . . . 17.50	Gold Star . . . . . 44.50	View-Scops . . . . . 6.50	Mercury . . . . . 19.50	
Durby Day . . . . . 24.50	Four-Five-Six . . . . . 17.50	Hot . . . . . 12.50	Sparks . . . . . 17.50	
Keno . . . . . 22.50	Bottle Spot . . . . . 29.50	Royal . . . . . 12.50	Tokites . . . . . 12.50	
Flashing Thru . . . . . 19.50	Progress . . . . . 37.50	Heads and Tails . . . . . 9.50	Old Air Pension . . . . . 9.50	
Race Meet . . . . . \$4.50	Home Run . . . . . 24.50	Jackpot . . . . . 9.50	Dixie Dominion . . . . . 9.50	
Races Races . . . . . \$4.50	Paradise . . . . . 49.50	Ticketless . . . . . 3.00	View-Scops . . . . . 6.50	
Blaze's Paces . . . . . \$4.50	Blackout . . . . . 22.50	Reel Dice . . . . . 4.50	Reel 21 . . . . . 4.50	
Four Balls . . . . . \$4.50	Conquest . . . . . 12.50	Game of Hands . . . . . 4.50	Goal Line . . . . . 4.50	
Three Balls . . . . . \$4.50	Stars . . . . . \$4.50	Races . . . . . 4.50	Black-Gem . . . . . 6.50	
<b>FREE PLAY</b>		Blackout . . . . . 22.50	Bar Box . . . . . 4.50	
All American . . . . . \$45.00	Fatties . . . . . 22.50	Zombie . . . . . 42.50	Hold and Draw . . . . . 4.50	
Big Town . . . . . 19.50	Dandy . . . . . 12.50	Sound Drama . . . . . 22.50	Bally Ball . . . . . 7.50	
Repeater . . . . . 44.50	Black Out . . . . . 14.50	Power House . . . . . 32.50	Imperial Cigarette . . . . . 7.50	
Spur Parade . . . . . \$7.50	Power House . . . . . 32.50	Amoeb . . . . . 19.50	Reel Slot . . . . . 4.50	
Dough Boy . . . . . 24.50	Sky Line . . . . . 34.50	Black Out . . . . . 14.50	Rhinoceros . . . . . 4.50	
Reel Days . . . . . 47.50	Speedway . . . . . 24.50	Power House . . . . . 32.50	Big Hit . . . . . 12.50	
Spur Parade . . . . . \$7.50	Progress . . . . . 37.50	Blackout . . . . . 22.50	Silver Winner . . . . . 14.50	
Top Notcher . . . . . 14.50	Score Card . . . . . 22.50	Blackout . . . . . 22.50	Get, Gp, Grip & Stand 17.50	
Score Baseball . . . . . 14.50	Spot Event . . . . . 74.50	Blackout . . . . . 22.50	Chicago Club House . . . . . 6.50	
Score . . . . . 22.50	20-20 . . . . . 22.50	Blackout . . . . . 22.50	<b>SLOTS</b>	
Myster . . . . . \$4.50	Jumbo Parade . . . . . \$9.50	Blackout . . . . . 22.50	Over 100 New and Used	Mills, Jennings, Watlings,
Missio . . . . . 42.50	Super Six . . . . . 12.50	Blackout . . . . . 22.50	Face Slot Machines.	
White Balls . . . . . 14.50	Super Six . . . . . 12.50	Blackout . . . . . 22.50		
Glamour . . . . . 32.50	Stroller . . . . . 54.50	Blackout . . . . . 22.50		
Free Races . . . . . 9.50	Silver Moon . . . . . 104.50	Blackout . . . . . 22.50		
Gold Cup . . . . . 32.50	Bob Tails . . . . . 104.50	Blackout . . . . . 22.50		
Play Head . . . . . 32.50	<b>GUNS</b>			
Stop and Go . . . . . 12.50	Sky Fighter . . . . . \$149.50	Blackout . . . . . 22.50		
Ricky . . . . . 19.50	Air Raider . . . . . \$4.50	Blackout . . . . . 22.50		
Lion-Card . . . . . 17.50	Rapid Fire . . . . . \$4.50	Blackout . . . . . 22.50		
Big Show . . . . . 32.50	Bally Bull . . . . . \$2.50	Blackout . . . . . 22.50		
Realty . . . . . 29.50	Radio Rifle . . . . . \$2.50	Blackout . . . . . 22.50		
Score-Party . . . . . 29.50	<b>MISCELLANEOUS</b>			
Line Star . . . . . 34.50	Ace Bomber . . . . . \$2.50	Blackout . . . . . 22.50		
Triumph . . . . . 8.50	Drive Mobile . . . . . \$2.50	Blackout . . . . . 22.50		
Score Champ . . . . . 32.50	Texas Longers . . . . . \$32.50	Blackout . . . . . 22.50		
Airport . . . . . 14.50	Oporella . . . . . \$2.50	Blackout . . . . . 22.50		
Double Feature . . . . . 22.50	Rockets Ten Paces . . . . . \$4.50	Blackout . . . . . 22.50		
Score Champ . . . . . 32.50	Bally Alley . . . . . 14.50	Blackout . . . . . 22.50		
Chover . . . . . 9.50	<b>DEPOSIT</b>			
Red Hot . . . . . 19.50	1/3 Deposit, Balance C. O. D.	Blackout . . . . . 22.50		
Play Head . . . . . 32.50		Blackout . . . . . 22.50		
Vacation . . . . . 20.50		Blackout . . . . . 22.50		

**OHIO SPECIALTY COMPANY**  
539 SOUTH SECOND STREET, LOUISVILLE, KENTUCKY

**DRAFTED**  
All Special  
CREDIT  
ACCOUNTS  
We'll Cash  
for You  
All Accounts

CONNER BURNS, Natchez, Miss., operator and bus station owner, has joined the army, according to latest reports. Note the sign above his head—he'll have spending money plenty when he gets into uniform.

# Retail Locations Plan National Defense Week

Opportunity for industry to co-operate with locations in support of defense

(Reprinted from The New York Times of July 13)

A 14-point program giving the answer to the question, "In what special way can retailers help to implement the country's program for national defense?" was outlined yesterday for the nationwide demonstration of "Retailers for Defense," to be held during the week of September 15, by Major Benjamin H. Namm, chairman of the demonstration. Donald H. Nelson, Director of Purchasing of the Office of Production Management, is honorary chairman.

Asserting that it was the minimum part that retailers are planning to play in the defense program, Major Namm cited the following:

### Fourteen Points

"1. To practice and to preach the doc-

trine of 'Our Country First and Foremost.'

"2. To act as 'Purchasing Agent for the Public' and, in that connection:

"3. To prevent, as far as possible, all unwarranted increases in the price of merchandise, both wholesale and retail.

"4. To eliminate any and all unfair trade practices which may injure the public.

"5. To maintain retail employment at the highest possible level consistent with national defense.

"6. To give every possible encouragement to employees who wish to serve their country.

"7. To disseminate to consumers such defense literature and information as the government may desire to have distributed.

"8. To co-operate with manufacturers so that merchandise may be informatively labeled.

"9. To eliminate all 'weare' advertising, particularly that which says or implies 'Buy now because prices are rising.'

"10. To keep consumers informed as to the causes of price increases, likewise such changes in quality as are made to avoid an increase in price.

"11. To aid in the development and distribution of substitutes for such materials as are urgently needed for national defense.

"12. To develop simplification of merchandise types so as to eliminate waste and thus free labor and materials for national defense.

"13. To help the United States Treasury sell Defense Bonds and Defense Stamps.

"14. Last but not least, to help unify the people of our country thru our advertising, display, and consumer appeal—in support of our defense program."

### Regional Chairmen

Each community participating in the demonstration will be asked to nominate a local "Mrs. Typical Customer." From these local nominees there will be selected a national "Mrs. Typical Customer."

Major Namm announced the following have been designated regional chairmen for "Retailers for Defense": Edward N. Allen, Sage-Allen & Company, Hartford, Conn.; William H. Hager, Hager & Bro., Lancaster, Pa.; J. P. Allen, J. P. Allen & Company, Atlanta; H. Kenneth Taylor, John Taylor Dry Goods Company, Kansas City, Mo.; and Henry C. Nelson, J. W. Robinson Company, Los Angeles.

Sidney Reisman, vice-president of Bloomingdale Bros., is chairman of the demonstration for New York City.



PRESIDENT ART VIGNEUX, head of the Ontario Amusement Machine Association and member of the firm of Vignoux Bros. Automatic Phonograph, Ltd., Toronto. The company operates 700 automatic phonographs and has a fleet of 20 service trucks

the most interesting Soundie subjects.

To satisfy the clamor of the country come the Eton Boys in the versatile novelty presentation of the popular Beer Barrel Polka. This fast-moving number has the Eton Boys, acting as waiters and singing the song as it should be sung.

"Chop Fooey, a Chinese song, features the King Sisters and Alvin Roy and his orchestra. Here Chinese background and costumes add color and oriental mannerisms to this song.

"From the musical comedy Crazy With the Heat, Grace McDonald sings With a Twist of the Wrist. In this number a

unique act takes place, with Westley Adams, as the magician, doing a rhythm tap dance, disappearing, then reappearing in miniature.

"Born to Swing, a charming song which is reaching great popularity, is put across by Ginger Harmon, whose personality delights everybody who hears her.

"A patriotic number closes this reel, You're a Grand Old Flag, composed by George M. Cohan and delightfully sung by Men and Maids of Melody. It is packed with action and is destined to be a popular number."

## CLOSE-OUTS!! BRAND NEW FREE PLAYS!!!

5 DIFFERENT NUMBERS TO CHOOSE FROM. ALL IN ORIGINAL CRATES. 5 FREE PLAYS

Write for Names and Sensationally Low Prices—Quantities Limited

ARCADE EQUIPMENT BARGAINS	CONSOLES	PHONOGRAPHS	FREE PLAYS
Keeney Texas	Blind Tea Lib-erty Bell... \$39.50	Mayfair (Special Pearline Finish) \$154.50	BALLY'S Beauty... \$29.50
Leaguer, BRAND NEW... \$49.50	Royal Flush... \$9.50	Princess, 1930... \$134.50	Lantern... \$27.50
Searsburg Chicken Sam... \$52.50	Mills Square Bull... \$9.50	Royal... \$24.50	Lightning... \$27.50
Searsburg Dairbird \$9.50	Exhibit's Banquet... \$29.50	Crown... \$34.50	Chicago Coin's Comedian... \$29.50
Searsburg Shoot the Chutes... \$9.50	Exhibit's Tavern... \$29.50	Convertor... \$39.50	Play Ball... \$7.50
Black Cabinet, Keeney Anti Aircraft... \$9.50	Tanquer... \$29.50	ROCKOLA 1940 Super Revolver... \$104.50	CHERRY COIN'S Comedian... \$29.50
Black Cabinet, Keeney Anti Aircraft... \$9.50	Payroll Floor Sample... \$39.50	1930 Collier Model... \$4.50	REARVIEW... \$29.50
Black Cabinet, Keeney Anti Aircraft... \$9.50	25¢ Roulette Track Odds Walnut Cab... \$59.50	Rhythmic King... \$4.50	GENCO'S Bandwagon... \$44.50
Bally's Shoot the Bull... \$9.50	Gowitch's King (Old Reels) \$9.50	16 Records... \$4.50	Blondie... \$29.50
	Prize Banquet... \$9.50	WURLITZER 5000 JUNIOR... \$109.50	Madeline... \$49.50
	Exhibit's Shoot the Bull... \$9.50	600, Round Selector Keys... \$34.50	Gold Star... \$29.50
		1118... \$7.50	Prize... \$29.50
		1320 Junior Model... \$7.50	GENCO'S Bandwagon... \$44.50
		THREE OF MUSIC (1940)... \$19.50	Blondie... \$29.50
		Studio... \$19.50	Madeline... \$49.50

SEND FOR COMPLETE PRICE LIST TODAY! Terms: 1/3 Deposit, Balance C. O. D.

# Atlas NOVELTY CO.

2200 N. WESTERN AVE., CHICAGO, ILL.  
ASSOC. ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT  
OFFICES: ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURGH

## IT'S SENSATIONAL

(and selling like hot cakes) CAN'T MAKE ENUF OF 'EM

720 Holes Takes in \$36.00 Pays Out \$19.53 Average Profits \$16.47

- Double Steppup Jackpot
- Fresh Ketch Jackpot
- Old Fishin' Hole Jackpot
- 6 Beautiful Colors

ACME F. AND M. CO.  
1331 W. Monroe St., Chicago, Ill.

SPECIAL TERRITORIES  
Open for Men To Sell Acme Boards to Operators. Write Us.

## Borkin Is New Globe President

PHILADELPHIA, July 19 (MR).—The Globe Printing Company has announced the appointment of Alvin J. Borkin as president of the firm. Borkin has been associated with all phases of the sales-board industry for many years.

"Operators report that the Globe line is particularly satisfactory because the salesboards offered have a quick turnover on location," execs state. "Now, with Borkin on the job and the addition to plant, personnel, and sales staff, we are prepared to meet the growing demand for our new salesboards."

## Film Releases

CHICAGO, July 19.—Following is a release from the Mills Novelty Company, pertaining to most recently released film reels for coin-operated moving picture machines:

"Gorgeous scenes, pulsating music, and pretty songbirds unreeled from this new Soundie release. *The Night Is Young and You're So Beautiful*, sung by Bob Hammond to a cue of glamour girls, is the opening cut.

"Amidst a typical Broadway setting *The Wise Old Owl*, one of the most popular songs on record, sheet music and radio today, is charmingly sung by Sylvia Froos. A fresh collegiate atmosphere coupled with a close up of a real wise owl adds interest and appeal to this number. Then comes the ever-popular Morton Downey singing the *Rose of Tralee*. Beautiful scenes and cut-backs of Irish landscapes and a pretty Irish colleen make the *Rose of Tralee* one of

## IT'S UNCANNY!

Coming Soon!

# EVANS' PLAY BALL

Baseball in All Realism!

Sacrifice Plays—Bunts—Flies—Men Run Bases!

## BARGAINS

Metro... \$44.50	Big Chief... \$42.50
Analab... 27.50	Crom-Line... 39.50
Scam Up... 34.50	Futacion... 24.50
Macon... 24.50	Gun Club... 12.50
Flicker... 47.50	Spotium... 12.50
Line-Up... 24.50	Zio... 9.50
Zombie... 42.50	Twinkle... 12.50
Play Ball... 67.50	Wings... 24.50
Go Hawk... 54.50	Drive... 34.50
Lodise... 42.50	Western... 49.50
Microscope... 99.50	Baseball... 49.50

One-third deposit, balance C. O. D.

# CENTRAL AMUSEMENT CO.

205 Linden Ave., Memphis, Tenn.

## FREE PLAY NOVELTY GAMES

All A-1 Reconditioned — Ready for Locations

Anabel... \$28.50	Glamour... \$27.50	Rink... \$10.00
Armada... 40.50	Garden Gate... 12.50	Roller Derby... 17.50
Arrow... 15.00	Headliner... 11.50	Roy... 21.50
Attention... 44.50	Hi-Hat... 7.50	Sara Sue... 42.50
Bally Beauty... 17.50	Holdover... 24.50	School Days... 49.50
Banquet... 35.50	Home Run... 22.50	Score Champs... 19.50
Big Show... 20.00	Jolly... 21.00	Scout... 12.50
Big Time... 49.50	Jump... 11.00	Super Six... 12.50
Big Year... 21.50	Lancer... 19.50	Super Slop... 29.00
Blue Grass (Like New)... 19.50	Leader... 39.50	Silver Skater... 52.50
Burnt... 15.00	Ligue Leader... 29.50	Soccer... 32.50
Broadout... 42.50	Long Star... 29.50	Sport Parade... 49.50
Cadillac... 29.50	Letfah... 14.50	Sport Special... 67.50
Cherry... 11.00	Merry-Go-Round... 24.50	Sugar Six... 12.50
Chubbie... 8.50	Mr. Chips... 17.50	Summertime... 22.50
C. O. D... 15.00	Mylio... 62.50	Ten Spot... 67.50
Comodore... 48.50	Nippy... 16.50	Three Score... 22.50
Crossing... 39.50	O'John... 25.00	Trailway... 59.50
Crystal... 52.50	On Deck Birds... 17.50	Trape Threat... 14.50
Diana... 11.50	Pop American... 11.00	Tripe... 11.00
Do Re Mi... 99.50	Parawant... 10.00	Triumph... 3.50
Doughboy... 21.50	Pole... 22.50	Ump... 57.50
Drum... 11.50	Popcorn... 22.50	Up & Fly... 42.50
Entry (New)... 79.50	Pyro... 26.50	Vacation... 24.50
Fleet... 31.00	Ragtime... 10.00	Variety... 12.50
Flitzer... 47.50	Rebound... 22.50	Victor... 54.50
Follow Up... 11.50	Red, White & Blue... 47.50	Wagon... 16.50
Foxtail 1940... 21.50	Record Time... 87.50	Wow (New)... 79.50
Flux Hunt... 26.50	Repeater... 24.50	Zombie... 42.50

Terms: One-Third Deposit, Balance C. O. D.  
Send for Our Complete Price List on Any Games You are Interested In.

# IDEAL NOVELTY CO.

2823 Locust St. St. Louis, Mo.

## "Go Outside Bounds of Assn. In Public Relations Work," Urges Association Official

To the Editor:

Some of the best results in public relations work by associations is obtained by going outside the bounds of the organization membership itself. Our association has undertaken to reach many other organizations and also individuals.

There are many public officials, civic leaders, and friends in the many communities that we serve who receive our bulletins. They are interested in this association because they have become familiar with our business thru the individual operators in their community, who in turn have sold the association to the public. It has now come to pass that in practically every community the association card is requested by the merchant or location as a symbol of business integrity.

If we have attained this enviable position in this business, if we are now fortunate to count these many people among our good friends, I believe due credit should go to the operators, who, thru the efforts of our public relations

bureau, have sold themselves on this method of winning or acquiring toleration and good will from the people with whom they contact in their daily routine. The sincerity of purpose must first be sold to the operator, one must gain his confidence in this work, and results will more than substantiate the time devoted to this all-important phase of public relationship.

Any business exists because of two things—tolerance and good will. Therefore, whether you want to or not, your public relationship must extend out and beyond this association. Our interest in social welfare and juvenile delinquency is a genuine one. It is our way of combating the so-called "minor" evil that is the natural enemy of all operators. In our study of this phase of our business we have learned that the public can be educated thru a campaign on this issue, and one of the important steps that we have taken toward combating this problem is to take part in any civic or social movement that will tend toward uplifting the youth in our com-



MAURICE KUSINER (second from right) visits another battery of Tally-Bowl games set up indoors at the Robert Cloth Sportland in Savin Book, Conn. (MR)

munities and in this manner correct the evils that they might encounter.

This is done in a sincere manner and excellent results are obtained; in several instances we have overshadowed many criticisms against the games in addition to building prestige for the association and its members. We work directly with the Community Chest, Salvation Army, Red Cross, United Service Organizations, etc. The American Legion and other veteran organizations and scores of other civic societies have placed our association members on their committees. In this manner we have placed the association and the coin machine industry as a whole on a high plane, with immeasurable good will resulting from this type of public relationship.

The other bugbear that we must always contend with is politics. We at no time interest ourselves in any manner whatsoever in politics. We do insist, however, that every member of this association be a registered voter and vote, but it is his rightful heritage that he vote for whom he may choose. We never designate to him, to the public, or locations any preferred candidate for office. Legislation regarding the industry and bills that affect the industry we definitely make our business, however.

Primarily, public relationship should reach out and beyond the bounds of the association; it should take advantage of every opportunity to sell itself on a sound basis as a reputable business organization by interesting itself in all movements of a civic nature. We are always in the public eye; therefore we must of necessity keep pounding away at these so-called evils, minors and politics, and at the same time keep concentrating on selling the games from the amusement viewpoint.—Samuel (Curley) Robinson, Managing Director, Associated Operators of Los Angeles County.

Corporation by the War Department, H. B. Stoner, president of the company, had this to say: "Heeding our President's call for all manufacturers, both large and small, to co-operate with the National Defense Program, it is with great deal of pride that our company can announce the contract awarded us by the War Department for the manufacture of munitions. One section of our large plant will be devoted exclusively to the manufacturing of this material. Reconstruction work is going forward and a great amount of new equipment is now installed so that production will be well under way shortly."

"However, I wish to state that this work in no way will interfere with the production of our regular line. Our many friends, jobbers, distributors, and operators know the facilities of our large plant are entirely adequate to handle this additional business without interference to our other manufacturing. We want it emphatically understood that we anticipate continuing to serve all of our customers by supplying them with games and Univendors as long as our vast source of materials holds out. No one can conscientiously prognosticate the conditions of the future, but we can assure our many customers that Stoner will continue to be a part of the coin machine industry and that no curtailment of production of our regular line is in any way contemplated.

"Production of our new game, Hi Stepper, has already been increased. This new game offers many unique plus-appeal features such as: The lights-out feature, with 30 points awarded for each numbered bumper contacted thereafter; the five extra points awarded for contacting the intriguing No. 6 bumper, and a big super score award of 25 points for successfully lighting up illustrations of three girls on back panel. Then there is the early winner appeal of contacting the white bumper when lit for one replay. And of course the ever-popular high-score feature."

"To sum up the unusual fascination of Hi Stepper you might say it's that can't-miss appeal plus that chance for a killing that keeps the player coming back for more."

## Stoner's New Game—Hi Stepper

AURORA, Ill., July 19 (MR).—With the recent announcement of the munitions contract awarded to the Stoner

## Two Articles Reprinted . . .

The Coin Machine Industries, Inc., offered a friendly stimulus to coin machine associations in all parts of the country last week by mailing reprints of two articles from The Billboard to these organizations.

James A. Gilmore, secretary-manager of CMI, said the example of mailing these articles and also the contents of the messages should be a stimulus to all associations to greater activity in public relations.

In letter to association officials Gilmore said: "We are mailing copies of the two articles from The Billboard to the active manager of every coin machine association in the country that we have on our list. These articles will encourage you to do what you can and say what you can whenever and wherever you can to boost the coin machine industry's part in our country's problems of defense and preparedness and to encourage your members to do likewise individually and collectively.

"The coin machine industry as a whole never had a better opportunity than right now to obtain favorable consideration from sources that are most valuable," Gilmore said.

The two articles mailed by CMI were an editorial entitled "Enlisting and a general article entitled "The Industry and National Defense," both from the July 12 issue of The Billboard.

Gilmore's letter said: "Our mailing these reprints is not intended to be construed that Coin Machine Industries, Inc., is carrying a brief either for Mr. Hurd or The Billboard."

## IT PAYS TO INVEST in MARVEL

WORLD'S GREATEST 3 REEL CIGARETTE  
ACTION TOKEN PAYOUT COUNTER GAME



MECHANISM UNCONDITIONALLY GUARANTEED FOR 2 FULL YEARS!! QUICK! ORDER NOW! ANTICIPATE YOUR NEEDS WHILE THERE'S STILL TIME! 1c or 5c

\$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.

## CLEAN-UP SALE AT AVON!

CLOSE OUTS ON FLOOR SAMPLE FREE PLAYS

Reconditioned TEN PINS (High Score Units) . . . . . \$39.50

ARCADE EQUIPMENT		C. O. D. . . . . \$15.00		Sport Parade . . . . . \$55.00	
Air Rider . . . . . \$109.50	Champion . . . . . 19.50	Sports . . . . . 22.50		Sunbeam . . . . . 57.50	
Chicken Barn . . . . . 34.50	Commander . . . . . 22.50	Zombie . . . . . 45.00		Stars . . . . . 35.50	
Electric Parachutes . . . . . 60.50	Duke Ranch . . . . . 37.50	Super Charger . . . . . 14.50		School Days . . . . . 57.50	
Reconditioned (Star-Musical) 44.50	Drums Major . . . . . 19.50	Side Kick . . . . . 12.50		Site & Go . . . . . 10.50	
Tail Bird . . . . . 49.50	Double Feature . . . . . 17.50	Triumph . . . . . 10.00		Twinkle . . . . . 10.00	
Two-Lin. Reconditioned . . . . . 35.50	Ditto . . . . . 37.50	Vamp . . . . . 65.00		Vogue . . . . . 14.50	
Yan Pins . . . . . 38.50	Four Roses . . . . . 55.00	CONSOLES AND SLOTS			
Anti-Aircraft . . . . . 39.50	Five in One . . . . . 29.50	Gallop! Gallop! . . . . . 35.00			
Navy Bomber . . . . . 109.50	Flicker . . . . . 49.50	Ruzzle Q . . . . . 19.50			
Multiscope Sky Fighter 159.50	Formation . . . . . 37.50	Liberty Bell . . . . . 25.00			
Western Deluxe Baseball, First Play . . . . . 59.00	Fist . . . . . 37.50	Red Head Track Times 38.00			
FREE PLAYS		Leader . . . . . 37.50			
All American . . . . . \$52.50	Line Up . . . . . 37.50	Double Ball . . . . . 99.50			
Attention . . . . . 37.50	Light . . . . . 37.50	Bang Bang . . . . . 35.00			
Armada . . . . . 29.50	Lights . . . . . 29.50	Darry Day . . . . . 20.00			
Bally Supreme . . . . . 16.00	Mystic . . . . . 59.50	Pod Shot . . . . . 15.50			
Big Town . . . . . 19.50	Leader . . . . . 37.50	Red Bull Time . . . . . 79.50			
Big Show . . . . . 22.50	Mascot . . . . . 24.50	Charlie Horse . . . . . 95.00			
Breakout . . . . . 49.50	Navy . . . . . 17.50				
Rice Score . . . . . 12.50	O Boy . . . . . 17.50				
	Peep House . . . . . 27.50				
	Pocahontas . . . . . 22.50				
	Seven Up . . . . . 67.50				
	Super Six . . . . . 14.50				
	Sport Special . . . . . 74.50				

Write for List and Prices.

1/3 Deposit, Balance C. O. D. WE BUY • SELL • TRADE.

AVON NOVELTY SALES CO., INC.

4700 PROSPECT AVE. CLEVELAND, OHIO

## COIN MACHINE BUSINESS FOR SALE

In a superbroom Area. Will gross \$75,000.00 yearly. Owner wishes to retire. Price \$50,000.00 cash. Don't write unless you mean business. Direct all communications to "COIN MACHINES BUSINESS," BOX D-90, care The Billboard, Cincinnati, O.



SCIENTIFIC'S FACTORY CHAMPIONS pose with the machine that made them that way. In an inter-factory softball league these Scientific Machine Corporation employees won the championship. They attribute their success, according to Mac Levine, president of the firm, to the practice they get all day long turning out batting practices for the many operators who are winning profit championships with the game.

## Evans Names Mac Mohr West Coast Rep

CHICAGO, July 19 (MR).—H. C. Evans & Company, of Chicago, report that beginning August 1 Mac Mohr, head of the Mac Mohr Company, Los Angeles, will be exclusive factory representative and will take over the entire Evans line for the territory west of the Rockies, including nine Western States between the Canadian and Mexican borders.

Commenting on Mohr's appointment, Richard (Dick) Hood, president of H. C. Evans & Company, says: "I am confident that this will prove to be a most happy connection and will hold many advantages for all concerned. Mac Mohr has built up an enviable reputation on the West Coast. He is well known and liked among distributors and operators throughout that territory. We'd like to make it clear here that Mac will not serve as a distributor, but as a factory representative for the Evans line in his territory."

"Needless to say, I am highly pleased and delighted with this new arrangement," reports Mac Mohr. "I have always looked forward to securing this line of quality games, and it is with the greatest enthusiasm I anticipate working with Evans. I am positive we have a great future on the West Coast and I'm raring to begin."

"Evans has a great line of games," says Mac. "Take Super Bomber, for example. Defense-minded America is wild about this machine. A top-action thriller, it's loaded with profits for operators. Different from a gun in that it does not operate on the principle of shooting down aircraft, it treats the player to the realistic thrill of how it actually feels to pilot a giant super bomber in the fury of a combined air and naval battle. The interior of the plane itself is dramatically lifelike—the cockpit, windshield, instrument panel, controls, and bomb releases are almost true-to-life."

Tommy Gun, Galloping Dominoes, Bangtails, Lucky Lucre, Lucky Star, and Roulette are among the Evans hits Mac will handle. "And, of course," says Dick Hood, "there's Evans's new Play Ball, a baseball sensation to be released soon. We promise the West Coast a brand-new kind of animated baseball game."

## Abuse

"IN A SENSE, I guess we didn't know what we were doing when we built our first plane," said Orville Wright. "We never envisaged the plane as a terrible engine of war. But there will always be someone who will abuse anything."—Time, June 23, 1941.

Comment from Curley Robinson, managing director AOLAC, Los Angeles: "This, in my opinion, is good argument for our industry."

that colmen have always hoped to operate. This game is absolutely uncanny. Imagine the pitcher picking up the ball and throwing it thru the air toward the batter exactly as in baseball. And if the batter should miss, the catcher catching the ball! Every play of real baseball, including sacrifice and advancing a man on base, is brought out realistically in this game. Play Ball is so true and so fascinating, players keep glued to the game!"

## Purington Visits Buckley Factory

CHICAGO, July 19 (MR).—Les Purington, Southeastern district sales manager for Buckley Music Systems, spent several days in the factory this week. He has been so busy in his territory that this is the first time that he has been able to come to Chicago for nearly six months, he reports.

Purington says: "I find that I am like our other district men in that the distributors in my territory are putting the systems into locations just as soon as shipments come into their shops. Operators up and down the Atlantic Coast States now have many Buckley systems working for them, as they know what they will do for them."

"Business in all lines in the Southeast is going along at top speed and all business men feel that 1941 will be the best year that they have had for many years. In addition, military camps in the Southeast have brought a lot of new business. "In the past six months I have closed deals with distributors in every important business center in the Southeastern States. With this fine lot of distributors, operators get immediate delivery of Buckley systems."

## Show Boat Shows 'Em, Says Wolberg

CHICAGO, July 19 (MR).—Show Boat, current replay production of the Chicago Coin Machine Company, is running up a record on locations and on the production line, according to Samuel Wolberg, Chicago Coin executive.

"Show Boat" is showing the most skeptical operators that profits can be made in any kind of location," Wolberg stated. "Even those spots that are least responsive are showing player enthusiasm over Show Boat. Concensus among colmen is that Show Boat is the game for putting new life into summer collections everywhere."

"It only goes to prove that a good idea, concretely presented in a well-constructed, dependable machine, will get the kind of results that mean profits, no matter what the competition," declared co-executive Sam Gensberg. "Show Boat has more than the average number of features to make it a profitable investment," he said. "In addition to the new scoring themes which make for extended player interest, Show Boat has a mechanical and construction background that adds to profits by guaranteeing a greater degree of reliability in operation."

# Announcing THE SENSATIONAL NEW NERVE SCALE

★  
PENNY  
PLAY



Get in  
on the  
Ground Floor  
With This  
SUPER  
MONEY-MAKING  
LEGAL  
COUNTER GAME  
Immediate Deliveries

\$16.50

★  
APPEALS  
TO ALL AGES

★  
MECHANICAL BALANCING ACTION

CRAFT ENGINEERING CO.  
GRAND RAPIDS, MICH.



# OH! MAN! WHAT A GAME IS FLIPPER

You ain't seen nothin' yet—until you've placed FLIPPER on location and seen players go nuts over this sensational, leading, installing, tricky, BIG, STEADY PENNY PROFIT PRODUCER! Earnings as high as \$25.00 per week NET already reported! Play it just once yourself! Watch that penny trickle down the pins and HESITATE! WOW! What a thrill! What a laugh! Bring the player back again and again and again! Big cash box holds over \$10.00 in pennies. Separate compartments right in the cash box for winners! AND REMEMBER—FLIPPER IS STRICTLY PURE AMUSEMENT! RUSH YOUR ORDER FOR 2 TODAY! YOU CAN'T LOSE!!

OPS' PRICE  
\$19.50

F. O. B. Cleveland

DISTRIBUTORS!!  
A FEW TERRITORIES STILL  
AVAILABLE! WRITE QUICK  
FOR DETAILS AND PRICES!!

Packed Two in  
a Carton at  
\$37.50



## THE MARKEPP CO.

3228 Carnegie Ave., Cleveland, O.

# IT'S HERE! THE BIGGEST HIT OF '41!

## A. B. T. RIFLE SPORTS

SEE IT IN OPERATION AT OUR NEW SHOWROOMS!  
WRITE! WIRE! PHONE FOR THE DETAILS!

## ROSENBERG-MUNVES CORP.

631 TENTH AVE., NEW YORK CITY (All Phones: LOngacre 3-1650)

SEE YOUR DISTRIBUTOR FOR

Chicago Coin's

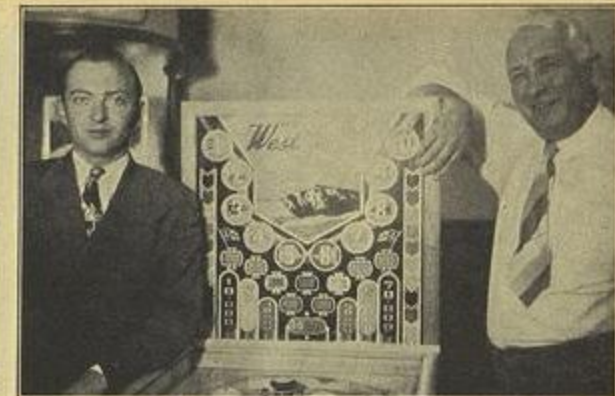
SHOW BOAT

THE GAME EVERYBODY IS TALKING ABOUT—THE GAME EVERYBODY IS PLAYING!



CHICAGO COIN MACHINE CO.

1725 DIVERSEY BLVD., CHICAGO



BEN ROBINSON, Robinson Sales Company, Detroit, a recent visitor to the Exhibit Supply Company, looks over West Wind, Exhibit's new game, with John Chrest, Exhibit sales manager. (MR)

### Laud Gottlieb's New Spot Pool

CHICAGO, July 19 (MR).—"We've got them coming on the run for Spot Pool, our latest release," say officials of D. Gottlieb & Company, Chicago. "Operators and distributors from every corner of the country are going wild over this game, alive to its tremendous earnings and traffic pull. But we'll let reports on Spot Pool speak for themselves!"

"And how they speak!" says B. D. Lazar, head of B. D. Lazar & Company. "Never in the history of our company have we seen such response to a game, and so much active business despite the usual dullness of summer. Gottlieb has in Spot Pool a game that's hot. Actually, we've never seen the public react to a game as it has to Spot Pool."

Adding his applause for Spot Pool, Monte Spiegel, of the Philadelphia office of B. D. Lazar & Company, comments: "Spot Pool is the best game I've seen in years. Its backboard action alone is intensely fascinating. And the play is irresistible because players almost always come close to getting a winner. Spot Pool has everything—fish, action, and come-on galore. Gottlieb has put out some mighty fine coin hits, but for earnings and popularity Spot Pool's hard to beat."

### "Twin Six Hits On All 12"—Keeney

CHICAGO, July 19 (MR).—J. H. (Jack) Keeney, head of J. H. Keeney & Company, reports that Twin Six, newest five-ball novelty replay game on Keeney production lines, is set for an extended run.

"The immediate and most favorable reaction of the coin machine world to Twin Six has already established its success on the production lines," Keeney declared, "and this success is a direct result of Twin Six performance on locations. Our scouts tell us that replay game spots are going Twin Six as fast as operators can cart the games to them. The sales and location action on Twin Six is justifiable when you consider the play action which features so much scoring fun. I confidently predict that Twin Six will be the game operators will pin the blue ribbon on when the summer is over."

"Contest, one or five-ball one or four-coin multiple replay game, also continues to occupy an important position on the production lines," says Keeney. "This game, a Jumbo in size, is a super-producer of big profits. Like all Keeney games, it's an elephant for hard work, thanks to quality construction."

### SAVOY VENDING CO.

651 ATLANTIC AVE. BROOKLYN, N. Y.

All American	\$42.50
Plicker	44.50
Ferris Wheel	29.50
Leader	27.50
Sea Hawk	37.50
Score Champ	19.50
Stars	42.50
Mystic	52.50
Zombie	37.50
Four Aces	47.50

1/3 With Order, Bal. C. O. D.

WESTERN'S Major League Baseball, Free Play, like new, \$129.50

KEENEY'S Anti-Aircraft, Brown Cabinet, \$69.50  
 KEENEY'S Air Raider, write for price.  
 Mercury (Token Visible P. O.), slightly used, \$14.50.

Seven Up	\$49.50
Spot Parade	47.50
Lucky	37.50
Triumph	44.50
Band Wagon	29.50
O'Boy	12.50

## SPECIAL!

Just a Few Left  
 Double Feature ..... \$12.50  
 Rush your order while quantities last!

### OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

All Stars	\$17.50
Bally Beauty	22.50
Bally Supreme	16.00
Big Town	29.00
Big Show	20.00
Big Six	12.00
Bowling Alley	20.00
Brite Spot	22.50
Blackout	9.00
Chief	12.00
Cowboy	12.00
Day Jones	9.00
Doughboy	18.00
Follies	16.00
Four-Five-Six	13.50
Fish Landing	12.00
Hold Over	20.00
Home Run	25.00
Headliner	13.50
Jolly	15.00
Lucky	12.00

Landslide	\$25.00
Lancer	17.50
Line Up	17.50
Mr. Chips	15.00
Nippy	15.00
O'Boy	12.50
O'Shopping	25.00
Playmate	20.00
Pick 'Em	9.00
Red Hot	17.50
Rotation	17.50
Roxy	15.00
Speed Demon	25.00
Score Card	20.00
Sports	17.50
Snooks	9.00
Spooky	22.50
Shortstop	22.50
Score	10.00
Score Champ	15.00
Super Charger	12.50
Triumph	10.00
Top Notcher	15.00
Twinkle	15.00

Topper	\$12.00
Vacation	22.50
Variety	15.00
White Balls	15.00
Yacht Club	15.00

1 BALL FREE PLAY	
Record Time	\$22.50
Dark Horse	102.50
Spot Special	32.50
Eureka	27.50
1-2-3 (1940)	77.50
Jumbo Parade Centise	57.50

PAYOUTS	
Good Luck	\$30.00
Ports Rets	65.00
Darby Day	27.50
Fairgrounds	79.00
Square Bell	52.50
Galveston Dominoes	
(1938)	50.00
Bang Tails (1937)	30.00
Baker's Paces (Late)	175.00
FAVORITE	
Lucky Lucre	35.00
Fastime	92.50

Every Machine is in Perfect Mechanical Condition. Thoroughly Cleaned and Checked. Ready to Place on Location. If you are not completely satisfied, return the Games to us within 10 days, and receive Full Credit.

Terms: 1/3 Deposit, Balance C. O. D.

We Have All the New Games On Hand for Immediate Delivery. Write for Prices.

OLIVE NOVELTY CO. 1625 LUCAS AVE. ST. LOUIS, MO.

### MAKE US AN OFFER

FOR ALL OR PART OF FOLLOWING EQUIPMENT—MUST SELL BY AUGUST 10:

- 1 Super Remote Control Rockola  
 1 Pearlite Remote Control Rockola  
 15 Rockola Wall and 2 Bar Boxes  
 1 Pongy Gunner — 4 On Deck — 1 Skyline — 1 Brito Spot — 1 Cadillac — 2 Yacht Club.

T. &amp; L. MUSIC COMPANY

1304 ELM STREET

CINCINNATI, O.

## 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

### QUALITY SPEAKS FOR ITSELF

ARCADE EQUIPMENT	ONE-BALL FREE PLAY	FIVE-BALL FREE PLAY
Sky Fighter	Record Time	Fifth Landing
Anti-Aircraft	Millie 1-2-3, Top Hat	Thriller
Ten Strips, Large Unit	Across-the-Board	Ocean Park
Ten Strips, Small Unit	Millie 1-2-3, Result	Super Six
1938 Kentucky Club	FIVE-BALL FREE PLAY	Follies
Royal Draw, 5¢	Lucky Strike	Backdoor
Spot King	Big Six	Playmate
Darby Day	Range	Comedore
Milly 1-2-3	Champion	Three Score
		Double Feature
		Progress

2616 CARNEGIE AVE., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

**BETTER BUY NOW!**

**DAVAL'S AMERICAN EAGLE**

BELL-FRUIT OF DEFENSE REEL SYMBOLS

FEATURING FREE PLAY MYSTERY AWARD TOKEN PAY-OUT 2 FULL-YEAR UN-CONDITIONAL MECHANISM GUARANTEE. Sample \$24.50. Full Gum Model only \$2 extra.



**MARVEL**

CIGARETTE REEL SYMBOLS

AMERICA'S GREAT EST. TOKEN PAY-OUT COUNTER GAME. STEADY PROVEN PROFITS FOR YEARS AND YEARS. Sample \$34.50. Full Gum Model only \$2 extra.

1/2 Deposit, Balance C. O. D.

**ATLAS NOVELTY CO.**  
2200 N. Western Av. Chicago, Ill.

2219 Fifth Ave., Pittsburgh, Pa.  
**ATLAS AUTOMATIC MUSIC CO.**  
3939 Grand River, Detroit, Mich.

**MILLS** PHONOGRAPHS BELLS TABLES  
Distributor KEYSTONE NOVELTY & MFG. CO.  
26th & Huntington Sts., Philadelphia, Pa.  
Baltimore Office: 816 Cathedral St., Baltimore, Md.  
Buy United States Savings Bonds and Stamps.



ALVIN J. BORKIN, new president of Globe Printing Company. (MR)

**Baker To Announce New Novelty Table**

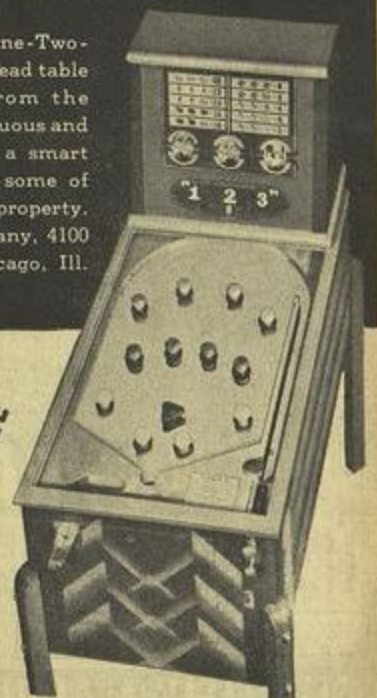
CHICAGO, July 19 (MR).—"We're all set to take care of the fall and winter rush for Baker games," say officials of Baker Novelty Company, Chicago. "With everything under control in our new factory and the commotion and strain of moving over, we're ready to give all our friends and customers better-than-ever Baker service. The pin game department, which comprises a large portion of the company's business and production, is practically completed, and has been arranged for a capacity of 180 games per day.

"During the interval in which we were moving to our modern new plant," continue officials of the company, "we were forced to delay somewhat the announcement of Baker's brand-new pin game winner. We will hold out on the secret until about August 1. This prospective hit is radically different from all that have gone before—and we predict it'll clean up in a phenomenal way for locations, operators, and distributors. We will say it's colossal—and mean every syllable of the word.

"In addition to speeding up production on this pinball number, we're finishing up the run on Entry, and straining all the way to keep up with orders for Baker's popular Kicker and Catcher, the counter game that has more earning power, more traffic appeal and player thrills for its size than any game we've ever seen."

**The Head Table**

For 5 years, Mills One-Two-Three has been the head table of the industry from the standpoint of continuous and total earnings. It's a smart investment to own some of this choice income property. Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.



MILLS ONE TWO THREE

**WE HAVE IT!**

Baker's **KICKER and CATCHER**



IT'S TREMENDOUS!  
IT'S TERRIFIC!

Here's the kind of a counter game you've always hoped to operate! No grief, simple mechanism, no wires and no batteries! Order today!

ARCADE OPERATORS:  
It's a Natural!

PENNY PLAY  
**\$29.75**  
Nickel Play—\$31.75  
Stand—\$4.50 Extra

**MIKE MUNVES CORP.** ARCADE HEADQUARTERS  
593 Tenth Ave. New York, N. Y.

**ECONOMIZE with SOUTHERN BUYS!**  
WHILE THEY LAST!

NEWLY REFINISHED MARBLEGLO PHONOGRAPHS:

Wurlitzer #16 or #18 \$49.50 | Counter Model 71 \$109.50 | 12 Record Records \$24.50  
Counter Model 61 \$79.50 | Add \$10.00 for Base

DON'T MISS THESE SOUTHERN SPECIAL MONEY-SAVERS!

Black Cab, Pops \$60.50 | Exhibit's Bowling Alley \$29.50 | Pique Peak \$10.50  
Races \$60.50 | Texas Leaguers (Used) \$4.50  
Rockola Tin Pops \$39.50

**SOUTHERN AUTOMATIC MUSIC COMPANY**

542 S. 2nd St. Louisville, KY. | 531 N. Central Indianapolis, Ind. | 429 Broad St. Nashville, Tenn. | 312 W. 7th St. Cincinnati, O.

FOR DEFENSE: Buy U. S. Savings Bonds and Stamps

**DON'T WASTE YOUR TIME!**

DON'T BOTHER TO READ THIS AD UNLESS YOU ARE IN POSITION TO USE SOME GOOD, CLEAN, MECHANICALLY PERFECT FREE PLAY GAMES AT PRICES FAR BELOW THE AVERAGE. IF YOU CAN USE THEM WRITE QUICKLY, AS THEY WON'T LAST LONG!

ALL FREE PLAY					
1 Formation .....	\$32.50	1 Big Chief .....	\$32.50	1 Yacht Club .....	\$17.50
4 Stratoliners .....	39.50	1 Blondie .....	22.50	1 Powerhouse .....	25.00
4 Metro .....	35.00	2 Hi-Dives .....	70.00	1 Limelight .....	20.00
4 Stars .....	47.50	2 Mystics .....	52.50	1 Landlido .....	20.00
3 Bally Playballs .....	62.50	1 Sea Hawk .....	55.00	1 Sambam .....	20.00
2 Bandwagons .....	35.00	1 Skyline .....	27.50	1 Jumbo Parade (Auto- matic Payout) .....	72.50
7 All American .....	15.00	1 Paradise .....	37.50		
2 Fox Hunt .....	27.50	1 Mascot .....	17.50		

WRITE US FOR PRICES ON ALL NEW GAMES, SUCH AS COTTLEB SPOT POOL, EXHIBIT WESTWIND, Genco ARGENTINE, CHICAGO COIN SHOW BOAT, BALLY SPEED BALL. KINDLY INCLUDE ONE-THIRD DEPOSIT IN CASH, CASHIER'S CHECK OR MONEY-ORDER. STATE METHOD OF SHIPMENT PREFERRED.

**MORRIS NOVELTY CO., Inc.** 4505 MANCHESTER AVE. ST. LOUIS, MO. Phone: Franklin 0757

**DISTRIBUTORS! OPERATORS!**

1 Conquest .....	\$12.50	1 Bally Alley .....	\$18.50	1 Jumbo Parade Console, F.P.	\$79.50
1 Triumph .....	12.50	1 Bowling Alley .....	19.50	1 Even-Jangle Comp Console, F.P. <td>89.50</td>	89.50
1 C. O. D. .....	14.50	1 Dble. Feature .....	17.50	3 Jennings Fast Time Console, F.P. <td>89.50</td>	89.50
1 Fifth Taming .....	14.50	1 Rexy .....	19.50	2 Walling Big Game Console, F.P. <td>90.50</td>	90.50
1 Qualified .....	14.95	1 Powerhouse .....	27.50	2 Bally Big Top Console, F.P. <td>99.50</td>	99.50
6 Super Six .....	14.95	1 Blondie .....	29.50	1 Pace Barstools Console, P.O. <td>89.50</td>	89.50
1 Mr. Chips .....	17.50	1 On Deck .....	29.50	1 Kenney Anti-Alcohol Ray Gun, Ill. Cab. <td>29.50</td>	29.50
3 O'Boy .....	17.50	1 Plagmites .....	29.50	1 Evans Tommy Gun, Ill. Cab. <td>79.50</td>	79.50
1 Red Hat .....	17.50	2 Line-Up .....	34.50	1 Evans Tommy Gun, F.B. Bullet Tracer <td>110.00</td>	110.00
1 Roller Derby .....	17.50	MISCELLANEOUS EQUIPMENT			
		2 A. B. T. Challenger Target .....	\$14.95	1 Jumbo Parade Console, F.P. <td>\$79.50</td>	\$79.50
		1 A. B. T. Fire & Smoke Target .....	14.95	1 Even-Jangle Comp Console, F.P. <td>89.50</td>	89.50
		1 D. A. B. T. Jungle Hunt Target .....	14.95	3 Jennings Fast Time Console, F.P. <td>89.50</td>	89.50
		4 Bonnet Target Skill .....	14.95	2 Walling Big Game Console, F.P. <td>90.50</td>	90.50
		3 Bc American Eagles .....	19.50	2 Bally Big Top Console, F.P. <td>99.50</td>	99.50
		10 American Eagles .....	19.50	1 Pace Barstools Console, P.O. <td>89.50</td>	89.50
		5 Bc Liberty Bells .....	19.50	1 Kenney Anti-Alcohol Ray Gun, Ill. Cab. <td>29.50</td>	29.50
		15 Model E Saffron Ball Gum Vend. .....	6.00	1 Evans Tommy Gun, Ill. Cab. <td>79.50</td>	79.50

ALL PRICES SUBJECT TO PRIOR SALE AND F. O. B. NASHVILLE, TENN. 1/3 DEPOSIT REQUIRED WITH ORDER.  
**H. G. PAYNE COMPANY**

312 BROADWAY Phone: Day 6-4245, Night 6-5818 NASHVILLE, TENNESSEE

**FREE—TO OPERATORS**

Regardless of where you live or operate, you can get our FREE Marmoth Used Machine Bargain List by sending us your name and address on a penny postcard. Hundreds of bargains in guaranteed used machines of every kind. Get our mailings regularly and save money on new and used equipment. We distribute coin-operated equipment of all kinds for all the leading manufacturers.

KENTUCKY'S OLDEST DISTRIBUTOR—ESTABLISHED 1915

**J. E. COBB DISTRIBUTING CO.**

512-14-16-18 SO. 2ND ST. P. O. BOX 936. LOUISVILLE, KY.

J. E. COBB, President M. M. BRANSON, Gen'l Mgr.

AN OUNCE OF PREPAREDNESS NOW  
IS BETTER THAN A TON OF WORRYING LATER!



## BATting PRACTICE

THE GREAT STAPLE GAME  
THAT GIVES YOU SECURITY!

100% LEGALITY — ASTONISHING EARNINGS = ORDER BATTING PRACTICE NOW!

SCIENTIFIC MACHINE CORP.  
21 STEUBEN ST. BROOKLYN, N.Y.

WHILE  
THEY LAST!

REGULAR \$69.50 NEWEST  
DELUXE MODEL

## TEXAS LEAGUER

Now \$49.50 BRAND NEW—  
Only IN ORIGINAL CRATES  
3-WAY PLAY—9 BALLS, 1c. 12 BALLS, 2c  
18 BALLS, 5c

WILL BE WORTH DOUBLE OR MORE IN 8  
WORTHY, GREATEST LONG-LIFE LOCATION  
AND PAYOUTS, MECHANISM AND CENTRAL  
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

## SPECIAL BADGER'S BARGAINS \$124.50

1940 PACE SARATOGAS—FREE PLAYS  
AND PAYOUTS, MECHANISM AND  
APPEARANCE LIKE NEW.

Bally Blue Grass . . . \$129.50	Bally Vacations . . . \$24.90	Rock-Ola World Series \$49.50
Bally Record Time . . . \$42.50	Kooney Air Raider . . . 100.50	Kooney Anti-Aircraft . . . 99.50
Bally Sport Special . . . \$35.50	Like New . . . 100.50	Guin Texas Leaguer . . . 39.50
Exhibit Zombies . . . 49.50	Bally Rapid Fire . . . 99.50	Used, 1c or 2c . . . 39.50
Quino Melroe . . . 48.50	Seaburg Shoot-Thru . . . 99.50	Evans Ten Strikes . . . 39.50
Bally Gold Coast . . . 39.50	Chorus . . . 99.50	Bally Eagle Eyes . . . 19.50
Milly 1939 1-2-3s . . . 29.50	Jennings Roll-Inch . . . 99.50	Bally Aliens . . . 19.50
Bally Eureka . . . 26.50	Terms: 1/3 Cash Deposit With Order, Balance O. O. D.	
Outlier Drum Major . . . 26.50	Free Catalog Containing Hundreds of Machine Bargains	

Write Today for Our Free Catalog Containing Hundreds of Machine Bargains

BADGER NOVELTY COMPANY

## SENSATIONAL OFFER!

BRAND NEW FREE PLAY PIN GAMES  
WRITE FOR NAME AND CLOSEOUT PRICE!!

USED PHONES

Rockola Standard . . . \$130.00	Wurlitzer 61 Counter Model . . . \$ 69.50
Rockola Deluxe . . . 150.00	Wurlitzer 600 . . . 135.00

ROYAL DISTRIBUTORS, 409 N. Broad St., Elizabeth, N.J.



A TOP-NOTCH TEAM in coin machine circles is this Chicago Coin Machine Company aggregation, whose record to date gives it a .500 win rating. (MR)

## Location Airs Woes: "Can't Get Good Dance Disks"

To the Editor:

Thanks for your letter of June 27. At the time of writing you I was considerably hot under the collar and I hardly expected you to publish my letter. However, I am in the market for some good dance records and felt that your publication is the oldest and best means of exchanging ideas—and that my experience, if brought to the attention of the right people, might be interesting. I have quite a large place and do considerable business.

Since writing you I have listened to records in the wholesale houses in Denver and have verified what my operator has been telling me—that it's very difficult to get good dance records. He tells me that other operators make the same complaint. As our Tavern Keepers' Association other proprietors of similar establishments tell me the same thing. Surely there must be something wrong. My operator is co-operative to the point that, if possible, we are going to have a small local band make some records.

In my place we have coin boxes at the bar, in the dining room, and in the dance hall. However, most of the coins are deposited in the master machine in the dance hall. I have had the hostess and the deputy sheriff stand near this machine to listen for comments and report back to me. The comments are not very complimentary. Personally I have had hundreds of friends and patrons complain about the records. This certainly must mean something.

My contention, boiled down, is this—records with tricky arrangements, vocals, and featured instruments may be ok for listening but they are not good over-featured, the feature is the only thing where a vocalist or an instrument is the roar of a dance hall. In records that can be heard. The rhythm and other instruments cannot be heard. Visualize this if you can—dancers trying to dance to the voice of one person or one instrument with all the rhythm missing. There should be some attention paid to age groups. No doubt the kids keep up with the dance bands in the big amusement parks and some other spots. The older people don't give a damn about the orchestra leader. What they want is dance music and if they play a record of an old tune they want that tune unadulterated. If you want an excellent example of the murdering of a good old number listen to one of the releases of Sleepy Time Down South. My patrons are also cursing one of the releases of Blue Heaven—C. E. Taylor, Denver.

## Irv Mitchell Takes Vacation

NEW YORK, July 19 (DR).—Irv Mitchell, of the I. L. Mitchell Company, has been persuaded to take a vacation by his family. However, he holds out for an auto trip so that he would have an opportunity to see some of his customers en route. Mrs. Mitchell has relatives in North Carolina, and it was decided to tour that State.

Irv will drop his family off and con-

tinue on his way thruout the State, stopping off to see as many customers as possible. He will pick up his family on his way back.

Mitchell is in for a busy time when he returns. Not only does he expect to be loaded down with orders but he also plans to move into his new headquarters.



## COLUMBIA GOLD AWARD CIGARETTE BELL

Designed for operation in restricted territories. Convertible from penny to nickel, dime or quarter play. Stocked with 10 or 20 also milk. Write for full details and confidential operator's price.

GROETCHEN TOOL COMPANY  
130 N. Union St. Chicago, Ill.

## SUPER ★ SPECIALS

Big Six . . . \$10.00	Brite Spot . . . \$20.00
Super Six . . . 12.50	Zip . . . 10.99
Yapper . . . 12.50	Coast Park . . . 12.50
Red Hot . . . 12.50	Chorus . . . 10.00
Bang . . . 10.00	Variety . . . 12.50
Chubbie . . . 10.00	Stop & Go . . . 12.50
Avails . . . 10.00	Rebound . . . 12.50
Boots . . . 12.50	Speed Demon . . . 27.50
Risky . . . 17.50	Score Champ . . . 12.50
Up & Up . . . 10.50	Black Fury . . . 25.00

Kooney Anti-Aircraft (Bank Game) . . . \$50.00  
Tom Mix . . . 20.99  
Kapsite . . . 39.00  
Model "B" Seaburg . . . 25.00  
Chicken Sam . . . 98.00

Send for Our Price List on All Types Games  
1/3 Deposits With All Orders  
WOLF SALES COMPANY, INC.

701 Golden Gate Ave., San Francisco, Calif.



## HOLE IN ONE 1c SKILL GAME

A ball of gum is used in front of a realistic golf mauler who holds a swinging club controlled by the player. Genuine skill is required to make a "Hole in One." All skilled hits are recorded. Ball gum capacity 150 balls.

Operator's Price . . . \$12.50

D.ROBBINS & CO. 141-B DEKALB AVE. BROOKLYN, N.Y.



## New Firm Offers Penny Nerve Scale

DETROIT, July 19 (MR).—The Nerve Scale, a new type of penny-operated coin machine, has been placed on the market by Craft Engineering Company, Grand Rapids, Mich. The new machine is a counter type, legal game.

The player operates it by turning two knobs, grasping one in each hand, in such a manner that he raises his own penny upon two rising columns in the center of the face of the machine, under glass. Turning the knobs or reversing them controls the height of the columns, and the object is to balance the penny on them to raise it to the top. Eight channels or wires lead off from the center, in any one of which the coin will fall if it is not properly balanced. Score is according to the height reached, with a perfect score for players raising it clear to the top of the machine face.

"The new Nerve Scale is an excellent one for store locations, due to the fact that it stimulates competitive play, with each player trying to prove the steadiness of his nerves by getting the highest score," said officials.

The newly formed Craft Engineering Company is headed by Edward A. Gorney, of Holly, Mich., inventor of many well-known games in the industry, and C. B. Higgins, of Grand Rapids, who has been an operator in Western Michigan a number of years.

## Joe Williams Killed In Automobile Crash

DALLAS, July 19.—Joe B. Williams, head of Commercial Music Company, Dallas, was killed in an automobile accident near Berino, N. M., Tuesday afternoon (18). Mrs. Williams was also killed when the car in which they were riding blew a tire and turned over four times. Mrs. Williams died instantly and Williams died a few hours later at Northwest General Hospital, El Paso, Tex.

A. M. Mendez, of New Orleans, district manager for Rudolph Wurlitzer Company, and his wife were riding in the Williamses' car. Both were injured, but not seriously. The Williamses, accompanied by Mr. and Mrs. Mendez, had been on an extended vacation trip to Canada and the Pacific Coast country. They were returning to Dallas when the accident occurred.

Williams lived in Dallas for many years and had been in the coin machine business some 15 years. The past three years he was Wurlitzer phonograph distributor for Texas, Oklahoma, and Arkansas. Recently his firm had added Eastern Louisiana to its distributorship. The Commercial Music Company also maintained offices at San Antonio, Houston, and Oklahoma City.

Surviving the Williamses are their daughter, Patsy Jo, and a son, Robert Lawrence. Williams is also survived by his mother, Mrs. B. H. Williams, Dallas; five brothers, Raymond, Eugene, T. H. and B. H., of Dallas, and Dudley, of Atlanta, and three sisters, Mrs. Carl Watkins, Oklahoma City, and Mrs. C. G. Evans and Mrs. Elmer Engelhorn, Dallas. Williams was a member of the Lakewood Country Club and the Dallas Chamber of Commerce.



**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—\$6.50 Extra.

Sold on 10-Day Trial Money-Back Guarantee.

No ifs—And's or But's!

1/2 deposit with order, or mail full amount and save C. O. D.  
Immediate Delivery.

BAKER BUILT GAMES

**TORR** 2047A-SO. 68  
PHILA., PA.

## WANTED

Coin Machine Operators  
for Percentage Deal

We have a money-making proposition for operators of 5-Ball Free Play Games, Counter Games and Free Play Consoles. Write and tell us about yourself, your territory, and give us three reliable references.

Address:

BOX 487, Billboard, Cincinnati, Ohio

## STERLING BARGAINS

2 Western Major League Baseball, 1941 Model, F.P. Each . . . \$94.50  
Kenney Kentucky Club, Console . . . 49.50  
1 Superior 25¢ Golf Ball Machine, Console Model . . . 59.50  
Mills Sr. 10¢, 25¢ Brown Fronts . . . 59.50  
1 Red Arrow Brown Cabinet, Padded Seats, 30-1 Odds . . . 125.00  
Paces Races, Brown Cab., 30-1 Odds . . . 92.50  
Baker's Paces, Like New . . . 149.50  
Mills Jr. Vest Pockets . . . 27.50  
Mills Jumbo Parades, F.P. . . . 39.50  
Mills 1-0-3, F.P., 1939 Model . . . 29.50  
Burbank Chicken Sam . . . 42.50

Terms: 1/3 Deposit, Balance C. O. D.  
Write for our complete list of Used Machines.  
**STERLING NOVELTY CO.**  
609 S. Broadway LEXINGTON, KY



JOE RUTTENBERG, of Dudley Sales Company, Brookford, Ill., Exhibit Supply Company distributor, seems pleased with West Wind, Eschbe's latest release. (MR)

**WANTED**  
GOTTLIEB'S  
**CHAMP**

BOX 9-88, Billboard, Cincinnati, Ohio

**Spectacular Super Success!**

Hailed with a bombardment of enthusiasm! Players rave! Operators cheer! Distributors acclaim Evans' SUPER BOMBER the outstanding achievement of the industry! Wires are hot with reports of its colossal collections! If you haven't put SUPER BOMBER on location you've passed up a sure bet! Get the facts. Ask any operator who has it or write us.

**NOT A GUN!**  
Requires less room than a pin game.

Strictly skill, 100% legal.

**EVANS' CHAMPION SUPER BOMBER**

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

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 wallowing 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 \$54.00 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.



## CENTRAL OHIO QUALITY BUYS

STARS . . . . . \$52.50	FREE PLAY TABLES	GOLD STAR . . . . . \$95.00
LANDSLIDES . . . . . 22.50	PARADISE . . . . . \$35.00	ZOMBIE . . . . . 39.50
CONVENTION . . . . . 22.50	WINGS . . . . . 22.50	POLO . . . . . 29.50
LOVE STAR . . . . . 19.50	BIG SHOW . . . . . 19.50	ON DECK . . . . . 19.50
BALLY BEAUTY . . . . . 29.50	SEA HAWK . . . . . 65.00	FLEET . . . . . 39.50
	PROGRESS . . . . . 35.50	
	COUNTER GAMES	
16 O.T.s. Late . . . . . \$39.00	Columbian, Late . . . . . \$39.50	SPARKS C. L., 16-50 \$22.50
AGES . . . . . 9.00	St. Liberty Bell . . . . . 17.50	16 AM. EAGLE . . . . . 17.50
Devil Penny Pack . . . . . 7.50	16 Top . . . . . 10.00	5¢ GRANDSTAND . . . . . 10.00
5¢ Melon Bells . . . . . 59.00	5¢ Blue Fronts . . . . . 55.00	Vest Pocket Bells . . . . . 25.00
	CONSOLES	
Pace Saratoga Jrs. . . . . \$75.00	1938 Track Time . . . . . \$73.50	Beulah Parks . . . . . \$85.00
Pace Reels, Sr. . . . . 79.50	Kentucky Clubs . . . . . 48.00	Stoace Balls . . . . . 45.00
Pace Saratoga, Sr. . . . . 79.00	Jumbo Parades, F.P. . . . . 89.50	Osawata XV . . . . . 89.50
Pace Races, Black . . . . . 49.00	Paces Races, Brown . . . . . 89.50	Liberty Bells . . . . . 17.50
	ARCADE EQUIPMENT	
5¢ Fishbar . . . . . \$165.00	Air Raiders . . . . . \$115.00	Sheshallets . . . . . \$95.00
Deluxe Texas Lagoon, New . . . . . \$49.50	Western Baseball, F.P. 1940 Model . . . . . \$49.50	
	Immediate Delivery on Evans' SUPER BOMBER, BATTING PRACTICE, ARGENTINE, SNOW BDAY, TWIN BIL, SPOT POOL, WEST WIND	
	Half Deposit With Order — Balance C. O. D.	
	<b>CENTRAL OHIO COIN MACHINE EXCHANGE, INC., 491 S. High St., COLUMBUS, OHIO</b>	

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 "come-on"! Entirely mechanical—no wires—no batteries. Cash in quick! Order today!

PENNY PLAY  
**\$29.75**  
F. O. B. Chicago  
NICKEL PLAY, \$31.75  
Stand, \$6.50 Extra



THE BAKER NOVELTY COMPANY INC.  
1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

WEST COAST AGENT: Mac Mohr Co., 2916 W. Pico Blvd., Los Angeles, Calif.



NEW FLASH! NEW APPEAL!

## Miss America

HARLICH'S LATEST  
ART DIE-CUT BOARD

Beautiful 7-color lithograph art picture plus color printing makes knockout player appeal. First jackpot punches out completely for last jackpot action. A sure fire profit maker. No. 12080—5c a Play. 1200 Holes. Takes in . . . . . \$60.00  
Average Payout . . . . . \$3.75  
Average Gross Profit . . . \$26.25

Write for New Folder No. NC-416

HARLICH MFG. CO. 1413 JACKSON CHICAGO, ILL.

WRITE FOR OUR COMPLETE PRICE LIST  
**GRAND NATIONAL SALES COMPANY**

2300 ARMITAGE AVE. CHICAGO, ILL.

Look To The GENERAL For LEADERSHIP!

NOW DELIVERING		Line Up . . . . . \$32.50	
Booklet . . . . . \$42.50	Gottlieb's SPOT POOL	Record Time . . . . . \$4.50	
Cashino . . . . . 22.50	Koerny's TWIN SIX	School Days . . . . . \$6.00	
Cross Line . . . . . 29.50	DAVE'S LUCKY SMOKER	Ten Spot . . . . . \$8.50	
Five-in-One . . . . . 49.50	Baker's KICKER & CATCHER	1938 Skill Time . . . \$9.50	
Formation . . . . . 22.50	Mutoscope's ACE BOMBER & DRIVE-MOBILE	1940 Pace Reels at \$10.00	
Gold Cup . . . . . 35.00			
Gold Star . . . . . 35.00			

The biggest bargain you can buy is "QUALITY" in reconditioned games—that's the only kind GENERAL sells. Write for complete list, 1/28 with order, balance C. O. D.

THE GENERAL VENDING SERVICE CO. 306 N. GAY ST. BALTIMORE, MD.

## Advise Association Members: 'Stand By'

From The Runway, bulletin of the Amusement Board of Trade of New Jersey, Inc.:

"Straight from the shoulder—and how! Under the heading 'A Good Business Man's Philosophy' in the current issue of The Graphic Arts Review, Raymond L. Collier has some interesting and worthy comments on trade associations. We quote in part: 'I am firmly convinced there is need for a strong, active trade association in my industry—in any industry. I am sure friendships acquired in the course of co-operative trade association work are worth while and can be mutually helpful.'

"He believes that every man should be a member. So listen to this on building a membership: 'I conceive this question of membership building as a direct challenge to me and as a task which I and everyone else in the business should accept as primarily our responsibility.' Here is a pertinent paragraph on what he expects from his association: 'I fully understand that I cannot expect, upon joining such an organization, to immediately receive amazing benefits without any effort on my part. I am certain it is a mistake to join a trade association with the idea of sticking for a relatively short, limited period, to give it an opportunity to demonstrate to me that it can be valuable to me in the conduct of my business.'

"I feel positive, on the other hand, that the correct approach is to join with the idea that I will STAND BY the organization indefinitely, meanwhile exerting my full influence to indicate to others in the business that our collective future will be brighter if we all join, and thru pooling resources make possible financing of a worth-while program that will be a real benefit.' Space forbids quotation of the whole article, but here is another worth repeating: 'I do not propose to participate in the better conditions brought about by the trade association in my field without doing my share. I do not expect, I do not want, a free ride—at the other fellow's expense. I prefer to pay as I go.'

## Anti-Slug Fight Nets Man in Reading, Pa.

READING, Pa., July 19.—Police action against users of slugs continues unabated. Last Friday (11) Detective William Schaefer arrested Paul J. McGovern for allegedly using slugs in the coin boxes at a local hotel. He was apprehended when the telephone company put detectives on his trail. J. E. Malay, of Harrisburg, Pa., an investigator for the Bell Telephone Company, swore out a warrant against the slug user. McGovern was held under \$500 bail.

Use of slugs is also presenting a problem to the city fathers at near-by Pottstown. In checking the first 42 days of operation of the city's new 249 parking meters, 102 slugs were found among the thousands of coins. Motorists caught using slugs are subject to a heavy fine, police pointed out.



SERVICEMAN ALFRED BLAIR, Walbox Sales Company, Dallas, looking over gifts presented him on occasion of his leaving for army service. Coils Irby, Buckley Music Systems district sales manager, is shown with Blair, wishing him the best of luck. (MR)

## ORDER SAMPLE TODAY New DEFENSE Model AMERICAN EAGLE

featuring FREE PLAY MYSTERY AWARD TOKEN PAYOUT and DEFENSE REELS. CAN ALSO BE HAD WITH FRUIT REEL SYMBOLS.



SAMPLE  
**\$34.50**  
BALL GUM  
MODEL  
\$2 EXTRA

## MARVEL

World's Greatest Cigarette Reel  
Token Payout Counter Game—  
Steady Proven Profits.



SAMPLE  
**\$34.50**  
BALL GUM  
MODEL  
\$2 EXTRA



—BALL GUM—  
15c Per Box, 100 Pieces.  
Case of 100 Boxes,  
\$13.75.  
1/28 Deposit, Balance C. O. D.

## SICKING, INC.

1401 Central Pkwy., Cincinnati, O.  
927 E. Broadway, Louisville, Ky.  
SICKING CO. OF INDIANA  
927 Ft. Wayne Ave., Indianapolis, Ind.

## THE TRADING FOOL HAS MORE MONEY THAN "CENTS"

Wanted To Buy For Cash!

- SLOT MACHINES
- PENNY TARGETS
- PHONOGRAPHS—Wurlitzer's
- PENNY CIGARETTE MACHINES
- RAY GUNS ALL KINDS
- GRIPPER—Gottlieb's State Prices

KING HARRYS MUSIC SERVICE  
1046 Broad St. AUGUSTA, GA.

## 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

The Best Investment in the World  
Today Is  
U. S. Defense Savings Bonds and  
Stamps

**TERRIFIC!**  
**BEST IDEA YET!**  
**WONDERFUL!**  
**AMAZING!**  
 THAT'S WHAT THEY'RE ALL SAYING  
 ABOUT KEENEY'S ALL-TERRITORY



# Sky Lark

Combination  
**PAYOUT OR  
 FREE PLAY**  
 USE IT AS A  
 1 OR 5 BALL  
 1 OR 4 COIN  
 Convertible and Com-  
 pletely Adjustable by  
 the Operator!

THE *Hottest* NOVELTY  
 ON THE MARKET!

# TWIN SIX

GOIN' LIKE A  
 HOUSE A-FIRE!

Simplified! Fast Action!  
 This lively 5 ball  
 Super Score hit gets  
 the big-money play  
 with a galaxy of  
 scoring thrills!

A JUMBO SIZE GAME FOR JUMBO PROFITS!  
 1 OR 5 BALL, 1 OR 4 COIN MULTIPLE  
 REPLAY... SUPER-SIZE - SUPER-DELUXE!

IMMEDIATE DELIVERY

# Contest...

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 your famous Winning Ticket!  
 Need more to sell?

SILENT SALES COMPANY

Silent Sales Bldg.,  
 200-208 Eleventh Ave., So.  
 MINNEAPOLIS, MINNESOTA

Also Distributing NOW  
 KeeneY's **CONTEST**  
 Jumbo 1 or 5 Ball,  
 1 or 4 Coin Multiple  
 Free Game.

## Batting Practice A Staple Machine

NEW YORK, July 19 (MR).—Operators in constantly growing numbers are coming to the realization that Batting Practice is a staple machine which will continue to get a big play year after year, according to Max Levine, president of Scientific Machine Corporation, maker of the popular baseball game.

"Ever since we put the first Batting Practices on test locations," says Levine, "and saw from the consistent earnings over exceptionally long stretches that we had hit upon a game which would develop into a staple for operators, we have been urging our distributors to pass this word on to their customers."

"Proof that more and more operators are becoming convinced that Batting

Practice will be a top money-maker for them for many years is the ever-increasing demand for the game. Even the our production has fortunately rolled right along and we have thus far been able to make prompt deliveries on practically all orders, we have been a bit hard pressed to meet the demand, which has spread until now Southern and Southwestern operators are clamoring for the game.

"Robert W. Hunter, of Dixie Sales Company, Memphis, Tenn., for instance, has been doing a terrific job with Batting Practice in Western Tennessee and Northern Mississippi.

"We appointed Hunter our distributor in those territories June 30 and, except for Sundays and the Fourth of July, not a single day has passed without a telephone call or telegram from Hunter asking for immediate shipment of two or more Batting Practices."

## WANTED Sky Fighters and Air Raiders for Cash

Or what have you to trade? Have hundreds of free game units, such as  
 Airport .... \$15.00 Majors .... \$17.50 Scoop .... \$17.50 Lucky .... \$17.50  
 Miami .... 15.00 Ship & Go ... 12.00 Red Hot ... 17.50 White Sails ... 17.50  
 Teepee .... 17.50 Ocean Park ... 17.50 Bang .... 17.50  
 Ten Strike (reconditioned), \$29.50; World Series (in very good shape), \$32.50.

We carry a complete line of machines and new games.  
 Our motto: No deal complete unless you are satisfied.  
 Write, Wire or Phone

Southwestern Vending Machine Company, Inc.

Rochester 1421 Cable Address: Southw  
 2833 WEST PICO BOULEVARD, LOS ANGELES, CALIF.

## THIS WEEK'S SPECIALS

Hi Hat .... \$29.50	Bangs .... \$14.50	Ocean Park ... \$14.50	Teepee .... \$14.50
Velvet .... 49.50	Line Light ... 24.50	Super Charger 14.50	Beauty .... 19.50
Crystalline ... 29.50	Piko's Peak ... 17.50	Triple Entry ... 19.50	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	Marvels .... 15.00
Dough Boy ... 35.00	Six Hank ... 59.50	July .... 14.50	Boom Town ... 75.00

Send Order With 1/3 Discount. Mention 2nd and 3rd Choices.

LEHIGH SPECIALTY CO.

SECOND & GREEN STREETS

PHILADELPHIA, PA.

## WE'RE OPEN FOR BUSINESS

With the greatest line of parts and supplies for all types of operations you've ever seen at low-down, money-saving prices... in charge of experienced men who have been in the coin machine business for many years and know exactly what you need and how to save you money on all parts and supplies!

"ECONOMIZE WITH ECONOMY"—CALL AT OUR NEW OFFICES  
 TODAY! WRITE FOR PRICE LIST No. E-12 AND SAVE MONEY!

PHIL BOGIN—IKE BERMAN

## ECONOMY SUPPLY COMPANY

436 WEST 45th STREET, NEW YORK (All Phones: Circle 6-8652)

# "GREATEST MONEY MAKER IN HISTORY!"

IS VERDICT OF OPERATORS ON



# Bally HIGH-HAND

## CLUB TROPHY



THE MULTIPLE REPLAY game with all the features of Bally's famous paytables — including "Grandstand-style" reserve — "Buy-the-board" feature — new "WILD FOURS" and "BUILD-UP FOURS" and "BONUS" feature. Choice of console or table. Now getting biggest collections in multiple history.

Find out what other operators are earning with HIGH-HAND — confidential reports on request — and you'll rush HIGH-HAND to every console spot in your territory! HIGH-HAND plays official Draw Poker — the game every American understands and loves! Built for Replay operation, quickly convertible to payout. Nickel or Quarter play. Available with MINT VENDER and SKILL FEATURE if desired. Get your share of the big HIGH-HAND MONEY.



### FOR DEFENSE



BUY UNITED STATES SAVINGS BONDS AND STAMPS

## ALSO IN PRODUCTION

JOCKEY CLUB 4-multiple one-shot pay-table. HOLL-EM 2-reel dice console. BIG-TOP 3-reel console bell. SKY-BATTLE machine gun. BALLY BABY counter game. SPEED-BALL and PURSUIT 5-ball novelty-replay games. SEE YOUR DISTRIBUTOR TODAY!

**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE CHICAGO • ILLINOIS

## ! BALLY'S SPEED BALL NOVELTY HIT! 5 BALL



GET YOUR ORDER IN NOW!

FOR BALLY'S HOTTEST NUMBER

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

## Operators Laud Keeney Sky Lark

CHICAGO, July 19 (MR).—Sky Lark, latest occupant of the production lines at J. H. Keeney & Company's plant, has taken the operating world by storm, reports William (Bill) Ryan, Keeney sales head.

"The response of operators in every section of the country has been truly great," he declares. "It is with good reason that Sky Lark has broken production records even at this early date. As a completely adjustable one or five-ball one or four-coin multiple payout game or as a similarly adjustable free play game it meets territorial requirements everywhere, and operators have lost no time in taking advantage of the fact that Sky Lark's playing theme is as profitable one way as the other."

Operators are able to convert the game from payout to free play as desired, it is stated, and Sky Lark is said to feature the most luxurious console-type cabinet ever built for a game of this type.

## Tally-Bowl Clicks In Arcade Spot

BOSTON, July 19 (MR).—Tally-Bowl, the new bowling game, has met with public approval, according to reports received by Maurice Kushner from operators throughout the country.

Introduced only a few months ago by Kushner, the game has caught on instantly, he reports. Typical comment about Tally-Bowl comes from Sidney M. Herman, who set up a battery of them in his arcade at Salisbury Beach, Mass.

"My 10 Tally-Bowl alleys are certainly all I anticipated them to be," writes

### F.P. BUYS for the Wise!

Micro	...\$37.50	Polo	...\$21.50
Push	...12.50	Roxy	...12.50
Seven Up	...47.00	Short Stop	...15.00
Sporty	...19.50	Stratoliner	...39.50
Velvet	...47.50	Zombi	...37.50
Anchor	...21.50	Big Chief	...35.50
Big Time	...39.50	Commodore	...12.50
Drum Major	...21.50	Formation	...28.50
Gold Star	...32.50	Landslide	...17.50
Linup	...29.50	Nippy	...12.50
Powhouse	...21.50	Roadster	...15.00
Score Chase	...17.50	Sport Parade	...47.50
Scors	...15.00	Stars	...47.50
Sea Ship	...49.50	Yacht Club	...19.50
All American	...39.50	Bandwagon	...29.50
Big Show	...12.50	Bleeding	...19.50
Crossline	...27.50	Flicker	...42.50
Four Rows	...47.50	Jolly	...19.50
Leader	...29.50		

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 1/3 Down, Balance C. O. D. —  
"THE HOUSE OF GOOD WILL" —  
**Ambassador Vending Co.**  
789 Coney Island Ave., Brooklyn, N. Y.

## MORE FOR YOUR MONEY!

Special Wurlitzer 1939 Counter Model 81 Phonographs, Illum., 12 Records... \$ 84.50  
Wurlitzer 1939 Model 800 Piano, Piano Keyboard... 154.50  
Wurlitzer 1939 Model 800 Piano... 144.50

### AUTOMATIC CONSOLES

Pack Separator, 1940 Model Combination Free Play and Payout, Skillfield, Check Separators, Chrome Italia, Slipproof... \$169.50  
Mills Square Ball, Skillfield... \$69.50 | Evans 1940 Royal Lane, 7 Coin Head 155.50  
Jennings Pastime, Skillfield... 89.50 | Bally Royal Flush, Card Console... 69.50  
Evans 1939 Galloping Dominoes, Factory Rebuilt, Guaranteed... 164.50  
Mills Four Balls, Fruit Symbols, 1939 Serial, Nickel Coin Chart, Fruit Symbols... 305.00

### FOUR COIN MULTIPLE FREE PLAY NOVELTY GAMES

Bally Blue Grass... \$134.50 | Bally Record Time... \$94.50 | Bally Sport Special... \$84.50  
Bally Gold Cup, Gen... 44.50 | Bally Gold Cup, Leg... 47.50 | Bally Eureka... 39.50

WRITE FOR LIST OF NEW FREE PLAY GAMES AT CLOSEOUT PRICES!

ALSO OUR NEWLY COMPILED PRICE LIST OF FINE RECONDITIONED GAMES

TERMS: 1/3 Deposit With Order, Balance C. O. D. or Sight Draft



## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

## WE WILL PAY CASH FOR PIN GAMES!!!

Any quantity—all types. Contact us at once for our attractive offers!!

\*\*\*Can also use Consoles and Automatics!

**ACME COIN MACHINE EXCHANGE**  
763 Jefferson Avenue Buffalo, N. Y.

Herman. "The novel idea of the game appeals to the public. They like the action and thrill at their strikes and spares."

"Operators everywhere are reaping a harvest of profits from the game," explained Kushner, "and they will continue to do so because it is an all year round money-maker."

# Hi-Stepper

With the biggest "plus appeal" ever built into any game. Lights out, numbers 1 to 11. One skill point for each number contacted thereafter except No. 6.

Plus — 5 skill points for contacting No. 6 bumper when red triangle is lit. Triangle lights after numbers 1 - 11 are out.

Plus — One skill point for contacting white bumper when lit. Lower roll over lights white bumper.

Plus — Super Score of 25 points for lighting girls on back panel. After bumpers 1 - 11 are out, 3 bumpers relite. Contacting these 3 bumpers lite girls on back panel.

Plus — The ever popular high score appeal.

## STONER CORP.

AURORA, ILLINOIS



### THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

- |                               |                    |   |
|-------------------------------|--------------------|---|
| ALL AMERICANS \$38.50         | BOOM TOWN \$67.50  | WRITE QUICK for Our Complete Price List of All New and Used Machines! |
| METRO ..... 34.00             | MYSTIC ..... 41.50 |   |
| STARS ..... 44.00             | SPORT PARADE 46.50 |   |
| 1/3 Deposit, Balance C. O. D. | ZOMBIE ..... 36.50 |   |

**BUDIN'S, INC.** 174 SO. PORTLAND AV., BROOKLYN, N. Y. Telephone: RE 9-9700

### You can ALWAYS depend on JOE ASH—ALL WAYS FINEST FREE PLAYS READY FOR SHIPMENT!

- |                            |                       |                           |
|----------------------------|-----------------------|---------------------------|
| Boontown ..... \$67.50     | Mills 1-2-3, F.P.     | Son Beam ..... \$49.50    |
| Brite Spot ..... 12.50     | Animal Reels \$24.50  | Sport Parade ..... 47.50  |
| Bally Beauty ..... 14.50   | Paradise ..... 37.50  | Super Charger ..... 12.50 |
| Comodore ..... 14.50       | Play Ball ..... 57.50 | Velvet ..... 47.50        |
| Double Feature ..... 12.50 | Roxy ..... 14.50      | Umo ..... 52.50           |
| Gold Star ..... 27.50      | Stars ..... 44.50     | Wow ..... 52.50           |

**ACTIVE AMUSEMENT MACHINES CORP.** 900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

### SIMON SALES 437 WEST 42ND ST. NEW YORK, N. Y.

Now Delivering! KEENEY'S "TWIN SIX" EXHIBIT'S "WEST WIND" 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 — CONSOLES TABLE MODELS Today's Best Buy! KEENEY'S NEW DELUXE TEXAS LEAGUER 9 to 18 Balls Adjustable 14, 21, 54 Play WANTED TO PURCHASE: BALLY RAPID FIRES and SEEBURG SHOOT THE CHUTES

**I. L. MITCHELL & CO.** We've got what YOU need! The PROOF is our thousands of satisfied customers all over the country! Join the ranks of SMART buyers and rely on us for perfect, rebuilt machines and the BEST prices! WRITE FOR OUR COMPLETE LIST. **MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.**



BUY U. S. Defense Savings Bonds and Stamps

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**
- |                                    |  |
|------------------------------------|--|
| 13 Mystics, Like New ..... \$45.00 | 5 Red Metz ..... \$12.50                   |
| 2 Flickers ..... 16.00             | 8 Jennings Fast Times, Price Play .. 65.00 |
| 1 Stone Armada ..... 35.00         |  |

- |                                       |  |                                   |
|---------------------------------------|--|-----------------------------------|
| <b>FIVE BALL FREE PLAY</b>            | <b>COUNTER GAMES</b>                         | <b>ONE BALL</b>                   |
| 1 Bally Headliner ..... \$10.50       | 2 Columbia Bell, J.P. \$40.00                | 2 Bally Blue Oats ..... \$110.00  |
| 1 Bally First ..... 29.00             | 1 Columbia Bell, GA. .... 52.50              | 1 Bally Dark Horse ..... 87.50    |
| 2 Stonor Searky ..... 59.50           | 2 Mills Vest Pocket, Chrome, \$225.00, 37.50 | 2 Rockola Times Up ..... 15.00    |
| 1 Stonor Umo ..... 49.50              | BU, 14 Play ..... 55.00                      | 1 Pacific Pamos Parley ..... 8.50 |
| 2 Keeney Big Six ..... 17.50          | 1 Davaid Imp ..... 8.50                      | <b>CONSOLES</b>                   |
| 1 Keeney Super Six ..... 35.00        | 1 Davaid Twenty-One ..... 9.50               | 1 Keeney Triple Victory 125.00    |
| 1 Gottlieb Hotocoop ..... 47.50       | 1 Jennings Little Merchant ..... 12.50       | 2 Evans Domino, '39               |
| 1 Chicago Coin Yacht Club ..... 10.50 |  | Regulator ..... 55.00             |
| 2 Chicago Coin Queen Park ..... 16.00 |  | <b>BALLET MACHINES</b>            |

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 Richmond, Va. Night Phone 5-5328

- FREE PLAY GAMES**
- |                            |                           |
|----------------------------|---------------------------|
| All American ..... \$40.00 | Big League ..... 12.50    |
| Big Six ..... 10.00        | Boom Town ..... 55.00     |
| Defense ..... 37.50        | Flagship ..... 12.50      |
| Follies ..... 17.50        | Hi Hat ..... 65.00        |
| Hi Hat ..... 65.00         | League Leader ..... 57.50 |
| Line Up ..... 22.50        | Metro ..... 37.50         |
| Newsday ..... 34.50        | Revolver ..... 45.50      |
| Super Six ..... 10.00      | Umo ..... 55.00           |
| Velvet ..... 47.50         | Wow ..... 52.50           |
| Zombie ..... 42.50         |                           |

**JENNINGS Silver Moon and Bob Tail TOTALIZERS Jennings F. P. MINT VENDORS...\$59.50 Keeney's Sky Lark, \$214.50**

- CONSOLES**
- |   |                                |
|---|--------------------------------|
| High Hand ..... \$175.00                      | Gallop, Domingo ..... 89.50    |
| Fast Time, Like New, .. 65.50                 | Fast Time, Pay Out ..... 75.00 |
| Peace Races, Brown, 95.00                     | Jumbo, F.P. .... 89.50         |
| Sanacop, Combination, F.P. & P.O. .... 115.00 | Rollacade ..... 75.00          |
| Peace Race, 75.00                             | Charlie Horse ..... 69.50      |
| Jungle Game, Comb., F.O. & F.P. .... 65.00    | 1938 Skill Time ..... 86.50    |
| 1937 Skill Time ..... 37.50                   | Big Prize ..... 165.00         |
- SPECIAL ITEMS**
- |                                |
|--------------------------------|
| Evans 10-Strike ..... \$39.50  |
| Anti Aircraft, Gen ..... 49.50 |

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**

- FREE PLAY GAMES**
- |                         |                        |
|-------------------------|------------------------|
| Crossed ..... \$27.50   | Sea Hawk ..... 59.50   |
| Speed Demon ..... 27.50 | Follies ..... 19.50    |
| Blonde ..... 22.50      | Triumph ..... 12.50    |
| Landfill ..... 32.50    | Variety ..... 12.50    |
| Brite Spot ..... 22.50  | Blue Grass ..... 99.50 |
| Trailery ..... 67.50    | Progress ..... 37.50   |
| Short Stop ..... 27.50  |                        |

- FREE PLAY GAMES**
- |                                  |
|----------------------------------|
| Victory ..... \$32.50            |
| Anti Aircraft, Black ..... 32.50 |
| Fire & Smoke ..... 14.50         |
| Pixie Peak ..... 19.50           |
| Venezuela ..... 19.50            |

- GUNS & MISS.**
- |                                  |
|----------------------------------|
| Defender ..... \$109.50          |
| Rapid Fire ..... 99.50           |
| Anti Aircraft, Black ..... 32.50 |
| Evans ..... 12.50                |
| Fire & Smoke ..... 14.50         |
| Pixie Peak ..... 19.50           |
| Venezuela ..... 19.50            |

**AJAX NOVELTY COMPANY 2707 Woodward DETROIT, MICH.**

# ARGENTINE GEMCO

**BRILLIANT NEW WAY TO BOOST SUMMER PLAY!**

ARGENTINE! . . . the glamour of Buenos Aires caught in a dazzling riot of backboard color . . . the rough-riding pulse of the Pampas reproduced in a thrill-packed playing field! GEMCO TRIUMPHS AGAIN . . . breezing thru the heatwaves with ARGENTINE, America's new hit! This is the game that will quickly revitalize drooping summer collections . . . tests already have PROVEN it! Get the facts and you'll get ARGENTINE . . . fastest and greatest of GEMCO's string of record-breakers. Not two, not four, not six, but EIGHT smart replay-features to insure BIG PLAY!

**BETTER ORDER NOW FOR BETTER COLLECTIONS**

**GEMCO**  
BUILDS GREAT GAMES

2021 N. Ashland Ave., CHICAGO, ILL.

## IT'S HERE AT HEADQUARTERS!

Baker's Terrific Counter Sensation

# KICKER and CATCHER

Ready For Another Gold Rush!

What play! What profits! One look and you know it's the greatest counter hit in years! 100% mechanical, no wires, no batteries. 100% skill—100% legal, 100% griefless. Order yours today!

PENNY

PLAY

\$29.75

Nickel Play \$31.75

Stand \$6.50 Extra

**MAC MOHR CO.**

West Coast Agent "Baker Built" Products  
2916 W. Pico Blvd., Los Angeles, Calif.



## Monarch Hails Business Outlook

CHICAGO, July 19 (DR).—"Despite the usual slackness of business in summer, all signs point to good times for the industry as a whole," officials of the Monarch Coin Machine Company say, rejecting over prospects for the coming season.

"It seems," reports Al Stern, "that free-play games are once more on the upgrade after a temporary lull. This, together with the fact that consoles and automatic payouts are selling very rapidly, indicates a boom in business that means money in everybody's pockets." What is so amazing about this uptrend is that, regardless of price increases, operators are purchasing more machines than ever before.

"To me," continues Al, "this is conclusive evidence that the industry is enjoying greater prosperity than ever. We're primed to deliver the goods to colmen and distributors in all territories with the fast, dependable Monarch service."

## MISSOURI TAVERN SUPPLY COMPANY

421 W. Walnut	Springfield, Mo.
Anahol . . . . . \$27.50	Mascot . . . . . \$27.50
Armada . . . . . 42.50	Play Ball . . . . . 72.50
Attention . . . . . 47.50	Progress . . . . . 27.50
Big Time . . . . . 42.50	Powerhouse . . . . . 36.00
Blonde . . . . . 32.50	Pylon . . . . . 32.50
Band Wagon . . . . . 38.50	Rebound . . . . . 19.50
Big Chief . . . . . 49.50	Repeater . . . . . 49.50
Crestline . . . . . 15.00	Roy . . . . . 22.50
Curtain . . . . . 42.50	Red, White & Blue . . . . . 52.50
Champion . . . . . 31.50	Sports Parade . . . . . 54.50
Dixie . . . . . 34.50	Seven Up . . . . . 62.50
Dude Ranch . . . . . 22.50	Silver Skates . . . . . 54.50
Do Re Mi . . . . . 72.50	Sun Beam . . . . . 47.50
Folies . . . . . 22.50	Stars . . . . . 57.50
Fisher . . . . . 52.50	Sea Hawk . . . . . 67.50
Fleet . . . . . 29.50	Scotism . . . . . 10.00
Glamour . . . . . 29.50	Scop . . . . . 10.00
Hi Dye . . . . . 42.50	Scop . . . . . 10.00
Jolly . . . . . 27.50	Trailways . . . . . 72.50
Lone Star . . . . . 19.50	Ten Spot . . . . . 69.50
Leopold Leader . . . . . 32.50	Vegas . . . . . 19.50
Limelight . . . . . 32.50	Vision . . . . . 27.50

All these machines have been thoroughly reconditioned. Terms—One-third deposit with order, balance C. O. D.

ALL YOU NEED for PROFITS!

## FLYING CHAMP

DELUXE CONSOLE PAYOUT

and

## BARRAGE . . .

Novelty Replay Hit

Immediate Delivery

**WESTERN PRODUCTS, INC.**

925 W. North Ave. CHICAGO

## LUCKY GOLD

## BALL GUM BOARDS

New making Top Money for Operators. Contains 100 gum balls; marked off in six sections, containing 1 Gold Ball and as many Red Balls as desired.

Only \$26.00 Per 100 Delivered.

1/3 Deposit With Order, Balance C. O. D.

We also make the famous

**PRESIDENTS GUM BOARD**

and other attractively designed boards.

Write or Wire

**SPECIALTY SALES CO.**

Manufacturers North, South Carolina

## 3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00  
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$4.05 EACH

### OTHER FAST SELLERS

1025 Hole, F-5280, Wonder 3 Bar Jack-pot at . . . . .	\$3.02
1200 Hole, F-5275, Horses at . . . . .	4.35
800 Hole, F-5270, Pocket Dice at . . . . .	2.10
720 Hole, F-5255, Pocket Jack at . . . . .	2.07
600 Hole, F-5305, Royal at . . . . .	2.35

**CHAS. A. BREWER & SONS**

Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.



## Mac Mohr Tells of West Coast Boom

CHICAGO, July 19.—Mac Mohr, progressive manufacturer's representative in Los Angeles, was in Chicago for several days recently to call on the firms which he represents on the West Coast. Mohr says he prefers a business of offering territorial sales representation in his area to that of a general distributing business. He has established some excellent sales records in the Pacific territory.

Mohr reported business conditions as good in his territory and says that the industrial boom is helping operators to make more money. He expects that the continued high wages and increasing industrial activity will boost the patronage of machines. The increasing difficulty of getting new machines is not so promising for sales organizations, he said.

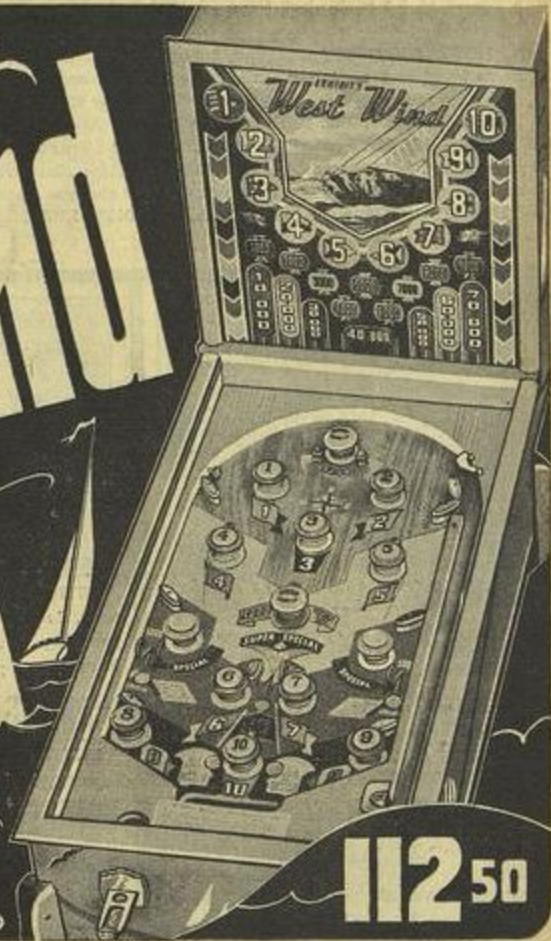
# West Wind

-another Exhibit Money Maker  
**BREEZY**  
**9 WAYS to SCORE**

**BUY  
 DEFENSE  
 BONDS**

See Your  
 Distributor

EXHIBIT SUPPLY CO • 4222 W. LAKE ST • CHICAGO



**12.50**

**PHONOGRAPHS**  
 Completely Reconditioned

<b>SEEBURG</b>	<b>ROCKOLA</b>
Model A . . . \$22.50	12 Record . . . \$19.50
Reg . . . . . 69.50	16 Record . . . 34.50
K-30 . . . . . 79.50	20 Record . . . 49.50
Royal . . . . . 89.50	28 Windsor 78.00
Gem . . . . . 110.00	35 Standard 124.50
Royal . . . . . 129.50	De Luxe . . . 159.50
Classic . . . . . 169.00	40 (with 2 Speakers) 195.00

**WURLITZER**

P-12 . . . . . \$22.50
412 . . . . . 29.50
616 . . . . . 49.50
24 . . . . . 69.50
Model 600 . . . 119.00

**MILLS**  
 Dancester (Deluxe) \$14.50

1/3 Deposit—Balance C. O. D.

**MILWAUKEE COIN MACHINE CO.**  
 3130 W. Lisbon Ave., MILWAUKEE

**Rosenberg-Munves**  
**New Coin Row Firm**

NEW YORK, July 19 (DR).—Two well-known coin row names have been combined to give the industry its newest organization. The facade at 631 10th Avenue reads: "Rosenberg and Munves Corporation, Amusement Devices."

The Rosenberg part of the firm is Herman (Hymie) Rosenberg, while the Munves side of the sign requires no introduction. The firm has the franchise for the A. B. T. Rifle Sports, and Joe Munves, on a sales trip in New England, reports the response is exceeding all expectations.

A complete unit is displayed in the new showroom. In addition, motion pictures are used to show prospective buyers exactly how the Rifle Sports is being operated elsewhere in the country. Earnings of the unit are high in all locations, it is reported. As a matter of fact, the reports convinced Mike he should join up with Rosenberg, who was all set to embark on this venture on his own.

**NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS** **ALLIED APPROVED** **RECONDITIONED COIN MACHINES USED!**

**SUMMER SPECIALS!**  
**FREE PLAY GAMES**

League Leader . . . \$59.50	Big Show . . . . . \$24.50	Lucky . . . . . \$10.00
Paradise . . . . . 52.50	Maestri . . . . . 26.50	C. O. D. . . . . 19.50
Broadway . . . . . 49.50	Jolly . . . . . 26.50	Triumph . . . . . 19.50
Five In One . . . . . 49.50	Roxy . . . . . 24.50	Fifth Landing . . . 19.50
Gold Star . . . . . 42.50	Double Feature . . . 24.50	Flagship . . . . . 19.50
Dude Ranch . . . . . 42.50	Hold Over . . . . . 24.50	Golden Gate . . . 19.50
Spooky . . . . . 42.50	Follies, 1940 . . . . . 24.50	Flash . . . . . 19.50
Gold Cup . . . . . 42.50	Charm . . . . . 24.50	Super Six . . . . . 19.50
Mills 1-2-3, 3B F.P. . . 39.50	Lancer . . . . . 24.50	Super Charger . . . 19.50
Sera Busy . . . . . 37.50	Camp . . . . . 24.50	Jumpo . . . . . 19.50
Sunscramble . . . . . 32.50	Commodore . . . . . 29.50	Big Six . . . . . 17.50
Yacht Club . . . . . 29.50	Punch . . . . . 23.50	Contact . . . . . 17.50
Sporty . . . . . 29.50	Score Champ . . . . . 23.50	Rebound . . . . . 17.50
Blonde . . . . . 29.50	Oh Boy . . . . . 22.50	Chubbie . . . . . 17.50
Dough Boy . . . . . 29.50	Topper . . . . . 22.50	Varsity . . . . . 15.50
Brita Spot . . . . . 29.50	White Balls . . . . . 22.50	Four, Five, Six . . . 15.50
Big Town . . . . . 27.50	Lucky Strike . . . . . 22.50	Boop . . . . . 15.50
Three Score . . . . . 27.50	Mr. Olson . . . . . 19.50	Pickem . . . . . 15.50

**PHONOGRAPHS**

Wurlitzer 500, Like New . . . \$147.50	Seeburg Regal . . . . . \$124.50
Wurlitzer 600A . . . . . 139.50	Seeburg Musical C . . . . . 119.50
Wurlitzer 61, Counter Model . . . 79.50	Rockola Luxury Lite-Up . . . 139.50
Wurlitzer 616 . . . . . 54.50	Rockola Standard 1939 . . . 127.50
Wurlitzer 716 . . . . . 64.50	Rockola Monarch . . . . . 84.50
Seeburg Plaza . . . . . 134.50	Rockola Windsor . . . . . 79.50

IMMEDIATE DELIVERY ALL NEW GAMES!  
 PHONE: CAPITOL 4747      TERMS: 1/3 Deposit, Balance C. O. D.

**Allied NOVELTY CO.**      3520 W. FULLERTON AVE.      CHICAGO

**IT'S AMAZING!**      **Coming Soon!**

**EVANS' PLAY BALL**

Real Baseball!  
 Real Pitcher Pitches!  
 Real Batter Bats!

**Increased Staff**  
**Ups Allied Service**

CHICAGO, July 19 (DR).—"Service is what counts in our business and we're out to give the best," say officials of Allied Novelty Company, Chicago. "In order to keep up with deliveries and the deluge of orders pouring in, we've been forced to expand our personnel in both our reconditioning and sales divisions.

"Business is booming at Allied, keeping everyone on the hop. With our additional help we're able to assure all that Allied games will go out on time, carefully reconditioned and checked. We want our friends and customers to think of service when they think of Allied Novelty Company. So we're doing everything in our power to keep the trade happy and efficiently supplied."

**MUST SELL!**

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.

**BOX 285-C, MINNEAPOLIS, MINN.**

**"Well—Can You Beat That?"**  
**COIN MACHINE PARTS FROM A TO Z!**

GET IT FROM **BLOCK**  
 They Have It **IN STOCK**

**AST CHUTES, balls, bulbs, coils, coin wrappers, clocks, collection books, dials, fuses, gears, Guardian Kit, Mason Scale, Jiffy Mandi-Kit, Jiffy Truckie key rings, labels, locks, money counters, pin game covers, photograph camera, rubber parts, springs, Super-Tiny, switches, tools, tool kits, vacuum cups, washers, wing nuts, wire and ZIPPER MONEY BARS!**

Get ALL your Parts and Supplies from ONE Concern. Write for FREE Catalog No. B3-17.

**BLOCK MARBLE CO., 1527 Fairmount Ave., Philadelphia, Pa.**

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!

**ADVANCE AUTOMATIC SALES CO.**

1021 Golden Gate Ave., San Francisco, Calif.

**MAC SANDERS**

2437 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!

**GERBER & GLASS**

914 Diversey 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

MARK



Heart-stopping Air Raid Alarms, whining sirens, and realistic Blackouts combine to give ACE BOMBER its sock appeal.

## MILLS SALES CO., LTD.

1640 18th Street, Oakland, Calif.  
1491 W. Washington Blvd., Los Angeles, Calif.  
1325 S. W. Washington St., Portland, Oregon  
117 South Eighth Street, Las Vegas, Nevada



ACE BOMBER is proving to be not only a great booster for summer play, but its wending challenge to the players' skill and its timeliness for air defense practice assure a long run of lasting profits!

## Moseley Vending Machine Ex., Inc.

00 Broad St., Richmond, Va.  
Day Phone, 3-4511 Night Phone, 5-5328



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.

602 No. Highland Ave., N. E., Atlanta, Ga.



"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 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  
425 Broad St., Nashville, Tenn.



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



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!

ORDER NOW! FIRST COME—FIRST SERVED

## INTERNATIONAL MUTOSCOPE REEL CO., INC.

Manufacturers of ACE BOMBER, DRIVEMOBILE, SKYFIGHTER and many other Hits!

WILLIAM RABKIN, PRES.

44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK

West Coast Representative: FRED McKEE, 2041 Kenneth Road, Glendale, Calif.



**SPOT POOL**

with SPECIAL "SPOT-EM" FEATURE!

**Your Lucky Break!**

**It Must Be GOOD! They're Ordering SPOT POOL In Carloads! Immediate Delivery**

**D. GOTTlieb & CO., 1140-1150 N. KOSTNER AVE., CHICAGO**

**WE'RE DELIVERING  
GOTTLIEB'S NEWEST AND GREATEST HIT!!  
SPOT POOL**

ALSO ALL THE LATEST PRODUCTS OF THE FOLLOWING MANUFACTURERS WHOM WE EXCLUSIVELY REPRESENT: MILLS, SCIENTIFIC, PACKARD, SUCCESS and WESTERN. We carry a complete stock of all types of new and used equipment. Write us your needs.

**GEORGE PONSER COMPANY**

519 W. 47th St.  
NEW YORK CITY



11-15 E. Runyon St.  
NEWARK, N. J.



**Replay Multiple  
In Big Demand**

CHICAGO, July 19 (MR).—Multiple-type games are steadily gaining popularity in replay territory, according to George Jenkins, general sales manager of Bally Manufacturing Company, who cites record-breaking sales of Bally's Club Trophy as proof of his statement.

"Club Trophy," Jenkins stated, "has already far outdone all previous multiple replay game, and the demand shows no signs of tapering off. In fact, the demand has increased rapidly in recent weeks, and our productive capacity on this game is now taxed to the limit."

"Club Trophy has all the features of Bally's popular pay tables, including the Grandstand-style reserve and the popular buy-the-board feature. Also included in Club Trophy are the new wild-fours and build-up bonus features, which are proving powerful drawing cards. With such a combination of play-stimulating features it is easy to see why Club Trophy is breaking collection records and why operators call it the greatest replay game ever built."

**Western Games  
Satisfying Needs**

CHICAGO, July 19 (MR).—Don Anderson, sales chief for Western Products, Inc., declares: "Operators are finding their basic needs well satisfied in the operation of our current games Flying Champ and Barrage."

"These two games," he said, "cover the territorial requirements perfectly, giving coinmen the top money-makers in both the payout and novelty replay games divisions. I wouldn't dare make claims like this without facts to back me. The facts are that both games are doing the biggest job of profit-making on location that the season has yet seen. Our distributors and operators of Flying Champ and Barrage are more than enthusiastic over the unusually fine construction of the machines. Reports on the takes in every section of the country are indicative of unanimous public acceptance."

**AMAZING  
NEW IDEA**

**GIVES TERRIFIC  
BOOST TO  
SUMMER COLLECTIONS**

Mister, I've got something REALLY DIFFERENT! ENTIRELY NEW! PROVEN to be a miraculous stimulant for falling summer collections! . . . and I've GOT the proof to show you! Just take a little time to contact me—it'll be the smartest move you ever made. DO IT NOW! PICK UP YOUR PHONE OR JUMP IN YOUR CAR. A THINK LIKE THIS CAN'T WAIT!

**WRITE, WIRE,  
PHONE or SEE  
BERT LANE**

**SEABOARD SALES, INC.**

619 10th Ave., N. Y. Wisconsin 7-5688  
**BUY DEFENSE BONDS**

**Your Lucky Break! Will Be  
SPOT POOL**

Gottlieb's Finest.  
Quick Delivery.  
**TRIANGLE VENDING MACHINE CO.**  
Distributors  
14 OLNEY ST. PROVIDENCE, R. I.

**NATIONAL VALUES**

**PAYOUTS**  
Grand Natls. \$85.00 Sport Page \$50.00  
Santa Anita \$19.00 Jumbo Parade \$5.00  
Hawthorne \$5.00 Grandstand \$74.50

**LEGAL EQUIPMENT**

Bally Rapid Fire \$104.50  
Bally Lucky Strike Bowling Game \$4.00  
Bally Alley Bowling Game \$18.00  
Gettlib Skiballista, New \$75.00  
Keney Anti-Aircraft \$49.50  
Seeburg Chicken Sam \$5.00  
Jennings Cigarette \$85.00  
Evans Tommy Gun \$104.00  
Keney Air Raider \$40.50  
Rockola Ten Pins \$40.50

**5-BALL FREE PLAY**

Andal \$24.50  
All American \$45.00  
Attention \$49.50  
Bally Beauty \$24.50  
Bandwagon \$42.50  
Big Chief \$44.50  
Big Six \$12.00  
Blonde \$27.50  
Bowling Alley \$22.00  
Brisa Spot \$24.50  
Cadillac \$34.50  
Chasen \$22.50  
Clipper \$15.00  
Commodore \$22.00  
Dixie \$38.50  
Dais, Feature \$22.50  
Dough Boy \$27.50  
Drum Major \$34.50  
Fantasy \$14.00  
Flicker \$55.00  
Follies '40 \$22.50  
Four Roses \$44.50  
Golden Gate \$14.50  
Gold Star \$27.50  
Landslide \$22.50  
Leader \$39.50  
Limelight \$26.50  
Masco \$20.00

**1-BALL FREE PLAY GAMES**

Mills 1940 1-2-3, Fruit Reels \$75.00  
Sport Page \$47.00

**SLOTS**

Mills F.P. Slots with Mint Vendor \$80.00  
Vest Pocket, Green \$27.50

**PHONOGRAPHS**

Rockola 1940 Super Rockolite \$195.00  
Rockola 1940 Super Walnut \$185.00  
Rockola 1940 Master Rockolite \$175.00  
Rockola 1939 De Luxe \$130.00  
Rockola 1939 Standard \$127.00  
Rockola 1939 Counter Model \$64.00  
Rockola 12 Record \$25.00  
Wurlitzer 500 Piano Keyboard \$48.00  
Wurlitzer 618 \$52.50  
Wurlitzer 412 \$35.00

**GAME BARGAINS**

Mr. Chips \$10.00 Seen Up \$65.00  
Oh Boy \$22.00 Silver Skater \$5.00  
Oh Johnny \$29.50 Spunky \$49.50  
Pickems \$10.00 Sports Parade \$43.50  
Pels \$2.00 Soorty \$27.50  
Powerhouse \$37.50 Stars \$59.50  
Rebound \$14.50 Super Six \$17.00  
Red Hot \$27.50 Three Score \$27.50  
Rex \$22.50 Toyer \$15.00  
School Days \$55.00 Triumph \$10.50  
Scopes \$12.00 Vacation \$28.50  
Score Card \$22.00 White Balls \$15.50  
Score Champ \$22.50 Yacht Club \$22.50  
Sea Hawk \$59.50 Zamble \$51.00



**IMMEDIATE DELIVERY ALL NEW GAMES!**  
TERMS: 15 Deposit, Balance C. O. D., F. O. E. Chicago.  
**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 Diversey Blvd. CHICAGO  
**BUY DEFENSE BONDS**

**The Best Investment in the World Today Is  
U. S. Defense Savings Bonds and Stamps**

# YESTERDAY

TONE WAS DISTORTED  
BECAUSE THE SPEAKER  
WAS AT

# FLOOR LEVEL



Today...

# EAR LEVEL TONE REPRODUCTION

KEEPS TONE  
**ABOVE**  
THE DISTORTION  
ZONE!



THE HEART OF THE SEEBURG MUSIC SYSTEM



The  
Seeburg  
Mechanism

The ability of a music system to perform in a manner consistent with the best principles of profitable operating depends on the reliability of the phonograph mechanism itself. Seeburg music makes more money because the Seeburg phonograph mechanism is the finest, most service-free ever designed.

Seeburg Music Systems provide music operators with the greatest money-making features ever known to automatic music. The combination of *Ear Level Tone Reproduction*, unequalled dependability of the *Seeburg Mechanism* and *Seeburg Remote Control* make every Seeburg installation permanent and extra-profitable, a fact that can be satisfactorily demonstrated by your Seeburg Distributor.

To Go Ahead... Go

# Seeburg

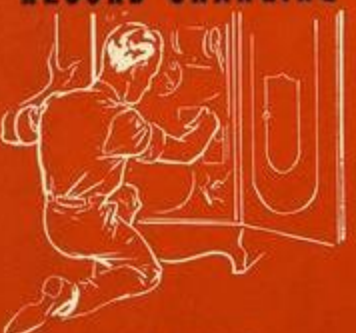
J. P. SEEBURG CORPORATION • 1500 DAYTON ST. CHICAGO

The surest way to continuous play - Seeburg Remote Control!

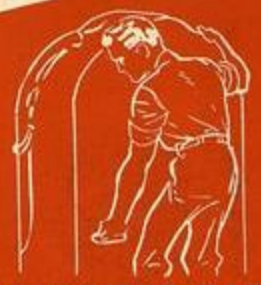
"IT'S A CINCH TO SERVICE A WURLITZER"



ARM LEVEL RECORD CHANGING



FRONT DOOR ACCESSIBILITY



CONVENIENT HAND HOLES FOR MOVING



READ PLAY METER MAKE COLLECTIONS FROM THE FRONT

# WURLITZER'S

*Hi-Speed Service Set-Up*

*Saves*

**SERVICEMAN'S TIME**

**MUSIC MERCHANT'S MONEY**

A serviceman's time is a Music Merchant's money. That's why Victory Model Wurlitzers are built to be serviced quickly, easily, economically.

You change records at arm level. You make collections, read play meters, perform all normal service operations from the front.

Nothing is hidden to make service hard. Important parts are dust-proof. Convenient hand holes are available for moving the phonograph around. Three individual coin slides eliminate complete tie-up of phonograph should one slide require repairs.

Wurlitzer Phonographs are built not only to render money-making service but to require a minimum of serviceman time.

The Rudolph Wurlitzer Company, North Tona-wanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

**A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS**