

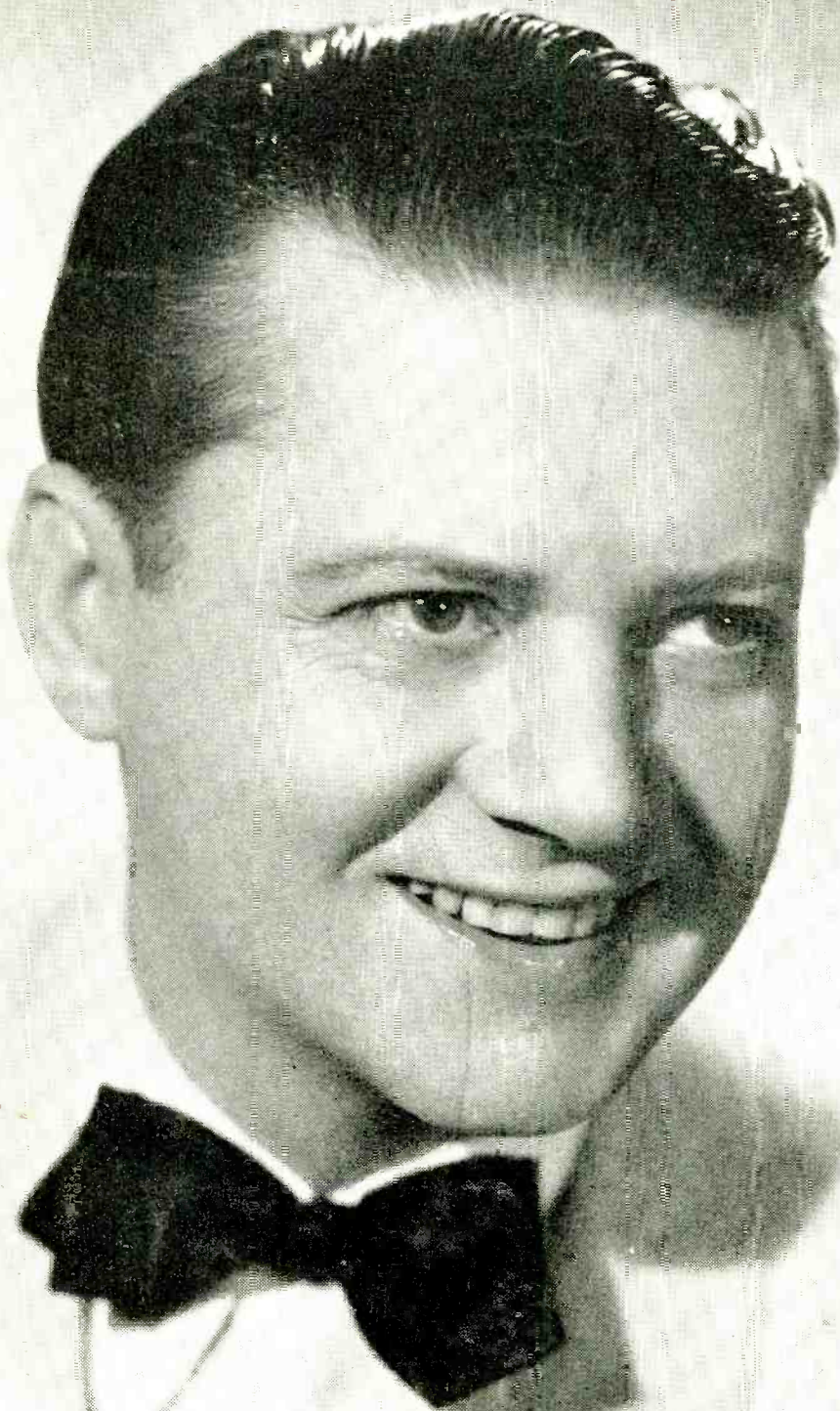
The Billboard

The World's Foremost Amusement Weekly

AUGUST 2, 1941

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Vol. 53 No. 31



**RUSSELL
SWANN**

Society's Hilarious Magician
Currently
Rainbow Room, Radio City,
New York
Director,
Music Corporation of America

OKAY BY OKUN

or The Low Down on How Operators and Retailers Buy Records—
from the Advance Man for Al Donahue's Low Down Rhythm in a Top Hat

There's one sure way of learning which trade paper influences the record purchases of the operators who control America's music machine network of almost a half million phonographs. That's to go out into the highways and byways as Henry Okun*, advance man for Al Donahue and His Low Down Rhythm in a Top Hat Orchestra, did in late 1939. But let Okun tell you why he thinks The Billboard is okay in his own words. Read his letter:



Mr. E. E. Sugarman
The Billboard
1564 Broadway
New York, N.Y.

Dear Mr. Sugarman:

In October 1939, Al Donahue hired me to go ahead of his band to tell the people in the hinterlands of his "Low Down Rhythm in a Top Hat". My title was Record Exploitation Man. My job was to go into various towns ahead of Al and contact all the record people, such as distributors, music machine operators and retail stores who handled records, to get cooperation via the disks on Al's appearance.

In 99% of my stops in distributors' and operators' places of business The Billboard Record Guide and Talent and Tunes on Music Machines column, was really their Guide.

The Billboard "clips" were displayed right in front so that they had to be read. In the distributors' offices they were generally in the spot next to the folder sent out by the major record companies. And in the operators' places, they were tacked up so that the Service Men (and they are the lads who know) could see "What tunes meant anything," to quote a few of the lads. The reason the Billboard Record Buying Guide meant so much to the buyers of the platters, I found, was that it was compact, yet complete, and gave them advance tips on records due for a spurt, and the fact that the Guide was not Billboard's opinion, but the opinion of dealers in records, and machine operators from all over the country.

A few of the towns I went into were Canton, Ohio; Bradford, Pa.; New Castle, Pa.; Wheeling, W. Va.; Johnstown, Pa.; Pottstown, Pa.; Philadelphia, Pa.; Passaic, N.J.; Newark, N.J. and suburbs; Greater New York City; Huntington, Pa.; Morgantown, W. Va.; Connesville, Pa.; Cumberland, Md.; Alexandria, Va.; Raleigh, N.C.; Erie, Pa.; Lewistown, Pa.; Sharon, Pa.; Youngstown, Pa.; Butler, Pa.; Nyack, N.Y.; Trenton, N.J.; Boston, Mass. and Syracuse, N.Y.

The only reason I am writing you this letter, is that I thought you might be happy to know that The Billboard's efforts to give a top-notch complete, up-to-the-minute and unbiased Record Guide is well thought of and appreciated by people in the record business today.

Sincerely yours,

Henry Okun

HENRY OKUN

Operators, retailers, read The Billboard every week because it brings them the latest, most complete and most authentic news and reviews of records to be found anywhere.

Smart recording artists cash in on this concentrated operator and retailer interest by telling these big record buyers and users

about their latest releases via The Billboard advertising campaigns. And every important recording artist in the country is now reserving space in The Billboard's third annual Talent and Tunes on Music Machines Supplement, the big Record "Directory" for operators and retailers.

*Henry Okun is now publicity director of Frank Dailey's Meadowbrook.

DEFENSE WOOS HOUSE HELP

Fiddler To Brave Sharks With Just A Stradivarius

NEW YORK, July 26.—One of the stranger facets of the show business was unveiled this week at Nick Prounis's swank Versailles Restaurant, where a bevy of Broadwayites and befuddled on-lookers were assembled to wish godspeed and good luck to one Paul Chatteau, concert violinist and champion swimmer. Chatteau, a very hefty physical specimen, will need more than good luck—for he promises to swim from one of the Bahama Islands to Miami Beach, Fla., thru shark-infested waters. He is being sponsored in this enterprise by Edwin Hirsch, New York business man, who feels Chatteau is not only a terrific swimmer but also a socko fiddler. To prove it, Hirsch had Chatteau knock off three tunes at the Versailles. The audience respectfully applauded. And it became known that, as part of the general build-up, Hirsch has bought time on Station WKAT, Florida, so that Chatteau can amass a batch of listeners.

It could not be learned whether Chatteau will just swim among the sharks or swim and play his Stradivarius simultaneously. The onlookers at the Versailles suggested he might swim and fiddle *I'm Forever Blowing Bubbles*.

Hirsch, it was learned, feels that Chatteau will be a terrific radio attraction in the event he negotiates the swim successfully. In the event he does not negotiate it successfully—well, that is a dilemma, isn't it?

Chatteau is now in training, both on the fiddle and in the water. Hirsch says he cannot use a pool very well, because he is really an ocean swimmer; but in order to loosen up his muscles for his underhand stroke Chatteau is doing some pool bathing. To avoid raising too much of a commotion, Chatteau has his leg tied to a stanchion in the pool and plows away while remaining in one spot.

This tactic won't help much, tho, with sharks.

Mass. Park Pulls All-Night Play of Workers in Defense

SPRINGFIELD, Mass., July 26.—Edward J. Carroll hit a jackpot again Wednesday night. The director of Riverside Park, Agawam, and his publicity chief, Harry Storin, put over one of the most successful stunts staged by this promotional-minded management.

Wednesday was Pratt & Whitney outing day at Riverside and from 3 p.m. on defense workers in the big aircraft plant in Hartford piled thru the gates. A good day was hung up. However, the Carroll organization, realizing that there was a late shift coming out of the plant at midnight, offered special inducements to this group, got into the plant with bulletins, backed up the idea with some newspaper ads in Hartford and about closing time Wednesday night sat back and waited for something to happen. It did.

Starting at 12:45 Thursday morning, park entrances were jammed with cars of workers who had not taken time out to wash up. By 1:30 the midway took on the appearance of a holiday. Two cars were started on the Cyclone Coaster and long lines were waiting for two hours while the cars were shuttled off loaded every few minutes.

Every stand was doing land-office biz and Carroll decided to call in the Carrier Sisters, aerial act appearing in the park. The girls readily agreed to an extra show and left a Springfield hotel for the park with a police escort. The act gave a special show at 2 o'clock in the morning to tremendous applause. (See *PARK'S ALL-NIGHT PLAY* page 31)

Theater Staffs Decimated by Big Factory Coin; Ushers, Cashiers, Others Included; Draft Hurts, Too

NEW YORK, July 26.—While defense industries are giving box offices in various parts of the country prosperity grosses, they are also causing an unprecedented scarcity of suitable help to man theaters.

Managers are finding that the draft is only a part of the headache, since defense industries can pay heavy salaries, and are weaning away necessary cogs in the operation of theaters thru the lure of heavier coin.

This condition is especially acute in the Midwest. It is also felt on the West Coast and in nearly all areas of the eastern seaboard with the exception of New York.

Managers have beaten the problem of losing men by the draft by hiring younger ushers and other help so that the draft won't catch them for at least three years. Several theaters have started to use femme ushers, but in certain spots there are not working out too well, for certain reasons. Most femmes recently out of school, if not already trained in stenographic work, are taking supplementary business

courses to qualify them for better jobs, and are easily drawn to more lucrative work in defense industries. Many of those available for theater work are not of the caliber desired.

Also, there is always the chance that usherettes will get married, plus the additional problem of male patrons who try to date up the femmes.

Theater cashiers are an even more grievous problem to managers. There was a time when cashiers were versed in shorthand and stenography and could keep records and take care of the correspondence. Those girls, trained in handling money and keeping accounts, are very much in demand, and are rapidly leaving theater work for defense industries and other fields where their experience qualifies them for fatter pay envelopes.

House managers are no particular problem since most men in such spots won't consider leaving the theater field. However, assistant managers present an entirely different aspect. The draft has taken a sizable toll, as have the defense (See *HOUSE STAFFS HIT* on page 21)

Privates, Gen'ls Prove Aptitude As Vaude Crix

NEW YORK, July 26.—Self-appointed critics have already begun to spring up in the Army, Navy, Air Corps, and other branches of the armed forces—critics of show business, that is. Their target—the mobile vaude units, six of them, which are being routed thru the camps by the Citizens' Committee for the Army and Navy, as part of the morale program of the boys in khaki.

The shows have played in more than 100 camps thus far, to an audience of about 300,000 men. As a consequence, some of the boys have been sending in unsolicited reviews of the shows to *The Billboard*.

The Citizens' Committee has also received letters, not only from privates, but from every ranking officer up to generals. Even tho the boys sit on the ground to watch the shows, one general said, "It rolled them in the aisles;" while a private said that the cast "tore the roof off." This is a typical review:

"Mainstay was none other than Don Rice, who stole the show. There is a find. He has the combination of Milton Berle and Henny Youngman and easily is the best young find of the entertainment world. . . . How come Broadway let him get away?"

A colored lad in a sanitation unit criticized only by inference; he wrote: "Sir, I am an actor and I think I would like very much to be in a show of that type. The act that I do I call them the world's wonder. It's two acts at the same time, its very funny, it is all the fun you want to see, come one, come all. . . . I muscles a man over my head. The man lies on his stomach. I catch him by the hand and feet and I use all muscle. I play the harmonica, sing, eat fire, also walks on glass and sharp stones bare feet."

'Life' Vaude Tour in RKO Houses Seen as Road Hypo

Good outlook for road biz, if vaude playing time is made available—producers feuding with UBO may follow Serlin—'Life' to play on percentage deals

NEW YORK, July 26.—Move by Oscar Serlin to shuttle his *Life With Father* on a tour of RKO vaude houses indicates that, if this experimental tour is financially successful, there may be other legiters making tours of vaude spots. Serlin has booked the play for Columbus, Rochester, Providence, and Toledo, with other dates to follow. All stands will be played on a percentage basis, with films taking a vacation while *Life With Father* is shown. Belief is prevalent that the tour may open up many towns to legit and create a basically more healthy road if a sufficient number of plays of proper caliber can be presented in the vaude-films. That a wealth of playing time is available is evident because of the desire on the part of many exhibitors to have an occasional change of pace from double-features, too many of which cause dissatisfaction among their patronage.

Indications that more producers may join the vaudefilm bandwagon arises from the fact that a number have been feuding with the United Booking Office, which controls established legit road stands. Serlin, to put out road

editions of *Father* without booking with UBO, had to renovate houses in Philadelphia and Boston. Tight control exercised by UBO has often meant the life or death of a road production. Several producers who have previously been burned are looked upon to follow the Serlin example.

Spokesmen in the Serlin office indicated that, should several other impresarios follow suit, a coalition may be made which would give active battle to UBO.

Frank Hartless Back as President Circus Fans; New Tent (31) Raised

SPRINGFIELD, Ill., July 26.—Frank H. Hartless, of Chicago, will serve members of the Circus Fans' Association of America as president, a position he has already held as a result of the election of officers at the concluding session of the 16th annual convention here Monday. More than 100 Fans attended the conclave, which was held on Cole Bros.' Circus, exhibiting here July 22.

Monday night was marked by the raising of a new tent, the largest ever raised by the CFA, according to President Judd. The new tent, the first ever raised at a national convention, was named in honor of Henry Kyes, bandsman with the Big Show and a brother of a Springfield salesman. It has 26 members. Officers of the tent, No. 31 on the roster, will be elected at the next session of the new

group. Formation of the tent was thru the efforts of Fred Donovan, Springfield police officer and well known to circus representatives for his many years of service at the local lot; Carl Amrhein, operator of the baking firm which has always provided supplies for all local circuses, and Dr. Paul Mahaffey. The trio's interest was aroused thru the efforts of W. L. (Bill) Montague and stories he provided the local press.

Highlighting the concluding session was the election of officers, the creation of the office of publicity director and assignment of Montague to that position. In recognition of his work in preparing for the convention sessions, the Fans, thru Jim Schuster, Grand Rapids, Mich., presented Montague with a foun- (See *Circus Fans' Convention*, page 31)

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NITERY CHECKS UP 24%

Tax Collections Show Hot Spot Spending Gain

NEW YORK, July 26.—A steep increase in night club spending for June, a notoriously bad month for any branch of show business, was shown by tax collections of \$61,964.42, as against last year's tax receipts of \$37,586 for the same month.

This indicates a 24 per cent rise in the amounts of checks over \$2.50, at which price the tax is collectable from patrons. Even the taxes for the national defense effort have increased night club check taxation from 3 to 4 per cent on checks over \$2.50, the percentage differences do not account for \$8,896.78, which represents increased spending, or almost 24 per cent of the total.

A terrific rise was noted in the tax collections from all branches of show business in the New York area, with a total of \$818,629.07. Of this figure, \$740,840.50 was collected on admissions to theaters; \$15,824.15 on tickets sold by brokers, and \$61,964.42 on admissions to cabarets. The total for the same month in 1940 reached \$521,903.81.

Collections for the month of June in the entire country totaled \$5,880,649.30, as against \$1,645,603.31 in June, 1940. The reason for this stupendous rise is chiefly the increased defense tax and the greater enforcement of tax collections. It also represents, however, a very hefty increase in business.

While there have been more than \$4,000,000 additional taxes collected, observers point out that this does not necessarily mean an increase in theater attendance, because a 10 per cent defense tax has been levied on admissions over 20 cents since July, 1940, as against the previous exemption up to 40 cents. It was held likely by theater managers

that the tax yield would soon be even greater, because in a short while movie taxes will probably start from 10-cent admissions.

The Billboard a few weeks ago pointed out that, on the basis of tax estimates, New York night clubs took about \$60,000,000 into the tills. The government collected \$558,790 from New York operators in 1940. In a steady succession of years this is the highest amount paid yet to the government. In 1936 Uncle Sam collected \$478,105; 1937, \$521,147; 1938, \$491,862, and \$514,511 in 1939.

Yale Balladeers S. A. Hit

RIO DE JANEIRO, July 26.—Yale Glee Club started a series of Latin American concerts here early this month under the auspices of the National School of Music of the University of Brazil and scored a decided hit. Yale tonsil crew, under the direction of Marshall Bartholmew, moves on to Sao Paulo and will continue southward, returning to the United States via the west coast of South America.



THE ulcerated gorillas advertising the Frank Buck picture have finally moved out of the Palace lobby, and have been replaced by a display for Walt Disney's *The Reluctant Dragan*. The new set-up includes practically everything—cartoon figures, midgets dressed to represent various characters, a mechanical horse under glass—and pickets. . . . A femme passerby on the first day, evidently mixing the title of the new film with the previous occupant of the house, saw the pickets and cracked, "Now why would they picket Frank Buck? Has he been unfair to his animals?" . . . Anyone who believes the living theater dead should have gone to a midweek matinee on a rainy Thursday last week at the Paper Mill Playhouse in Millburn, N. J. The house, one of the finest and largest cowbarn spots, was packed for a showing of *Pinafore*. Incidentally, *Pinafore* went over so well that the Paper Mill is scheduling two more weeks of G & S operetta, yanking the previously scheduled shows in order to fit them in. . . . Three women and a church group have written to Bobby Warren, writer of *Number 10 Lullaby Lane*, protesting against his newest number, *City Called Heaven*, calling the ditty sacrilegious. Warren's answer wasn't in the form of a letter; he simply mailed the protesters copies of *My Blue Heaven*, *When Did You Leave Heaven?*, and *A Star Fell Out of Heaven*. . . . Execs of Local 802 of the American Federation of Musicians attended the Yehudi Menuhin concert at the Lewisohn Stadium last week and, when intermission was about over, saw an attendant walk out on the podium and strike a steel chime to warn the audience that the musicians were coming back. A steel chime, according to official union definition, is a musical instrument, not a sound effect; so the execs went into a quick huddle on whether the unsuspecting attendant had to have a union card. . . . Incidentally, Menuhin is not a member of the musicians' union either. . . . Rosemary-and-Rue Dept.: Phil Morris, producer of the Fort Dix shows, swears that rookies have come up to him and asked for a definition of vaudeville.



IN LESS than a year the Actors' Fund of America lost two of its stalwarts, Founder and President Daniel Frohman and Treasurer Sam Scribner. There could not be a more dramatic way of pointing out that the Old Guard is fading into the limbo of the past than to consider the passing of these revered men.

We could hardly be guilty of disrespect for the dead if we employed the passing of Frohman and Scribner to focus attention on certain defects that exist in the charity structure of the show business. Not for the first time as many of our hardier and more loyal readers will aver.

It should not be considered disrespectful to speak candidly of the dead. In Dan Frohman's case particularly we could not possibly reconcile ourself with our high estimate of the man and say anything that would reflect personally against him and his memory. Nobody who has really known him could. As to Scribner, while we have differed with him on more occasions than was good for our peace of mind on policy in regard to administering charity, we never lost our respect for the man's integrity and sincerity. You can be annoyed at a man's stubbornness and lack of diplomacy and yet retain high respect for him. This was our experience with the grizzled watchdog of the Fund treasury.

Since we must criticize to make what we consider to be an important point, our complaint against the Fund in recent years is that it has not been geared to the times; it has not kept a satisfying pace with the changing panorama of the passing years; it has grown old and mellow with the old and it has not been oriented by its pilots to the needs of the young, whose problems are just as great and as heartbreaking as the oldsters.

Because the Fund was possibly too deeply rooted in the past and because the Fund failed to grasp the opportunity to attune itself to the crisis of the present during the depression changes were made accordingly in the rest of the theatrical industry's charity structure. One of the by-products—and a highly important one—was the formation of the Stage Relief Fund.

In show business we have at this writing a conglomeration of organizations of which the Fund is the traditional fountain head. After the Fund comes the Stage Relief Fund and the Motion Picture Relief Fund; then the various sectarian guilds, Catholic, Protestant and Jewish, and the lesser organizations of both a national and territorial character. All of these work meritoriously for the same purpose: helping the unfortunates of the theater and show business.

We have no fault of a serious nature to find with any of the approved theatrical charities. We do find fault with the state of affairs that continues to make these various agencies operate as separate but co-ordinating entities. If it is the case that we expect too much we are willing to settle for at least partial realization of the goal.

There is waste in theatrical charity to- (See SUGAR'S DOMINO on page 26)

RUSSELL SWANN (This Week's Cover Subject)

SEVEN years ago Russell Swann was a Wall Streeteer, selling stocks and bonds to an exclusive clientele. Today, billed as "Society's Hilarious Magician," he's selling magic and comedy to the Rainbow Room patronage—that same exclusive clientele.

In that lucky span of years Swann has set enviable theatrical records. Not only did he play 20 consecutive weeks at the Waldorf-Astoria Hotel, but Lucius Boomer, president of the Waldorf, found his work so pleasing that Swann was brought back for three additional engagements. The Savoy-Plaza Hotel likewise called him back for three engagements and the Hotel Pierre for two.

Swann has also played the Palmer House, Chez Paree, Colony Club, Bon Air in Chicago, and the Cocoanut Grove, Los Angeles. Swann's laugh-provoking routines also appealed to our neighbors across the ocean. He was booked into every London society spot. These included the Dorchester House, Grosvenor House, Ritz Hotel, Barclay Hotel, Mayfair Hotel, and Cafe De Paris.

He also appeared before a large number of titled nobility in Europe, including the King and Queen of England, Aga Khan, King Alfred of Belgium, the Maharaja of Mysore, and innumerable Dukes, Counts and Barons. But he's proudest of the private show he put on for President Franklin D. Roosevelt.

Prior to becoming a Wall Streeteer, Swann was a juvenile in numerous legit shows and played the leading role in the London company of "Abie's Irish Rose," and is currently making plans to revive that opus.

MICHAEL LORING, band leader and singer at Luna Park, was approached the other night by an elderly gentleman who complimented him on his voice and fine renditions of *Eli Eli* and *Lament to Love*—and then, out of a clear sky, offered him a job to sing for the Jewish High Holidays. He wasn't aware that Loring's father was a cantor, and that Loring himself went thru college on his earnings as a religious singer. . . . The Russ Smith ork at the Rainbow Grill was playing *Daddy* with ensemble background last week when a low, bass, guttural voice suddenly joined in from the sidelines. It was so unusual that Russ instituted a search for its owner, who turned out to be Al Schutze, a busboy at the Grill. Instead of being fired, young Al is being used nightly by Smith, and now has visions of a theatrical career. . . . Billy Rose, by his own admission the greatest cigarette chiseller this side of a newspaper office, recently decided he was smoking too much, and started in on a pipe instead. His staff at the Diamond Horseshoe followed suit—and now Rose is more worried than ever. As he explains it, "I want a bunch of guys nervously fingering butts all the time, not a bunch of relaxed pipe smokers." . . . Why agents go broke: Joey Nash, driving Staten Island on his way back from Atlantic City, saw Bob Howard advertised at the Miami Club there. Dropping in to say hello, he was introduced to the boss, John Santore—and after two drinks he was booked to open the following Monday. Nash is the same lad who sold himself several years ago for a Procter & Gamble commercial. . . . Hal Davis and Les Lieber pulled a cute publicity gag recently. On the same day as the drawing of new draft numbers, newspaper men each received a small fishbowl containing a capsule, within which was a communique tabbing Barry Wood as Uncle Sam's top musical defense salesman, on the strength of his emceeing of *Millions for Defense* on the air and his official recording of *Any Bonds Today?* . . . Jose Morand's p. a., as a means of publicizing the maestro, claims to have started a glove-matching service for the benefit of people who lose (or find) single gloves.

DON REDMAN says he penned his current *Down, Down, Down (What a Song)* during the eight minutes it took him to ride from Times Square to Harlem on the IRT subway. . . . Lyn Duddy, who does publicity for Ben Yost and D'Artega, has two additional assignments—as featured baritone with Yost's Varsity Eight and, beginning next month, as a columnist on a music mag. The thing that landed him the column job is the fact that he's not yet of conscription age (19) and under present conditions can guarantee his services for two years. . . . Times must be better. Formerly, enterprising young men carried around sandwich signs asking employment—but one seen last week on Sixth Avenue carried a plea for contributions toward a \$5,000 kitty needed to set him up in the textile business. . . . Ultra-Swank Dept.: Even the table cards at the plushy Versailles have tinges of Tiffany—they're an engraved job. . . . May Johnson, MCA booker, came back from a week-end trip last Monday to find that her apartment had been robbed. Despite the fact that articles of considerable value disappeared, the thing that hurts most is the theft of her grandmother's engagement ring.

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Member of Audit Bureau of Circulation.

Radio Music, Inc., Organized; 321 Stations Lined-Up

NEW YORK, July 26.—New manifestation in the radio-music industry is the formation of Radio Music, Inc., a company which is offering radio stations free recordings, orchestrations, and professional copies of tunes in return for plugs on the air. No releases are ready but company expects to release by August 15. According to Robert Green, company's general manager, 321 stations have already signed for the deal, which hinges on the following points. 1. Stations will receive monthly records and agree to broadcast these records a minimum of twice daily for the first 30 days and once daily for the second 30 days, immediately on receipt. This agreement is to hold for one year. 2. Eight records will be released monthly. 3. In addition to records, station will get two orchestrations and four professional copies of each tune.

Radio Music's records, according to Green, will be pressed by the Scramton Record Company. Tunes will be written by free-lance writers, and recorded, according to Green, by semi-name bands.

According to Green's estimate, on the basis of the 321 stations he claims have already signed up, the company's tunes will get 4,000 plugs in 60 days. Coincidentally with plugs on the air, Radio Music plans to offer music machine operators one record of each tune released, so that the effect of the air build-up can be ascertained.

According to Green, Radio Music hopes to make its money out of the sale of records in retail outlets and in sheet music sales, once the tunes have been popularized on the air and in music machines.

Form letter announcing the offer to stations points out that Radio Music assumes all copyright infringement liability and that the music may be used on commercial and sustaining programs without cost.

TA Benefits No Longer Tax Exempt

NEW YORK, July 26.—The Bureau of Internal Revenue, in a decision handed down last week, ruled that benefits handled thru Theater Authority are no longer tax exempt, the decision based upon the premise that TA is neither a charitable nor an educational institution, the only categories entitled to exemptions.

Spokesmen for TA said that the ruling will not interfere with TA's function, since it was created primarily to police benefits and not to raise funds. It is maintained that, in order to get tax exemptions, the primary purpose of an organization must be the raising of funds, which is only secondary with TA.

Anticipating such a move, TA earlier this year wrote into all TA contracts the clause that TA does not guarantee tax exemptions for any affairs approved by that body.

Xavier Cugat To Conduct At Carnegie Hall Concert

NEW YORK, July 26.—Xavier Cugat is scheduled to give a concert in Carnegie Hall in October. He will conduct a 65-piece band for the occasion.

The concert, angled to the current Pan-American good-will campaign, will consist of compositions of Argentinean, Brazilian, and Mexican tunesmiths. Ernesto Lecuona, Bella Lobos, Alba Chevez, and others will be represented. A new composition, *Rumba Rhapsody*, will be introduced at this session.

Such concerts have been terrific prestige builders for Paul Whiteman, Benny Goodman, and the Cafe Society (night club) talent here.

Strand, Ciney, Not Sold

CINCINNATI, July 26.—Col. Asher Mayer, New York attorney and vice-president of the Delta Realty Company, when queried at the office of his Cincinnati attorneys, Harry A. Abrams and Oliver G. Bailey, this week, denied emphatically rumors that Howard Hummel had purchased either the Strand Theater Building or the theater. An article that Hummel had made such a purchase in a deal involving \$700,000 and that he would open the theater by August 21 appeared in a trade paper re-

Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT MUSICAL

BELLE ROSETTE—Calypso singer caught recently at the Village Vanguard, New York night spot. She offers a definitely different personality and solid, basic talent. Her present material could be improved, but with better and more pointed songs she should definitely be spotted in a production number in a legit revue, particularly since Calypso singing has had no legit musical showcasing as yet, despite its reams of publicity.

For RADIO

FRANCIS CARTER AND ARTHUR BOWIE—Two-piano team current at Radio City Music Hall, New York. Negro lads, they are given a build-up by nice production, and sock over handily with their renditions of pops and blues. Their work shows inventive technique, and their arrangements are colorful and imaginative. Have solid harmonic background, and play with showmanship and authority.

Browne Dismissal Plea Is Denied

NEW YORK, July 26.—A plea to dismiss the indictment of George Browne, president of the IATSE, has been denied by Federal Judge Louis Strum. The decision carried no opinion. Browne will be tried August 17.

Browne was indicted by a federal grand jury on charges of extorting \$550,000 from four major film studios.

Browne's attorneys argued that the statutes upon which the indictment was made are unconstitutional; that the indictment is too vague, and that the facts presented in the indictment are too indefinite to constitute a crime under federal law.

Willie Bioff, indicted along with Browne, did not make a similar plea to quash the indictment.

Miami Icer Pulls 2,700

MIAMI, July 26.—Miami became ice-minded to the extent of 2,700 who paid \$1,122 to witness the first ice revue of the summer season held at the Coral Gables Coliseum, July 2-3. The show, sponsored by the Flamingo Ice Skating Company, members of the United States Figure Skating Association, was produced by Bobbie Duffie and Clair Simone.

Feature act was a winter waltz by Duffy-Simone team. Goodrich and Nelson, doubling at the Olympia Theater, helped fill out the show. Local talent took care of the rest of the bill.

H. E. (Joe) Simpson, Mike Goodman, and Bob Lawrence, operators and lessees of the Coliseum, will stage another ice show week of August 18.

cently, altho Hummel's name was erroneously spelled "Rummel."

Mayer said that he is the active vice-president of the Delta Realty Company, which owns the Strand Theater Building; that no sale or contract for the sale thereof could have been made without his knowledge, and that no arrangement had been made with Hummel which would permit him to open the theater by August 21 or at any time.

ASCAP-NBC Deal Imminent; Net Holds to 2½% Basic Fee

NEW YORK, July 26.—At the end of this week rumors persisted that a deal between the American Society of Composers, Authors, and Publishers and the National Broadcasting Company over fees for use of ASCAP music was imminent. Mark Woods, executive of the NBC, stated that the situation might see a break next week. He said, however, that NBC was still holding to its basic fee of 2½ per cent and was not thinking of offering a higher percentage. Queried as to whether NBC might not offer ASCAP a deal approximating that concluded between the Society and the

Mutual Broadcasting System, Woods answered that NBC could have accepted the MBS terms long ago if it wanted them.

ASCAP spokesmen, late this week, stated that no deal could be concluded without a meeting of the ASCAP board, and at press time no board meeting had been called for either late this week or Monday (28). Certain ASCAP men, however, indicated that ASCAP music might return to NBC by August 15.

ASCAP spokesmen stated that, in the event NBC was signed, the deal would closely approximate the MBS deal, which calls for a basic fee of 3 per cent, increasing to 3½, and to hold for 10 years. If NBC gets a lesser rate, the MBS deal will have to be revised downward, owing to favored nation's clause in the MBS pact.

ASCAP indicated that it might compromise and secure a rate somewhere between the proffered NBC offer and the Mutual deal. ASCAP pointed out that such a compromise deal would probably result in fairly good financial returns for the Society, in that radio billings are increasing yearly. Such a deal, ASCAP feels, would force Columbia into the fold. Result, ASCAP believes, would be a \$5,000,000 yearly income within a short time after signing, particularly when it is considered that new frequency-modulation stations and television stations may soon be adding to the ASCAP coffers.

Rehearsals Start For "Alma America"

MEXICO CITY, July 26.—Casting for the Camacho-anged *Alma America*, stage spec. due to open August 16 in the Palacio de Bellas Artes here, is virtually complete and rehearsals are under way. Producer Francisco Benitez has the cast going thru their paces at the Folies Bergere, a near-by theater, inasmuch as the stage of Bellas Artes is too cluttered up with the sets of the local opera company, now holding forth. The *Alma America* company will move in within a week.

No big names have made the trip here from either Hollywood or New York, but a nice array of Latin American principals will show. From the United States have come Diana del Rio, the Dorothy Byton girls, and George Washington Dewey. Margarita Maris, singer, will do the honors for Canada.

There is a possibility that Cantinflas, comedian currently very popular here, will join *Alma America* during the latter weeks of its run. Other big Mexican names who are definitely in the cast are Jorge Negrete, Leopoldo Ortin, Joaquin Pardave, Paquita Estrada, Amella Wilhelmy, Chelo Villareal, and Gloria Luz Cabrera.

Cuba has sent over Margarita Mora and Maria Antonieta Pons, singers, and Chela de Castro's rumba unit.

Guatemala is represented by Lolo Trillo. Up from Panama are Amparo and Luisa Arozmena and Carmen and Mercedes Barba, all dancers. One of Argentina's top tango units, headed by Andres Falgas, has made the trip here.

TA Nixes USO Miami Benefit

MIAMI, July 26.—Bert Green, local rep of Theater Authority, wired night club talent, members of AGVA, to refuse to appear on USO benefit held at Civic Center, July 11.

Chester Alexander, head of arrangements, said acts booked included Al Stone, Vic Hyde, and Linda Marsh.

Rift between Green and Alexander was the result of USO's refusing to cut 15 per cent of the gross receipts with Theater Authority. Show grossed a poor \$500.

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TALENT A HEADACHE--NBC

Artist Bureau High in Nuisance Value, Says Mullen; Sale Soon; Would Retain Program Sales Dept.

NEW YORK, July 26.—Despite reports of a stalemate in the negotiations for the sale of the NBC Artists' Bureau, Frank Mullen, NBC exec, on Wednesday (23) stated that the bureau would probably be sold within two weeks. According to Mullen, NBC wants to rid itself of the management end of the talent business, but is mulling ways and means of retaining a program sales department for the purpose of building salable package shows. The management of talent, said Mullen, is a "headache," promotes ill will, and under the circumstances NBC does not figure the bureau is worth keeping—particularly in view of NBC's other major problems. Mullen and other NBC execs indicate that the bureau could be retained if NBC thought fit to do so, but there would be no point in so doing.

NBC, said Mullen, is now figuring ways and means of evaluating the price of the property, in the event that certain artists do not want to switch their agents. Trouble stemming from some of the artists is anticipated, and NBC realizes that in this deal—which is different from that involving CBS—the artists will be able to get out if they want to. A price formula must take care of such contingencies.

NEW YORK, July 26.—Mark Woods, NBC exec, late this week stated that next week might see a decision made in the negotiations for the sale of the NBC Artist Bureau. Woods said the deal would include sale of the Concert Division. He indicated that negotiations with MCA had reached an advance stage, altho no price had been set at press time. MCA, however, according to Woods, was not the only bidder.

In line with Mullen's statement that NBC will probably continue to build package shows and sell same at a profit, indications are that NBC will make an increasing effort in this direction. NBC execs point out that in every shake-up in the talent or production departments, NBC has always had in mind the idea of building and selling package shows. Last move in this direction was made about three months ago in the script department.

Script Plan

Scripters were urged to create more salable ideas. In the event script was sold, the salary of the scripter would then be taken care of by the sponsor, not by NBC. If and when sponsor dropped the show, the scripter would again be put on the NBC salary list. Plan was gotten up quietly and nothing has been heard of it since. Prior to this, NBC shook up the talent and program sales departments, putting Bertha Brainerd in charge of the latter.

NBC, it is known, has always resented the loss of certain of its programs to advertising agencies, who acquired ownership of shows and profited even when the shows were sponsored by clients not handled by that particularly agency. The Rudy Vallee program is an example. J. Walter Thompson owns it, but its sponsor is Sealtest.

MCA Angles

Bill Goodheart, MCA exec, queried late this week, stated that nothing had as yet been set on the deal. He stated that if MCA bought the bureau the deal might include the Concerts Division, but this was not a necessary factor. He said that MCA was most interested in obtaining NBC's program properties. Goodheart indicated he was not interested in the NBC Artist Bureau personnel. Further stated he anticipated no important trouble from the NBC artists in the event of a deal.

Just what to do about the NBC personnel seemed a factor in the proposed NBC-MCA deal. An NBC agent stated that the artist bureau staff had been told that no sale was in the wind and

that NBC was "not even selling a hat rack."

AFRA Sees Trouble

American Federation of Radio Artists, according to George Heller, "might have a word to say about any transfer of artists from NBC to another agent." Heller points out NBC Artist Bureau's corporate set-up is not the same as that of CBS, and that the properties cannot be transferred simply by selling stock. Artists, in the case of NBC, will be able to secede from the deal, AFRA feels.

AFRA is not worried over the angle that MCA would assume the proportions of a talent colossus in the event the NBC deal is consummated. Union feels that under its licensing agreement it can protect its members. AFRA, too, scoffed at the report that the NBC Artists' Bureau was not a profitable enterprise—asking why NBC would have held on to it, and why NBC would have fought AFRA on the licensing agreement.

Peeve

Last week *The Billboard* reported that certain NBC execs were annoyed over the fact that CBS had sold its artists' bureau so precipitously. A new angle was thrown into this situation this week by trade execs who claimed that the artists' bureaus could have been used by the chains as valuable "trading" devices in negotiations with the Federal Communications Commission. Angle here would have been an agreement between FCC and chains to asham the bureaus provided the FCC would go easy on some of its other demands in the Monopoly Report.

Price

No definite statement as to the price of the NBC Bureau can be obtained. Report is that the price may be in the neighborhood of \$175,000. MCA's Bill Goodheart, asked if that figure is approximately correct, stated that as yet no price had been arrived at and therefore the figure "was as close as anything could be." NBC denied that the figure was approximately correct.

William Morris Agency, queried as to whether it was still in the ring, would say nothing.

MCA execs feel that MCA's chief, Jules Stein, has the inside track.

Pepsi Party Precaution

PHILADELPHIA, July 26.—Poll among WDAS staff members to determine which of the transcribed announcements carried on the station was the most entertaining and effective found the Pepsi-Cola jingles everybody's fave. As a result, Sales Manager A. W. Dannenbaum Jr. decided to throw a Pepsi-Cola party on the spot for the entire staff. All except announcer Larry Thomas, who was on duty.

Dannenbaum was afraid that an inadvertent "burp" occasioned by over-indulgence in Pepsi-Cola might be released while Thomas was on the air. So Thomas had to take his party drinks home.

Corn Sure-Fire in Philly; Add More

PHILADELPHIA, July 26.—With local and national participating sponsors crying for more corn, sure-fire for results on local air lanes, local stations are expanding their Joe Miller activities. Orth Bell, who intersperses the platters with gags each afternoon on WCAU, adds two evening shots to his cornhusking. Moreover, gets the benefit of live talent for the foil. Skedded across the board at 10:40-11 p.m. and 11:10-11:30 p.m., Bell gets Joey Kearns's studio band, an assortment of vocal specialists, and a visual studio audience. Evening shots ballied as *Bellsapoppin*—in two parts.

That corn knows no caste here is seen in fact that WCAU is CBS's 50,000-watter. At the indie WIBG, station is already warning its listeners that Rupe Werling (station's promotion chief) will be back Monday (21) to pollute the air lanes with his *World's Worst Program*. Considered the scatterist of scatterbrain shows, *World's Worst* will whack daily at the unearthly hours of 6 to 8:40 a.m. Stanza went off the WIBG schedule earlier this year, Werling making good his promise when he found a program that was worse than his. However, during the hiatus, Werling says, he has had plenty of time to "worsen his up."

Atlas G. S. M. Pinchhitter

CHICAGO, July 26.—Ralph L. Atlas, president of WJJD, Inc., is acting as general sales manager of the station pending announcement of the successor to Herbert P. Sherman, former sales manager, who has resigned to enter business for himself in the representative field.

Advertisers, Agencies, Stations

NEW YORK:

UNITED PRESS is distributing four-color posters to all radio clients. Posters carry call letters of the station with a plug on UP's news coverage. Display is designed for use by stations in lobbies, windows, and State and county fairs. . . . *Adventures of Bulldog Drummond*, which completed a test campaign for Howard Clothes last month over Mutual, will return to Mutual September 28 with Howard sponsoring on WOR and in seven other markets. Redfield-Johnstone, Inc., is the agency. . . . B. F. McClancy, traffic manager for NBC, leaves August 15 to join the Eaton Manufacturing Company, Cleveland. . . . Delehanty Institute, civil service school, has contracted with NBC for a thrice-a-week program on WEAJ titled *The Delehanty Institute Career Guide*. Aired Monday, Wednesday, and Friday at 7:45-8 a.m. Devine Advertising Agency handled. . . . Lever Brothers' *Meet Mr. Meek*, CBS series, takes a six-week hiatus starting August 20. Program will return in the fall. . . . Sidney Robbins, formerly associated with WALA, Birmingham, and WINS, New York, has joined the sales staff of WWRL, Woodside, N. Y.

CHICAGO:

JOHN C. JENSEN has been appointed vice-president and assistant to David Echols, president of Grant Advertising, S. A., recently formed subsidiary of Grant Advertising, Inc. . . . Bill Nelson

has joined the WLS promotion department. . . . Lou Jacobson, WGN producer, is back from his 5,000-mile vacation trip to Mexico via auto. . . . Good-kind, Joice & Morgan appointed to handle a national advertising campaign for Radiant Manufacturing Corporation, makers of projection screens. . . . WLS has added Harry F. Geise, meteorologist, to its staff to improve its weather-reporting service. . . . Carl J. Meyers, WGN chief engineer and in charge of the new FM station, W59C, will begin a series of articles this week designed to acquaint listeners in the Midwest with FM broadcasting. . . . Contracts reported by WBBM include Komiss Fur Company, thru George H. Hartman Advertising Agency, quarter-hour participation in the *Musical Clock* program, on a Tuesday, Thursday, and Saturday schedule; Procter & Gamble Company, time signal announcements, Saturdays and Sundays, from July 19; and Burlington Trailways, thru Reincke, Ellis, Younggreen & Finn, contract extension for *Musical Clock* five-minute period, Tuesday, Saturday, and Thursday. . . . Earl A. Ebi, NBC Chi director, has resigned from the production staff to return to Hollywood and resume as a free-lance actor in pictures. . . . Starting August 4, the Stineway Drug Company will sponsor the *WIND Symphony Hour*, nightly except Saturdays, for 52 weeks. . . . Perfection Stove Company, thru McCann-Erickson, Inc., has signed for a five-minute period of ET programs three times weekly on

See Press-Radio Hearings as Not Discriminatory

WASHINGTON, July 26.—Hearings before the Federal Communications Commission on press-radio relationship, which are to resume next week, are unlikely to produce outright discrimination against publishers, observers believe. There is a strong possibility, however, that the FCC will reaffirm and may even write into its rules and regulations the policy established in individual decisions. That policy is one which is adverse to granting radio licenses to a newspaper which would monopolize all news sources in a community.

So far, the hearings have been devoted to introduction of statistical evidence and exhibits presented by the FCC showing the extent to which publishers have bought into broadcasting. Attempts by the American Newspaper Publishers' Association to question FCC rulings, which may be made as result of these hearings, were dismissed as premature.

Answering questions about the scope of the inquiry, FCC Chairman Fly said that inquiry must be made into the functions of both newspapers and radio stations if the Commission is to understand the relationship between the two. "Evidence as to the internal workings of the newspapers will be brought out only to throw some light on the connection between radio and the press," he declared. No action is contemplated with respect to the newspaper industry that is apart from its connection with radio, he said.

Hoff Joins Souvaine; Plan Expanded Activity

NEW YORK, July 26.—Harry Hoff, producer of *Life Can Be Beautiful* and other top dramatic serial programs, has joined Henry Souvaine, one of the oldest independent producers in radio in point of experience. Souvaine is producing the new *Bringing Up Father* program for Rinso, and produces *Listen, America*, *Mandrake the Magician*, and others. He will also handle the Metropolitan Opera broadcasts for the Texas Company in the fall.

With the acquisition of Hoff, the office will branch out more extensively into the daytime radio field.

NBC's Restraining Order On "Housewarming" Show

CHICAGO, July 26.—Charging that it is illegal to present commercial shows in the Goodman Theater, the governing board of Lincoln Park, where the theater is located, is attempting to prevent NBC from broadcasting *The Housewarming*, new Holland Furance Company audience show, from the theater. Following the first broadcast on July 17, the park board notified NBC that no further shows could be held in the Goodman Theater. A temporary restraining order was obtained by NBC and the second broadcast was held Thursday (24). A hearing on the injunction probably will be held before the next broadcast.

WMAQ for a total of 26 broadcasts. . . . James A. Thornbury, NBC Central Division field engineer, is being transferred to the NBC Western Division in Hollywood. . . . Harry C. Kopf, NBC Central Division general manager, back from a business trip to New York.

PHILADELPHIA:

DR. LEON LEVY, WCAU prexy, and WFIL general manager Roy W. Clipp named to the board of directors of the Atlantic City *Miss America* pageant. . . . New card rates for the fall season being issued by WCAU, WIP, and WIBG. . . . Michael Blair, production chief for WFIL's regional Quaker Network, has resigned and is handling the all-night chores on WIP for vacationing Mort Lawrence. . . . Dr. Albert B. Blankenship has joined N. W. Ayer agency (See *ADVERTISERS* on opposite page)

Radio Talent

New York

By IERRY LESSER

DON BALL, present assistant commercial editor of CBS, is being groomed for an announcer-emcee spot on a big commercial—which is exactly where he belongs. . . . **ETHEL WILSON** has won the role of Aunt Ray on *Mystery Man*. Her husband, **KING CALDER**, leaves for Chicago with *My Sister Eileen*. . . . **MADLINE LEE** is the baby of *Home of the Brave*. . . . **BLAINE CORDNER**, who used to collect antiques as a hobby, has acquired so many that it has turned into business. He specializes in kerosene lamps. . . . **ART DICKSON**, who records with his *Lone Star Serenaders*, claims cowboy songs are favorites with our South American neighbors. . . . It's funny, but every woman who enters Studio 1 at WOR takes a swipe at the punching bag that is used on *Ma Corbett's Fight Camp*.

AFTER 13 years of announcing, **GENE HAMILTON** is shifting over to production. . . . WOR's screwball humorist, **HENRY MORGAN**, returns to the air July 21 after a three-week vacation in Alaska. . . . **MIGUEL ROSA**, Puerto Rican tenor, can be heard over WBNX daily with the orchestra under the direction of **ALBERTO MENDEZ**. ROSA is only 23 years old, but has already been heard

in recitals at the Star Theater in Aguadilla, the University of Puerto Rico, and on the *Alma Latina Hour* over WKAQ, San Juan. . . . **ETHEL OWEN** met a radio director at the studios recently who commented on how well she was looking. "It's probably because I'm so happy," bubbled **ETHEL**. "*The Man I Married* is back on the air." "That's wonderful," replied the director, "How long has he been out of work?" **ETHEL** had to explain that *The Man I Married* is a radio show and that she was happy because she had a new job in it.

JOE BIER, a WOR announcer for over a decade, has been appointed farm director of WOR. . . . Singer **BARRY WOOD**, who introduced *Any Bonds Today*, has been drafted by the government as permanent emcee on CBS's *Treasury Hour—Millions for Defense*. . . . The South African Broadcasting Company has asked **NORMAN CORWIN** for permission to broadcast *My Client Curley*, a radio play written by **Corwin** and based on a story by **LUCILLE FLETCHER**. . . . Radio actress **ROSALIND GREENE**, who is vacationing, received a call to appear on *Life Can Be Beautiful*. She traveled 100 miles and it developed that her role consisted of 11 words.

Chicago

By NAT GREEN

VIRGINIA VERRILL, of the *Uncle Walter's Doghouse* and *College Humor* shows, has had her contract with Brown & Williamson renewed for a year. She will be out of the shows for some time, awaiting a visit from the stork. . . . *Whoopin' Holler*, which started as a sustainer on the NBC-Red network July 12, was discontinued after the second broadcast. . . . **PHIL BAKER** has been auditioned by NBC for a new series called *Brownstone House*. . . . **ELIA BRACA**, of *Midstream*, had to cut her California vacation short because of a change in the script advancing date of her return. . . . **DICK HAAS**, trumpet player formerly with *Mal Hallett* and *Joe Sanders*, has replaced **DICK MALTBY** in *Bob Strong's College Humor* and *Uncle Walter's Doghouse* band. Maltby remains with the band as arranger.

ELOISE KUMMER, of the CBS *Right to Happiness* show, is bidding good-by to her husband, **Dr. Wayne Cameron**, for some time. **Dr. Cameron** is leaving to join an army medical corps. . . . **PAUL FOGARTY**, WGN announcer and producer of *Ask-It-Ball* quiz show, wrote three complete quiz programs, also his comic strip, *Draftie*, for the month of August before leaving for a two-week vacation at Minocqua, Wis. . . . **CHARLES**

LYON, NBC announcer, has the last word in camping gadgets—a combination sleeping bag and shower. . . . The *Scattergood Baines* cast has scattered for the summer. **FRANCIS TROUT** is doing picture work in Hollywood; **JESS PUGH** is vacationing on his farm at Lone Jack, Mo.; **FORREST LEWIS** motored to the West Coast, and **JOHN HEARNE** is visiting his home in Louisiana. . . . **SANDRA MICHAEL**, author of *Lone Journey* and *Against the Storm*, back from a fortnight's vacation at the old homestead in Montana. . . . **MRS. GORDON HILL**, the former *Peggy Wall*, of Chicago radio, who now lives at Coral Gables, Fla., is back in Chi for a few weeks and has several mike appearances skedded. . . . **TONY WONS**, now at his island summer home in Lake of the Woods, Minn., is definitely set to go back on the air over NBC in the fall with his *Radio Scrapbook*, for Hallmark greeting cards. . . . **JACK FULTON**, NBC vocalist, has just had two new tunes accepted by music houses. They are *Most of All* and *Blue Sails*. . . . **CARL HOHENGARTEN**, formerly arranger for *Billy Mills* when he was CBS music director, is back with *Mills*, helping him on orchestrations for the *Hap Hazard* show.

Hollywood

By SAM ABBOTT

THERE'S a touch of Old Mexico around the Columbia studios these days. **JUAN ARVIZU**, Mexican singer, had a studio audience for the first time during his broadcast, so he dressed in full fiesta regalia. Costume made such a hit that Juan now wears it regularly for his broadcasts. . . . **LESTER MITCHELL**, producer of *Stepmother*, is spending his vacation in Hollywood and the Southland with Mrs. Mitchell and their son Jerry. . . . **JEAN HERSHOT** is attending the annual Bohemian Grove Jinx at Bohemian Grove on the Russian River for the ninth consecutive year. He flies down for his Tuesday night broadcast. . . . **THE MERRY MACS** made their first radio appearance in several months on the special *Lamplighter's Servicemen's* show over KHJ. . . . **BARBARA JO ALLEN**, NBC star, is scheduled for a personal appearance at the Sacramento State Fair, Friday, September 5. Deal was set by Wynn Rocamora of NBC Hollywood program and talent sales. . . . **VICKI LANG**, wife of the producer of the film series of *Dr. Christian*, has been signed for the part of Tonanda, native girl on the *Captain Danger* series. . . . **JERRY COLONNA** is spending his summer vacation roping calves—rented calves. Comedian has paired up with

producer **Bill Lawrence** and they have hired five calves from a near-by ranch to practice on. . . . **EARLE MCGILL**, CBS producer and casting director, goes to the University of Michigan August 9 to produce radio shows at the Ann Arbor Dramatic Festival. . . . **PARKS JOHNSON** is visiting Hollywood during a motor tour around the country before returning to the air August 4. . . . **BING CROSBY'S** colorful shirts are being matched by **JERRY LESTER'S** blazing ties. . . . **MEREDITH WILLSON** will head for New York in August on his first vacation in several years. He just completed scoring the music for the film version of *The Little Foxes*. . . . **WEN NILES** and **DON PRINDLE** are back in Hollywood after a three-day fishing trip aboard *Al Pearce's* fishing boat. . . . **BRAD BROWNE**, producer of the *Gene Autry* show, rented a house in San Fernando Valley recently. He learned later that his new landlady is *Mae West*.

ADVERTISERS,
(Continued from opposite page)
here to handle research. . . . **Lew Walker** leaves **KYW** announcing chores for **WBNY**, Brooklyn, N. Y. . . . **Nathan Fleischer**, **WDAS** news analyst, ordered

Radio Tax Bill Casts More Gloom Than FCC Crackdown on Networks

WASHINGTON, July 26.—Broadcasters are very unhappy about the trend of affairs in the nation's capital, especially since the House Ways and Means Committee has voted a tax upon net radio billings above \$100,000 per year. Reversals the industry has experienced at the hands of the FCC in chain broadcasting rules fades into near insignificance when the matter of a tax is considered.

The tax bill was amended by the House tax committee this week. Under terms of the proposal, sale of time from \$100,000 to \$500,000 will be taxed 5 per cent; from the half-million mark to one million, 10 per cent, and over the million, 15 per cent. Some congressional estimates on expected yield from this single tax came to \$4,500,000, but FCC sources believed it would be more correct to add \$10,000,000 to this figure.

Large metropolitan stations, clear channel outlets in cities like New York, Chicago, Los Angeles, or Cincinnati are expected to be very sensitive to the levy. Opportunity to change the measure will be almost precluded in the House when the bill reaches the floor. Senate rules to prevent unending debate about particular tax rates are to be invoked by the Rules Committee. Chance that the Senate Finance Committee might strike the radio tax from the bill when it reaches the upper house remains, but capital veterans think that some form of tax on radio will remain.

They base their view upon the fact that printing trade unions are behind a tax on radio and have pending in the House a special tax measure which would be stiffer than terms the House Ways and Means Committee adopted in the general bill. When the committee bill reaches the Senate a lively struggle is expected to take place between radio and the printers over this particular schedule.

As to the FCC, there seemed every likelihood that rules on chain broadcasting would be modified to permit networks some option time on their affiliates. Originally set to put the rules into effect August 2, the FCC postponed application until September 16 to permit officials of NBC, CBS, and Mutual further time for discussions. Meeting under the auspices of Senator **Burton K. Wheeler**, the chain companies and Chairman **Fly** have talked over revision of the regulations to permit affiliation contracts to run longer than one year; to permit some option time instead of none; to permit NBC longer time to dispose of the Blue network.

Chairman **Fly** had been adamant in retaining the principles of the monopoly regulations, but appeared willing to deviate on some points if the modifications prove more workable. Bone of

by medicos to take a rest, will do his nightly chats from his resting room at *Breakers Hotel* in Atlantic City. . . . **WIP** latest of the local outlets now giving on-the-hour news. . . . **Clements** agency gets the *Ranger Joe* cereal account, using radio. . . . **Robert Benson**, formerly in radio in California, new news editor at **WDAS**. . . . **Phil Frankenberg**, formerly assistant, moves up as publicity chief at **WPEN**, with **Ira Walsh** taking over the special events desk. . . . **Fred H. Anderson** leaves **Ivey & Ellington** to enter the flying service, **Clarence R. Palmer** taking over as media department head.

HANK, the *Night Watchman* (**Bill Kelso**), of **KFVD**, is on vacation. . . . **Beardsley Graham** and **Wesley Turner**, NBC studio field engineers at **Hollywood Radio City**, have been transferred to New York, where they will join the television group. Replacing **Graham** and **Turner** will be **J. A. Thornbury** of NBC, Chicago, and **W. H. Williams** from **KOA**, Denver. . . . **Bullock's**, Los Angeles department store, has renewed its contract with **KFI** thru the **Dana Jones** Company agency. Contract calls for 39 quarter-hour programs, *Today at Bullock's With Art Baker*, three a week from August 8 to October 31. . . . **Marlin Firearms Company** (blade division) has a contract with **KECA** to advertise razor blades from July 21 to October 17 by means of 39 one-minute transcriptions, three a week. **Craven & Hedrick, Inc.**, handled the deal. . . . **C. L. Menser**, national production director for NBC, returned to New York this week after a visit to the West Coast, where he took a swing around NBC production centers.

contention is the question of option time, NBC and CBS seeking at least enough to cover their present usage. Possibility of permitting affiliation and option time to vary with local conditions is being mentioned in official circles. In practical application, this would mean that cities having enough radio facilities for all networks to operate full time would retain the status quo on affiliation and options.

500 Acting Jobs Per Month on NBC in N. Y.

NEW YORK, July 26.—Jobs on National Broadcasting Company's sustaining programs, originating in New York, now total between 400 and 500 monthly. This average has held up for the past 12 months. It is not necessarily the number of actors or performers employed, but just the number of jobs contracted for. Number of actors would necessarily be less, owing to fact that many thespians grab more than one job.

Hawley to Columbia

NEW YORK, July 26.—Mark Hawley has left WOR and will broadcast a news program over WABC, Columbia outlet, Monday thru Saturday, 10:45-11 p.m., beginning August 4. He will be sponsored by **Socony Gas**. **J. Sterling Gutschell** is the agency.

And No Orson Welles!

WILMINGTON, Del., July 26.—Protesting that there was no airplane flying around above their neighborhoods, listeners to a new radio program over **WDEL** telephoned the station Wednesday night (23) to reassure themselves that no enemy invasion had begun.

The program was a simulated descriptive flight over Wilmington and suburbs, but the sound effects were evidently too realistic, for 89 people from widely scattered points called in denying that any plane passed overhead during the broadcast.

The program was the first in a semi-weekly series, *Wings Over Delaware*, with **Byron I. Millenson** and **Carl Anthony** as narrators.



ARRANGER
•
COMPOSER
•
PIANIST
•

PAUL BARON
AND HIS ORCHESTRA

conducting
"PENTHOUSE PARTY"

for
CAMEL CIGARETTES

Fridays 10-10:30 P.M., E.D.S.T., over
CBS Coast to Coast.
Dir.: Wm. Morris Agency



Raymond Gram Swing

7 P.M. Monday and Friday.
Sponsored by White Owl Cigars.

ADV.

"Packaging" Telegraph Service

Approximately 95 years have gone into the evolution of the modern telegraph. The telegram began as a scrap of foolscap and a simple brown envelope with the words "By Telegraph" or the word "Telegram" written or printed upon it, merely to identify it as a telegram. Since there were hundreds of early American telegraph companies it is no wonder that there were hundreds of different kinds of telegram forms. Many early telegrams were illustrated with the pictures of Morse, Jupiter and Franklin. Some companies sold the space on the back of their blanks for advertising purposes. Others reproduced maps showing the extent of their lines, or printed their rates on the back of the blanks.

The early blanks were all shapes and sizes, and the horizontal blanks which we know today were unknown. Yellow as the color for Western Union's telegrams made its first appearance in 1881. The first horizontal yellow blank appeared in 1882, with the words "The Western Union Telegraph Co." printed across the top.

For a three-year period, from 1911 to 1914, the Globe of the World appeared centered in the words "Western Union Telegram." It is interesting to note that in 1914, when the present blank—the modern telegraph "package"—was first used, the words "Telegram" or "By Telegraph" no longer appeared in large type on the blanks. The company's name had meanwhile become so synonymous with telegraph service that the words "Western Union" were sufficient to identify the company's communications as telegrams.

The latest development in telegraph "packaging" is embodied in the new Western Union telegraph stamps. For the first time the Company's services are "packaged" in a neat vest pocket-sized book of stamps which may be used in payment for any telegraph service.

Discounts on Local Illustrated Overnight Telegrams of Same Text

Number of Messages	Rate Per Message
25-50	15c
51-100	17c
100-250	16c
251-500	15c
501-1000	13½c
1001-2000	12c

Over 2000—10c Each
Plus charges for engravings and printing of illustration.

WESTERN UNION
will purchase anything anywhere
for you and deliver it.

Program Reviews

EDST Unless Otherwise Indicated

"As the Twig Is Bent"

Reviewed Tuesday, 1:15-1:30 p.m. EDST. Style—Drama. Sponsor—Post Toasties. Agency—Benton & Bowles. Station—WNAC (Boston).

Latest addition to the ranks of the local daytime operas, this is a lovely plate of mush—or Post Toasties. There is a teacher who is in the process of getting canned, the head of the school board who could save her but won't, his son who runs away to see his mother who left home many years ago (and who can blame her?), and a teacher who is in love with our heroine and doesn't like the head of the school board now.

Add it up, throw in a little milk, stir well, and you have an opus that unquestionably has the housewives gasping. It's called the drama of "the one who gives life and the one who teaches the meaning of life—the mother and the teacher."

The acting is at least mature and, altho' the same cannot be said for the script, it is a little better than most of these daytime stanzas. It begins with the schoolteacher telling what gives—like reading a diary—and then the action follows along the line of the thought she has begun.

In comparison with some of the local shows this one is good, because it follows a line more nearly logical than the others.

Mike Kaplan.

"Meet Your Boys in Uniform"

Reviewed Monday, 10:30-10:45 p.m. Style—Interviews. Sustaining over WCAE (Pittsburgh).

Here's another in the rash of army appeal shows. It's a series of interviews with home-town boys at Indiantown Gap training camp, made there and rebroadcast by transcription.

The human appeal is there, all right. But the approach could be improved if the station wants other people besides soldiers' relatives to listen. Questions asked by the anonymous interviewer were among the corniest ever.

Some appeal similar to newspaper feature-story stuff, faster pace on the questioning, and more variety in the type of interviewees might help audience value. Qualifying line that "show is unrehearsed" doesn't excuse inferior content.

Brief talk by a lieutenant colonel between interviews added note of authenticity.

Mort Frank.

"Forecasts 2 and 3"

Reviewed Monday, 9-10 p.m. Style—Comedy, variety. Station—WABC (New York, CBS network).

Columbia presented its second batch of this series of *Forecasts* Monday, the first half hour presenting Kay Thompson in a variety show with a night club setting. Titled *51 East 51*, the address of a mythical nitery, program attempted to work up a plot around the warbling

Poor Direction, Material Cause Most Radio Ills --- Sylvia Lowy

NEW YORK, July 26.—Many of the ills of radio drama are directly traceable to the radio director, according to Miss Lowy, casting director of *Mr. District Attorney* and other programs. Miss Lowy claims that radio directors as a group are incompetent in that they have little sense of casting, little or no rewriting ability, and little faith in themselves.

Lack of good direction, plus use of bad material on radio drama today, sums up daytime radio, according to Miss Lowy, who claims there are some good directors—but very few.

Chief directorial abuse is said to be "wholesale miscasting of shows because the actors are known in radio." This situation is closely tied up with fact that directors, according to Miss Lowy, have little faith in their ability and lack the courage to experiment with new voices. This condition lends an aggravating touch to the fact that radio, as an employment medium for actors, has more "oldies" than any other show business medium. Reasons for the terrific number of oldies lies not only in directors' reluctance to use new voices, but also in fact that the entertainment is

of Miss Thompson and the screwball antics of the remaining cast, including Erik Rhodes, Lionel Stander, and Everett Sloan.

Despite Miss Thompson and a capable supporting cast, this program impressed as uniformly dull. Plot had Miss Thompson pursued by a gent with an accent, played by Rhodes. Stander and Sloan, allegedly Hollywood playboys, are practical jokers and send her phony telegrams from her true flame. Development of this situation is puerile, meaningless and devoid of humor.

Script was written by Leonardo Bercovi and Robert Sloane. Columbia had better forget it, and the boys had better try again.

Forecast No. 3, originating from Hollywood at 9:30-10 p.m., was strictly terrific and a good bet for sponsorship. Program presented Mischa Auer, film lunatic, in an opus titled *Mischa the Magnificent*. This is a combination of narration and dramatization wherein Mischa tells all, including all about his long string of amours.

Script for this job was done by Roswell Rogers and Carl Hertzinger, and on occasion it was inspired. Auer's voice and inflections, if coupled with a script as good as this first one, should be able to sell almost anything. Orchids for this one.

Paul Ackerman.

"Boners' Court"

Reviewed Wednesday, 7:30-8 p.m. MST. Style—Court procedure. Station—Sustaining on KLZ, Denver.

Listeners are given an opportunity to criticize station's announcers on this program. Procedure, modeled after regular court action, is not only entertaining but is a fine good-will builder and does much to create a closer relationship between announcers and listeners.

Listeners throught the week watch for announcers' boners, such as mispronunciation, diction, and errors of speech and time. Listener writes in telling of boner and the accused is brought before the court. Bud Thorpe, of Special Events, acts as judge; Austin Williams, announcer, is bailiff. Charges are read and accused is given opportunity to defend himself. Judge may pass on guilt or, if in doubt, jury consisting of studio audience decides verdict by applause. If guilty, defendant must send listener two theater tickets and is fined 5 cents. Periodically, accumulation of fines is donated to some charity, with station matching or adding to amount.

Program is ad-lib, which adds to humor. Sound effects of gavel and cash register ringing up fines adds to realism of procedure. Defendant may use dictionary or other authentic opinion to build his defense. Aside from humor and entertainment in the idea, show results in more attentive listening on part of the dialers, more attention to possible mistakes by staff, and is a nice set-up for closer relationship between station, staff, and listeners.

Herb Trackman.

WKRC Signs AFRA Pact; Announcers' Salaries Are Hiked

CINCINNATI, July 26.—Hulbert Taft Jr., general manager of Station WKRC here, announced this week that a minimum scale of \$42.50, \$2.50 higher than the former weekly scale, has been established for staff announcers at the station in a contract signed Monday with the American Federation of Radio Artists.

Pack, which runs until November 1, 1943, also provides for gradual increases in the minimum pay of spot singers and actors who perform on programs used on the Mutual Broadcasting System until it reaches peak minimums in other cities.

Evans Furs Sponsors Four Shows on WGN

CHICAGO, July 26.—The Evans Fur Company introduced four new shows on WGN this week. A recorded dramatic program, *The Academy Award Theater*, started July 20 and will be heard each Sunday, 12:30 to 1 p.m. Donald McGibeny's news commentaries started the same day and will be heard Sunday thru Friday, 10:30-10:45 p.m. The other new program, *Voice of Romance*, featuring Frank Wilson, tenor, is heard Sunday thru Friday, 11:15-11:30 a.m. The fourth Evans show, *Your Twilight Serenade*, is a Monday thru Friday, 6-6:15 p.m. Each of the shows will run for 26 weeks and their total time will average 45 minutes six days a week. They are handled thru the Critchfield agency.

Other WGN new business includes Bob Elson's *Sports Review*, Monday thru Saturday, sponsored three nights a week by the Bosco Company for 52 weeks, starting Tuesday (29), and a five-minute portion of WGN's *Good Morning* program, Monday thru Saturday for 13 weeks, starting October 25.

Royal Advocates Pan-Am Broadcasters' Union

NEW YORK, July 26.—John F. Royal, speaking in Rio de Janeiro Thursday (24), where he accepted honorary membership in the Brazilian Broadcasting Association, advocated the creation of a Pan-American Broadcasters' Union to be patterned after the International Broadcasters' Union which had been functioning with offices in Geneva until the outbreak of the war.

Set-up, according to Royal, would be non-commercial, and would centralize the development and study of long and short-wave broadcasting in the Western Hemisphere.

Royal and Brazilian government execs, including Lourival Fontez and Julio Barata, also reached an agreement regarding an exchange of programs between the National Broadcasting Company and Brazilian Broadcasters.

Sherlock Holmes Back

HOLLYWOOD, July 26.—Sherlock Holmes will return to the air over the Coast-to-Coast NBC-Red network for another 52 weeks, beginning October 5.

Program will originate in the NBC Hollywood Radio City studios and will be heard every Sunday from 7:30 to 8 p.m. PST. New contract is for a year, with Basil Rathbone in the Holmes role and Nigel Bruce returning as Dr. Watson. Tom McKnight is scheduled to produce, and Edith Meiser will adapt the Conan Doyle series.

Program sponsored by Grove Laboratories in interest of Bromo Quinine. Network includes 67 stations.

Pitts Dept. Store Show

PITTSBURGH, July 26.—Another new department store show, *Everything Under the Sun* over KQV, is sponsored by Kaufmann's, which has sponsored Beckley Smith's newscasts over WJAS for past six years. Half-hour morning program, Monday thru Saturday, features more news by Smith, shopping tips by Florence Sando, recently with Cleveland Playhouse, and musical interludes by transcription.

Kaufmann's is reported to be spending more than \$70,000 annually for commercial radio.

PHONO OPS CUE DISKERS

Names for ASCAP Directorate Vote

NEW YORK, July 26.—Nominating committees this week presented to the board of directors of the American Society of Composers, Authors and Publishers the names of the candidates for 12 places on the ASCAP directorate. Ballots are being mailed out to all members of the Society, and results of the election will be announced at a general membership meeting next month.

The nominations follow. Asterisks precede the names of incumbents.

Standard writers (three to be elected):
 *Deems Taylor Horace Johnson
 *Oley Speaks Geoffrey O'Hara
 Philip James John Tasker Howard
 Clara Edwards Harvey Enders

Popular writers (three to be elected):
 *Edgar Leslie Stanley Adams
 *Johnny Mercer Lee David
 *Otto Harbach Dorothy Fields
 L. Wolfe Gilbert Richard Rodgers
 George Whiting

Standard publishers (three to be elected):

*Walter Fischer Carl T. Fischer
 *Gustave Schirmer A. Walter Kramer
 John Drain W. Deane Preston Jr.

Popular publishers (three to be elected):

*Jack Bregman Edwin H. Morris
 *Jack Robbins R. F. Murray
 *Will von Tilzer Lester Santly

Members of the nominating committees were, for the writers, Jacques Wolfe, chairman, Howard Dietz, Jimmy McHugh, Al Lewis, John Redmond, and Jerry Livingston; for the publishers, John Sengstack, chairman, George Simon, and Larry Spier.

Herman Starts Off Big at Palladium

HOLLYWOOD, July 26.—Woody Herman endangered existing records at the Hollywood Palladium here on the first week of a six-week engagement, with 20,000 paid admissions recorded. Opening night the crowd hit 4,800 against an opening night record of 5,200 set by Glenn Miller. Palladium is now sponsoring special nights. Thursday was Mardi Gras night.

HOLLYWOOD, July 26.—Truck carrying the instruments for the Woody Herman orchestra was demolished last week when it overturned three times after it hit a rut and skidded on a soft shoulder en route here from Tulsa for Herman's opening at the Hollywood Palladium.

Harry Ravenel, driver, came out unscathed. Instruments were damaged and a set of drums, a bass fiddle, and tomtoms were smashed.

Thornhill's Nice 8G in Mass.; Rey Follows Okeh

AUBURNDALE, Mass., July 26.—Claude Thornhill rolled up a nice six-day gross of \$8,032 between July 10 and 16 at the Totem Pole Ballroom here. First three days Thornhill drew 7,200 persons at \$1.35 a head for \$4,860. Last three drew 1,000, 1,700, and 2,000, respectively, at same prices, for \$3,172.

Alvino Rey, following Thornhill, opened his stand well, with the last three days of the week (17, 18, and 19) finding 1,800, 2,900, and 3,300 persons thronging the ballroom on the respective nights. Gross was a big \$5,400 for the three nights.

A TYPOGRAPHICAL error in the review of Mickey Alpert's band in "On the Stand" in this department last week credited Alpert with being in his 10th week at the Coconut Grove in Boston. He is in his 108th week at that spot.

It Had To Happen

PHILADELPHIA, July 26.—The inevitable finally came to pass here this week.

Dedicating it to the now-famous army general, Harold (Buzz) Davis has penned a tome captioned: *Don't 'Lean' at Me, Just Say 'Yco-Hoo.'*

Potent Promotion

DES MOINES, Ia., July 26.—New wrinkles thought up by Clem Smith, promotion artist of the Tom Archer ballroom circuit, now include having a girl sitting in a rocking chair at the entrance of the Val-Air Ballroom on a sit-down strike.

The girl rocks away in the chair, with a sign explaining she is on a sit-down strike until her boy friend takes her to the Val-Air lawn party, which is also another new wrinkle.

The lawn party is staged before the Sunday evening dances, with acts performing on an outside stage on the Val-Air grounds. The charge is only 10 cents per person, and immediately afterwards the dance starts with, of course, the regular admission prices.

Fort Dix Swing Ork, Heavy on Ride Men, On One-Night Tour

FORT DIX, N. J., July 26.—Barnstorming on a military basis is the newest innovation for men in training. This military reservation's own swing band, comprised of selectees who formerly jived with name bands, started a one-night tour Sunday (20) of army posts thru New York, New Jersey, and Delaware. Sponsored by the USO, the Army and Navy Citizens' Committee, and the War Department's morale branch, the all-star band will accompany a mobile show unit that will tour the camps in the Second Corps area from Fort DuPont, Del., to Fort Niagara, N. Y.

Sergeant Herbie Fields, formerly saxophonist with Raymond Scott's Quintet, is the leader of the military swingers. Sidemen, all privates, include Sidney G. Macy, former arranger for the late Hal Kemp and trumpeter for Al Donahue; Morton Kahn, professionally known as Gerry Morton when he had his own band at the Savoy-Plaza and Pierre Hotels in New York City, on saxophone; James Morreale, former trumpeter for Teddy Powell; Jack Seery, former drummer for Reggie Childs; George Johnston, trumpet and arranger for Will Osborne, and Don Matteson, former trombonist for Jimmy Dorsey. Saxophonist Martin F. Bakum rounds out the military barnstormers.

Whiteman Good With \$1,100

DETROIT, July 26.—Paul Whiteman, on a one-nighter Tuesday (22) at Luna Pier Ballroom, near Toledo, O., drew slightly over 1,000 patrons—considered a better-than-average crowd for this spot. At an admission of \$1.10 per person, gross was around \$1,100. Booking was made thru the Mike Falk Orchestras office here.

OPM Tells ET Outfits to Hold On to All Their Old Aluminum

NEW YORK, July 26.—Office of Production Management sent letters to all transcription companies recently, explaining that it did not expect the ET boys to answer the government's call for old aluminum. OPM said it would be more patriotic for the transcriptionists to hold on to all of their old air checks and ET's, thus insuring to some extent the continued working of the ET presses. In its letter the OPM pointed out that it was very problematical just how much aluminum could be allotted for transcriptions now, and it did not want to see the wax outfits fold up and throw their employees out of work.

Subject came up for discussion in the trade here this week when Lou Levy, head of Leeds Music and manager of the Andrews Sisters, announced that he was turning over to the government's aluminum collection all of the Andrews' off-the-air ET's and audition disks because of their aluminum con-

Wax Outfits Start To Rely on Tips Handed Out by Music Ops

NEW YORK, July 26.—A shortage of trained music experts in the recording and transcription fields has gradually caused the wax companies to adopt the coin phonograph operators as a means of overcoming this weakness. Past year here has seen many local phono ops romanced more and more by the diskers, ET outfits, and even music pubs, because it is felt the ops often have a better judgment of what the public will take to than many of the execs on the producing end at the disk and music houses.

The music box ops have been more than willing to co-operate, because if they can prove their worth as experts it means more coin pouring thru the slots of their machines. It is a fairly common thing in New York now for the phono ops to send regularly to the record companies lists of tunes and artists they feel will click on the automatics. Many of these tips are eventually executed by the diskers, who have now come to a point where they solicit the ops for them.

A number of the music operators have already shown themselves to be astute judges of what will constitute a hit recording. Over a year ago Charles Engelman, a local op, persuaded Decca to have

Dick Robertson wax a revival of the oldie, *Maybe*. It was an instant hit for Decca on the machines. Victor has had Artie Shaw cut *Beyond the Blue Horizon* on Engelman's say-so, and it is soon to be released. Leonard Joy, of Victor, says there is also an op in Brooklyn who can be relied upon to come thru consistently on picking "right" records.

Some music ops are now trying to get the platter outfits to back current pop tunes with old standards. Their angle is that a disk of *Aurora*, for example, will be bought in heavier quantities by all ops if it is backed by a *St. Louis Blues* rather than another new tune. Ops say then that if *Aurora* doesn't pull the nickels they can always flip it over and be sure of getting a play on the standard.

Many big recording orks owe a hefty measure of their success to these ops, too. The shrewder music box boys pay close attention to air remotes, transcription programs, and one-nighter dates played by bands, and when they think they've spotted a comer no time is lost tipping off the disk outfits.

Song contactors here have been quick to recognize this new wrinkle and are including many of the phono ops on their list of calls. If the pluggers can convince an op of the merits of a tune they figure it's as good as recorded. Only headache so far for both tune pluggers and disk execs has been the contacting of the operators. Latter are busy, are hardly ever in their offices, and don't have much time for cocktail get-togethers and such with the diskers and publishers.

Some of the ops are perplexed, too, on whom to give their info to. If they want a certain ork to make a tune the solution is easy, since all they have to do is contact the company holding that ork's contract. But if it's just a matter of getting a tune recorded, the op is sometimes puzzled over whether he should call Len Joy, Dave Kapp, or Manie Sacks.

Kaye Follows "Daddy" Find With 2d Philly Songsmith

PHILADELPHIA, July 26.—Following on the heels of his discovery of Bob (Daddy) Troup, Sammy Kaye picks another tunesmith for his Republic firm out of oblivion here. Kaye this week inked an exclusive long-term contract for Irv Leshner, pianist with Gil Fitch's band here. First of his songs to be published by Republic, with Kaye introducing and recording, will be *The Wind Blows Free*.

Kaye, who did himself so much good with Troup's first tune, is having a time making up his mind which of Troup's latest ditties to publish next, *Daisy* or *I Got a Rep for Being Hep*. So while Kaye has been making up his mind, Troup has dashed off another ditty, *I'm Tired of Being a Debutante*.

Bridgeport Ritz Folds for Summer After Long Season

BRIDGEPORT, Conn., July 26.—The Ritz Ballroom here, operated by George McCormack and Joseph Barry, closed this week for the season, the longest season in its 26-year history.

Originally scheduled to shutter late in May, the sudden popularity of Polish dances by Polish name orchestras created a tremendous spurt in business, many of them drawing more attendance than some name bands during the winter season. Spot will reopen early in September.

That's Telling Her

PHILADELPHIA, July 26.—Society maestro Meyer Davis was auditioning gal vocalists here the other day. One of the hopefuls had a scorched set of pipes.

"What do you think I should have to accompany me?" the singer asked the maestro.

"A bodyguard," niftied Davis.



The Billboard

WEEK ENDING
JULY 25, 1941

MUSIC POPULARITY CHART

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 25, while NBC-CBS totals are furnished by the office of Research-Radio Division, College of the City of New York, including broadcasts from 8 a.m.-1 a.m. daily for week ending Friday, July 25.

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

MBS PLUGS			
Position Last This Wk. Wk.	Title	Publisher	Plugs
2	1. HARBOR OF DREAMS	Millar	11
6	2. AURORA	Robbins	10
1	2. KISS THE BOYS GOODBYE (F)	Famous Republic	10
3	3. DADDY	Republic	9
4	4. I FOUND A MILLION-DOLLAR BABY (F)	Remick Feist	7
6	4. I UNDERSTAND	Feist	7
6	4. AS IF YOU DIDN'T KNOW	Feist	7
6	5. DON'T CRY, CHERIE	Shapiro-Bernstein	5
6	5. MA, I MISS YOUR APPLE PIE	Lieb	5
4	6. HUT-SUT SONG	Schumann	4
8	6. I GUESS I'LL HAVE TO DREAM THE REST	Block	4
6	6. YOU STARTED SOMETHING (F)	Robbins	4
6	6. YOU AND I	Willson	4
6	6. GEORGIA ON MY MIND	Southern	4
6	6. I WENT OUT OF MY WAY	BMI	4
7	6. MEMORY OF A ROSE	Shapiro-Bernstein	4

NBC-CBS PLUGS			
Position Last This Wk. Wk.	Title	Publisher	Plugs
3	1. THINGS I LOVE	Campbell	40
1	2. DADDY	Republic	38
2	3. MARIA ELENA	Southern	33
6	4. INTERMEZZO	Schuberth	31
5	5. YOU AND I	Willson	30
5	5. IT'S SO PEACEFUL IN THE COUNTRY	Regent	30
3	6. HUT-SUT SONG	Schumann	27
8	6. DO YOU CARE?	Campbell	27
4	7. YOURS	E. B. Marks	26
7	8. 'TIL REVEILLE	Melody Lane	24
7	9. JUST A LITTLE BIT SOUTH OF NORTH CAROLINA	Porgie	23
7	10. LAMENT TO LOVE	Roe-Krippene	22
11	10. GREEN EYES	Southern	22
11	10. I GUESS I'LL HAVE TO DREAM THE REST	Block	21
9	12. I WENT OUT OF MY WAY	BMI	20

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

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

NATIONAL			EAST			SOUTH		
POSITION Last This Wk. Wk.	Title	Artist	POSITION Last This Wk. Wk.	Title	Artist	POSITION Last This Wk. Wk.	Title	Artist
1	1. DADDY	SAMMY KAYE	1	1. Daddy	Sammy Kaye	1	1. Daddy	Sammy Kaye
2	2. MARIA ELENA	JIMMY DORSEY	2	2. Maria Elena	Jimmy Dorsey	3	2. Yes, Indeed	Tommy Dorsey
3	3. GREEN EYES	JIMMY DORSEY	3	3. Hut-Sut Song	Horace Heidt	7	3. Yours	Jimmy Dorsey
4	4. YOURS	JIMMY DORSEY	4	4. Green Eyes	Jimmy Dorsey	9	4. Maria Elena	Jimmy Dorsey
5	5. YES, INDEED	TOMMY DORSEY	5	5. Yours	Jimmy Dorsey	5	5. Green Eyes	Jimmy Dorsey
6	6. BLUE CHAMPAGNE	JIMMY DORSEY	6	6. Yes, Indeed	Tommy Dorsey	7	6. Hut-Sut Song	Freddy Martin
7	7. HUT-SUT SONG	FREDDY MARTIN	7	7. Let Me Off Uptown	Gene Krupa	8	7. I'll Be With You in Apple Blossom Time	Andrews Sisters
8	8. 'TIL REVEILLE	KAY KYSER	8	8. Blue Champagne	Jimmy Dorsey	4	8. Hut-Sut Song	King Sisters
9	9. JUST A LITTLE BIT SOUTH OF NORTH CAROLINA	GENE KRUPA	9	9. Reluctant Dragon	Sammy Kaye	8	9. Hut-Sut Song	Horace Heidt
10	10. INTERMEZZO	CHARLIE SPIVAK	10	10. 'Til Reveille	Kay Kyser	10	10. Intermezzo	Charlie Spivak

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL			EAST			WEST COAST		
POSITION Last This Wk. Wk.	Title	Artist	POSITION Last This Wk. Wk.	Title	Artist	POSITION Last This Wk. Wk.	Title	Artist
1	1. THE HUT-SUT SONG	Horace Heidt	2	1. Daddy	Sammy Kaye	1	1. Maria Elena	Jimmy Dorsey
3	2. MARIA ELENA	Jimmy Dorsey	6	2. The Hut-Sut Song	Jimmy Dorsey	3	2. Intermezzo	Wayne King
4	3. DADDY	Sammy Kaye	4	3. Maria Elena	Jimmy Dorsey	4	3. Daddy	Sammy Kaye
5	4. THE THINGS I LOVE	Barry Wood	4	4. The Things I Love	Barry Wood	2	4. The Hut-Sut Song	Jimmy Dorsey
7	5. GREEN EYES	Jimmy Dorsey	3	5. Intermezzo	Wayne King	6	5. The Things I Love	Barry Wood
9	6. YOURS	Jimmy Dorsey	5	6. Green Eyes	Jimmy Dorsey	7	6. Just a Little Bit South of North Carolina	Gene Krupa
6	7. JUST A LITTLE BIT SOUTH OF NORTH CAROLINA	GENE KRUPA	8	7. 'Til Reveille	Kay Kyser	7	6. Just a Little Bit South of North Carolina	Gene Krupa
8	8. MY SISTER AND I	King Sisters	11	8. Yours	Jimmy Dorsey	10	7. My Sister and I	King Sisters
14	9. 'TIL REVEILLE	Kay Kyser	7	9. Just a Little Bit South of North Carolina	Gene Krupa	5	8. Green Eyes	Jimmy Dorsey
11	10. YOU ARE MY SUNSHINE	Jimmy Dorsey	12	10. You and I	Jimmy Dorsey	8	9. Do I Worry?	Jimmy Dorsey
11	11. I'LL BE WITH YOU IN APPLE BLOSSOM TIME	Andrews Sisters	9	11. Until Tomorrow	Jimmy Dorsey	12	10. 'Til Reveille	Kay Kyser
12	12. UNTIL TOMORROW	Jimmy Dorsey	13	12. I'll Be With You in Apple Blossom Time	Andrews Sisters	9	11. You Are My Sunshine	Jimmy Dorsey
12	13. AMAPOLA	Jimmy Dorsey	13	13. Goodbye Dear, I'll Be Back in a Year	Horace Heidt	11	12. Yours	Jimmy Dorsey
14	14. THE BAND PLAYED ON	Jimmy Dorsey	14	14. Blue Champagne	Jimmy Dorsey	13	13. C'Bye Now	Jimmy Dorsey
15	15. DOLORES	Dolores	15	15. You Are My Sunshine	Jimmy Dorsey	11	14. Amapola	Jimmy Dorsey

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG	
INTERMEZZO. (9th Week)	Benny Goodman, Guy Lombardo, Wayne King, Woody Herman.
MARIA ELENA. (8th Week)	Jimmy Dorsey, Wayne King, Tony Pastor.
DADDY. (8th Week)	Sammy Kaye, Andrews Sisters.
THE HUT-SUT SONG. (7th Week)	Horace Heidt, Freddy Martin, King Sisters, the Jesters.
JUST A LITTLE BIT SOUTH OF NORTH CAROLINA. (5th Week)	Gene Krupa, Mitchell Ayres, Dick Todd.
GREEN EYES. (2d Week)	Jimmy Dorsey.

COMING UP	
GOODBYE 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.
'TIL REVEILLE.	Kay Kyser.
BOOGIE WOOLIE PIGGY.	Glenn Miller.
KISS THE BOYS GOODBYE.	Bea Wain, Tommy Dorsey.

Orchestra Notes

Of Maestri and Men

BOBBY HACKETT, who has been fronting his own ork for awhile is dropping it to join the Glenn Miller brass section. . . . **JIMMIE LUNCEFORD** signed for a role in the forthcoming Warner movie, *New Orleans Blues*. . . . **DICK ROGERS** opens at the Ritz Carlton Hotel in Boston August 14 for three weeks, and then plays a return date at the New York Roseland Ballroom (his third within the past three months) starting September 5 for 10 weeks. . . . **TEDDY WILSON** moves from Barney Josephson's Uptown Cafe Society to the downtown bistro of the same name on August 5. . . . The 1st to the 14th finds **JOE REICHMAN** at the Plantation Club, Houston, Tex., with the Pagliacci of the Piano going into the Claridge Hotel, Memphis, from the 16th to the 29th. . . . **DON BESTOR** opens at Coney Island, Cincinnati, on the 1st following an 11-week engagement at Bill Green's Casino in Pittsburgh, Pa. . . . **DUKE ORMONT** is the new male vocalist with Paul Martel's orchestra at the Arcadia Ballroom, New York. . . . **JOSE MORAND** had his option picked up at the Lido Beach Club, Lido Beach, L. I., which keeps him there for the rest of the summer, after an original booking of only one week. . . . The **VELERO SISTERS** return to the Rainbow Room, New York, October 8 for a 13-week stay. . . . **RALPH BARLOW** leaves Manitow Beach, Mich., August 1 for a week at the Cabannas Club, Urbana, O. . . . **BILLY BAER** is now in the midst of his fourth engagement at the Schroeder Hotel, Milwaukee. . . . **PALMER WHITNEY**, now on the Van Orman Hotel chain, winds up a 16-

week run at the Nelson, Rockford, Ill., on the 2d, and moves into the McCurdy, Evansville, Ind., on the 4th for an indefinite stand. . . . **L. A. FREDERICK**, manager of the Frederick Brothers Music Corporation Chicago office, is leaving on a six-week tour of the West Coast shortly. . . . he'll be in San Francisco September 7 to attend the opening of **HERBIE HOLMES** at the Mark Hopkins Hotel. . . . **MURRAY GREENE** is at the Sunnyside Horseshoe Cafe, in Sunnyside, L. I.

Atlantic Whisperings

GENE KRUPA looking over the Philadelphia and Atlantic City vocal crops to find a filler for **HOWARD DULANEY**, who has been called by Uncle Sam, but deferred until Gene can make a replacement. . . . **JACK FERNANDEZ** takes over the rumba chores at Babette's Cafe, Atlantic City. . . . **WILMA DUNN**, new ditty slinger for **JOEL CHARLES**, one-nighting out of Philadelphia. . . . **BILLY LAPATA**, one-time guitarist for Joe Venuti and the Boswell Sisters, and who refuses to join name bands because his teaching is so remunerative, takes a band of his own into the Gingham Club, Wildwood, N. J. . . . **DOLORES O'NEILL**, who left Bob Chester for the stork, returns to **JOE KEARNS** at WCAU, Philadelphia, where she first got her singing start, and is also set to guest on NBC's *Basin Street* show. . . . **LENNY PEYTON** takes over the stand at Philadelphia's Roman Grille. . . . **JOE BESTO** for the remainder of the season at Atlantic City's Fort Pitt. **VINCENT JOSEPH** takes over at Wirth Hotel near Bath, Pa. . . . **RED SHANNON** set at Bling Hartman's Hotel near Reading, Pa. . . . **JOE BUTERA** brings his band to Circle Inn, Trenton, N. J.

Coast Cacophony

HARRY OWENS will remain at the Miramar Hotel in Santa Monica until September 7. . . . In the meantime he will do the musical duties in addition to serving as technical director on *Song of the Islands*, to be produced by 20th Century-Fox. . . . Northwest tour of **ABE LYMAN** has been canceled, and he is being routed thru Texas and the Southwest where he'll play theaters. . . . **RAY NOBLE** moved into Elko, Nev., after a successful service of one-nighters. . . . **JOHNNY SCAT DAVIS** is mulling picture contracts. . . . he expects to cut a few disks while on the Coast where he is appearing at Jimmy Contratto's Trianon in Southgate. . . . **CHARLIE BARNET** will do one-nighters when he moves out of Casa Manana in Culver City. . . . **BOB CROSBY** has signed for the Balantine Ale radio show. . . . he'll do one-nighters en route to his spot at Santa Catalina. . . . **Ozzie Nelson** will do one-nighters before opening at the State Fair in Sacramento. . . . **BASIL FOMEEN** opens at the Casa Copacabana in Rio de Janeiro September 1. . . . **HENRY KING** plays the Tabor Days Celebration in Leadville, Colo., July 30, 31, and August 1. . . . then he heads for Jantzen Beach. . . . **DEAN HOWE** has been extended at Lederer's Roseland in Los Angeles. . . . **JIMMY WALSH** continues to pack them in at Casino Gardens in Ocean Park.

U. S Gov't To Appeal SS Ruling Handed Down on Griff Williams; Hopes To Collect Back SS Taxes

WASHINGTON, July 26.—Despite moves on the part of the American Federation of Musicians to clear up all contractual obstacles standing in the way of making band employers liable for the Social Security taxes, it was learned here this week that the government is determined to appeal the recent decision on the Griff Williams SS case in Chicago. Williams received a favorable ruling from the Federal Court there, receiving a \$536.04 refund on SS tax paid in 1938. The government is appealing this case in the hope of a reversal, which would decide who is to pay SS taxes for musicians booked on percentage agreements. However, this move does not mean any departure from Internal Revenue policy, but rather an attempt to settle back taxes accrued prior to use of the new musicians' contracts recently issued by the AFM.

It seems pretty clear here that the AFM contract, which gives the promoter, hotel, other hirer the right to call the tunes, will put the employer share of SS taxes upon the person hiring the band. General Samuel T. Ansell, counsel for the AFM, has discussed the problem of percentage deals with officials of the Treasury Department, but so far no official ruling has been adopted. The Bureau of Internal Revenue insists that tax determinations will be made upon the basis of the hiring contract. Unofficially, it was learned that the AFM contract makes it so certain as to who is going to start the music, call intermissions, and order an end to the tunes that no matter how payment is made the band leader is no longer the employer but merely the agent of the hotel or hiring enterprise.

Any prohibition by the AFM on percentage deals, whereby the band agrees to play for a cut of the profits or the gross, is strictly up to the union, it was said here. It was explained that the union may have taken this step because some promoters argued that the band leader had become a partner in the venture and was therefore the employer. But the ruling reason, it is said, is the matter of calling the tunes—the authority of telling the band leader when to start his men on their jobs and when they are to finish playing.

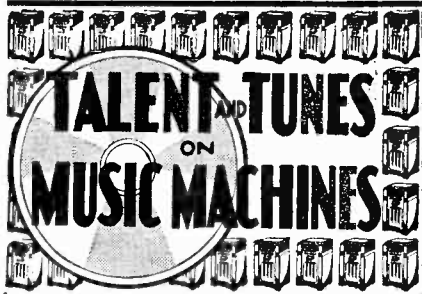
As to court litigation over collection of back taxes, the government, it was learned, intends to press for collection on the basis of the contract employed. It was believed that in some cases the band leader will have to pay and in others the promoter, or theater, or whoever hired the leader and his band will have to fork over the taxes. No one would say how much money is involved in the back taxes, but it is believed that it will run very high.

Alvino Rey Tops TD Mark in Bridgeport

BRIDGEPORT, Conn., July 26.—Alvino Rey, in his first appearance here, for a one-nighter at Pleasure Beach Ballroom last Sunday (20), was terrific, breaking the season's record with a swell attendance of 2,380 persons. With the admish upped to 99 cents, the gross totaled a sweet \$2,356.20.

Previous attendance record for the season was held by Tommy Dorsey, who drew 2,300 persons on June 1, opening night of the season, at \$1.10. His gross totaled \$2,530. Harry James booked in for tomorrow (27), and Al Donahue August 3.

GREEN BAY, Wis., July 26.—The Brown County Fair Association will book one or more name bands for the 1941 fair. Altho the fair at Superior, Wis., has featured a name band for the past several years, it marks the first time for Brown County.

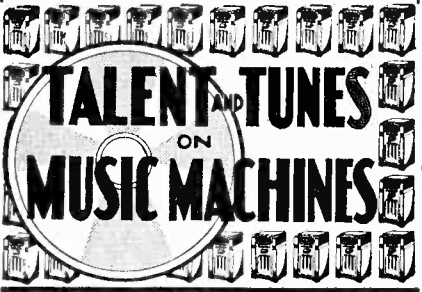


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The Billboard

July 23—No. 1

DADDY

Radio Daily

July 23—No. 1

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July 23—No. 1

DADDY

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.

KAY KYSER (Columbia 36244 and 36253)

The Cowboy Serenade (While I'm Rollin' My Last Cigarette)—FT; VC. *You and I*—FT; VC.

Why Don't We Do This More Often?—FT; VC. *I've Been Drafted*—FT; VC.

KYSER has at least two sides here that presage considerable hitdom. It's more or less of a toss-up between the A sides on each disk, with both numbers equally capable of getting themselves played until the wax wears thin.

Cowboy Serenade is in the typical Western vein, and is practically all vocal, Harry Babbitt singing a couple of fine choruses, backed by ensemble warbling from the band boys. The tune is not exceptionally new or different, but it's of a type that is always soothing and relaxing, and Babbitt's work is of the same excellent quality that customarily characterizes it. Reverse here is a rising song that is taken at a medium tempo, and sung nicely and easily in quartet.

Because it's more appealing in a cute romantic vein, *Why Don't We Do This More Often?* is more listenable than the cowboy ditty. Except for a middle instrumental chorus, Babbitt and Ginny Simms star on the whole side, with two choruses that are different and highly effective. Leading off, Harry sings it straight to Miss Simms' interpolated comments in the breaks, while the situation is reversed for the last chorus. The ork is relaxed and smooth in between, but it's the listenability of the singers' jobs that is the whole thing here.

Plattermate to this one is another light ditty that gets good treatment at the hands of Sully Mason on a long vocal chorus. It makes the nth number in the series of draft-inspired pop tunes, but showmanship pervades everything Kyser does to such an extent that even if the subject isn't too bright, the handling polishes it to a nice shine.

The first sides of both disks here are the ones that coin phono operators are bound to be interested in. There is nothing wrong with the other two remaining numbers, but an aura of potential success surrounds "Serenade" and "More Often" in a more complete way. These, particularly the latter, are potent music machine items.

BING CROSBY and MERRY MACS (Decca 3887)

Pale Moon—V. *Who Calls*—V.

THE last time Crosby and the Merry Macs got together on a recording—along with the strong assistance of brother Bob Crosby's Bob Cats—the result was the highly successful platter of *Dolores*. For this follow-up effort the selected song follows a different pattern, being a well-known standard melody of light classic proportions, but the performance is every bit as bright and entertaining as it was on the recent picture song.

Tempo is good and bouncy, and the inimitable Bing of course can do wonders with a melody and a set of lyrics. There's no "duetting" between Crosby and the Macs, with Bing having the first chorus, the quartet coming in for the second 32 bars, and with alternating passages after that. Back of it all is some particularly cogent jazz playing by the eight-piece band-within-a-band that brother Bob calls his Bob Cats.

Flip-over is a new ballad that possesses an effective melody line and a nice group of words. The Macs and Bob Cats give away on this side to solo work from Crosby, with John Scott Trotter and his usual lovely string backing to supply the instrumental framework. As always on a Crosby platter, there's plenty to listen to from rim to label.

Either side is more than acceptable for coin phono operator use, with the A side having a considerable edge over its companion due to its offering, in addition to Crosby, the Merry Macs and the Bob Crosby Bob Cats. This is the combination that produced the phono hit "Dolores," and in this one they may have another potential winner.

SAMMY KAYE (Victor 27514)

Under Blue Canadian Skies—FT; VC. *The Wind Blows Free*—FT; VC.

The A side song has received, and is bound to continue to receive, considerable publicity, because of its connotations of good will between the United States and Canada. Kaye plays it as it was intended to be played—slowly, romantically, and prettily. It's a short side, on which Tommy Ryan has most of the grooves, singing his customary pleasant vocal. Reverse is scored descriptively, in line with the picture conjured up by the title. The reed backing for Arthur Wright's well-sung vocal is particularly ear-appealing.

Either song is potent stuff for the machines, especially the "Blue Canadian Skies" number, due to the prominence the song itself is getting and will get. Kaye's disks are hot now under the needles, because of the tremendous click of "Daddy," and he'll undoubtedly be able to capitalize on these sides, not only because of that fact per se, but also because they happen to be good.

Band leaders, recording companies, music publishers, and particularly operators of coin phonographs are looking forward with increasing interest to the third annual Talent and Tunes on Music Machines Supplement of *The Billboard*, due at the end of September. Everyone connected with records knows the information of value that has been contained in the two previous Talent and Tunes Supplements, and this year's is being awaited more eagerly than ever before because the trade can be sure that it will be more informative, more interesting, and more comprehensive than ever. The trade is right—it will be!

MILDRED BAILEY (Decca 3888)

Everything Depends On You—V. *All Too Soon*—V.

Miss Bailey is backed by the Delta Rhythm Boys on the A side, singing the reverse by herself. It's another fine job of torch singing from one of the most

distinctive voices in the business today, and working with an intelligent vocal arrangement on the first side, the Delta group fitted in smoothly and listenably, she adds another disk feather to her cap. Piano solo stands out on the A number, with a guitar bit by Dave Barbour the sock instrumental highlight of the flip-over.

In locations where Miss Bailey's husky torching is revered, these sides of course will go. For general consumption they offer little, their commercial appeal being far below the excellence of their musical artistry.

(See ON THE RECORDS on page 73)

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

Shep Fields

(Sea Girt Inn, N. J., Mutual Network, Tuesday (22), 8:15-8:30 p.m.)

THE band without brass" is Fields' air billing now since he dropped that section of the instrumentation, leaving only the reeds and rhythm. The effect is not as startling as one would imagine. Naturally, the rhythms dished up are not blasted by the powerhouse given by a brass section. However, the lack of brass is not too noticeable except on the swingeros. Brand of music played, tho, is generally sweet and lulling, and with plenty of smooth runs from the saxes. The melodic strains of woodwinds, rhythm instruments, and a piccolo in the arrangements make for a mellowness that of course is different. It is pleasing listening.

Pat Foy and Dorothy Allen are in the song department and do a nice job. Foy's forte is a soft voice with a good tonal quality. Miss Allen holds up her side with punch delivery. Fields showed taste in show caught with his choice of

On the Stand

Reviews of orchestras playing hotels, 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.

Dolly Dawn

(Reviewed at Roseland Ballroom, New York)

THE fem list of band leaders has been added to by one, with George Hall's recent retirement from active fronting to managing the ork, while warbler Dolly Dawn takes over the baton waving. Outside of this radical change, the band stacks up about the same instrumentally, with the exception of a few replacements due to the draft, et al. Besides Dolly there are four brass, four reed, and three rhythm in the present set-up.

Gal displays a world of confidence in her job, but doesn't take advantage of her sex to sell her work. Does a good, straight job of leading, breaking it up with her own vocal numbers. Her voice is a natural for jazz singing, and she knows how to get the most out of each lyric. She also makes a nice appearance, and gives gracious attention to the dancers.

Ork is in the modified swing groove for the most part, but the library takes in all the commercial aspects, with rumbas, waltzes, and pop ballads. The beat on all of these is clean-cut and definitely styled for the hoofers, and the danceability quotient is A-1.

The outfit stands to go places for several reasons. It's good musically, has already been well-established under Hall's name, and Miss Dawn's six years of warbling with the Hall ork have given her a name and a following in the business.

Humphrey.

International Sweethearts of Rhythm

(Reviewed at Waltz Dream Ballroom, Atlantic City)

UNTIL April, this sepia all-gal gang, 16 of them, was the student ork at Piney Woods (Miss.) School. Stepping now into commercial circles, sponsored by Mrs. Rae Lee Jones, former social worker of Omaha, the girls incorporated. They definitely have something on the ball, and with proper handling and tutoring it's a crew that can be fashioned to stack up against any of the big heman outfits for the simple reason that, sight removed, they don't sound or play like skirted swingsters.

Gals derive their "International" character from the fact that it's not an all-sepia crew. Stand is peppered with Chinese, Porto Rican, and Mexican gals. Crew is fronted by Evelyn McGehee, whose propensity is peeling off the lyrical wordage. Group's director and arranger, Edna Williams, stays in the brass section for the ride trumpet takes. Instrumentation takes in five saxes, three trombones, three trumpets, and four rhythm.

Band is not held down by any Harlem tradition, nor does it have any designs

on the Phil Spitalny pattern. Attempt is made to dispense music for dancing, interspersing Latin American lullabies along with the jive and sugar. And apart from the novelty value in the band's make-up, gals do their work well even if it has no gloss. Once they acquire that polish, watch out.

Biggest surprise in their playing is the brass section's well-rounded tones, never associated with girl orks. Outstanding is the trombone team, making warm and mellow music that would bring envy from any male band. And there's more body to their blowing than one could believe the female of the species is capable of. Glaring weakness is the five-way sax section, which makes no pretense of providing blend. Rhythm section is still in the rough, but the possibilities are there. Also needed are more striking and youthful arrangements. No question but that the gals can read the notes.

Apart from the stick wielder out front, the drum majorette makes words for the music. On the musical novelty side, Judie Bryon sways to hula hula harmonies, teaming with Gracie Byron for hoofing the rumba kicks.

Orodenker.

David Marshall

(Reviewed at Florentine Gardens, Hollywood)

MARSHALL makes no pretense of offering a sensational band, and during the two years this aggregation has been organized good danceable and listenable music has been the goal. His record of 11 months at Florentine Gardens, where he is called upon to play for dancing, listening, and for the presentation of NTG's productions, bears out the fact that he is doing a good job.

He handles vocals in a suave manner, putting plenty of personality and vim into his work. He is nice looking and appealing to the ladies.

Using an instrumentation of three brass, three reed, and three rhythm, Marshall, who also fronts the outfit, calls upon the reed section as much as the brasses. For dancing the band plays tenor but switches to alto for the show. Arrangements are by Glenn Gilmore, sax player; Harry Lojewski, piano, and Walter Greene, an outside worker. Band runs from an all-out to a single instrument to gain effect.

Crew makes an excellent appearance and is designed for the better spots. Arrangement is such that with the addition of a few fiddles, it can vie with any radio band. While the sweeter tunes are standard fare, pop jumpers and semi-classics are handled well. All this is necessary for the wide variety of clientele for which the outfit plays.

Abbott.

Jimmy Baker

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

FIFTEEN college kids from Oklahoma State University make up this unusually accomplished aggregation that beats it solid for the most part, as collegians will, but upon demand displays remarkable musicianship with the sweeter tunes. Baker, who fronts, is a professional dancer who makes an annual trek to Hollywood for picture work, and he organized the outfit at Stillwater and bills it as a sweet swing crew. Performance here, where the clientele is pretty collegiate itself, was highly satisfactory, but there's some doubt whether the outfit with its present library could get across with an older crowd.

Instrumentation has four on sax, five brass, and four rhythm. Featured is a Glenn Miller style when trumpetman Ralph Doughty moves up with the reeds and Baker uses a ride guitar. Vocals are handled by sultry Sandra Wood; Dave Schwartz, of the sax section, and Baker. None of them beats par.

Arrangements are by pianist Frank DeLong and Doughty. Baker, a cousin of Kenny Baker, has a fine emcee air and sells the band from the stand.

Oldfield.

Music Items

Publishers and People

MICKEY ADDY, formerly with Harms, Inc., is now professional manager for Dash-Connelly Music Company. He succeeds Elmer White.

Beacon Music Company has published Erskine Butterfield's newest original, titled *Foogie*, and the Andrews Sisters, Butterfield, and Bobby Byrne are recording it.

Gus Martel, currently at the St. Regis Hotel in New York, has a new Cuban tune just published by Robbins. It's called *Gongarría*, and was first introduced by Diana Del Rio during her vaudeville tour.

Lou Holden and John Jacob Loeb have written one called *If My Heart Had a Window*. Les Brown and his ork have recorded it for Okeh.

Carmen Lombardo's latest composition is *Ma, I Miss Your Apple Pie*. John Jacob Loeb collaborated. Guy Lombardo has cut it for Decca. Columbia is doing it with Kay Kyser, and Mitchell Ayres will wax it for Bluebird.

Russel Goudey has been appointed to head a new Southern Music subsidiary to be known as Peer International. A catalog of tunes from south of the Panama Canal will be built up. Goudey has been in the South and Latin American countries for the past six years doing radio work, directing music, etc. "Aquarela de Brazil will be the first tune from the new firm."

Songs and Such

ROEBINS MUSIC Corporation is set to publish the Duke Ellington score from the maestro's new revue which has opened at the Mayan Theater in Los Angeles and is scheduled to arrive in New York this fall. Revue is called *Jump for Joy*, and most of the score was penned by Ellington.

Irving Berlin's *Any Bonds Today?* has been included in the *Hellzapoppin* score. The Charioteers sing the number.

I Don't Want To Set the World on Fire has been published by Cheerio. Tommy Tucker and the Charioteers are recording it.

Philly Pickings

IRVING LESHNER, who gave Jan Savitt his original signature, *Quaker City Jazz*, and later provided themes for Clarence Fuhrman at KYW and Joey Kearns at WCAU, has now dashed one off for Gil Fitch at the suburban Peacock Gardens. Because the spot is on U. S. Route 23, he's tagged the ditty *23 Skidoo*.

Joe Frassetto, WIP musical maestro, collabbed with Duke Morgan to make for *Angélica* in the rumba pattern and, eight to the bar, *Kiss Me Daddy on the Down Beat*.

GLENN GARR
AND HIS ORCHESTRA
WITH HIS GENIAL BROTHERS
CHET & CHARLIE

Now Playing—
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San Antonio, Texas

Personal Management:
JOE GLASER, Inc.
32 Rockefeller Plaza New York

DUKE DALY
and His Orchestra
Playland Casino, Rye Beach, N. Y.
WOR Mutual

MANAGEMENT
GENERAL AMUSEMENT CORP.

Honorable Moon

NEW YORK, July 26.—Three of the country's top-flight tunesmiths have penned a ditty as their contribution to the \$5,000,000 United China Relief Drive, organization engaged in alleviating Chinese suffering induced by the Japanese war.

Ira Gershwin and E. Y. Harburg did the lyrics, and Arthur Schwartz the music for *Honorable Moon*, with the royalties from the number going to the relief fund. Connie Boswell introduced the song recently, and Chappell is doing the publishing.

Still Another Miller All-Time Record at Eastwood in Detroit

DETROIT, July 26.—Glenn Miller set an all-time record for a five-night stand at Eastwood Gardens here with 26,000 admissions last week, according to Manager Henry Wagner. With admissions at 50 cents, upping to 75 cents for Saturday, gross was around \$15,000 for the five nights.

Record crowd was on Saturday night, when 6,100 admissions were counted. Spot has a dancing and seating capacity of 4,900, and some 1,500 standees were provided for without seating being available. Extra Saturday afternoon matinee was set for the band, an almost unprecedented step for Eastwood.

Previous record, totally eclipsed, was said to have been 16,000, set for five nights by Rudy Vallee about four years ago.

Monroe-Krupa Swing Shindig Results in Terrific \$4,510 Take

LYNNFIELD, Mass., July 26.—Vaughn Monroe and Gene Krupa in a battle of swing at Kimball's Starlight Ballroom here Tuesday (22) nearly created a riot, with extra State police called out to handle the mobs. Jammed inside the ballroom were 4,100 persons who paid \$1.10 a head for a sensational \$4,510 gross for the night. Outside, an estimated 8,000 persons listened to the "battle." Most of the crowd outside refused to purchase admission because there was no more room in which to dance.

Traffic was clogged for more than three miles, and cars were parked a mile and a half away from the ballroom as a steady stream of terpers came and went. Program was the most successful of its kind ever staged in this section.

TAUNTON, Mass., July 26.—Vaughn Monroe, playing a one-nighter at the Roseland here July 15, drew 1,800 persons at 85 cents a head for a near-record gross of \$1,530. Weather was perfect, and terpers jammed the spot.

Detroit Union Wins In Small Spot Drive

DETROIT, July 26.—A campaign to put union musicians in beer gardens here has been practically 100 per cent successful during the past six months, and is now almost completed, according to Jack Ferentz, president of the Detroit Federation of Musicians, who led the drive. Small and large spots alike have been included in the drive, altho most of the better-class spots had already signed up, in most cases long before the drive opened.

About 400 spots in town now employ union musicians, and this means employment for about 1,400 union tootlers in night spots here, Ferentz said. The drive has included many of the smaller places using only a single musician as well as the spots using six to nine-piece bands, which are about tops in numbers in local spots.

Barnet Draw Only Fair at Lincoln's Turnpike Casino

LINCOLN, Neb., July 26.—Charlie Barnet bucked a hot Tuesday night here (15) to garner only \$612 at 85 cents and \$1.10, which is only fair for the Turnpike Casino.

Date followed by two weeks Glenn Miller's record-busting engagement. Next on a summer names policy for manager R. H. Pauley is Sammy Kaye August 8.



Selling The Band

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

Dating the Andrews

STEEL PIER, Atlantic City, stirred up interest in the Andrews Sisters—in-terest that went beyond the box office. It was an opportunity for a local lad to date the three gals. Date meant taking the girls to dinner at the Hotel President's Round-the-World Room, visiting the Steel Pier, where the gals were putting in an in-person; and after the show rounding out the evening with a trip to the Paradise Club, Harlem hotterie.

Selection was made on basis of a 100-word letter stating reasons for wanting to have a date with the Andrews Sisters, only restriction being that contestant be over 18 years of age. Moreover, if winner could sing, opportunity was provided to appear on the Steel Pier stage as a vocalist with the sisters.

The 12 runner-ups rated guest ducats to the pier. Stunt was a twist on the promotion put on last summer, when an opportunity, on the same basis, was provided a girl to have a date with Larry Clinton.

RCA-Victor is already beginning to develop a new generation of record fans, getting up a combination record and phonograph album for baby to bait proud papas and doting mamas. Baby album provides envelope pockets for six 6-inch Phonograms, instantaneous recording blanks which require no processing and may be played back immediately after recording.

Album includes a sample script to assist parents in directing and dramatizing the recording sessions. Enables the proud parents to record the important stages in baby's development, from baby's first gurglings, with spaces for accompanying photograph snapshots.

Stage Tie-Ins

AL MYERS, manager of the Ritz Theater, York, Pa., used his head and got free picture plugs directly from Tommy Dorsey when he played *Las Vegas Nights*, making most of the fact that Dorsey was putting in a one-niter at the near-by Valencia Ballroom.

When Pat Notaro played Johnnie "Scat" Davis at his Columbia Theater, Sharon, Pa., he planned a 5 o'clock show for the jitterbug coterie, instead of having them come in during the evening and cause a lot of commotion. Running the story in his local dailies, Notaro addressed his message to the "hep cats," and informed them it was a field day for them at the special 5 o'clock show.

Gene Curtis, manager of the Schine

RKO Strand Theater, Syracuse, N. Y., effected a tie-up with leading music stores which included window displays and distribution of autographed photos of the maestro for Al Donahue's personal appearance. Large ads were planted in local dailies and in school papers, co-operating stores heralding the date as "Al Donahue Day." Personal invites were sent to president of the fraternity and sorority houses to create added interest at the university.

Radio coverage included plugs over WOLF and WSYR, the former featuring a backstage interview with Donahue, broadcast sponsored by a local music store. Ork leader at Hotel Syracuse paid tribute to Donahue on his dance remotes, and a half hour of the maestro's recordings were featured on another program.

Entirely gratis was the full hour of Tommy Dorsey's music which was played over WPIC as part of Bob Wanamaker's advance for *Las Vegas Nights* at his Liberty Theater in Sharon, Pa. Contest was brought in at the beginning of the program when a song was played and listeners were asked to identify the tune and call the theater immediately, guest tickets going to winners. Orchestrations of the screen songs were planted with local night club bands, displays were landed at music stores, and a "Dorsey Dip" fountain drink was featured at the drugstores.

Marking the first time RCA-Victor has ever tied up with a movie short subject on a national advertising and publicity campaign, the waxwork made arrangements with Warner Brothers for a co-operative campaign for the musical short, "Leo Reisman and His Orchestra." Publicity was placed in all RCA periodicals, going to over 6,000 dealers and 370,000 consumers. In addition, streamers were gotten up for dealers' windows coincidental with the film's release this summer.

Kyser for California Fair Along With 4 Other Names

LOS ANGELES, July 26.—Kay Kyser will play for nightly dances at the California State Fair, August 29 thru September 7, in Sacramento, it was announced here today. Kyser's band headed the fair's entertainment program last year.

Other orchestras to play include Ray Noble, Freddy Martin, Ozzie Nelson, and Charlie Barnet.



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His Violin
And His Orchestra

1st American Appearance in 4 years following successful engagements at

The CASINO, Biarritz
The BAGATELLE, Paris
CHEZ VICTOR, Cannes
The SPORTING CLUB, Monte Carlo

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Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B
Shamokin, Pa. \$17.50

10,000	... \$8.00
20,000	... 7.25
50,000	... 10.75

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

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

A
 Abbs, Vic (Book Cadillac) Detroit, h.
 Akin, Bill (De Soto Beach) Savannah Beach, Ga., h.
 Alberto, Don: (El Chico) NYC, nc.
 Alfonso: (Park Central) NYC, h.
 Allen, Henry "Red": (Cafe Society) NYC, nc.
 Alpert, Mickey (Cocoanut Grove) Boston, nc.
 Amrine, Bill (Golden Pheasant) Austintown, O., nc.
 Angelo: (Bill Bertolotti's) NYC, nc.
 Arturos, Arturo: (McAlpin) NYC, h.
 Astor, Bob (The Wigwam) Budd Lake, N. J., ro.
 Austin, Gene: (Village Barn) NYC, nc.
 Ayres, Mitchell (West End Casino) West End, N. J., nc.

B
 Berigan, Bunny (Steel Pier) Atlantic City, b.
 Barker, Art: (Warwick) NYC, h.
 Barnett, Charlie (Casa Manana) Culver City, Calif., nc.
 Barnett, Arne: (Harry's New Yorker) Chi, nc.
 Barras, Louis (Moulin Rouge) NYC, nc.
 Barrett, Hughie (Tavern-on-the-Green) NYC, re.
 Barrie, Dick (Donohue's) Mountainview, N. J., ro.
 Barron, Blue (Hamid's Pier) Atlantic City 27-31; (Madison Inn) Latrobe, Pa., Aug. 1; (Lakeside) Dayton, O., 2, p; (Buckeye Lake) Buckeye Lake, O., 3, p; (Joyland) Lexington, Ky., 4, p; (Ritz) Clarksburg 5, t.
 Bartha, Alex (Steel Pier) Atlantic City, b.
 Barton, Joe (Cromwell) Miami Beach, Fla., h.
 Basle, Count (Ritz-Carlton) Boston, h.
 Basile, Joe (Fair Harrington, Del.; (Fair) Norwich, N. Y., 5-9.
 Becker, Bubbles (Totem Lodge) Averill Park, N. Y., nc.
 Bennett, Chuck: (Hiawatha Garden) Manitou, Colo., nc.
 Bernie, Ben (Beverly Hills) Newport, Ky., cc.
 Bostic, Earl: (Armando's Summer Terrace) NYC, re.
 Bowman, Charley: (Wivel) NYC, nc.
 Bowman, Johnny (Gibson) Cincinnati, h.
 Bradd, Eddy: (Seaside) Atlantic City, h.
 Bradley, Will (Astor) NYC, h.
 Bradshaw, Tiny (Club Lincoln) Columbus, O., nc.
 Brandwynne, Nat (Versailles) NYC, nc.
 Brigade, Ace (Lake Lawn) Delavan Lake, Wis., 28-Aug. 3, h.
 Bunts, Howard (Main Street) Detroit, nc.
 Burke, Ceale (Bal Tabarin) Gardena, Calif., nc.
 Burns, Cliff: (Marlborough Inn) Cincinnati, nc.
 Busse, Henry (Baker) Dallas, Tex., h.
 Byrne, Bobby (Eastwood Gardens) Detroit 25-31, p.

C
 Cabin Boys: (Cellar Bar) Warren, O., r.
 Cabot, Tony (Wil-Shore) Chi, b.
 Calloway, Cab (Strand) NYC 4-31, t.
 Calvert, Oscar: (Casa Marta) NYC, nc.
 Camden, Eddie (Shadowland) St. Joseph, Mo., b.
 Campbell, Jan: (Danceteria) Miami, Fla., nc.
 Candullo, Joe: (Latin Quarter) Boston, nc.
 Cappello, Joe: (Jimmy Kelly's) NYC, nc.
 Carlyle, Lyle (Pier Ballroom, Celoron Park) Jamestown, N. Y., p.
 Carroll, Ivy: (Dempsey's) NYC, re.
 Carroll, John: (Casa Manana) Boston, nc.
 Casino, Del (Roosevelt) New Orleans, h.
 Cavallaro, Carmen (Ritz-Carlton) Atlantic City, h.
 Chlesta, Don (Ye Olde Cellar) Chi, s.
 Chlancy, Lou (Patio, Lookout Mountain) Chattanooga, Tenn., h.
 Clarke, Buddy: (Park Central) NYC, h.
 Clemente: (Rainbow Room) NYC, nc.
 Clinton, Larry (Electric) Waterloo, Ia., 29, p; (Riverview) Des Moines 30, p; (Roof Garden) Arnolds Park 31; (Fairlyland) Kansas City, Mo., Aug. 1, p; (Aud.) Oklahoma City 2; (Meadow Acres) Topeka, Kan., 3.
 Cole, Ross (Club Dells) Evanston, Ill., rh.
 Collins, Bernie: (Newman's Lake House) Saratoga Springs, N. Y., nc.
 Comfort, Roy: (Claridge) Atlantic City, h.
 Conde, Art (White Horse) Westbury, L. I., N. Y., r.
 Conniff, Ray (Nick's) NYC, nc.
 Cooke, Joe (Ferdinando) Hartford, Conn., nc.
 Courtney, Del (Paramount) Hammond, Ind., 3, t.
 Craig, Carvel (Del Monte) Del Monte, Calif., h.
 Cubelo, Fausto (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.
 Cummins, Bernie (Lake Worth Casino) Ft. Worth, Tex., 25-31; (Troadero) Henderson, Ky., Aug. 2-15, nc.
 Cusher, Danny (Chi's Rendezvous) Glasseo, N. Y., nc.

D
 Daly, Duke: (Playland) Rye, N. Y., p.
 D'Maris, Johnny (Blue Ribbon) Albuquerque, N. M., nc.
 Danders, Eddie: (Del Shore) Chi, b.
 Davis, Eddie: (La Rue) NYC, nc.
 Davis, Johnny Scat (Trianon) Southgate, Calif., b.
 Davis, Milton: (Rainbow Room) Washington, D. C., nc.
 Dawn, Dolly (Roseland) NYC, b.
 DeLeon, Pedro (Palmer House) Chi, h.
 Dengler, Carl (Hotel Manitou, Manitou Beach) Rochester, N. Y., h.
 Devodi, Don: (El Morocco) NYC, nc.
 DiPardo, Tony (Washington-Youree) Shreveport, La., h.
 Donahue, Sam (Coral Gables) E. Lansing, Mich., b.
 Dorsey, Jimmy (Steel Pier) Atlantic City 2-3; (Cavalier Club) Virginia Beach, Va., 5-18, nc.
 Dowell, Saxie: (Geo. Washington) Jacksonville, Fla., h.
 Durant, Eddie (Palladium) Hollywood, Calif., b.

E
 Eddy, Ted: (Iceland) NYC, nc.
 Ellis, Joe (Cora & Irene's) NYC, nc.
 Emerick, Bob: (Jimmy's Hi-Way) Kentwood, La., nc.
 Engel, Freddy (Day Line Boats) Albany, N. Y.
 Engle, Charlie (Casino) Chi, nc.
 Ennis, Skinnay (Palmer House) Chi, h.
 Ernie & His Norsemen: (Castleholm) NYC, re.
 Ernie, Val: (La Rue) NYC, nc.

F
 Faggio, Louis: (Morocco) Detroit, nc.
 Farber, Burt: (Netherlands Plaza) Cincinnati, h.

Orchestra Routes

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

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

TRADE SERVICE FEATURE OF Billboard

Feminine Notes, Five: (Radio Franks) NYC, nc.
 Fielding, Allan (Club Bali) Phila, nc.
 Fischer, Darrell (Deer Head) Lansing, Mich., ro.
 Fisher, Freddie: (Old Vienna) Cincinnati, nc.
 Fisher, Mark: (5100 Club) Chi, nc.
 Flisk, Charlie (Continental) Kansas City 24-30, h.
 Fitch, Gil (King of Prussia) Phila, nc.
 Fitzpatrick, Ed: (Plantation) Houston, Tex., nc.
 Fontaine, Sonny: (Walton) Phila, h.
 Foster, Chuck: (Biltmore Bowl) Los Angeles, h.
 Franzl, Jolly (Links) Chi, nc.
 Funk, Larry (Westwood Gardens) Detroit, nc.

G
 Garcia, Julio (885 Club) Chi, nc.
 Garr, Glen (St. Anthony) Dallas, Tex., h.
 Gaston: (French Monte Carlo) NYC, re.
 George, Roy (Hollywood) West End, N. J., h.
 Gilbert, Johnny (Madura's) Hammond, Ind., nc.
 Goodinan, Benny (Sherman) Chi, h.
 Gordon, Don: (Olde Cedar Inn) Brookhaven, N. Y., ro.
 Gorham, Jimmy (Bombay Gardens) Phila, cb.
 Gowry, Cecil: (Schroeder) Milwaukee, h.
 Granado, Guy: (Nemerson) South Fallsburg, N. Y., h.
 Grant, Bob (Drake) Chi, h.
 Gray, Glen (Hamid's Pier) Atlantic City, b.
 Green, Sylvan: (Famous Door) NYC, nc.
 Greene, Murray (Sunnyside Horseshoe) Sunnyside, L. I., N. Y., c.
 Grey, Tony: (Bal Tabarin) NYC, nc.

H
 Hallett, Mal (Tune Town) St. Louis 29-Aug. 2, b.
 Hamilton, Bob: (Majestic) Long Beach, Calif., b.
 Haney, Myron: (Child's Spanish Gardens) NYC, re.
 Hanaway, Bud (DeJais) Harrison, N. J., nc.
 Harbourt Kip (Log Cabin) Washington Crossing, N. J., b.
 Harris, Phil (Strand) NYC, t.
 Harrison, Ford: (St. Moritz) NYC, h.
 Hayes, Sherman (Idora) Youngstown, O., 26-Aug. 1, p.
 Haywood, Eddie (Village Vanguard) NYC, c.
 Heath, Andy (Park) Plattsburg, N. Y., h.

I
 Heatherton, Ray (Biltmore) NYC, h.
 Heckscher, Ernie (Mark Hopkins) San Francisco, h.
 Heidt, Horace (Edgewater Beach) Chi, h.
 Helming, Kitty (Shelter Haven) Stone Harbor, N. J., h.
 Henderson, Fletcher (Ballroom) Valdosta, Ga., 30; (Ballroom) Orlando, Fla., 31; (Aud.) Fort Lauderdale, Aug. 1; (Aud.) Panama City 6.
 Henry, Hal (Figuerola) Los Angeles, b.
 Henry, Hi (Town Tavern) Hunter, N. Y., nc.
 Herbeck, Ray (Kennywood) Pittsburgh, Aug. 1-9, p.
 Herman, Sylvan: (Barclay) Phila, h.
 Herman, Woody (Palladium) Los Angeles, nc.
 Herold, Lou: (Bal Tabarin) NYC, nc.
 Herth, Milt (Syracuse) Syracuse, N. Y., h.
 Hill, Dick: (Hi-De-Ho) Phila, c.
 Hill, Eddie: (Penn) Trenton, N. J., h.
 Hite, Les (Yankee Lake) Brookfield, O., 26-Aug. 8, b.
 Holst, Ernie: (El Morocco) NYC, nc.
 Howard, Ralph (Lido) Texarkana, Ark.-Tex nc.
 Howe, Dean (Roseland) Los Angeles, b.
 Hugo, Victor (Little Rathskeller) Phila, re.

J
 Irwin, Marty: (Churchill Tavern) Pittsburgh, h.
 James, Jimmy (Ault) Cincinnati, p.
 Jarrett, Art: (Blackhawk) Chi, nc.
 Jarretts, Ted: (Westfield) Westfield, Mass., h.
 Jerome, Harry (500 Club) Atlantic City, nc.
 Johns, Al (Riverview) Neponset, Mass., nc.
 Johnston, George Groove (Scenic Inn) Detroit, nc.
 Johnson, Johnny: (Shelton) NYC, h.
 Jones, Isham (Lake Worth) Fort Worth, Tex., ro.
 Jordan, Louis (Capitol) Chi, h.
 Joy, Jimmy (Bismarck) Chi, h.
 Juneau Tommy: (Show Boat) St. Louis, nc.
 Jurgens, Dick (Lakeside) Denver 28-Aug. 7, p.

K
 Kain, Paul: (Mayfair) Washington, D. C., nc.

Kassel, Art (Aragon) Chi, b.
 Kavelin, Al (Westview) Pittsburgh 25-Aug. 4, p.
 Kay, Herbie (Univ. of Wis.) Madison, Wis., 1; (Stratford) Chi 2-3, t.
 Kaye, Don (St. Francis) San Francisco, h.
 Kaye, George (Hollywood Restaurant) Bridgeport, Conn., nc.
 Kaye, Sammy (Riverside) Milwaukee 25-31, t.
 Kearney-Kallander (Casino) Hampton Beach, N. H., b.
 Kendis, Sonny: (Stork) NYC, nc.
 Kent, Paul (Paddock International) Atlantic City, nc.
 Kent, Peter: (New Yorker) NYC, h.
 King, Eddie: (Di Pinto's) Phila, c.
 Kinney, Ray: (Lexington) NYC, h.
 Kirby, John (Fete's Monte Carlo) NYC, nc.
 Knight, Bob: (Pierre) NYC, h.
 Ko-Kets, The: (Gitchindaji) Superior, Wis., cc.
 Kole, Shelley: (Butler's Tap Room) NYC, nc.
 Kramer, Howard (Bartlett's Beach) Jackson, Mich., p.
 Kyser, Roy: (Club Charles) Baltimore, nc.

L
 Lally, Howard (Savoy Plaza) NYC, h.
 Lande, Jules: (Ambassador) NYC, h.
 Lane, Eddie: (Bossert) Brooklyn, h.
 Lang, Lou: (Sheraton) NYC, h.
 Langer, Eric (Balsam) Dixville, N. H., h.
 Leapor, Joe: (Old Roumanian) NYC, nc.
 Leighton, Joe: (John Marshall) Richmond, Va., h.
 LeRoy, Howard (The Causeway) Muskegon, Mich., nc.
 Lewis, Sid (Shelborne) Miami Beach, Fla., h.
 Little, Little Jack (Lyric) Indianapolis, t.
 Long, Johnny (New Yorker) NYC, h.
 Lopez, Tony (Paddock) Miami, nc.
 Lopez, Vincent (Taft) NYC, h.
 Loring, Michael: (Luna Park) Coney Island, N. Y., p.
 Lucas, Clyde (Manhattan Beach) Brooklyn, b.
 Lunceford, Jimmie (Am. Legion Hall) San Diego, Calif., 30; (Riverside) Phoenix, Ariz., 31, b; (Liberty Hall) El Paso, Tex., Aug. 1; (Auto. Bldg.) Houston 3; (Cotton Palace Coliseum) Waco 4; (City Aud.) Galveston 5; (Murphy's Rink) Alexander, La., 6.
 Lynn, Sammy: (Bomb Shelter) Dallas, nc.

M
 McCoy, Clyde (Meadowbrook) St. Louis 25-Aug. 7, cc.
 McCrane, Don (Royale) Detroit, nc.
 McCune, Bill (Palisades) Palisades Park, N. J., p.
 McFarland Twins (Steel Pier) Atlantic City.
 McGee, Johnny (Lake Breese Pier) Buckeye Lake, O.
 McGuire, Jimmy (Dumpling Grill) Trenton N. J., c.
 McIntyre, Lani (Earle) Washington, t; (Iroquois Gardens) Louisville 2-15, nc.
 McPartland, Jimmy (Brass Rail) Chi, nc.
 MacDonald, Billy (Caca Del Rey) Santa Cruz, Calif., h.
 Macias, Pete: (Lounge Riviera) Washington, D. C., nc.
 Madden, Bill: (Traymore) Atlantic City, h.
 Makula, Juan (Villa Venice) Chi, nc.
 Manolo, Don (Blue Mill) Decatur, Ill., c.
 Martel, Gus: (St. Regis) NYC, h.
 Martin, Paul (Arcadia) NYC, b.
 Martin, Bobby: (The Place) NYC, nc.
 Martin, Dave: (St. George) Brooklyn, h.
 Martin, Freddy (Cocoanut Grove) Los Angeles, h.
 Martin, Lou: (Leon & Eddie's) NYC, nc.
 Martin, Red: (Frank's Casa Nova) Buffalo, nc.
 Marvin, Mel: (New Pelham Heath Inn) Pelham Bay, NYC, ro.
 Masters, Frankie (Cedar Point) Cedar Point, O., b.
 Mathey, Nicolas: (Russian Kretchma) NYC, nc.
 Maya, Froilan: (Havana-Madrid) NYC, nc.
 Messner, Johnny (Roosevelt) Jacksonville, Fla., h.
 Miller, Herman: (Abraham Lincoln) Reading, Pa., h.
 Miller, Russ: (Jack & Bob's) Trenton, N.J., nc.
 Millinder, Lucky (Savoy) NYC, b.
 Mills, Floyd (Admiral) Cape May, N. J., h.
 Milton, Dick (Ray's Place) NYC, re.
 Molina, Carlos (Rhumba Casino) Chi, nc.
 Monroe, Vaughn (Buffalo) Buffalo, t.
 Mooney, Art: (Bordewick's) Tuckahoe, N. Y., cc.

N
 Morand, Jose (Lido) Lido Beach, L. I., N. Y., nc.
 Morgan, Eddie (Hamid's Pier) Atlantic City, b.
 Morgan, Russ (Cavalier Club) Virginia Beach, Va., 28-Aug. 3, nc.
 Morris, George: (Armando) NYC, nc.
 Morton, Ray: (Warwick) Phila, h.
 Munro, Hal (South Shore) Chi, cc.
 Murphy, Phil (Pine Springs) Freehold, N. Y., ro.
N
 Nance, Bill (Canyons Supper Club) Wichita, Kan., nc.
 Nemo, Henry (Grossinger's) Fallsburg, N.Y., h.
 Noble, Leighton (Cleveland) Cleveland, h.
 Noble, Ray (Commercial) Elko, Nev., 26-Aug. 1, h.
 Nunes, Sil de (Bamba Club) Los Angeles, nc.
O
 Onesko, Senya: (Commodore) NYC, h.
 Osborne, Tony: (Primrose) Newport, Ky., cc.
P
 Page, Hot Lips: (Kelly's Stable) NYC, nc.
 Paige, Michael (Arcadia) NYC, b.
 Palmer, Joel (Indian Beach Club) Rehoboth Beach, Dela, nc.
 Panchito: (Versailles) NYC, nc.
 Parfumo, Joe: (Belmont Plaza) NYC, h.
 Parodi, Wilbur: (Le Montparnasse) NYC, nc.
 Parsons, Lorin: (Book-Cadillac) Detroit, h.
 Pastor, Tony (Ambridge) Ambridge, Pa., 29, t; (Columbia) Sharon 30, t; (Columbia) Erie 31, t; (Burlington Beach) Hamilton, Can., Aug. 1; (Dorsey) Allentown, Pa., 2, p; (Hunt's Pier) Wildwood, N. J., 3.
 Patrick Henry (Club Avalon) Wildwood, N. J., ro.
 Paul, Eddie: Mentor-on-the-Lake, O.
 Penman, Bloddy (Puritan Klub) Mendota, Ill., nc.
 Perry, Ron (Kitty Hawk Room) La Guardia Airport, NYC, re.
 Peters, Oscar: (Senator) Atlantic City, h.
 Pettit, Emile: (Savoy-Plaza) NYC, h.
 Pettit, Emil (Ambassador East) Chi, h.
 Pineapple, Johnny (Kitty Hawk Room) La Guardia Airport, NYC, re.
 Pontrelli, Pete (Lick Pier) Ocean Park, Calif., b.
 Poppe, Art (Bamboo Bar-Dutch Tavern) Jacksonville Beach, Fla., nc.
 Powell, Teddy (Rustic Cabin) Englewood Cliffs, N. J., ro.
 Prussin, Sid: (Diamond Horseshoe) NYC, nc.
Q
 Quartell, Frank: (Colosimo's) Chi, nc.
 Quay, Carl (General Warren) Malvern, Pa., ro.
R
 Raeburn, Boyd (Chez Parce) Chi, nc.
 Ramoni, Frank (Hurricane) NYC, re.
 Ramos, Bobby (Chez Parce) nc.
 Ramon, Don (Lowery) St. Paul, h.
 Ravazza, Carl (Palace) San Francisco, h.
 Ravel, Arthur: (Belmont Plaza) NYC, h.
 Reah, Benny (Bowers) Detroit, nc.
 Reys, Alvin (Totem Pole) Auburn, Mass., b.
 Reyes, Carlos (Embassy) Phila, nc.
 Richard, Joe (Claremont Inn) NYC, nc.
 Rich, Harry (Green Mansion) Warrensburg, N. Y., h.
 Rios, Juanita: (Astor) NYC, h.
 Rizzo, Vincent: (Walton) Phila, h.
 Roberts, Eddie (Lido) NYC, b.
 Robinson, Jimmy (Carlisle Grille) Allentown, Pa., c.
 Rocky River Ramblers (Hopkins Dance Hall) Sardinia, N. Y., b.
 Rodrigo, Nana (Club Bali) Phila., nc.
 Rogers, Dick (Centennial Gardens) Sylvania, O., cb.
 Rogers, Roly (Cappy's) North Easton, Mass., nc.
 Romani (Club Bali) Phila, nc.
 Rossello, Jack: (Monte Carlo) NYC, nc.
 Russell, Jack (White City) Chi, b.
 Russell, Mark, Southern Mansion Kansas City, Mo., h.
S
 Sanabria, Juanito: (Havana-Madrid) NYC, nc.
 Satterfield, Carl (Hurricane) NYC, nc.
 Saunders, Hal: (St. Regis) NYC, h.
 Sayre, Syd (Wellworth) Hurlerlyville, N. Y., h.
 Scanlin, Bert (Washington House) Bechtelsville, Pa., h.
 Scott, Raymond (Steel Pier) Atlantic City 28-Aug. 2.
 Sharappa, Pat (Convention Hall Ballroom) Asbury Park, N. J.
 Shaw, Maurice: (Chateau Moderne) NYC, nc.
 Shelton, Jerry (Congress) Chi, h.
 Shepard, Eddie: (Park Casino) Phila, nc.
 Sherr, Jack (Starlight) NYC, p.
 Siegel, Irving (Northern Red Deer Rendezvous) Phillips, Wis., b.
 Silhouettes, Four: (DeWitt Clinton) Albany, N. Y., h.
 Sims, Paul: (Cabin) Cleveland, nc.
 Sissle, Noble: (Diamond Horseshoe) NYC, nc.
 Smith, Russ: (Rainbow Grill) NYC, nc.
 Smith, Stuff (Garrick Bar) Chi, nc.
 South, Eddie: (Cafe Society Uptown) NYC, nc.
 Splerer, Harold: (Park Lane) NYC, h.
 Stable, Dick (Stanley) Pittsburgh, t.
 Stamois, Spiros: (L'Aiglon) Chi, re.
 Sterling, Frank: (Alpine Tavern) Atlantic City, nc.
 Stoetler, Wally: (Belvedere) Baltimore, h.
 Straeter, Ted: (Arrowhead Inn) Saratoga, N. Y., ro.
 Strand, Manny (Earl Carroll's) Hollywood, Calif., nc.
 Strong, Bob (Villa Moderne) Chi, nc.
 Stylists, The (Rogers Corner) NYC, nc.
 Sylvio, Don: (Bertolotti's) NYC, nc.

T
 Tan, Jimmie: (Kaufman's) Buffalo, nc.
 Teagarden, Charles (Enna Jettick) Auburn, N. Y., p; (Euclid Beach) Cleveland, 4-10.
 Tenney, Lee (Goldberg) Los Angeles, b.
 Terry, Frank: (McVan's) Buffalo, nc.
 Thal, Pierson (Broadmoor) Colorado Springs, Colo., h.
 Thompson, Grant (Enduro) Brooklyn, re.
 Thompson, Lang (Coney Island) Cincinnati 25-31, p.
 Tomlin, Pinky (Castle Farm) Cincinnati, Aug. 2, nc.
 Trace, Al: (Ivanhoe) Chi, nc.
 Trester, Pappy (Spotlite) Nassau, Minn., nc.
 Turner, Bill (Hickory House) NYC, nc.
U
 Ufer, Eddie (Toledo Beach) La Salle, Mich., b.
 (See ORCHESTRA ROUTES on page 27)

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

Bands on TOUR—Advance Dates

SAMMY KAYE: Nightingale Ballroom, Ballroom, Clear Lake, Ia., 12; Prom Ballroom, St. Paul, Minn., 13.
 GENE KRUPA: Hershey Park, Hershey, Pa., July 30; Wheeling Theater, Wheeling, Pa., 31; Cedar Point Lake, Cedar Point, O., Aug 8 (week); Chicago Theater, Chicago, 15 (week).
 AL KAVELIN: Hershey Park, Hershey, Pa., Aug. 6; Palisades Park, N. J., 8 (week).

PITT, BUFF GROSSES GOOD

Buff Gets 100G With 13 Shows

More playdates needed—legit house may open—Guild season helps grosses

BUFFALO, July 26.—Drama editors and customers are still complaining steadily and loudly that Broadway is overlooking excellent possibilities to make money by not shipping more plays here. As a result, amateur and semi-pro groups continue to prosper. And another possible outcome may be the opening of another legit house, possibly the Shea's Court Street, by the Oscar Serlin group, which last season opened several long-sealed theaters with *Life With Father*.

The Erlanger's 1940-'41 season was plenty juicy, despite adverse circumstances such as poorly chosen dates for important three-day stands, weather, competing attractions, etc. A big gross of \$100,000 for the season of 13 shows, practically all of which were three-day ventures, looks mighty good. It compares very nicely with the \$108,200 of the 1939-'40 year, which had 16 shows. The past season was the skimpiest, as far as number of shows was concerned, in over four years, but had hardly a losing venture on the books.

Biggest b.-o. take was achieved last season by *Hellzapoppin* with \$20,000, while lowest went to *Night Must Fall* with \$2,200.

The Theater Guild subscription set-up was tried here last season for the first time, with great success, and already has practically every subscriber back on the list and many new customers added. Subscription sales at present are said to have exceeded last year's total already.

In order of their appearance here, the following were on the '40-'41 calendar: *Tobacco Road*, in its seventh time here.

opened the season September 17 with a five-day stand and grabbed a neat \$6,200. Katharine Hepburn in *Philadelphia Story*, first of the Guild series, October 10, 11, and 12, scored the third highest take of the season with \$13,000.

New Pins and Needles, November 21, 22, 23, collected a fairish \$4,000, despite the very moderate scale of 50 cents to \$2.

Hellzapoppin opened its second company here, capably manned by Billy House and Eddie Garr. On tap November 25-30, longest run of any venture here, it clicked solidly to the tune of \$20,000, and could have easily stayed on. Ducats were \$1 to \$3.

Flora Robson in *Ladies in Retirement*, another Guild play, did well, garnering \$6,500 in three days, December 9, 10, 11.

Another Guild offering, *The Male Animal*, grossed \$4,500 December 16, 17, 18.

Competition of New Year's shindigs hurt the success of Gladys George in *Ladies in Waiting* to some extent, but she nevertheless came thru with \$4,200. Show played December 30, 31, and January 1, a very poor time for any show here.

William Saroyan's *Time of Your Life*, starring Eddie Dowling, also Guild sponsored, took in a surprisingly good \$7,200 January 16, 17, 18.

My Sister Eileen arrived February 12 for four performances, taking \$1,200. The local date was the opening of the Chicago company, which did very well.

A revival of *Night Must Fall* did a poor \$2,200 for three days, February 20-22, the rock-bottom figure of the year. Florence Reed, Douglass Montgomery, and Violet Heming headed the performers.

Ruth and Paul Draper played March 17-19, and did well enough with \$3,000.

Twelfth Night, starring Helen Hayes and Maurice Evans, scored a near sell-out for practically the entire stand, grossing \$11,000 March 24-26, despite early-in-week appearance, which hurt, as Buffalo is a week-end town.

The Lunts in *There Shall Be No Night* scored the biggest take for any three-day stand, with standees at every performance. Show couldn't have done any better than its \$14,000 gross.

Black Light for Tragedy?

RYE BEACH, N. H., July 26.—The Farragut Players displayed an eerie green light atop their summer playhouse to advertise their offering last week.

Tradition has it that when Elizabethan Londoners wanted to find out what kind of play was being performed they simply looked for the banner atop the Globe Theater. A red pennant meant comedy; black, tragedy.

Last week's Farragut show was a thriller, *Ladies in Retirement*, hence the green light. But this week a red light is glowing for comedy, with *Nothing But the Truth* holding the stage.

Mich. Rep Takes 4G in Three Weeks

DETROIT, July 26.—First three weeks of the season for the Michigan Repertory Players at the Lydia Mendelssohn Theater, Ann Arbor, Mich., under the direction of Valentine B. Windt, have drawn well. Whitford Kane and Charles H. Meredith assist in direction.

Revival of *Much Ado About Nothing* for the opening drew about 2,600. Second week, with Kaufman and Hart's *George Washington Slept Here*, drew the season high of 2,800, followed last week by a 2,700 crowd for *The Contrast*, by Royall S. Tyler's comedy, first produced in 1787.

Admission averages 50 cents with subscription tickets, giving a season gross to date of approximately \$4,000.

330G for 22-Wk. Season in Pitt

Brown leaving the Nixon after 26 years—"Hellza" top grosser—ATS Strong

PITTSBURGH, July 26.—New era in legitimate theater here will begin next month, when Sam Nixon, grandson of founder Sam Nixon of city's sole remaining play emporium, becomes active manager as well as owner of house bearing his name, and Harry Brown, here since 1916 and with the Nixon-Erlanger outfit for 36 years, steps out.

Nixon will head a house that is reputedly one of the best money-makers in country. Unofficial compilation of last year's grosses reveals more than \$330,000 for 22-week season, one of shortest in decade but, excepting three thin b.-o. shows, one of biggest.

Next season's schedule is expected to be one of heftiest since Nixon's opening in 1903, if attractions are available. Auguring a profitable season is the earliest opening in years, September 15, with Katharine Cornell in *Doctor's Dilemma*, to be followed by Ed Wynn's *Boys and Girls Together*, and Al Jolson's *Hold On to Your Hats* next two weeks. Last year opener wasn't until October 19.

American Theater Society sales are best in years, too. More than 2,000 subscriptions have already been bought, putting advance ticket buy two months ahead of 1940-'41, reports Dorothy O'Connor, ATS manager here. More than 4,200 subscriptions were sold last year.

Tentative ATS line-up includes Helen Hayes in Maxwell Anderson's *Candle in the Wind*, Ethel Barrymore in *The Corn is Green*, Paul Lukas in *Watch on the Rhine*, Katharine Hepburn in a new Philip Barry opus, the Chicago company of *Arsenic and Old Lace*, and *Claudia*.

Top grosser during 1940-'41 was *Hellzapoppin*, with \$61,000 for a two-week stand in early February at \$3.30 top. Runner-up, setting a new record for ATS straight legit plays, was the Lunt-Fontanne *There Shall Be No Night* at \$27,000, \$3.30 top, Armistice Day week. Management estimated that if full price had been paid for all tickets instead of ATS cut figure for bulk of seats, more than \$31,000 would have resulted.

About dead heat were the Helen Hayes-Maurice Evans edition of *Twelfth Night*, first week of April, and Bert Lahr's *DuBarry Was a Lady*, first week of May, both \$3.30 top and both approximately \$24,500. Biggest surprise of year was *Tobacco Road* at \$1.65 top for \$19,000 on ninth booking.

Only three-weeker was *Man Who Came to Dinner*, with Clifton Webb in star role. Satire grossed socko \$33,000 during Christmas-New Year's fortnight at \$2.75 top, slumped to \$9,500 in return engagement week March 17. Eddie Dowling in *Time of Your Life* at \$16,000, \$2.75 top, was one of the biggest grosses anywhere for Saroyan show, sixth biggest here for season, last week in October. Next, Ethel Waters in *Cabin in the Sky*, \$15,000, week April 14.

Opener, with ATS backing and welcomed because so late in fall for city's legit curtain-raiser, managed eighth rank. Attraction, Flora Robson in *Ladies in Retirement*, \$13,500 at \$2.75 ceiling. Annual University of Pittsburgh Cap and Gown revue, in theater on lease basis, totaled nearly \$13,000, about half advance subscription from students and alumni.

Despite Lent and snowstorm, *The Male Animal* managed \$11,500 at \$2.75, with ATS support. Two revivals, *Blossom Time*, second week in March, and *Student Prince*, during Holy Week, showed neat profit at \$11,000 each, \$2.75 top.

Two plays with top notices managed only \$10,000, *Little Foxes*, back two years after its premiere here, with Tallulah Bankhead still playing it, and *Hope for Harvest*, with Fredric March and Florence Eldridge.

Dante, in last-minute booking for first (See 330G FOR 22-WK, on page 16)

FROM OUT FRONT

Peace—It's Wonderful

BY EUGENE BURR

NOW that the shouting and the tumult have died and some of the captains and the queens departed either to summer theaters or their accustomed obscurity, it's possible to look back at the mess that agitated the Actors' Equity Association just a little over a month ago, and to smile a bit at some of the things which, at the time, seemed to threaten the very structure of Equity itself. The smile is possible because the actors, united in their organization, affirmed so splendidly the basic and fundamental principles of democracy upon which all democratic organizations must be founded. For a while, that stirring affirmation, as expressed in the Equity election, was threatened by the vicious attitude of supporters of the defeated candidates who resigned from the council in a drove of 10. But even this action, which was as selfish an attempt to disrupt a union as this reporter has ever witnessed, ended in further cause for smiling. The disgruntled publicity-seekers who resigned failed to stir up any part of the membership to sympathy with their dog-in-the-manger action; and the organization's council can now go along without them, better off that such weak props, made of reed and crumbling wood, showed themselves in their true value before they were able to place Equity itself in any real danger.

A sort of postscript flurry was caused by the refusal of a pair of substitute councilmen to take office, for the same "reasons" as those that prompted the resigning group. But that was quickly and successfully hurdled, and, at the moment at least, the organization seems to be going along on an even keel, stronger than ever before because of the test that it has passed so splendidly.

As a matter of fact the only remaining effects of the ruckus seems to be entirely beneficial. The Misses Winifred Lenihan and Peggy Wood, just as they were complaining that they had never even had their names mentioned in *The Times*, had their pictures printed in that august sheet; a man accused without proof by a publicity-seeking politician was given a fine and deserved vote of confidence by the aroused members of his own profession; an excellent combination slate of new councilmen was elected, including for the first time in Equity's history three independent candidates; weak or selfish members of the council were weeded out; the membership was aroused to think clearly concerning problems affecting the organization; Paul Dullzell, executive secretary, won yet more honor and respect by his splendid handling of a very difficult situation; and the association, thru its actions, announced that it bases its policies upon the fundamental ideas of true Americanism.

There were some rather amusing results, too, including the somewhat difficult position now assumed by various self-appointed Equity spokesmen in the light of world events. This column, which has always fought Communism as hard as it has fought Fascism, maintaining that dictatorship is dictatorship no matter from which end of the political scale you slice it, can only pity the plight of Equity's rabid pro-war minority in the face of the Russo-German war. Now they're probably demanding Alan Hewitt's resignation from council, not because he was the butt of unproven charges of being a Communist, but because he repeatedly denied being one.

A FITTING and excellent finish, it seems to this corner, was written to the entire controversy in two items that appeared in the last issue of *Equity Magazine*. One was a letter to the council by John Cornell, the other a resolution signed by more than 30 Equity members, presented by Mervin Williams and adopted by the governing board.

Said Mr. Cornell writing on June 10:

"I have just read of the resignation from the council of 10 members as a protest against the results of the recent Equity elections. Feeling that this is a very important event for the future of Equity, I am venturing to address you, tho I am a member without prominence in Equity affairs, because I think I voice the attitude of many of us who have not, up to now, been convinced of the rightness or wrongness of any of the Equity factions.

"Before the election last Friday, I—and I speak for many of us—endeavored honestly to find out what the issues were. The nominating committee, tho obviously electioneering, made no public statement of its position beyond continuing the charge of 'red' against one of the eight independent candidates, a charge which has been in existence, unproved, for nearly a year. The independent candidates held two meetings at which their position was clearly stated to be a protest against the eligibility rules laid down by the nominating committee, but without any specific course of action.

"We respect the late nominating committee, and we respect as distinguished members of our profession those who actively electioneered for the regular ticket. We also respect the eight members proposed by the independents, and those who supported them. We were therefore deeply pleased that the results of the election clearly showed that the membership had voted for individuals and not for a slate, and had elected a representative group of councilors picked from both tickets. This seemed to us well and democratic. No issue, no platform, no political faction was given a vote which could possibly be construed as a mandate or even an encouragement toward any specific course of action in Equity.

"That is why it is deeply shocking to us that these 10 members have resigned. Obviously they represent the all-out supporters of the regular ticket, who charged,

(See FROM OUT FRONT on page 16)

League Goes To Bat for Scalped Ticket Scalpers

NEW YORK, July 26.—Ramifications arising from arrests of ticket brokers for allegedly violating the law governing admission taxes manifested themselves this week, with the League of New York Theaters taking a fatherly attitude toward the brokers and trying to straighten out the mess with Washington.

Charge against the brokers, this time, is failure to stamp the tax and fee on the backs of the pasteboards. This week, four more brokers were arrested and pleaded guilty to the no-stamping charges. They, and their fines, were: Leblang-Grays Ticket Agency, \$200; Mackay's, Inc., \$200; Park Ticket Service, Inc., \$200; Supreme Ticket Office, Inc., \$500. Last Monday 10 brokers and two agencies were fined a total of \$2,500.

Because of the wholesale arrests the League took up the cudgels for the embattled brokers, and its executive secretary, James F. Reilly, sent a letter to Captain D. S. Bliss, of the Bureau of Internal Revenue, Washington, who is in charge of this campaign, asking for a clarification of the law and claiming unfairness of the arrests on the present charges.

Reilly pointed out that all brokers at some time or another are necessarily in violation of the law, tho not consciously so, because of telephone and charge account orders. Furthermore, it was

pointed out, there seems to be a mystery as to what the exact charges are. On paper the charges are localized as failure in stamping, but the boys are wondering about the quick guilty pleas from the brokers, which might indicate more or less of a compromise.

Meantime, Actors' Equity, which has a pact with the League to control ticket brokers, had no knowledge of the League's action. Paul Dullzell, executive secretary, could not be reached for a statement. Other officials of Equity were reluctant to talk.

"Fancy" Starts in Philly

PHILADELPHIA, July 26. — Forrest Theater has inked in George Abbott's new musical, *A Young Man's Fancy*, starring Rosemary Lane, for a September 15 opening. Will linger here for two weeks and then opens on Broadway. Katharine Cornell ushers in the new season the week previous at the Forrest with *The Doctor's Dilemma*.

In addition, the American Theater Society, linking with the Theater Guild on a subscription basis, announced that it will add four productions to the coming season's total. While no definite dates have been set, ATS has promised *The Watch on the Rhine*, *The Corn Is Green*, and *Arsenic and Old Lace*, with a possibility of *Claudia*.

Pre-season booking interest augurs the biggest season in over a decade.

Butterworth May Tour

NEW HOPE, Pa., July 26.—George Washington *Slept Here* proved such a click here as the opening card of the Bucks County Playhouse that George S. Kaufman and Moss Hart are considering sending it out in the fall to tour major cities with the three Bucks County leads, Charles Butterworth, Mary Wickes, and Loring Smith.

George Washington brought the biggest business to the local Playhouse in its three-year history. It started with a capacity opening night and stayed that way for seven night performances and three matinees.

Yellow Springs Record Set

YELLOW SPRINGS, O., July 26.—At Yellow Springs Summer Theater, last week's production of *George Washington Slept Here* set a new attendance record for early season productions with a total of nearly 1,200 customers in three days.

FROM OUT FRONT

(Continued from page 15)

during the pre-election period, that the independents were trying to split Equity. Can 10 new members, only three of whom were elected as independents, split Equity's council of 50? Is it not more serious to resign in a body, thus throwing confusion into our representation, than to be elected fairly by a majority of the electorate? Just who is trying to split Equity?

"My purpose in writing is to urge that the resignations of these members be accepted, and gratefully. If they are unwilling to fight fairly for their convictions, which we all respect, even if we do not concur in them, they are not worthy of representing us on the governing council of our profession's union. Much as we regret their loss, and much as we respect their valued opinions, it is all too plain now that their continuance on the council would have resulted in personal vindictiveness and rancor which could not have been anything but disrupting.

"Let us have a council the members of which respect each other even in disagreement, and who are capable of intelligent and unemotional co-operation. And let us regret that 10 of our councilors have found themselves unable to represent us in this spirit."

As for the resolution, it was adopted by the council last month. It reads: "Whereas, the Actors' Equity Association was born out of the needs of members of our profession and for the solution of problems which we, as individuals, could not resolve;

"And whereas, the founders of our great association, Francis Wilson, Frank Gillmore, John Emerson, Wilton Lackaye, Paul Turner, Arthur Bryon, Paul Dullzell, John Cope, and others rallied around the vow and slogan, 'One for all and all for one';

"And whereas, we have fought together to bring improvement of our working conditions, and to bring credit to the American theater by resisting all efforts at censorship, and by guarding full freedom of expression and freedom of thought as essential to the development of the theater of the American people;

"And whereas, we the actors have in free discussion, and thru dependence on our own integrity, our own intelligence, and our devotion to the high principles of our profession, solved for ourselves any differences that might exist among us;

"Now, therefore, be it resolved that we the actors once more dedicate ourselves to the high ideals of our founders by continuing to resist all encroachments on the free development of the theater of our country;

"And be it further resolved that we the actors once again declare the unity of our association around our vow of 'One for all and all for one,' and call upon our council to guard that unity, our democracy, and our independence."

That should be the final word on the whole controversy.

Summer Tryouts

"Family Honeymoon"

Lakewood Players
SKOWHEGAN, ME.

Adaptation by Owen Davis of Homer Croy's novel of the same title. Produced by the Lakewood Players in tryout for Vinton Freedley. Staged by Melville Burke. Cast: Russell Hardie, Owen Davis Jr., Flora Campbell, Margaret Hamilton, Grant Mills, Allen Tower, Ollie Burgoyne, Kenneth Casey, Robert Lee, Joyce Van Patten, Patricia Roe, Barbara Robbins, and Owen Coll.

Owen Davis, who clicked last season with *Mr. and Mrs. North*, an adaptation of the Lockridge stories from *The New Yorker*, has tried it again this year with a novel by Homer Croy. Vincent Freedley having purchased the producing rights while the play was in script form, four juveniles and a Negro comedienne having been imported from New York, the play is presumed on its way to Broadway after a little tinkering and tightening up.

It concerns the confused state of affairs when a young mother of four children, believing her husband to be dead, marries a college professor, whereupon the father of her children, already declared legally dead, returns. In order to protect the children she takes them along on her second honeymoon, husband No. 1 also trailing along. The complications are rather obvious.

Harold L. Cail.

"Little Dark Horse"

(Westport Country Playhouse)
WESTPORT, CONN.

A comedy-drama adapted by Theresa Helburn from the French of Andre Birabeau. Presented by Westport Country Playhouse, in association with Blackwell & Curtis. Directed by Donald Blackwell. Cast includes Walter Slezak, Evelyn Varden, Eric Dressler, Muriel Starr, Katharine Warren, and others.

With a setting laid in France prior to the first World War, the theme is rather a sordid one, with the story concerning the indiscretions of one Francois Monfavet with a colored housemaid while stationed in the African Congo for three years as an engineer, to which place he has gone alone, his wife having refused to accompany him there. An illegitimate child is born (a Negro boy). The maid dies, and he takes the child back to France and to a boarding school a long distance from his home, and doesn't tell his wife about it.

Several years later in one of his weaker moments he confides in his brother-in-law, an old bachelor, that he has a child, but doesn't tell him that it is colored. The couple have three children, and the brother-in-law and

mother-in-law also live with them. Several years elapse, and Monfavet is taken seriously ill. Expecting him to die, the wife, who has been told by her brother that her husband has an illegitimate offspring, sends for the child. With the arrival of the colored boy and the resultant effect upon the entire household, the husband recovers and has to do some tall explaining.

Altho the situation is a difficult one, the author handles the plot in a deft manner, and everything is straightened out to everyone's satisfaction.

As the brother-in-law, Walter Slezak's work is outstanding, as is that of Evelyn Varden, who portrays the dominating mother-in-law. Four children, Raymond Cooe, Edmond Abel, Anita Magee, and Rudolph Whittaker, are excellent and deserve great praise for their performances. William Hansen as a small-town physician also deserves special mention.

Altho the theme of the story is a delicate one, there is sufficient comedy thru-out the show to send the audience away satisfied. The usual minor faults of a new production are evident, as well as the necessity of considerable pruning in the dialog to speed the tempo. Show definitely has possibilities of seeing Broadway—for a while anyhow.

Samuel A. Lefkowitz.

"Mr. Nazi"

Garrick Players
KENNEBUNK, ME.

A comedy by David O. Woodbury and Hall Martin. Staged by Erford Gage, with Claude Marks, Karen Van Ryn, Robert Perry, Kenneth Forbes, Nel King, Oliver Dunbar, Harry Townes, Pete Kite Smith, Wyman Pendleton, Leslie Hanscom, and others.

Mr. Nazi is another effort by a local writer to hit the big time, but the unraveling of the plot of this one hardly seems to be it. The story concerns a Nazi spy ring frustrated in its plans to seize the capital and dispose of the President, Congress, Washington, and even Willkie. It is exposed by a group of boy detectives.

Claude Marks played the chief spy who cloaked his activities under the guise of a kindly old school teacher. Robert Perry and Kenneth Forbes carried the comedy as the youthful sleuths.

Harold L. Cail.

St. Louis Op Setting Records

ST. LOUIS, July 26. — The outdoor Municipal Theater here has no box-office complaints; business is booming.

With only half the season gone, over 400,000 persons have been present at the six productions staged at the huge Forest Theater. Already two records have been set by Irene, one for single-night attendance, with 11,130 admissions on July 19, and the other for a week's draw, with 73,361 tickets sold for the week ending July 20.

Philly Forum Sets Two

PHILADELPHIA, July 26.—The Philadelphia Forum, subscription concert series, will again add advance coin for three legitimate attractions at the Forrest Theater next season. Two of three offerings are already set—*Candle in the Wind* with Helen Hayes and *Hope for a Harvest* with Fredric March and Florence Eldridge. The third will be announced later. The Forum takes over the theater for the Monday and Tuesday performances of the second week of the engagement.

Local legit season may get under way next month. Frederick Hazlett Brennan's new war drama, *We Fought at Arques*, being considered for a tryout here before going to New York.

Socialite for "Theater"

GLOUCESTER, Mass., July 26.—Nancy Cochrane, Boston deb who has been appearing here at the Bass Rock Theater prior to starting work under a MGM contract, has been signed for the ingenue part in W. Somerset Maugham's *Theater*, to be presented in New York this fall by John Golden. Show has its out-of-town tryout in the spring and was withdrawn for the summer.

Gal was seen by Brock Pemberton, who arranged for an appointment with Golden.

"Joy" Take Upped

LOS ANGELES, July 26.—Take of *Jump for Joy* for the second week was increased \$1,500 over the opening period. Total was \$12,000. Nut is \$6,600. Show is being changed considerably.

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Op Pulls 2,000 in Lansing After Indianapolis Squawk

LANSING, Mich., July 26.—About 2,000 tickets were sold under the sponsorship of the Michigan State College summer session for the performance of *Bohemian Girl* at the College Stadium July 16. Prices were 50, 75, and \$1. The presentation marked the Michigan opening of the tour of the North American Opera Company, of Chicago, with a repertoire of three operas.

The company was involved in controversy with the Ingham County sheriff's department here for several hours under a complaint from Indianapolis citizens who claimed the show failed to make a scheduled appearance last week. The troupe was released after officials allegedly discovered that the company had no property to attach.

330G FOR 22-WK.

(Continued from page 15)

week in January, polled healthy \$8,500. In season's last week he dropped house to record low, \$2,200. Both times, \$1.50 top.

Another disappointment was *New Pins and Needles*, with only \$6,000 at \$1.65 top, as was *Night Must Fall*, despite cast of Douglass Montgomery, Violet Heming, and Florence Reed. Show folded after month on road, following \$3,300 week here at \$2.20 top.

TRADE SERVICE FEATURE Billboard		BROADWAY RUNS	
		Performances to July 26 Inclusive.	
	Dramatic	Opened Perf.	
Arsenic and Old Lace (Fulton)		Jan. 10	227
Beautiful People, The (Lyceum)		Apr. 21	112
Claudia (Booth)		Feb. 12	190
Corn Is Green, The (National)		Nov. 26	279
Life With Father (Empire)		Nov. 8, '39	718
My Sister Eileen (Biltmore)		Dec. 26	244
Separate Rooms (Plymouth)		Mar. 23, '40	561
Watch on the Rhine (Beck)		Apr. 1	135
Musical Comedy			
New Hellzapoppin (Winter Garden)		Dec. 11, '39	680
Pal Joey (Barrymore)		Dec. 25	245
Panama Hattie (46th St.)		Oct. 30	310

FILM NAME UNITS DOWN

Talent Budgets Upped by Small Midwest Spots

CHICAGO, July 26.—Employment boom in neighboring towns has mushroomed the demand for talent there. Spots which formerly used only one or two acts of the small-time variety are now in the market for an average of four acts weekly, and pay between \$25 and \$50 extra for standard turns playing recognized clubs in key cities.

Most of the small-town clubs are serviced by smaller booking offices here, which are enjoying the most active season in years. An example is the Paul Marr Agency, which now offers acts a minimum of seven weeks in seven out-of-town clubs, with possible holdovers that sometimes lengthen the time to 12 weeks or more. Spots change their shows weekly, due to large repeat trade, but favorites are held a second week, with sock emsees remaining indefinitely.

Following Marr bookings are typical:

The Lake Club in Springfield, Ill., operated by Hugo Giovagnolia and Harold Henderson, upped its talent budget to include three good acts and nightly broadcasting of its dance band (Val Grayson). Opening tonight (26) are Burns and White, Thelma Marland, and Dude Kimball (the Country Plumber).

The 100 Club in Des Moines, Ia., managed by Dave Fidler, featured Ada Brown last week, with Burns and White and Brucetta on the same bill.

Howard C. Turnley's Central Ballroom at Lake Okoboji, Arnold's Park, Ia., employs three acts and a line. Singing and novelty go big here. New show features Guy Cherney, singing emsee.

The South Bluff Country Club in Peru, Ill., is doing well this season, again under the management of Tinney Cosgrove. Harry Cox remains as host and emsee. Florence Hin Low tops the new show starting Tuesday (29).

Earl McDowell's Talk of the Town Club Peoria, Ill., takes on five acts weekly. Colored talent goes well here. Current feature is Netti Hayes Saunders, colored pianist.

The Casa Nova is operated by Tony Nuccio in Elmwood Park, Ill. Ray Reynolds, emsee, and Patsy Thomas, singer, top the weekly five-act show.

Larry Lux, Marr's associate, handles the Susi-Q, Silver Frolics, Cave o' the Wind, Longwood Cafe, Tip Top, Pow Wow, and Yummies, neighborhood spots here, and several cocktail lounges.

Notable among the talent requirements of the small-town spots is the taboo placed on strips and off-color acts. Family trade, mostly.

New Jersey Minor Ruling

PHILADELPHIA, July 26.—In order to curb bookings of youthful performers, especially females, at the New Jersey roadhouses, most of which require gals to mix with patrons and act as hostesses, an agreement was made last week with the New Jersey State Department of Labor and Industry by Dick Mayo, exec secretary of the local AGVA union. As a result, New Jersey State Department handed down a ruling that no performers under 18 years of age are permitted to work such spots in that State without first procuring working papers from the State Department.

Names for Sacramento

SACRAMENTO, July 26.—As a result of the success of Faith Bacon at Frank Sebastian's Cafe Donovan, Sacramento's principal night club, Sebastian has decided to continue a policy of booking names.

He is lining up Fifi Dorsay and may bring Sally Rand in during the California State Fair, August 29-September 7.

Miss Bacon, brought in for a week, hiked the gross so much during the first part of the usually dead month of July she was held for two more weeks.

Floating Customers

SOMERSET, Wis., July 26.—David Breault, proprietor of a niteroy on the bank of the Apple River here, has hiked business at his outdoor bar 100 per cent by providing customers with a free two-mile ride down the river on inner tubes. Breault provides lockers and dressing rooms for his patrons, who are picked up at the end of their 45-minute river journey by automobiles. A good Sunday will find 200 of the inner tubes in use. Breault conceived the idea after he had watched several youngsters making the trip.

Recording Bands Terrific in Chi

CHICAGO, July 26.—July and August, always two big months for vaude houses here because of the thousands of vacationists in town, are particularly profitable for bands with a following on music machines. Most of the outside customers stem from small towns within a radius of 300 miles, where most of the tavern music is dished out on records.

The biggest thing to hit a theater in weeks was Sammy Kaye, who finished a terrific week at the Chicago Thursday (24). His feature, *So You Want to Lead a Band*, in which the customers front his outfit, served as the location tip-off on his fans. Nine out of ten "leaders" gave out-of-town addresses. Sammy attracted \$24,000 during his opening three-day week-end and another \$25,000 for the final four days of the week. He reportedly pocketed \$10,000 for his end.

Another big draw was Phil Harris at the Chicago week of July 4. He grossed \$48,000, with the help of Bob Hope in *Caught in the Draft* (in its second week). Dick Stable followed Harris with the Rochester unit, and the show grossed a healthy \$44,000, again with the help of *Caught in the Draft*, held a third week.

Jimmy Dorsey, who finished a four-week run at the Sherman Hotel Thursday (24), played to nearly 15,000 people. Local showmen credit the music machine circuit for his increased box office popularity. Before leaving he negotiated for a return date at the Chicago and asked \$8,500 a week. During his last two dates at the State-Lake and Chicago he played to a guarantee of \$4,500 and \$6,500 respectively. He is slated to open at the Chicago September 19 for a week and option for a holdover.

AC Hit by Gambling Ban; Talent Budgets Down; Pop Spots Doing Best Business

ATLANTIC CITY, July 26.—In past years generous users of names, local night clubs with gambling will probably finish the current season by sticking to small-money and standard acts. Mayor T. D. Taggart's ban on night club gambling is the reason, and the several clubs that have used money acts, due to income from gambling, have been reduced this season to small-time acts and bands, with an occasional week-end name thrown in for prestige.

Earlier in the season the Mayor raided the 500 Club, Babbette's Paradise Club, Club Harlem, Wonder Bar, and Little Belmont Cafe.

Phil Barr's 500 Club, which for years has used big names, now has Henry Jerome's band and week-end acts. Lew Weiss is booking, with the William Morris Agency supplying most of the few names Barr has been using week-ends. He had Cross and Dunn last week-end.

Babbette's, which used to run large floorshows, is down to two or three acts. Joe Moss's Bath and Turf Club is spending the most dough for floorshow talent this summer. It has Jerry Cooper, Marie Austin, two bands, and other acts currently.

Because of the gambling ban, the sport

Ork Package Shows Benefiting By Scarcity of Pic Star Combos

NEW YORK, July 26.—Lack of suitable film names to head units has slowed up unit production considerably this summer. The previous hot months, when film production slowed down, had many combos pasted together, the majority of which drew comfortable figures at the box office.

The only important name currently heading a unit is Rochester, who, with the support of Dick Stable and Gracie Barrie, is doing clean-up biz in all its theater stops. Previous years had names such as Bob Hope, Louella Parsons, Lou Holtz, and George Jessel, with a batch of starlets in tow.

A reason given for current name-unit scarcity is the fact that bookers are afraid that the public won't fall for name galaxies several years in a row. Some of the name combos lacked entertainment value and got poor reviews in many of their playing dates.

Bookers are afraid to tempt the fates again.

The deficiency of film names is giving greater prominence to package shows, with name bands as the major draw. Currently, Music Corporation of America is leading this field. The Phil Harris and Sammy Kaye units are scoring with heavy box offices despite excessive heat. The Phil Harris outfit opened in Omaha June 27 to a big gross of \$14,000. In Chicago, with the second week of *Caught in the Draft*, the take was \$44,000 in contrast to the \$37,000 during the first week of that bill with a straight vaude show. Indianapolis gave them \$19,000.

Rochester, who opened in a blistering Washington heat wave, at the Capitol, did \$19,286 there, and knocked off a hot \$19,000 in six days in Philadelphia. In Chicago with the third week of *Caught in the Draft*, unit did a nifty \$40,000. Playing dates in Akron and Youngstown will give it a probable \$18,000.

Sammy Kaye, in his initial Pittsburgh date, scored with \$25,000. Kaye will play vaude up to the time he's due at the Essex House in the fall.

Orrin Tucker, with the Ghezzi and the Stapletons in support, opens in Omaha September 12 to start a vaude tour. Horace Heidt, whose band is a sufficient unit in itself, is also going out on a vaude tour under MCA auspices.

Independent unit producers are finding it increasingly difficult to get names to head units for several reasons, includ-

ing basic scarcity and the coin the names are asking. Production ideas are so far proving a good substitute, and a raft of playing time, especially in smaller towns, awaits such layouts. Most of these dates are booked on percentage.

Package shows are in most cases easier to sell than individual acts and bands. Most of the packages come to the big towns with the kinks ironed out in the course of break-in dates in smaller cities. Occasionally a change in an individual act may be made for the larger houses. In the current Phil Harris stand at the Strand, the Lime Trio is taking the place of Paul Winchell. The reason is that Winchell recently played the neighboring Paramount. However, substitutions are the exception.

Bookers are similarly relieved of many headaches by signing a blanket contract for a complete show in contrast to shopping around for individual acts.

Units and name bands have been instrumental in opening many houses to vaude during the summer season, and often provide a wedge for either a spot or continuous vaude policy. RKO in particular is constantly shopping around for suitable units, and on occasion has produced its own. Currently its vaude houses are on a film policy, but will put in shows if they are available for the territory.

CHICAGO, July 26.—Independent producers have the welcome mat out at the Balaban & Katz booking office, Manager Nate Platt reveals. Despite the elaborate production office set-up maintained by B & K, Platt feels that more brains are productive of more ideas, badly needed these days.

Local unit producers, therefore, need not necessarily have a set show to offer. If they have a suitable production idea, the acts are furnished by the B & K bookers and the producer is given the opportunity to whip the show into shape.

The plan, states Platt, is working out to advantage of both B & K and the producers who are willing to co-operate. The services of Harry Rogers, Sam Roberts, Al Borde, Nick Bolla, and Jack Fine, among other producers, have already been employed.

The plan is clicking well at the State-Lake, where a straight vaude show fails to draw profitable biz but goes to bat when dressed up with line numbers and given a salable tag. Sam Roberts recently had a State-Lake assignment, and his show, *On Dress Parade*, grossed a big \$19,500 for the week. Jack Fine has the current job. He hired a line of Ernie Young Girls and is being furnished with suitable acts to fill out the bill.

Detroit Customers Going Long-Hair

DETROIT, July 26.—Local night spot crowds have developed a hankering for the classics, according to the testimony of maestri playing the better class spots. Operatic style tenors have always been a pushover in local spots, and interlude music, via piano or string combinations, has always had a leaning toward a limited amount of long-hair stuff.

At better-class spots, according to testimony of leaders such as Stan Norris and Don McCrane, patrons show definite preference for the lighter classics.

Downtown at the Wonder Bar, Sam Sofferin's swank spot, the preference has become so marked that Hy Baron, who has the band there currently, has set aside a half hour nightly for nothing but classics and some musical comedy selections.

Breese and Ina Ray Hutton bands provided the draw at the Hamid Pier for the week-end.

Because of the current trial of Enoch Johnson at Camden, local night club owners do not expect the Mayor to lift the ban on local gambling. Johnson is accused of collecting protection money from the numbers gambling syndicate.

Hurricane, New York

Talent policy: Dance and relief band; floorshows at 8, 12, and 2. **Management:** Irving Zussman, Virginia Hill, and David Wolper, co-owners; Joel Rose, press agent. **Prices:** Dinners from \$1.25; minimums after 10; \$1.50 weekdays; Saturdays and holidays, \$2. Drinks from 75 cents.

The second edition of the current Hurricane show finds this nitery the only top spot on Broadway due to the shuttering of La Conga and the temporary closing of the Zombie (nee Beachcomber). Billy Vine and Honeychile Wilder, mainstays of the unveiling opus, have been held over, and surrounding talent rounds out a diverting session here.

This room is apparently the right showcase for talent that is big in more ways than one. During the regime of the Hurricane 1, Romo Vincent started a rapid climb. Billy Vine, who is similarly unkind to scales, has followed him and now appears to be one of the more important talent discoveries of the year on Broadway. Maybe the vastness of the spot gives big boys the proper setting. Vines' material hasn't changed much, but his delivery is punchy and he bobs up with a big hand.

The Honeychile is all smiles and personality and has much slight value as a troupe of acrobats. Does some recitative singing and abets Vine in a rewrite of *Rain*. Its a sexy affair that nets a big round of laughs and applause.

Sara Ann McCabe, young and pretty soprano, clicked with a trio of flawlessly executed numbers, including a spiritual, *Chi-Chi-Castenango*, and a Friml medley. She encoored with *Begin the Beguine*, not up to the par set by her earlier songs. She failed to infuse sufficient pash into the exit offering.

The Callahan Sisters, a pair of pretty parcels, are winsome and personable tapsters with a set of applause-getting routines. Their catalog of taps and acro wind-up give them a hefty hand. They return to do a tango tap with the line as background. This entire sequence, especially the Callahans' contributions, is cleverly conceived and executed.

The line, besides the aforementioned tango, opens with a musical comedy style number, gives atmosphere to the

Honeychile in crinoline costumes, and winds up with a baseball bit. Truly McGee's routines and staging adequately overcome the handicap of only a half dozen girls.

Shuttering of neighboring spots has helped biz here. Dinner trade when caught was heartening.

Showbacking by Dick Satterfield could be improved. Chiquito's rumba band alternates. *Joe Cohen.*

Rumba Casino, Chicago

Talent policy: Production floorshows at 10:15 and 1:15; show and dance band; relief band. **Management:** Al Greenfield and Milt Schwartz, operators; Sam Rose, producer; Bill Ganz, headwaiter. **Prices:** Dinner minimum, \$2.50; supper minimum, \$1.50, limited to drinks.

Despite the limited capacity of this room (one of the most decorative in town) the operators keep spending big money for talent.

The new show features Joan Merrill, Georgie Tapps, Galli-Galli, Gloria Gilbert, the Pan-American Dancers (10), and the music of Carlos Molina and Don Pedro. It is as strong a talent show as can be seen in a local club these warm nights.

The production numbers are in keeping with the colorful movie-set environment of this cafe. The line consists of three teams and four dancing girls used for background. A novel departure from typical club lines. Their current early show numbers include a rumba in which Johnny Martinez and Eileen Devlin are singled out for a torso-shaking washboard specialty, a tango featuring Edward and Diane from the line, and finally a parade conga in which the ensemble is dressed in some nifty costumes with military trimmings.

Joan Merrill scored hefty show-stop. She is a highly impressive singer because of her distinctive style and refreshing appearance. Uses a good voice excellently in pop and standard numbers, and sells like a veteran. Her set included *Daddy, Intermezzo, The Latin in Me, How Did He Lock Tonight?*, and *Summertime*.

A more familiar face in these environs is Georgie Tapps, deft tap dancer. Works with an abundance of polish and showmanship. His routines included an Argentine tango and some clever dance creations to a medley of Gershwin tunes.

Gloria Gilbert followed the opening with her sock toe number that features spins and circles of turns executed with amazing speed. Nothing around to top it. Galli-Galli and his magic are made to order for this room. The work can be seen to advantage from all tables. He is still a good, fast worker, and the familiar tricks with chicks, coins, and cards are as commercial as ever.

Carlos Molina is not a good emcee. He redeems himself musically, fronting a band (10 men) that can play both American and Latin tunes acceptably. Louis Del Campo is Molina's vocalist. Don Pedro furnishes the vocal in the opening production number and leads the intermission orchestra.

Sam Honigberg.

Florentine Gardens, Hollywood

Talent policy, dance band and floorshows at 9:30 and 11 p.m. and 12:15 a.m. **Management,** Frank R. Bruni. **Headwaiter,** Dick Hubert. **Publicity,** Rose Joseph. **Admission,** 50 cents without dinner; \$1.50 with dinner. Drinks from 35 cents.

Florentine Gardens is one of Hollywood's top spots and attracts a clientele of about 80 per cent visiting firemen. Nils Thor Granlund has been here for over 75 weeks, producing a new show every two months. He is in his ninth production. Visiting firemen like to be called out of the audience for participation in the acts with the cuties, and herein lies the success of the NTG shows. Granlund himself keeps up a line of banter during the show that gives the boys a chuckle and satisfies a yen to be "devilish" in "wild and wicked" Hollywood.

NTG has, without a doubt, the flashiest bunch of girls he's ever brought on the stage. His principals are back, and they are well supported by feminine pulchritude.

Shows gets off with a Dave Gould hit parade, with Fred Scott and (Miss) Christopher Curtis singing bits from *The Continental, Rosalie, You Are My Lucky*

Star, and *Franklin D. Roosevelt Jones*. On the last number, curtain above bandstand is thrown back and the President's picture comes into view. Sugar Geise is the pivot girl and is invaluable to NTG in staging the shows and carrying out the routines.

Miss Curtis, who was introduced in the first number, is on for a solo, and does all right. She's pretty, does a good job despite a wooden personality. Got big hand.

Phyllis Durell, also pretty, comes on for a jungle dance. Act is good.

Corinne and Tito Valdez are on for *Spanish Fandango*. Team is fast, works smoothly, and has the flash and pep necessary for this type of show. Got a tremendous hand.

A Day in Switzerland is the title of the next production. Scott and Miss Curtis on for a song, with Swiss dance by Miss Geise, Gaby McLaughlin, Sue Whitney. Swiss brides are Virginia Cruzon, Jean Fraser, Joy Barlow, Marie Van Schaack, and June Ealey. Maypole dance is an audience-participation thing, with the men getting aprons, bonnets, and their pants legs rolled up for the number.

Dorothy Schoemer, pretty brunette, is on for a dance. Drummer raps off a few and she follows thru with her taps. Good.

Billy Rayes, English juggler, gives out with humor that is definitely British. Juggling is okeh, but other material could be improved. Pantomime of a woman with a hangover getting dressed for the day wows the patrons.

Sylvia MacKaye does a "Dance for the Sultan," who happens to be selected from the audience. All right.

Rhapsody in Blue, bringing on the NTG Beauties, closed the show. Plenty of good music, with beauties' work augmented by another appearance of Corinne and Tito Valdez. Swell.

NTG's chatter is still the same, but it clicks.

David Marshall and his orchestra do an excellent job of playing for dancing and production.

Show runs about an hour and 20 minutes. *Sam Abbott.*

Show Box, Seattle

Talent policy: Dance band and three floorshows nightly. **Management:** Mike Lyons, owner and manager. **Admission charge** 50 cents. Beer and wine only.

Following directly on the heels of Sophie Tucker, who last Sunday finished a three-week engagement here, Jimmie (Schnoz) Durante is taking the audiences by storm.

Due to a recent slump in business, Lyons is drooping the old policy of bringing in four or five standard acts a week and is now crowding the Box (800 seats) by spending more money for entertainment.

From the moment Durante sticks the final bow he wins the hearts of the crowd. Jimmie can do far more than sing a bit of insane jargon and show off his huge proboscis. He mingles with the customers at the tables, clowns all the time with the musicians, and at times enters into a jam session all by himself. While on the floor he is ably aided by curvacious Minyon, who does a striptease while "Schnoz" sings his famed *Wubble You*.

In addition to Durante, there are five acts. The Four Tick-Tacks, a quartet of dusky dancers, are pleasing with their taps. The Worthy Family, four accordions, do well with their *Beat Me, Mama*. Wanda Warren carries a lot of punch with her popular concert in swing. On the weaker side are Kirk and Clayton, musical comedy dance team. Carlyle really baffles the Box with his magic.

Eddie Zollman's orchestra furnishes the music for dancing, with vocals by Carolyn Moyes. *James Douglas.*

Villa Madrid, Pittsburgh

Talent policy: Floorshows at 7:45, 11:45, 1:45; combo dance and show band. **Management:** Etzi Covato, president; John Lazard, manager; Mike Morru, treasurer. **Prices:** Drinks 30 cents up, dinners \$1 to \$1.75.

Exactly 13 months ago Etzi Covato and John Lazard took over a dark and abandoned downtown basement night club, spent a few thousand dollars redecorating, installed a good chef, and booked floorshows that, altho not usually ex-

pensive or big name, offered plenty of variety. Last week they installed a \$5,000 air-conditioning unit. Spot has been showing black ink fairly regularly. Dinner business is average for Steel City niteries. Biggest crowd comes around 11. Dancing continues until 2.

Normal budget for floorshow is \$500, altho every six weeks or so Covato books in name fare. Current card is heavier than usual layout.

Head billing for Peter Higgins, native Pittsburgher, whose Irish tenor still goes over big. He mixes up a ballad, a couple oldies, and several current pops. His title introductions are simple, his patter modest but convincing. Nice-looking guy, too.

Thriller-diller is Hollywood Blondes trio, fast skating act that closes bill with twirls that cause ring-siders to bend backward for fear of catching one of the lookers as she flies thru the air while holding a partner with only a wrist or toe clutched around said partner's neck. Hefty reception.

Top talent of the show, altho heralded with only scant fanfare, is Key Taylor, beauteous dancer. Her act includes taps, waltz, and rumba, all solo. Has wholesome smile, photogenic face, eye-catching figure, and genuine dance ability. If she can read lines, she looks like a top bet for a filmusal.

Opening, the Four Antoinettes, line whose dance routines are helped by their youth and good looks. Mark Lane, saxophonist band leader, emsees.

Morton Frank.

Spivy's, New York

Talent policy: Continuous floorshows, with piano intermission; no dancing. **Management:** Spivy Lavoe, owner and operator; Seaman Jacobs and Dorothy Ross, press agents; Benny Roileri, headwaiter. **Prices:** Minimum, \$1.50.

Spivy has been operating her celestial saloon on the East Side for a year now to consistently packed houses, after deserting her swing hole-in-the-wall on 52d Street.

The spot is small, seating no more than 100 people, plus an additional few on the terrace of the roof garden nitery, but her followers have been packing the spot like misplaced sardines to hear her sessions of pianology and triple entendre song renditions.

Spivy is a master at this kind of work, with a couple hundred pounds on the hook that is personality every inch of the way. She's a sparkling greeter and handshaker, and what's more, she's a top-flight entertainer for an intimate spot. Since it happens to be her own, she works all the harder.

There are a couple of other acts who perform occasionally, including Eddie Mayehoff, a former band leader who has turned impressionist. Mayehoff has excellent material and a well-directed delivery for this kind of performing, and pulls some beauts imitating a burly house barker, a tearoom hostess, a voice teacher, and a department store sales girl. For the light singing end, Betty Bryant has an unobtrusive, likeable style, but uses no effort. She got the same results.

Spivy spends upwards of a half hour at the piano, pounding tunes with Charles Schuman and offering her pile-driving delivery of blue songs. If other performers happen to be in the house they've got to work. On this night, Beatrice Kaye tore the place apart deservedly. *Sol Zatt.*

Renault Tavern, Atlantic City

Talent policy: Continuous musical entertainment with three cocktail combinations. **Management:** Frank Palumbo, proprietor; Jack Puggy, manager; Johnny Ferro, headwaiter; Milt Shapiro, press agent. **Prices:** Drinks from 30 cents, food a la carte; no minimum, no cover.

Frank Palumbo has duplicated his New 20th Century Club click in Philadelphia at this Boardwalk boite. Last summer he gave the nod to name bands; this year the palm-decked room finds itself monopolized by a giant circular bar, with the terraced wall tables making for a seating capacity of about 400.

A corner of the large room has been roped off for dancing. However, major interest is the refreshing lullabies dispensed by three alternating and contrasting musical-vocal combinations of cocktail proportions. Between the three combinations platformed in center of the sipping post, the musical enjoyment runs the song gamut from the gay 90s to swiny stompers.

For early evening, the Al Francis Trio holds forth. Includes Francis, who plays

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both sweet and scorchy on the fiddle; Lee Masters, for accordion squeezings, and Lee Sanderson, slapping the bass and adding voice.

For the evening's second stage, Sid Rose Quartet emphasizes ditties in the continental manner, interspersing with Latin lullabies. Paced by Rose's sweet-toned Strad, group includes Benny Muscant on accordion, Al Porcelli on bass, and Dick Stewart for the guitar strums. Stewart also gives out with comedy and novelty vocals.

Major musical excitement is provided by the Four Men of Rhythm, featuring the clarinet and voice of Mike Peditin, and including Dave Appell on guitar, Maurice Belmont on vibraphones, and Louis De Francesco on bass. Foursome make for a well-rehearsed and styled swingsome, beating out a stellar brand of chamber music jazz.

Gentle and easy-mannered Johnny Leary conducts the proceedings, raising his voice in song to encourage community sings when the spirit moves.

M. H. Orodener.

Versailles, New York

Talent Policy: Intimate floorshow, dance and show band and rumba ork. Floorshows three times nightly. Management: Nick Proustis and Arnold Rossfield, owners; Leonard McBain, press agent. Prices, \$2.50 minimum (summer policy); Food and drinks, expensive.

Topnotch East Side nitery, which has been operating for years as a showcase for expensive acts and is one of the foremost users of highly publicized singles from legit, is in its annual summer policy. Show has Adelaide Moffett, standard society singer, and Tommy Wonder, dancer from vaude and legit, who is making his New York night club debut.

Wonder is an excellent attraction for smart cafes. He starts out with a slithering top hat and cane number, employing a lot of splits and anatomical balance. His important number consists of a very speedy set of dances with a life-size doll that looks like Ann Sheridan (that's one way of getting her as a dance partner), and he uses the doll as a good comedy foil. Effectiveness of this number is in the amazing speed Wonder uses in a ballroom whirl, a comedy waltz, and conga. Very solid entertainment.

Miss Moffett, a veteran of East Side haunts, is lovely looking and has style and delivery but not much voice to back her up when she tries real singing or note holding. She's one of the few products of the society-singing era who has actually stuck to the job and has become successful at it. Her good looks and way of handling herself are more responsible for this than anything else. She's a good cafe society bet, despite her lack of actual singing talent. Arrangements are swell, in a diversified number of tunes including *You Got Me This Way*, *The World Is in My Arms*, *It's the Talk of the Town*, and *Daddy*, among others.

Nat Brandwynne's ork does an excellent job of show accompaniment. Maestro does some swell key pounding and plays dance sets of a very superior and smooth variety. Panchito's rumba crew is pleasing as ever on the torrid Latin sessions.

Sol Zatt.

Club Royale, Detroit

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

Show is produced as *Midsummer Revels*, taking its key from an American Indian fantasy by the Six Winnie Hoveler Dancers in white and red costumes, doing typical Indian routine.

Darlene Walters, a petite redhead in black lace costume, does a vivacious, provocative tap with a touch of the cakewalk strut, alternating with graceful pirouettes and fast acrobatics.

John Gallus opens with a straight clarinet solo, then plays while juggling first one, then two, eight-inch rubber balls on the end of it. Playing is a bit jerky, but an effective novelty. He then works a dozen string marionettes with one hand, playing clary with the other, ultimately balancing a ball on his instrument at the same time.

De Angelo and Porter, with the girl in a light blue gown, open with a graceful ballroom waltz, following with two numbers in a lilting, half-humorous style, with the girl adding a touch of the coquettish. Pleasing.

Albert Sergio, in heavily embroidered gold and black Mexican costume, sings

love songs and light classics in Spanish. He has a strong lyric tenor, and his style, distinctively individual in a night club, is especially pleasing to the femmes.

Winnie Hoveler Dancers close in a brilliant Spanish hat dance. Dick Worthington is suave and self-effacing as the emcee. Don McGrane's band works for show and dancing.

H. F. Reeves.

Hotel Sherman, Panther Room, Chicago

Talent policy: Dance and show band; shows at 8:30 and 12. Management: Ernest Byfield and Frank Bering, managers; Howard Mayer, publicity. Prices: Dinner from \$2; minimum \$1 except Saturdays (\$2).

Benny Goodman and his band, making their first appearance here in a long time, are just about the whole show. The jitterbug audience howled and clamored for more when the band took an intermission while the stage was being set for Coleman Clark's table tennis, and there were incessant cries of "We want Goodman."

Benny has practically a new band here, and it's the jitterbug's dream of perfection. His hot swing tunes and jungle rhythm were wildly applauded. At show caught the classical concertos were not in evidence. Opening tune, *Don't Be That Way*, set the fans to wild applauding. Then came *The Man I Love*, sung by Helen Forrest, who has a voice of excellent quality, followed by the band's rendition of *Sing, Sing, Sing*, and "Cootie" Williams, growl trumpeter, doing *Concerto to Cootie*. "Big Sid" Catlett beat the drums with terrific effect, and Mel Powell took good care of the "88." Band has four trumpets, five sax, two trombones, piano, bass, drums and guitar, besides Goodman's clarinet, which is tops. All in all, it's a great swing band and Panther Room patrons gave it a great reception.

Balance of the show is the table tennis playing of Coleman Clark and George Hendry, enlivened by the staccato announcing of Bob Larrimer. Nat Green.

LaReine Hotel, Bradley Beach, N. J.

Talent policy: Dance band, permanent social director; Friday to Sunday shows during 15-week summer season. Management: Isidor Silver and Sam Kupperman, owners; Florence Lesser, manager.

This is a typical beach resort hotel using a social director all week during the summer season and adding week-end shows. Booker is Harry Kilby, of General Amusement Corporation, New York.

Social director and emcee of the week-end shows is Happy Lewis, who was here last season. He is very popular here, knowing how to liven up luncheon and dinner times and doing a great deal to make guests feel at home. He stages some sort of entertainment Tuesday to Thursday evenings in the hotel's big ballroom, such as quizzes, contests, amateur theatricals. The band is a fine five-piece combo from Newark, Mort Brody (drums), backed by piano, sax, string bass, and trumpet. The pianist does the special arrangements, and the boys get surprisingly good effects for their limited instrumentation. They are especially good at zingy swing numbers.

Week-end show for the July 18 to 20 week-end had Arno Bennett, baritone; Frances Forbes, blues singer, at the piano; Ray Sisters and Jarvis, musical comedy dancing, and Brody's band and Lewis.

This management also runs the Hotel Madison, Lakewood, N. J., during the winter season, with Miss Lesser managing that spot, too.

Hotel can accommodate 450. It is a clean, well-operated hotel. Food and service are excellent. Paul Denis.

Golden Room, Casino Copacabana, Rio de Janeiro

Talent policy: Show and dance band; floorshow. Prices: Dinners, 40 Mil-reis on weekdays, 50 Mil-reis on Saturdays and Sundays.

This room received a thoro face-lifting job the early part of this season and is more attractive than ever. Management has increased the seating capacity by having both bands work on one set-up. Currently Eddie Duchin and orchestra are spotted on the stage, while previously one band was spotted right of the stage and the other left. Both these former bandstands are now utilized for customers, giving the room an additional 40 seats. With the terrific build-up of

Follow-Up Night Club Reviews

IRVIN WOLF'S RENDEZVOUS, PHILADELPHIA.—While Irvin Wolf is devoting his entire energies this summer to his Ship Deck at the Hotel Breakers in Atlantic City, he hasn't entirely neglected his musical harbor at his Senator Hotel here. Making their local bow here is the sepiia Loumell Morgan Trio of vocal and instrumental jivers. To keep it continuous, piano bench is graced by Tiny Kaye, paleface miss who is quite a jive expert in her own right.

Paced by Morgan at the keyboards, trio includes electric guitar and bass, dispensing a highly palatable brand of Harlem jazz in soothing rather than scat manner. At the Steinway Miss Kaye makes most of her piping to her own pianology for rhythm ditties, tempering the pace with the Solovox attachment for ballad bits. Leaves nothing to be desired.

Hotel Manager Jimmy Atwell does the gracious greeting. Mort Schwartz still handling publicity and advertising.

M. H. Orodener.

CLUB BALI, PHILADELPHIA.—Altho the talent budget has been sliced for the summer, Manager Si Kaliner hasn't sacrificed the quality of the floor offerings. Main interest is in the come-

Duchin and band, reservations must be made well in advance, particularly over the week-end.

Copa management has made a tie-up with Saks Fifth Avenue, New York, whereby a style revue is presented nightly along with the regular floorshow. Saks has sent down six very good-looking models and complete changes of outfits for every show. Girls know how to wear and display wardrobe, and all have good personalities, but the revue lacks showmanship. This, however, will be offset by the interest of the feminine trade, especially since the European style markets have been entirely cut off. Style revue is given as a separate unit and precedes the regular floorshow.

Following the style show, Duchin takes over with a medley, including *Aurora*, which was the No. 1 song of the past carnival season. Merriel Abbott girls opens the show with seven girls in fox-hunt attire doing a neat routine and a girl in fox costume following with a well-executed acrobatic number. Off to generous applause.

June Robbins, singer, follows, and after her rendition of *Old Man Mose*, which pulled rousing hand, encored with *Jenny*, a socko for the smart Copa crowd.

Robert Evans, ventriloquist, next. The mike went haywire at the start, but he soon had the customers eating out of his hand with cross-fire and ad libbing, for the greater part of the Copa crowd speaks and understands English. Finished singing *Oh, Johnny* and was called back for encore of *Irish Eyes*. He cracked a couple of gags in Portuguese, which is always sure-fire coming from North American performers.

Duchin follows with a band session, the outstanding number being *Star Dust*, then requesting numbers from audience, which drew heavy response. Abbott girls return for high-kicking routine, with each girl stepping out for acrobatic tricks for kayo finish. One of the best girl lines to appear in Rio.

Food and service excellent and drinks moderately priced.

The Duchin band alternates for dance music. James C. MacLean.

Lotus, Washington

Talent policy: Dance band and floor-show three times daily. Acts changed every two weeks, booking thru Tom Ball, New York. Management: D. G. Lam, manager; Kaufman Agency, publicity. Prices: No cover, moderate range, Chinese-American dishes.

Summer business continues to hold up well here and family trade determines a show policy devoid of off-color quips or suggestive routines. Entertainment consists of a chorus line and three acts for a 45-minute show. Band leader Bill Strickland handles the emcee chores. Line of eight girls opens show with a kicking, tapping and arm-waving routine. Jans and Carroll, ballroom dancers, present a conventional number of steps and swings, performing in a style that promises to develop. Two routines are presented and Joan Hope, a singer, follows. Chorus line returns in a Hawaiian

back of Roy Sedley at the emcee controls.

While the lush atmosphere of this spot isn't exactly the proper setting for his zany manners, his performance here indicates that he might be at the top. Not that he is a smash sensation here—but that's only because the spot is miscast for him. Unfortunately he's too fast for the local gay blades. He doesn't resort to any blue punches. With a delirium of gags appreciated among the more hep ringsiders, Sedley shows that he can still sell as an ace comic.

More in keeping with the room's tenor is the lyrical soprano singing of Virginia Ramos, without recourse to the mike, and the smooth ballroomology of the DiGitanos.

Girl line has been cut down to five, but is still devoted to the South American stepology for the open and shut sequences. Stepping out of the line, Ellise does well with a Mexican hat dance.

Alan Fielding (6) still dishing out the show and dance music, with Ramos (4) for the rumba relief.

Kaliner brothers—Si, Joe, and Max—still operating, with Si managing, the others occupied with their next-door Little Rathskeller. Herman Tolle the maitre, Milt Shapiro the press agent.

M. H. Orodener.

number, which begins in the orthodox manner, but an increased tempo injects jazz to an extent that resemblance to Hawaii stops with the fringed skirts and leis. Nevertheless, the girls got a hand for their efforts.

Wesley Whitehouse is featured and he proves to be a glib sleight-of-hand artist. Young and talkative, he begins with chatter on making silk from a big wad of raw hemp. From here on he stuffs portions in his mouth, blows out smoke and sparks, and eventually pulls out ribbons of colored silk, ending with a pair of red panties. This is easily his best effect and would seem to do better for closing. However, he closes by trotting out the usual hankerchief, rope, and card tricks. Patrons liked his act and gave him a good hand.

Jans and Carroll come back in a number which has the girl simulating a rag doll. Not too energetic, it pleases nevertheless. A Hungarian dance number, with the line girls banging away on tambourines, closed the show. Band leader Bill Strickland's boys are fixtures here, but newest addition, Penny Garrett, who now sings from the stand, does a capable job. All she needs is a little more experience before the mike.

Edgar Jones.

Detroit Business Still on Upgrade

DETROIT, July 26.—Signs of business boom in Detroit's better-class night spots, which have not profited too heavily from national defense spending to date, are evident. With downtown spots generally working with reduced shows for the summer, some trade is being thrown to suburban spots and roadhouses. Build-up appears to come largely from out-of-town customers. Many are buyers and salesmen coming to town in connection with national defense manufacturing. In this latter connection, a substantial number of night club parties are being booked, with the salesmen taking out the local purchasing agents.

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A
Aaron & Glanz (Rainbow Room) NYC, nc.
Adair, Ted (Villa Venice) Chi, nc.

B
Bailey Sisters (Beverly Hills) Newport, Ky., cc.
Baldwin & Bristol (Riverview Beach) Pennsville, N. J., p.

C
Cappy Barra Boys (Rice) Houston, Tex., h.
Carey, Miriam (Pirate's Den) Baltimore, nc.

D
Dahlberg, Milton (Leon & Eddie's) NYC, nc.
Daley, Cass (Capitol) Washington, t.

E
Eckler, Hilda (Music Hall) NYC, t.
Elisse (Club Bali) Phila, nc.

F
Farney, Evelyn (Buffalo) Buffalo, t.
Fears, Peggy (Drake) Chi, h.

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE OF THE 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; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Franey, Dorothy (Muehlebach) Kansas City, Mo., h.
Franklin, Cass (St. Moritz) NYC, h.

G
Galante & Leonarda (Cocoanut Grove) Boston, nc.
Gali, Gali (Rhumba Casino) Chi, nc.

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

Holiday, Billy (Kelly's Stable) NYC, nc.
Hollenbeck, Dr. (Grand Mackinac Island, Mich., h.

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

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J
Jane, Marjorie, & Bobby Wild (Iceland) NYC, nc.
Jansleys, The (Chez Paree) Chi, nc.

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K
Kaahue's Hawaiians (Roosevelt) Pittsburgh, h.

Kane, Helen (Ben Marden's Riviera) Fort Lee, N. J., nc.
Kaye, Danny (Paramount) NYC, t.

L
Lamarr, Sally (Trans-Atlantic) Phila, nc.
Lamb, Gil (Buffalo) Buffalo, t.

M
MacFarland, Frank (Barney Gallant's) NYC, nc.
McArthur, The (Wivel) NYC, re.

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

O
Ortega, Belen (Havana-Madrid) NYC, nc.
Ortega, Rosita (Villa Venice) Chi, nc.

Don't Forget The Juggler
BOBBY MAY
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Dir. William Morris Agency

May, Bobby (Roxy) NYC, t.
Mayla (Rainbow Room) NYC, nc.

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

O
Ortega, Belen (Havana-Madrid) NYC, nc.
Ortega, Rosita (Villa Venice) Chi, nc.

P
Padilla Sisters (El Chico) NYC, nc.
Page & Nona (Tivoli) Sydney, Australia, July 11-Aug. 15, t.

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

S
St. Clair & Duran (Zimmerman's Hungaria) NYC, nc.
Samuels, Al (Colosimo's) Chi, nc.

T
Tapia, Cesar (Villa Venice) Chi, nc.
Tapps, Georgie (Rhumba Casino) Chi, nc.

U
Ulrich, Earl & Josephine (Walton) Phila, h.
Unger, Johnny (Renault) Atlantic City, ro.

V
Vanderbilt, The (Pirate's Den) Baltimore, nc.
Vandenberg, The (Pirate's Den) Baltimore, nc.

W
Waldorf-Astoria (Waldorf-Astoria) NYC, h.
Walton, Phil (New Yorker) NYC, h.

X
Xmas Shows on Tour
Ice Shows on Tour
Ice-Follies of 1941, Shipstad & Johnson's (Winterland) San Francisco.

BOOKERS LOSE EXCLUSIVES

House Staffs Hit By High Pay in Defense Works

(Continued from page 3)

industries. In many cases, newcomers have been persuaded to take jobs as ticket-takers and doormen with definite promises that within six months they will be promoted to assistant manager posts. A number of at-liberty legit actors have taken advantage of the offer.

Vacationing students have helped fill summer gaps as far as ushers and cashiers are concerned, but cannot replenish full-time help in the fall and winter, when full-time staffs are needed most. College students working after school have solved problems in nabe houses during the rush hours.

Many managers foresee the problem growing more acute as the defense program expands and the need for manpower for heavy industry increases.

The New York area theaters are suffering least thru the defense program as the percentage of defense work here is not enough to decimate theater manpower. Factory employment figures here as a whole do not vary tremendously even at peaks of prosperity and depression, as this city contains few heavy industry plants, tho most plants retain offices and staffs here.

The theater problem is especially acute in Ohio, Michigan, and ship-building centers in the East.

One personnel man told of an instance in which a former Newark, N. J., usher left his job at the usual usher's salary and two weeks later knocked down \$56 for one week.

Theaters, he said, cannot compete with such salaries.

Casino Gardens, New Detroit Outdoor Spot Pulls 8G First Wk.

DETROIT, July 26.—Detroit's newest big outdoor spot, Casino Gardens, Inc., operated by George Olsen, who leads his band at the spot, got off to a good start with an attendance estimated at about 15,000 for the first week. Business held well on warm nights early in the week, staying around 1,000. Spot is operating at 55-cent admission, with 88 cents for Saturdays. Gross for the first week is estimated around \$8,000.

The Casino Gardens is at the south end of the Michigan State Fairgrounds, the first spot of its kind to be erected on public property here. About two acres have been fenced off, enclosing the big outdoor band shell. The Arbor, built last year, has been covered with a tent, and is used to hold crowds on rainy nights. Spot serves beer and light wines and park-type refreshments. Beer, 25 and 35 cents a bottle.

Show, booked by the William Morris Office, is given twice nightly, 8:30 and 11:30. Opening layout included Dawn Sisters, dancers; Gaudsmith Brothers, dog act; Six Danwells, acro; Ivan Fehnova Ballet of 16 girls; Ray Fredericks, juggler and unicyclist, and Jean Blair, vocalist. Olsen's band plays the show, and alternates with Don Royale's Rumba Band for dancing. Dance music is piped five nights a week over WJL.

Spot is to stay open probably until about October 1, including the 12 days of the fair itself. Publicity, which is being handled by Sid Bielfield, is using some of the most elaborate newspaper ads seen here in years for a night spot.

Kinney Set for Third Date At Loew's State in Year

NEW YORK, July 26.—Ray Kinney, Hawaiian maestro who is in his fifth year at the Hotel Lexington here, is penciled in for his third date in one year at Loew's State.

Kinney will probably play the Broadway house some time in August, marking the first time a band leader has played the State three times in a single year.

Affection

MAPLE SHADE, N. J., July 26.—Princess Luana resumed her snake-charming act at Victory Cafe here last Monday (21) with a slight patch on her tummy as a reminder of her pet's affection. The Princess was in the midst of her act with a Florida bull snake the night before when she screamed, dropped half the act, and ran off the floor. The snake had taken a bite of her middle, and she was rushed to the Cooper Hospital in Camden, N. J. The act will go on, she said, because bull snakes are not poisonous, and her six-foot pet probably intended only to show his affection.

Evans-Viner Case Dismissed in Court

CHICAGO, July 26.—Judge John C. Lewie of Superior Court dismissed the Bob Evans-Joe Viner contract case here Thursday (24), ruling that the contract was not legal because it promised the act nothing for the 40 per cent personal management commission. Evans, ventriloquist, signed a 10-year term with Viner, but wanted his freedom, claiming that he had to secure all his work himself.

Viner died a month ago, but his estate continued the case. Evans, now working in Rio de Janeiro, was represented by Benjamin H. Ehrlich.

Milwaukee House Folds Thursday (31)

MILWAUKEE, July 26.—Riverside Theater, only regular vaude stand here, folds Thursday (31). House Manager Eddie Weisfeldt declared that lack of enough strong box-office attractions forced this decision on the part of the operators.

Theater has been losing heavily on ordinary bills. It never played ace pictures. Because of the sudden closing date Horace Heidt, who was set for week of August 29, was canceled. Sammy Kaye's band unit, now playing, will be the final attraction.

Shows Back to Moderne

CHICAGO, July 26.—Frank Hutchins is bringing back floorshow entertainment into his Villa Moderne August 9, featuring the Winnie Hoveler line of girls. A new band will also come in on that date to follow Bob Strong.

The Hoveler Girls, now at the Club Royale, Detroit, have been a feature for a couple of seasons at Harry's New Yorker here.

Chi Bookers Comb Air for P. A. Talent; Top Local Acts Favored

CHICAGO, July 26.—A radio act suitable for theaters, with proof of a good listening audience in this area, can almost name its own ticket for engagements in local vaude houses. Condition is due to the scarcity of box-office acts and the profitable business enjoyed by combo houses when bills are topped by radio headliners.

Nate Platt, head of the booking office of Balaban & Katz Corporation, servicing the Chicago and State Lake theaters, has been buying all available radio acts popular in this territory. The local radio market is being combed constantly, and many of sustaining and commercial artists on local stations have made stage appearances either at Chicago or State Lake. Local artists are favored, because of hometown interest and comparatively low salaries.

Uncle Harry's "Always Be Careful Club," a morning kiddie feature on WGN, strictly of a local nature, will top the State Lake bill the week of August 1, because of the 35,000 members belonging to the club. When the show was recently tested in the theater on a Wednesday night, average attendance figures were topped by 700.

Brandt Houses Set Openings

NEW YORK, July 26.—The Flatbush Theater, Brooklyn, opening is tentatively set for September 18, with the Windsor, Bronx, scheduled to follow September 26. Shows again will be routed from the Flatbush to the Windsor. Opening bills have not yet been set. Names and name bands will again be used.

William Brandt, in charge of the operation of the theaters, had previously said that he would not open them unless the unions, particularly the American Federation of Musicians, eased up on their demands and reduced the number of men for the stand-by crews. So far as is known, Brandt will operate under the same conditions as last year.

This season Brandt will encounter heavy competition in Brooklyn with the re-opening of the Strand, Brooklyn, for four-day vaude sessions. Opening date is set with Vaughn Monroe for August 29, Ella Fitzgerald and the Four Ink-spots following September 5. Tony Pastor, Cab Calloway, and Alvin Rey are possibilities.

The Brooklyn Strand is operated as part of a Paramount-Warner-20th Century-Fox pool. Harry Mayer will do the booking.

Vaude Booms in Rockford, Ill.

ROCKFORD, Ill., July 26.—Vaude shows are booming here, thanks to the 20,000 soldiers housed in neighboring camps and increased employment activity due to the defense program. Both the Palace and Coronado, indie houses booked thru Balaban & Katz in Chicago, plan to offer more flesh in the fall.

Palace, now playing units Fridays to Sundays, will switch to a split-week policy around September, using two shows a week. Sam Roberts and Nick Boila, Chicago unit producers, will handle the production work. The Coronado will play all the big name bands and attractions available for this area. Next show set is Horace Heidt and band, opening a three-day run August 8.

"Truth or Consequences" Signed for Vaude Dates

NEW YORK, July 26.—Ralph Edwards's *Truth or Consequences* air show is set to make once-monthly appearances in vaude houses, starting at the Hippodrome, Baltimore, Md., August 21. Other dates tentatively set are at the Stanley, Pittsburgh, in September; the State, Hartford, Conn., October, and the Earle, Washington, November.

Larry Puck, of the CBS Artist Bureau, set the dates.

Cafe Operators Now Show-Wise On Their Own

NEW YORK, July 26.—With the exception of isolated cases, there has recently been a decline in the number of bookers in the New York area who have exclusive booking rights to cafes and night clubs. One reason assigned is that the newer crop of operators, with a solid background of show biz experience, feel themselves the best judge of the type of entertainers for their spots.

In recent years the night club industry has seen the rise of operators who no longer run clubs as a side line, but who devote full time to their establishments. Ops such as Leon Enken and Eddie Davis of Leon and Eddie's, Nick Pronis of the Versailles, Maria Kramer of the Lincoln-Edison hotel chain, Bob Christenberry, of the Hotel Astor, John Roy, of the Rainbow Room, and Lucius Boomer of the Waldorf-Astoria, and others do their own buying successfully.

Another reason is the fact that in nearly all cases act managers and agents must add the booker's fee to the price of the act if the deal is made thru a middleman. Thus, the operator who buys his own talent can usually get talent at lower rates.

Another important factor is the absence of chains and a consecutive night club circuit.

However, the night club booker is still an important cog in many spots, especially those out of the New York metropolitan area, for which a representative here is often necessary.

In the Cincinnati region, the Beverly Hills Country Club buys its talent thru Frank Sennes, Cleveland booker, who in turn gets Miles Ingalls to line up the names for him. Ingalls also represents Glenn Schmidt, who will open the Glenn Rendezvous in early August. In New Orleans, the Roosevelt Hotel buys its acts from the major talent agencies.

The important Florida spots also find it necessary to maintain talent buyers here. George Wood is the most important New York representative for swank Florida night clubs and buys talent for the Royal Palm, Esquire, and other spots.

The Boston spots which use names also find it necessary to have New York representatives. Bert Jonas is the booker for the Mayfair, while Sol Tepper has the exclusive on the Cocoanut Grove.

Montreal spots also do biz thru New York agents. The Tic-Toc Club buys thru Arthur Grossman, and the Mount Royal Hotel buys thru May Johnson of Music Corporation of America.

Many other out-of-town spots, of course, have exclusive New York representations.

In metropolitan spots where an exclusive franchise is obtained, the bookers usually do little without consultation with the operators, who may often reject the bookers' recommendations.

Bowery Record Set By Gypsy Rose Lee

DETROIT, July 26.—All existing house records have been broken at the Bowery, local night spot, by Gypsy Rose Lee, according to Manager Frank Barbaro. She drew 31,000 people in two weeks—16,000 the first week and 15,000 the second. The figure for the first week eclipsed the previous records set by Sophie Tucker as the outstanding feminine draw and the house record of 14,000 set by Lou Holtz in April, 1940, and again in September of the same year.

Willie Howard opened Monday night with his company, drawing a good house, but dropping nearly one-half below the opening-night record of 1,400 set by Miss Lee two weeks ago.

ACTS, SKITS, GAGS MINSTRELS

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

Loew's State, New York*(Reviewed Friday Evening, July 25)*

State bill played to fair house when caught, with Harry Richman and Jack Cole and dancers leading the vaude bill. Pic, *That Uncertain Feeling*.

Gautier's Steeplechase opened. An ever-interesting novelty, with Gautier pacing a troop of ponies and dogs. Ponies out first in stepping and other routines. Dogs follow, riding the ponies, jumping from mount to mount cleverly. Excellent work, easy to watch, and will always click with an audience.

Deuce spot to Jean Carroll and Buddy Howe, mixed comedy team. Open with gags, girl patterning her talk along dumb dora routines, with Howe mostly feeding. Turn includes a bit of singing by the girl, plus an imitation of Louis Armstrong's trumpet—also by the girl—and a bit of competitive hoofing by both. Act is typical old-time vaude, and needs some brushing up to make the chatter brighter.

Willie Hoppe, billiard champion, in the third spot with a very beautiful exhibition of trick shots. Billiard table is set before a slanted mirror, enabling audience to see all angles. Hoppe remains silent, doing his wizardry with much dignified aplomb, while an announcer, Scott Colton, stands aside to call and describe the shots. Very interesting and a good novelty act.

Harry Richman in next-to-closing, with a batch of new and familiar tunes, including take-offs on Al Jolson, Eddie Cantor and others of That Old Gang of Mine. Schmaltz, but audience goes for it hook, line, and sinker. Richman had to encore with *I Love a Parade*, and begged off.

Jack Cole, assisted by Florence Leslie and Anne Austen, closed with an exhibition of West Indian dancing in swing time. This is a very classy piece of business, showy, subtle, and eye-filling. Furthermore, Cole has adapted the West Indian routines, giving them a sock commercial value for American houses. Only trouble with the act was its brevity. Cole and the gals suddenly walking off while the audience was just getting into the groove. *Paul Ackerman.*

State-Lake, Chicago*(Reviewed Friday Afternoon, July 25)*

Tabbed *Sketchbook of 1941*, this week's bill offers a fair vaude line-up and three passable production numbers, and when caught it received the hearty approval of a near-capacity house. On the screen, Warner's *Singapore Woman*.

Opening stint had the 16 line girls in a sprightly cakewalk strut prefacing the appearance of an unbilled colored tapster who displayed marked talent and originality. The audience pounded their approval, and by all the rules the lad should have been given a couple of bows but wasn't.

The Six Danwills, tumbling and teeter-board act from the white tops, let loose a barrage of spectacular and difficult stunts that earned a healthy hand. Alice Dawn, next on, has a metallic but pleasing voice and a winning personality that puts her over nicely. She sang *You Can't Brush Me Off* and *My Sister and I* to

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NEW YORK CITY**Vaudeville Reviews**

enthusiastic applause, encored with *The Hut-Sut Song*, and had to beg off. Joe Ross and Gladys Bennett have a fair song, dance, and patter turn that suffers from poor and outmoded material, but nevertheless earned a very good hand.

A butterfly fantasy production number, on darkened stage, was picturesque and paved the way for the "extra-added attraction," the Floating Venus, who floated out over the audience on a light-studded contraption. If the audience was in doubt as to the gimmick at the start, the mystery was dispelled at least for that portion of the audience in the first 10 rows by inept manipulation and lighting, which revealed the "secret."

Herman Hyde and his foil, Sally Burrill, tickled the risibilities of the audience for plenty of belly laughs. Hyde's slapstick comedy with a guitar, violin, bass fiddle, and the harp with the animated nude brought roars of mirth. A lively la conga by the line closed the show. *Nat Green.*

State, Baltimore*(Reviewed Thursday Evening, July 24)*

A fair brand of vaude is on tap at this branch of the F. H. Durkee chain. Show comprises four acts and house is the only local neighborhood combo theater with a split-week policy prevailing. *Affectionately Yours* was the screen offering.

The Three Avos, girl dancers, opened. They were okeh and costumed cutely, but more experience should smooth out the rough edges. They offered several neat tap specialties and closed fast.

Anthony and Rogers clicked well with their rapid-fire chatter. Boys conversed in Italian dialect and kept customers laughing despite the age of many of their gags. They were called back and also danced a jig and gave out in song.

Joe Arena, comedy acro, offers an amusing spectacle with his dog. His tumbling routine consists of front falls and back flips, pulling a glass of liquid from his pockets after each fall. He and dog cartwheel off together for a whirlwind finish.

Closing spot is reserved for Tom Emerson, presenting a hillbilly quintet, consisting of four boys and girl. They accompany their own songs on two guitars, accordion, violin, and bass. Each also offers a solo, with the girl registering well in her hillbilly drone of *Please Don't Take My Sunshine Away*. The bass player is the comedian of the group, getting an opportunity for numerous imitations with his rendition of *Let's All Sing Like the Birdies Sing*. Especially well executed was the train imitation finale.

Musical accompaniment is flawlessly provided by Louis Sokolove's pit band. Leonard Camarata is house manager. Booking is done by Eddie Sherman. *Phil Lehman.*

Paramount, Los Angeles*(Reviewed Friday Afternoon, July 25)*

Midsummer Gayeties at the Fanchon & Marco Paramount is one of the smartest and smoothest running bills spot has offered in recent weeks. While it could stand a little punch in one or two spots, it is well rounded and holds patron's interest thruout. Bill includes Rube Wolf's band, Fanchonettes; Low, Hite, and Stanley; Bobby Gilbert, and Barbarina and Ginger. Wolf's orchestra, using five brass, four reed, three rhythm and accordion, open with the Fanchonettes coming on for an offering to the music of *Let's Get Away From It All*. Setting is tropical. Girls are pretty and pack plenty of precision.

Wolf gives an all out signal for *Ama-*

pola, Music Makers, Do I Worry?, Take the "A" Train, and other numbers that bring the trombones, clarinet, and accordion in for solo parts. On *Daddy Wolf* leads the vocals with the band boys adding background. Accordion boogie-woogie tempos got a big hand and the audience was also generous in its applause for Bill Martinez, clarinet, and Chuck Butler, sax. Less horseplay and more music would hype the program here.

Barbarina and Ginger and Pals, the pals being three Pomeranian pups, are on for an act that could stand a little speed. Dogs do backward flips, imitating their mistresses. Girls do fast flips to end turn. Bobby Gilbert fiddles *Turkey in the Straw* in Yankee, Irish jig, and Jewish styles. Good.

Fanchonettes returned for another production number that gave them ample opportunity to show their versatility. Gowns are of modernistic design and smartly styled. Laura Corbeal does some swell toe work and ballet, going to town on pirouettes. Betty Meekin, also a personable lass from the Fanchonettes, does a pleasing acro routine. Both dance against the background formed by the 18 lovelies and act is a standout.

Low, Hite, and Stanley, a midget, a giant, and an ordinary-sized man, did knock-about comedy that pleased. Low especially taps out some swell rhythm. Show was brought to a sock finish by the Fanchonettes doing a tap to *Hungarian Rhapsody* played by Wolf's ork. Dressed in Cossack-type hats, and abbreviated costumes girls again display their talents in *Dress Parade*. Turn is flashy and meets all requirements. More precision numbers could be included without the slightest risk of them becoming monotonous.

The Shepherd of the Hills was on the screen. *Sam Abbott.*

Hippodrome, Hamid's Pier, Atlantic City*(Reviewed Tuesday Evening, July 22)*

A good vaude bill this week, with Bea Wain headlining and Edward Roecker getting second feature billing.

Ruth and Don Lane open with their tap and cane dances that include acrobatics and tapping on the top of two large drums. A good novelty dance turn.

Roecker, who's been in musical comedy and radio, is a blond youth with a pleasant baritone voice and a competent delivery. Offered *Perfidia, Stout-Hearted Men, Ole Man River*, and, for an encore, *Rose Marie*. Won applause, especially from the women.

Johnny Woods, who had been emceeing, took this spot to unloose a load of radio satires and voice impersonations. Depends on the cumulative effect of a lot of impersonations and special material rather than on longer, sharper-cut impressions. Got a lot of laughs.

Bea Wain, making her local debut, impressed with four songs, *Hut-Sut Song, My Sister and I; Bounce Me, Brother*, and, as an encore, *Deep Purple*. Sang this varied assortment straight, avoiding any interpolations, and with a sincere-sounding delivery.

Reg Kehoe and His Girl Marimba Band, a musical flash act, closed and held attention, even tho it stayed on too long. Kehoe emcees and leads each number from his marimba, later switching to a vibraphone and to accordion. He is backed by seven girls and a man at string bass. After the opening marimba number, the group swings *Begin the Beguine*. Then Kehoe does a fine *Intermezzo* on the vibes, and the girls come on for a fair tap in patriotic costuming. The group returns with accordions, switching to Latin instruments for a rumba, and closes swinging *Study in Brown* at the marimbas. A punchy girl contortion solo is spotted with the mid-way tap number. A truly versatile group.

Willie Howard played July 19 and 20 here, getting loads of laughs with black-outs, some from his recent show, *Crazy With the Heat*. The army enlistment bit, which, incidentally, Bobby Morris was doing day and date at the opposition Steel Pier, drew roars.

Henny Youngman heads the bill week of July 27.

Film was *Angels With Broken Wings*, a broken-down comedy. *Paul Denis.*

The review of the Olympia Theater, Miami, erroneously gave credit to Herbert Marks as the house booker. Booking of this house is by Harry Kalcheim, of the Paramount office.

Court Square, Springfield, Mass.*(Reviewed Thursday Afternoon, July 24)*

The six acts of vaude that share this three-day bill with two pix rate as the smoothest, best-balanced bill localities have seen in a long while. When caught, the house was three-quarters filled, and the cash customers showed more enthusiasm than is their wont in this New England city, where it seems to be good form to sit on your hands.

Show opened with the Foley Sisters, two cute-looking numbers, who do neat tap routines to boogie-woogie, waltz, and rumba tunes. They do well at all three.

Jack and Jean Gordon, as a couple of collegiates, do a fast number that is really the sock of the layout despite the fact that they don't get top billing. He does some fast juggling, imitating horses' hoofbeats, and she contributes a bit of music on a tire pump. Jean sings the Notre Dame victory song and the University of Maine stein song, bothered some by a cold, while her partner accompanies on a collection of home-made instruments, drums, washboard, horns, etc. Jack also does a rope-twirling bit, the weakest spot in the act.

Bob Flinch, who also acts as emcee, does an engaging bit of marionette work. He takes the dolls right out on the stage, and they do their act where the audience can see the strings being manipulated. Flinch has one doll who does a first-rate strip-tease, complete with all the bumps, and she is only outdone by a marionette resembling the old gentleman on the cover of *Esquire*, who winds up a tap dance by dragging an American flag out of his pocket and waving it. The audience loved it.

La Temple and Company, the top billing, is a magic act with all the tricks that the customers still go for. The girl in the trunk, the girl who stays suspended in the air, and the torn strips of paper that turn out to be a hat are included. The act has been here before, and some of the audience recognized not only the tricks but also the chatter, which hasn't changed either.

Weber and Mack, comedy, song, and dance team, kept the guys and gals laughing with some new cracks and some old ones dressed up in new forms. The numbers are clean and fast. Good stuff.

The Four Sailors, an acro comedy team, had the crowd roaring with falls and their burlesque of strong-man teams. Wound up with some fast tumbling.

Pix. *2 1/2 Hours Leave and Sweethearts of the Navy.*

This is the last vaude bill until the fall, when the house is tentatively scheduling some name acts.

Roxy, New York*(Reviewed Friday Evening, July 25)*

Layout this week is in night club atmosphere, with the stage built up in tiers, tables ranged around, cigarette girls and others wandering over the rostrum, and Paul Ash and his band on stage. It's an attractive set-up, but some of the movements from table to table detract from the effect of the acts.

The Gae Foster Girls, helped by a line of lads, open and are joined by Betty Jane Smith, who sings a bit and then goes into her superlative tapping. An outstanding terpster who seems to be doing her best to branch out into other fields (this reporter last caught her in a speaking role in the straight lighter, *Snookie*), she's a lass who should go places. A tall lad billed as Freddie also taps during the session.

Rolly Rolls follows with his musical novelty, in which his amazing ability went somewhat over the heads of the frozen customers here. Starts with piano nonsense that isn't too forte, but then switches into trick stuff that's terrific—playing a fast number by hitting the keys with the ends of a pair of sticks, playing while blindfolded with the keyboard covered by a strip of cloth. He also does a number on what is billed as the smallest concertina in the world, which displays his virtuosity—and also proves that the lethal qualities of a concertina have nothing to do with its size.

The Peters Sisters, three very large sepia songstresses, are on next. Their hotcha stuff slams across so well that it even managed to wake up this audience. After a session of simple hoofing made amusingly effective by their size, they exited to a near show-stop.

Stuart and Lea, ballroom team, follow with a castanet number that's nicely executed; the Gae Foster Girls and their boy friends follow with a Latin-tinged precision tap, and Stuart and Lea re-

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turn for a terrific combination of a cape routine with adagio. It's a standout number.

Bobby May closes with his familiar juggling, which is, if anything, even better than ever. His work with clubs, cigar and hat, and balls keeps the customers constantly applauding, and he encloses with a luminescent ball and ring session that is new to this reporter. He's always a sure-fire act, and this layout needs him badly.

Ash and the boys do far from a good job playing the show, and made it particularly difficult for the chorus in the precision number. In addition, during Rollis's session on the concertina, who emceed, Ash insisted on remaining on the apron and moving around to pick things up from the stage floor. And, at the week's fourth show, when introducing Bobby May he forgot May's name.

Pic, *The Parson of Panamint* (Para.). House light the last show opening day. Eugene Burr.

Paramount, New York

(Reviewed Wednesday Evening, July 23)

Failure on the part of Will Bradley to get permission to double for the second week from the Hotel Astor brings Joe Venuti in to occupy the podium for the fifth week of the current run of *Caught in the Draft*. Big house at show caught indicates that the final week of the bill will add to the comfortable margin of profit that has already accrued.

The Venuti outfit, consisting of five brass, four sax, and four rhythm, is a solid barrelhouse combo giving off rhythms that go over big with the Paramount patronage. Venuti wields one of the most fluid swing fiddles about, and adds to the stature of the ork.

The rest of the bill is unchanged, with Danny Kaye doing his showstop comies, Jane Froman singing, and Virginia Austin registering with her puppet work. Venuti's showbacking is faultless.

Venuti's violin is the major attraction of the crew, and the outfit could therefore have used more pieces with string arias and violin leads. Ork opened with a swing piece, *Free Wheeling*, in which the fiddle did some show-off arias. The other ork contributions consisted of a display number, *Musical Cocktail*, in which the instruments counterpoint each other by playing various pops, and *Blues in B Flat*, with tricky fiddle effects by Venuti. All of them went over well.

Kay Starr, band vocalist, showed up well with a swing nursery rhyme and *Mean to Me*. Got a good hand. Other band specialty is the skin beating of Barrett Deems, who pounds a chair in the Jack Powell tradition for some okeh comedy effects. Joe Cohen.

Chicago, Chicago

(Reviewed Friday Afternoon, July 25)

Four acts—Tito Guizar, Sue Ryan, Jay and Lou Seiler, and Coleman Clark—and two production numbers are blended into an entertaining show, unpretentious but okeh support for the pic *The Bride*

Came C. O. D., co-starring Bette Davis and James Cagney.

The Dorothy Hild Girls (16) open the bill with a tricky high-kick sport number, a topical introduction for Coleman Clark's familiar table tennis act. Coleman is now battling it out with a new partner, George Hendry, intercollegiate champion, who is a good player but a poor showman. However, most attention is given the 11-point match, so the act gets by nicely. And, too, it has the benefit of some spirited announcing by personable Bob Larimer. For a warm-up, the boys indulge in trick shots and wind up the act pitching some balls into the audience.

Jay and Lou Seiler, dancing comedians, take over from here on, splitting the act into three appearances. They first try out some of their gags and close with an acrobatic dance. They return for more nonsense and their fine ski number, and finally appear in the Latin finale with a hoked-up cape routine. The boys are instilling more comedy into their turn with each succeeding trip to Chicago. Jay is developing into a good comic and is getting able straight support from Lou.

Sue Ryan went big with her funny singing impressions of various magazine cover girls, a prima donna set to swing, and then and now versions of *You Made Me Love You*. A good saleswoman with plenty of talent to sell.

Tito Guizar closes the bill, backed by the girls in the gay *Chile Con Carnival* scene. A smooth, colorful singer of Latin and American songs. Boasts of a good appearance and an impressive voice, two admirable assets.

Business fair second show opening day. Current show will not do the business of its predecessor—Sammy Kaye—who grossed some \$49,000 for the week. Dinah Shore, Jerry Colonna, Gil Lamb, and the Three Arnolds come in Friday (1). Sam Honigberg.

Million Dollar, Los Angeles

(Reviewed Sunday Afternoon, July 20)

Show here is not up to par this week, with the interest lagging in several places. Some sections seem designed to run a certain length of time rather than to supply entertainment.

Show opens with the Cotton Sisters, two nice looking blondes; doing rhythm taps. Girls know their steps, but act should be speeded up. Nothing sensational, but they are a nice, smooth-working dance duo.

Chung Lu does eight minutes of magic. With a wooden personality, he lacks the banter that might put his time-tried tricks over. He uses the appearance of eggs, the hoops, and then the handkerchiefs from the cylinder. Weak act.

Charlie Craft and the house band strike up *Daddy*. Craft gets a big hand on the vocals, and Red Taylor takes the spotlight for a turn at his drums. Okeh, definitely.

Innes and Harmon seem to have moved into this spot on a long-term lease. The act is better this week than it has ever been. Innes acts as a straight man and challenges Harmon to a dance contest. Dancing is good. Material isn't the best.

The Balboa Boys, a male quartet, do it right, but aren't shown to advantage. If they were grouped around a mike they'd go over more effectively. Top tune was *Rockin' Chair's Got Me*, with the baritone and pianist doing solo.

On the screen, *Singing Hillis* and *Red-head*.

Full house when caught. Sam Abbott.

Strand, New York

(Reviewed Friday Evening, July 25)

The tall corn is really growing on Broadway this week with Phil Harris and his ork headlining the Strand bill. Harris is corny and a terrific showman. He works the entire show and everybody in it to show-stopping applause.

His gags are strictly from Dixie and he's a terrific milker. But he's a clown, he abuses himself and the boys in his band thruout—all for laughs. And he gets them aplenty.

Unit is an intact, with the Billingtons hitting the boards first. Young boy and girl tap team, who get in some fast taps and do a generally polished routine that is full of eye-appeal.

The smashing applause-getter, winding up with more audience appreciation than anyone on the bill is the Lime Trio, a three-man act, wholly dependent on the precise antics of one guy to put them across. Act begins with two men, who both look like Snub Pollard, dressed in

porters uniforms, carrying a trunk on the stage and dragging out a carcass that looks like a gaudily dressed zombie. He acts like a rag doll, and the other two put him thru a routine of precise acrobatics, first by placing him on a table, then by hanging him on a meat hook. Session of very fancy tricks, and a showstop.

Patricia Kay, vocalist with the band, is a redheaded version of Veronica Lake. She sings *Daddy* and *Down the Road a Piece*. Harris gagged about the effect of her form-fitting gown by saying, "I hate to apologize for her, but I thought she was going to be dressed." Needless to say, she got a good hand.

Ames and Arno, a knockabout pair of comedians (male and female) are also a highly polished act, with plenty of twists and pratt falls, combined with comedy dancing and talking. Both have plenty of showmanship and give a lot to the audience. Piece de resistance is the closing bit, where the gal knits while seated on her partner's shoulders during a fast spin. A very solid act.

Straight band numbers (four sax, five rhythm, six brass) with the *Hut-Sut Song*, *That's What I Like About the South*, and *The Things I Love*. Harris sings *Hut-Sut* like it's never been sung before, but gets away with it on comedy effect.

Pic, *The Bride Came C. O. D.*, with Bette Davis and James Cagney. Opening night house packed.

Sol Zatt.

MCA Maps One Night Tour for E. Bergen

CHICAGO, July 26.—Edgar Bergen will start a one-night concert tour in October, probably in Louisville. MCA will handle the tour and round out the program with a band and acts. Idea is to publicize it and present it along the lines taken by Veloz and Yolanda on their recent swing around the country.

For a ballyhoo gag, 10 Charlie McCarthy dolls will be given free to the first 10 patrons showing up for each date.

Heat Slows Palomar

SEATTLE, Wash.—The heat wave that sent the mercury soaring to a new high here last week helped to set new lows in box-office attendance all over town. The Palomar Theater (1,450 seats), after seeing one of its worst Monday openings in years, managed to squeeze out a gross of \$4,100—or \$400 below the average. Most of the week's business came in over the week-end, when the heat wave broke.

Heading the vaude show were Castang's Hollywood Chimpantees, Star and Lee, Chester Dolphin, Woolsey and Claire, and Flash Davis.

On the screen, *Tight Shoes*.

Hoover Manages Airliner

MIAMI, July 26.—Kitty Davis, before her departure for her summer home in Chicago, announced the appointment of Charles Hoover as manager of the Kitty Davis Airliner. Hoover is toying with the idea of producing musical comedy revues for the Airliner this winter.

Vaudeville Notes

VAUGHN MONROE brings his band to Philadelphia for the first time, August 1 week at the Earle. . . . ROCHESTER (Eddie Anderson) booked August 3 at Pheasantland Park near Reading, Pa. . . . ABBOTT AND COSTELLO come to Steel Pier, Atlantic City, August 10. . . . FOUR INKSPOTS make a return to Steel Pier, Atlantic City, last week in August.

JACKIE HELLER to the State, New York, September 11. . . . HAPPY FELTON screen-tested by MGM. . . . BILL ROBINSON will resume with his unit late in August. . . . FRADAY DANCERS have enlarged their act from 6 to 12 people. They open for a series of fair dates for Barnes & Carruthers, Chicago, August 3. . . . CHICK GAGNON, late with the Sally Rand unit, is now a trainee at Port Riley, Kan. . . . PHIL FRAZIER and Ginger Lee are signed with the Mills unit, *Insanities of 1942*.

EDDIE (ROCHESTER) ANDERSON AND JIMMIE DORSEY'S ORCHESTRA set for the August 2 week-end at Steel Pier, Atlantic City. . . . DENNIS DAY and FRANKIE MASTERS' ORCHESTRA set for August weeks at Earle Theater, Philadelphia. . . . EDWARD ROECKER, closing at Hamd's Million-Dollar Pier, Atlantic City, goes into the Shuberts' new *Ziegfeld Follies*.

Clubs Along North Jersey Shore Use Talent Cautiously

ASBURY PARK, N. J., July 26.—The summer season here has been slow, with an early casualty being the Rumba Casino at West End, where Oscar de la Rosa's band had been featured.

Dario and Vernon's LaMartinique at West End continues with bands and floorshows, and Sea Girt Inn at Sea Girt is doing okeh with Shep Fields's band.

Locally, Tommy Tucker band is the only important band booking. He's at the Hotel Berkeley-Carteret. Skeets Tolbert's band at the Cuba Club and a few small outfits round out the local music picture.

Socarras and band, along with Edna Mae Harris and Freddie and Allen heading a floorshow, are at the Plantation at Long Branch.

Loretta Clemens and five-piece band at Mrs. Jay's, and Happy Lewis, emcee, and Mort Brody's band at LaReine's Hotel are the only important talent current at Bradley Beach, which adjoins Asbury Park.

Generally, the season along the North Jersey Atlantic shore has been only fair, and hotel and night club spots are using standard talent cautiously.

Minne Aqua Aids Night Club Grosses

MINNEAPOLIS, July 26.—Loop niteries last week enjoyed a very much-needed hypodermic when large crowds of Minneapolis Aquatennial celebrants pushed their way into the various clubs following visits to the numerous summer festival attractions throughout the city. At the same time, night clubs and taverns in the outlying districts complained that their averages, instead of going up, suffered a slump.

With the celebrants in a typical carnival mood, spending in the loop niteries surged upward and operators reported their grosses for the week were approaching Saturday night business during the Minnesota Gopher football season.

Theaters, too, played to larger houses than they have in several months.

Rivoli, Seattle, Low

SEATTLE, Wash.—As the blazing heat sent thousands to the beaches, jammed the ball park nightly and constantly filled Longacres race track, it also sent the Rivoli (900 seats) gross down to \$1,200—\$300 below average. On stage was the Galey Caper's *International Revue*. The Rivoli changes screen bills three times a week.

Portland Vaude Added

PORTLAND, Ore., July 26.—The Bagdad Theater here has joined the ranks of vaudeville houses, according to Ted R. Gamble, manager of the J. J. Parker Theaters.

The house has been completely renovated and redecored. Vaude will play Thursday, Friday, and Saturday nights, according to Gamble. Arlington Laity's orchestra furnishes music for the shows.

HENRI THERREIN in for two weeks at the Harper, Detroit.

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Vaudefilm Grosses

Stem Box Offices Okeh, Considering Heat; MH Tops With 85G; Strand 36G

NEW YORK.—Passing marks are being obtained at most of the Broadway box offices, considering the hot weather.

The Paramount (3,664 seats; \$37,000 house average) subbing the Joe Venuti ork for Will Bradley, with the rest of the bill, including Danny Kaye and Jane Froman, remaining intact, looks like the fifth and final week will wind up with a take of around \$23,000. The fourth session of the combo, with *Caught in the Draft*, pulled a nice \$30,000. *Shepherd of the Hills*, with Inkspots, opening Wednesday (30).

The Strand (2,758 seats; \$33,500 house average) opened Friday (25) with the Phil Harris unit and film, *The Bride Came C.O.D.* Lack of review raves for the Cagney-Davis optus is looked upon to give the bill a passable \$36,000 for the first week. Last week, with Cab Calloway's ork and *Manpower*, pulled \$20,000. Previous sessions of the Calloway combo took \$48,000 and \$36,000.

The Roxy (5,835 seats; \$36,000 house average) opened Friday with *Parson of Panamint* and stage bill with Peters Sisters, Bobby May, and Betty Jane Smith. Weakness of film is expected to give a meager \$27,000 gross. Last week, *Dance Hall* and stagershow with Cookie Bowers and Peg Leg Bates did only \$22,000.

The Music Hall (6,220 seats; \$84,000 house average) is the major bright spot on the local scene, and is continuing to do land-office biz with the second week

of *Tom, Dick, and Harry* and stagershow with Gil Maison and Hal Le Roy. Probable take is around \$85,000. The first week did a tremendous \$98,000.

Loew's State (3,327 seats; \$22,500 house average) has Harry Richman, Jack Cole Dancers, Willie Hoppe, Gaultier's Steeplechase, and Carroll and Howe, with *That Uncertain Feeling* on screen. Take is figured around \$17,000. Last week, layout with Ted Lewis ork and *One Night in Lisbon* pulled \$16,000.

L. A. Houses Okeh; 23G for Paramount

LOS ANGELES, July 26.—Los Angeles vaude houses didn't set any records this week, but did all right. At the Paramount (3,595) *Caught in the Draft* was held over for the fourth week and was on the bill with *Forced Landing*, which needed a film like the Hope vehicle to carry it along. Paramount, with Earl Carroll's Revue, did \$23,000 with the Slate Brothers carrying bill's entertainment burden.

The Orpheum, (2,200) offered *West Point Widow* and *Lady From Louisiana*, both of which appeared here before, along with a variety bill devoid of names to gross \$10,000, not a bad figure for the spot.

Oxford Boys Sued By Personal Mgr. Pact Ended May 5

CHICAGO, July 26.—David P. O'Malley, local booker and artist representative, filed suit in Municipal Court Wednesday (23) against the Oxford Boys (Wayne Dickerson, Nelson Knoop, and Don Moreland) in an effort to collect \$637 in commissions due him on his personal management contract which expired May 5. The boys are appearing in the road version of *Hellzapoppin'* at the Erlanger, which closes here Sunday (3), to head for Los Angeles. Each of the boys was served with a summons thru O'Malley's attorney. Harry P. Muns.

O'Malley charges that while his three-year contract with the boys expired in May, he secured the engagement in *Hellzapoppin'* for them in November, 1940, and is, therefore, entitled to his commissions as long as the boys work in this show. He also feels that he is entitled to the accruing benefits of all contracts which he negotiated for act.

The Oxfords informed O'Malley of their decision to leave his office thru a letter in which they thanked him for his services and expressed hope that they might call on him for advice at some future time. They also paid off commissions for three weeks after the contract's expiration date. This is their second pact with O'Malley. The first was of one year's duration, signed in 1937 when they first organized.

No comment was available from the Oxford Boys or their attorney at press time. Sid Mogul, local representative for I. Robert Broder, New York attorney, handling the case, was out of town.

\$21,500 for Wash. Earle; Capitol 18G

WASHINGTON.—Bette Davis, *Bride Came C.O.D.*, bettered expectations for the week ending July 24 for the Earle Theater with a gross of \$21,500. Lani McIntire's band plus Buster West and Lucille Page are featured on the stage portion. Business is holding up for second week ending July 31, and should do a \$16,500.

Loew's Capitol, because of poor local reviews, can't take advantage of the Earle holdover. Inferior film, *Dance Hall*, detracts from a good stage bill featuring Dixie Dunbar, Cass Daley, Floyd, Christh, Talia, and Rhythm Rockets. For the week ending July 30 gross is expected to hit \$15,500. Last week *Moon Over Miami* did a good \$18,000.

New York:

CALLAHAN SISTERS and Sara Ann McCabe held over at the Hurricane until August 13. . . . JOAN WOODS added to the Leon and Eddie show. . . . GLORIA PARKER joined the Shore Road Casino show. . . . UNA MAE CARLISLE opens Tuesday at the Green Room of the Hotel Lincoln.

Chicago:

CHARLIE DAWN, night club editor of *The Herald-American*, will spend his annual vacation fishing in Michigan next month. . . . MOREY AMSTERDAM, Jules and Joanne Walton, and Mary Ann Russell will be featured in the new Harry's New Yorker show opening Wednesday (30). . . . BILL BAIRD is working this summer at Charles Koch's Belle Isle Showbar in Minocqua, Wis. Current show also features Margo and Martin, Virginia O'Brien, Ruth Reynolds, Pinky Tracy, and the Three Loose Screws. . . . AL SAMUELS, comedy emcee, has been set by Ray Lyte for the new show at Colosimo's opening Thursday (31). Others on the bill are Andre Andrea, Mildred Parr, Hestford and Stone, Gale Sextet, and Hoffman and Kay. . . . THE STADLERS, opening August 8 at the Edgewater Beach Hotel, are the first of four teams booked for that spot, each for two weeks. Following in order are Stuart and Lea, the Albins, and Woods and Bray.

ANN SUTER is back in town, this time for a run at the 885 Club, starting Tuesday (29). . . . FELIPE DE FLORES was a last-minute cancellation at the Rumba Casino, being detained in Mexico City for his re-entry permit. . . . PAYNE AND GILBERT have left for Miami to open at Kitty Davis's Airliner Sunday (27).

Miami:

THE SKY CLUB opens its summer season with a line of girls and Jackie Larue, contortionist dancer, and Jane Atwood, tap stylist. . . . ALAN CARNEY has moved into the Dempsey Pago-Pago room via the Olympia Theater route. . . . Also at the Dempsey, Towne and Knott, Statler Twins, Charles Valda. . . . VIRGINIA GIBSON is making her first appearance at the Airliner. . . . DEWEY SOUTHERN and Dixie Kay are new to the show at Jimmie's. . . . KITTY DAVIS and the Burnells have come to terms for a hold-over engagement. . . . OLLIE BUGBY and George Krauss have been added to the Paddock. . . . PORKY DEAN has returned to the Bowery. . . . BRENNAY MORROW, who directs the shows at the Ball, has

Visitors Crowd Chicago Houses; Tito Guizar and Revue 36Gs, S-L Unit 17Gs

CHICAGO.—Loop theaters are doing good business, primarily due to the out-of-town trade which reaches its annual peak during July and August. A healthy percentage of this extra business flows into the combo house box offices because of the flesh attractions which are not available in the small towns.

The Chicago (4,000 seats; \$32,000 house average) is sailing along nicely this week (beginning July 25) with the Bette Davis-James Cagney pic *The Bride Came C. O. D.* and a presentation revue with Tito Guizar, Sue Ryan, and Jay and Lou Sella and Coleman Clark. Good enough \$36,000 in sight. Last week, ended July 24, house had one of the top weeks of the year with Sammy Kaye's band and *Moon Over Miami* on screen. A total of \$49,000 was grossed, thanks to the pulling power of Kaye.

State-Lake (3,700 seats; \$15,000 house average) is currently playing a house-concocted unit, *Sketchbook of 1941*, with Herman Hyde and Alice Dawn, and *Singapore Woman* on screen. Good for \$17,000 judging by the big week-end. Week ended July 24, a stroke of show-

manship employed by the Balaban & Katz bookers paid off to the tune of \$18,500. Said showmanship included the stage revue featuring the Rossilianos, Polish dance team, who appeared at the Chicago six weeks ago, and the revival of the first Fibber McGee and Molly picture *This Way Please*. A fine combination for the mass trade.

Last Sp'fd Show Under Average

SPRINGFIELD, Mass.—The three-day vaudefilm bill at the Court Square Theater here, closing Saturday (19), drew less than usual, perhaps due to the heat. Making this report, house manager Fred Marshall also announced that, effective with the last show Saturday (26), vaudeville will be discontinued for the rest of the summer. The house plans to renew its present policy soon after Labor Day.

On stage: Billy and Irene Burns's Canary Circus, Karney and Kress, Dean Sisters, Three Fonzals, Jack McCoy, Don Lee and Betty. On the screen: *Flying Wild*.

Lyric Biz Tapers

INDIANAPOLIS.—The Lyric (1,892 seats) went into eclipse for week ending July 24 with an \$8,000 gross, compared to the average weekly take of \$8,500. Attraction was *Wake Up, America*, headlining Gil Lamb. Unit also included Singing Commanders, Dancing Cadettes, Albins, Claire and Hudson, and Betty Lee. *Paper Bullet* was on the screen.

Harris 19G in Pitt

PITTSBURGH.—Phil Harris and his orchestra, with a layout that included Ames and Arno, Paul Winchell, the Billingtons, and Patricia Kay, hit above-average \$19,000 at Stanley in week fairly slow around city's theaters. On the screen, *Bad Men of Missouri*, (W. B.)

Show received good notices, with maestro's recent marriage to Alice Faye good for extra comment in theater and radio columns.

Following three weeks' booking in New York and stage dates on westward trip, Harris expects to start fall engagement at Hollywood Wilshire Bowl about time he returns to Jack Benny air-show, first week in October.

Club Talent

returned from New York. . . . BUSTER AND MARION LYNN got a vaude call from the Olympia and are now doubling at Wit's End Club. . . . BILLY YOUNG enters his 16th week at the Airliner. . . . KATE SMOTAY has joined the 5-Star Club girl line.

Philadelphia:

NITA AND RAVELL, MADELAINE WHITE, and CHICO AND CHIQUITO new at Jack Lynch's Walton Roof. . . . MURIEL KRETLOW GIRLS are the first line at Kalmers' Little Rathskeller. . . . BETH CHALLIS leaves Evergreen Casino for the Bashore Beach Club, Virginia Beach, Va. . . . FRANCES CARROL, local air songstress, at Sam's Cafe. . . . DANNY RICHARDS set for long run as Roman Grille emcee. . . . JOE CAMPO moves into the Open Door Cafe. . . . FANCHONE AND CAMILLE added at Hopkins' Rathskeller. . . . DENNIS KING heads new revue at Yacht Club, with JUDY RENAULT an added starter. . . . IRIS WAYNE at Weber's Silver Lake Inn; BARNEY AND LONJIE also new.

Atlantic City:

CROSS AND DUNN take in return trip to Phil Barr's 500 Club. . . . CIRO RIMAC set to return to Hotel President's Round-the-World Room for the last two August weeks. . . . FRANCES FAYE coming in as week-end attraction at Irvin Wolf's Ship Deck in Breakers Hotel. . . . FRANK ROANE newcomer to the Club Harlem show. . . . BARBARA BELMORE, PAT RYAN, and GINGER FORD new at Babette's, with GEORGE OWEN and TONY PARKER holdovers. . . . COSMO AND ANITA added at Cliquot Club. . . . DELLA NORELLA an added starter at Hotel President's Round-the-World Room. . . . BOBBY JOHNSON joins show at Jockey's Derby Club.

Here and There:

JOHN HOYSRADT starts at the Mounds Club, Cleveland, August 14. . . . ELLA LOGAN starts at the Beverly Hills Country Club August 1. . . . JEAN SAB-LON opened Thursday (24) at the Ritz Carlton Roof, Boston. . . . OLIVER AND BORGIA have signed with the Bar of Music, Miami, for the third successive season. . . . ELAINE JORDAN AND ADRIAN PARKER to the Club Charles, Baltimore, July 29. LaMarr and Martin, and Barry, Prince, and Clark hold over. . . . TED AND ETHEL WALKER doing a week at the Capitol, Portland, starting July 29. . . . BILLY MAHONEY set at the Pine Springs Casino, Freehold, N. Y.,

until Labor Day. . . . CLARENCE LEVERENZ chalking up his 60th week at the Hotel Broad-Lincoln, Columbus, O. . . . THE GOLDEN PAIR have opened at Lou Walters' Latin Quarter in Boston, following a two-week run at the Tic Toc Club, Montreal. . . . JACK MARSHALL goes into the Club Moderne, San Francisco, Thursday (31) with Gertrude Nielsen. He was recently slated to open at the 385 Club there.

JOAN EDWARDS, current at the Mounds Country Club, Cleveland, has been signed for three television shows. . . . JAY JASON and Park and Clifford opened at the Yacht Club, Pittsburgh, July 25. . . . THE STYLISTS now at the 20th Century, Philadelphia. . . . CONNIE HOWELL TRIO set for the Dutch Kitchen, Atlantic City. . . . MATA AND HARA have drawn their fourth holdover at the Cooanut Grove, Boston.

PAUL SHOWALTER, emcee, is holding down the mike at the Prosperity Corner, Sacramento, Calif., after a run at the Doghouse in Reno. Place recently changed hands, Tony Munich enterprises buying out Otto Allen and installing Pete Mazanti as manager.

SAN MARCO is back in Hollywood after playing club dates in and near Phoenix, Ariz. . . . DUDLEY DICKERSON, colored dancer, has been cast by Ruth Burch in the new Hal Roach production, *All-American Co-Ed*. . . . EDITH ROGERS DAHL and Phil Kaye are mulling a South American tour.

CHEENA DE SIMONE DANCERS doing a new number, the Conga Boogie, at the President Hotel, Atlantic City. . . . EARL AND JOSEPHINE LEACH doing a return at the Walton Roof, Philadelphia. . . . WALLY VERNON is heading a unit at the Lido Venice, Philadelphia. . . . BOB RYAN AND THE TWINS current at O'Day's Grill, Buffalo. . . . ROSALIE LYNN, together with Ruth Dane and Louise Catlin, holding over at the Silver Dollar, Baltimore, Md.

BURNS TWINS AND EVELYN PRICE opened at the Rice Hotel, Houston, Tex., July 11 for four weeks.

MIAMI, July 26.—Tom Williams, former manager of the Paddock Club and the man who built the first night club in Miami, is now at the Wit's End Club in the capacity of general manager.

Magic

By BILL SACHS

THE MIDWEST MAGICIANS CON-CLAVE, sponsored by Omaha Assembly No. 7 of the Society of American Magicians, will be held September 27-28 at Omaha, Neb. W. C. (Dorny) Dornfield will be emcee. Convention headquarters are at Hotel Paxton. . . . **PRINCESS ZEELLA**, who recently concluded a six-week engagement at the Beachcomber in Baltimore, is at the Terrace Club, Virginia Beach, Va., with her mental act for an indefinite stay. . . . **SHANKS THE MAGICIAN** and wife are playing in Pennsylvania to okeh business. Mrs. Shanks is doing crystal reading and is billed as Lady Patricia. They recently visited Mr. and Mrs. L. Kamadisky at Belle Vernon, Pa. The Kamadiskys are friends of showfolk and operate a filling station and restaurant there. . . . **ROBERTA AND MARION**, featuring the magic of China and Scotland, presented their mystifying show July 13 at Irvine Auditorium, Philadelphia, under sponsorship of the summer school of the University of Pennsylvania. . . . **F. RAYMOND SHAW** was elected president of the Magician's Society of Norwalk, Conn., at a recent meeting. Other officers elected were Tracey L. Knapp, vice-president; Harry Harper, secretary, and John R. Boyko, treasurer. . . . **ROBERT UNGEWITTER**, president of the Society of Detroit Magicians, is getting arrangements set for the annual SDM steak roast, to be held in September. . . . **LES HUNT AND JULIET** are presenting their mystifications at Weber's Hofbrau, Camden, N. J.

KILBAN has changed his billing from Kil-Ban and is at Sam's Cafe, Philadelphia. . . . **SCHRETS AND COMPANY**, offering mystery thrills and illusions, were featured as a free act July 20 at Forest Amusement Park, Chalfonte, Pa. . . . **HOWARD BROOKS** couples his magic with emceeing at Philadelphia's Club Ball. . . . **"POUR-A-DRINK" DORNFIELD** is holding forth at Club San Diego, a Northwestern Detroit spot, and doubling as emcee. . . . **PRINCESS YVONNE** is enjoying a good season at the Hamid Pier, Atlantic City. Her 11-year-old daughter is doubling distributing the booklets with her dad, Doc Irving. . . . **JOAN BRANDON** was slated to arrive at Sydney, Australia, July 21, instead of Melbourne, as originally scheduled and where she was to open a five-week engagement. . . . **WILL H. COFFRIN** (Si Stebbins) says it looks as tho he has retired, which also goes for Dolly Dixon, midget, who has been working with him for the last year. The reason is that Percy Abbott made Si and Dolly a good offer to work for him and they took him up on it. . . . **B. LU BRENT** is working Wildwood, N. J., doing a combination magic show and lecture under the name of Doc Sebastian. Persons at the shore there eat magic up. Will Rock will spend a few days there preparing his new show for an opening near by in Bridgeton, N. J., and Lu Brent has been chatting a great deal with Rock's advance man, Carl Sherred. . . . **THE HOUNDINI CLUB** of Wisconsin will hold its annual conclave at Eagle River, Wis., August 2 and 3. Some 200 magicians are expected to attend.

RAY GAMBLE was elected president of the Pacific Coast Association of Magicians at its ninth annual convention in Seattle, Wash., this week. Bert Kalmar, of Los Angeles, was elected first vice-president; Tom Dethlefsen, San Francisco, second vice-president; Harry G. Shaw, San Jose, Calif., secretary, and Leo F. Schmitt, Reno, Nev., treasurer. Elected as governors of the first district, the Pacific Northwest and Canada, were Capt. Charles H. Howard, of North Bend, B. C.; Frank R. Joy, Seattle; Dr. C. W. Talbot, Spokane, and Hugh Riley, Portland. Charles N. Smith, retiring president of Seattle, was appointed historian by the new president. Oakland, Calif., was selected as the 1942 convention city. The magic manufacturers who had exhibits at the convention were Felsman of Chicago, Thayers of Los Angeles, Charles of Hollywood, Swanson of Seattle, and Hamblin of Spokane. The convention got under way Tuesday and had a record registration. The magicians only show was held on opening day. The second day the huge public show was held, with the largest and greatest magic show Seattle has yet experienced. On the last day the officers were elected and in the evening the annual dinner dance was held.

Talent Agencies

FRANK HENSHAW, of General Amusement Corporation, off for a week's booking trip to Baltimore, Md., Washington, and Philadelphia. . . . **JACK FAUER** out of the Arthur Fisher office to open his own agency. . . . **LOU WEISS** now booking the 500 Club, Atlantic City. . . . **MILES INGALLS** will be the exclusive booker for the Hurricane, New York, starting August 13.

DAVE O'MALLEY, Chicago agent, and his family are sailing from New Orleans on a 16-day Caribbean cruise August 1.

ENTERTAINMENT MANAGERS' Association of Chicago has switched its golf tournament date to Wednesday (30) and the site to the Bon Air Country Club, Wheeling, Ill. Because a big turnout is expected a larger course was needed. . . . **MIKE LEVY**, Chicago agent, is going to New York to produce his play *Crossroads*. . . . **BILL GREEN**, former personal rep for Rubinoff and p. a. for MCA, is now advance manager of the Plymouth Motor Fair, sponsored by the Plymouth Motor Corporation.

REGIS AMUSEMENT CORPORATION has been organized in Philadelphia to operate theaters for motion pictures and vaudeville, headed by **DAVID MOLIVER**, prominent theater operator here.

JOLLY JOYCE, Philadelphia, adds three new parks to his books—Valley View, York, Pa.; Sunset Park, Oxford, Pa., and Radio Park, Wilmington, Del., expanding his outdoor vaudeville circuit for the playing of a Major Bowes unit, Hank Lawson, Patsy Montana, Four Eaton Boys, and the Polka Dots, booked for August dates. Also set Sons of the Pioneers for August 10 at Lone Star Ranch, Reed Ferry, N. H., and Baby Rose Marie to open July 31 for indefinite engagement at the Martinique Cafe, Wildwood, N. J.

FRANK SENNES, Cleveland, preparing several units for fall presentation in night clubs.

RAY S. KNEELAND, Amusement Booking Service, Buffalo, has added two spots to his list. Clubs are Clark's Oasis here and the Moose Club, Niagara Falls, N. Y. Latter, a private enterprise, is using four acts four times weekly as new nitery policy. Kneeland is also handling exclusive bookings for Celoron Park's Pier Marine Room nitery, as well as weekly changing bills of outdoor free acts there. . . . **WALLY GLUCK**, Buffalo, is currently in New York City, seeing his brother, Sid, connected with Jack Barry office, and lining up possibilities for his fall activities in Western New York.

LARRY PUCK, of the Columbia Artist Bureau, off for a three-week vacation. . . . **SAM SHAYON**, of Fanchon & Marco, to give a luncheon to introduce sponsors to his air show, a culinary quiz, with members of the Society of Amateur Chefs as principals. The shindig will be held at the Terrace Room of La Guardia Airport August 12. . . . **JESSE KAYE**, of Fanchon & Marco, has secured the exclusive Broadway presentation rights to the *V Song*, published by Dash-Connelly. . . . **JACK LENNY** now operating on his own, having separated from Herman Fialkoff.

AGVA Sigus Minn., Nitery

MINNEAPOLIS, July 26.—Signing of an agreement with the first night club in Minneapolis in its drive on Twin Cities niteries was reported for Local No. 3, American Guild of Variety Artists, by Ted Brown Alch, business agent. After dicker-ing with Abe Percansky, manager Happy Hour Cafe, for several weeks and agreeing to extend time before striking, the AGVA business agent and Percansky signed an agreement Friday (25) whereby principals working the Happy Hour will receive a boost in pay from \$18 weekly to \$27.50 minimum, while chorus girls have been upped from \$18 to \$25 minimum. Three principals are affected by the contract. AGVA headquarters also announced Curly's Cafe, another of the four niteries served with strike notice, had been given an extension of time until Monday (28) before the Guild sets up a picket line.

Australia Wants Comics

CHICAGO, July 26.—Booking offices report a heavy demand for burlesque comedians to play Australia. American burlesquers are popular in the music halls of the Antipodes, but because of government restrictions there few of them care to make the trip. Good salaries are offered and expenses of the trip are paid, but performers are required to give up 40 per cent of their salaries to the government and, in addition, they are not allowed to take any money out of the country.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

PAT PAREE left the featured role in *Camp Hot Spots*, Luna Park, Coney Island, N. Y., July 27, to return to burly. Opened July 28 at the Troc, Philadelphia, for one week. Next to the Globe, Atlantic City, for two weeks. Then to the Hirst Circuit to be solo feature throuth the season. Posed for a ciggie poster just before she exited from Coney. . . . **DORIS WESTON**, Bobby Taylor, Sahji, and Billy Ainslee new at the Republic, July 20. . . . **NAN POLAND** (Mrs. Manny King) taken to the Memorial Hospital July 22 for an operation. . . . **PATRICIA PERRY**, during an off spell from featured spot at the Eltinge, took time out to say "I'd call the merging of the two wheels the Western Circuit"—Blackout. . . . **NINA NIXON**, ex-burly strip teaser, now Mrs. Nick Pinto, wife of the owner of Pinto's nitery in Greenwich Village. . . . **OTTO EASON**, roller skating dancer, late of the burly circuits, is touring with Cab Calloway's ork. . . . **PAULA NORTON** celebrated a birthday July 21. *Streamlined Follies* company, Coney Island, N. Y., where she is featured, gifted her profusely.

DOROTHY DeHAVEN, Bert Saunders, Stinky Fields, and Shorty McAllister moved from the Republic July 19 to reopen at the Globe, Atlantic City, where they will also rehearse a new show to open the City Theater here August 24. . . . **HELEN SPENCER**, once of Niblo and Spencer, will operate a tavern in Greenfield Center, near Saratoga, N. Y., while George Niblo with Sammy Aroo and Morris Lloyd continue in vaude, billed as the Three Misfits. . . . **BERNIE MILLER**, in addition to being a singer and a song collector, is also a crayon artist. Now at the Eltinge. . . . **DIXIE SULLIVAN'S** opening date, July 14, for Club Nomad, Atlantic City, put off owing to being held over at Carroll's, Philadelphia. . . . **GLADYS FOX**, Valley and Lynn, and the Three Freshmen joined the Casino, Toronto, stock July 14.

STELLA MILLS, following her Republic stay, played a return date in featured spot for one week at the Troc, Philadelphia, and then vacations in Chicago until the end of August, when she returns to the Hirst Circuit. . . . **ROCHELLE KRASNOFF**, stenographer, has been shifted from Izzy Hirst's Philadelphia office to the new Brill Building suite that is the larger headquarters for the recently merged Eastern and Midwestern circuits. Suite includes offices for Phil Rosenberg, Jay Hornick, I. Hirst, Lou Miller, and Rose Shendelman. . . . **LUCELLE WRAY**, dancer, has been at the Cheb Paree, Atlantic City, ever since Decoration Day. . . . **DONNA DARNELL**, while at the Nomad, Atlantic City, was picked to adorn the front page of the amusement section for *The Press*. Also chosen as the most photogenic night club beauty in A. C. . . . **EDITH ANDERSON** new at the Gaiety, July 18. . . . **PAT O'HARA** went from the Eltinge to the Frolies nitery, Greenwich Village, last week. . . . **MARGIE HART**, Dian Johnson, and Dolores Weeks back at the Gaiety, July 18.

ANN CORIO annexed a color cover and a three-page spread in current *Spot* mag, and Jessica Rogers, vacationing in Tampa, Fla., a double truck spread in *Pic* under the caption, "At Corner of Minsky and Park Avenues." . . . **CHARMAINE** was titled a Countess in two pages of stock in September *Jest* mag, and Patricia Gordon and Norman Fallon with their cameras took shots of strip-teasers Paula Norton, LaRita, and Marcellita at *Streamlined Follies*, and Pat Paree, Naomi Dusk, and Yvonne Stanwick at *Camp Hot Spots*, Coney Island, for *Film Fun*, *Close Up*, and *Slick*. . . . **DIANE RAYE**, Carol Lord, Beverly Lane, Jeanette Brown, Nahja Leah, Helena, Harry Meyers, Joe DeRita, Billy Crooks, and Jack Coyle comprise the new stock cast at the Roxy, Cleveland, where Lois DeFee is being held over for an extra week. Billy Foster and Danny Jacobs closed to go to the Casino, Toronto. Ginger Britton and Natoma to be the features week of August 3, with Eunice Janson added. . . . **KITTY ELLIS**, former burly feature, now living in retirement in Frisco. . . . **BETTY DuVAL** returned to the Eltinge, July 18.

MIDWEST:

KENNY BRENNNA, dodging the hot weather, has left on a fishing trip. Mrs. Brenna is vacationing at Long Lake, Ill. . . . **MARGERY ROY** opens at the Rialto, Chicago, Friday (1). . . . **LYA LYNN** has recovered from her recent illness and opened Monday (28) at Blodie's, Chicago. . . . **JACK BUCKLEY** off to the West Coast. . . . **TERRY KING** opened at the Avenue, Detroit, last week. . . . **DEWEY MICHAELS** and Lou Appleby made a trip to Arlington Park track during their recent visit to Chicago. . . . **N. S. BARGER** and Milton Schuster are in New York this week on a booking trip. . . . **ARTHUR CLAMAGE** and Charles Rothstein spent several days in New York last week on business. . . . **JACK COYLE** opened at the Roxy, Cleveland, Friday (25).

PHILADELPHIA:

LUCILLE RAND signs contract with Izzy Hirst to play the wheel next season. Starts for Hirst at his Troc here for the August 4 week, and then goes to his Globe Theater, Atlantic City. . . . **MYRNA DEAN** brings her dance to a nitery floor, opening this week at Carroll's. . . . **CHARLIE HARRIS** replaces Murray Leonard as straight man in the Troc stock troupe, Leonard leaving to join Al Jolson's *Hold On to Your Hats*. . . . **PAT PAREE** heads the cast at Troc for week ending August 2, others holding over from the preceding week.

ATLANTIC CITY:

JOHNNY MONTGOMERY takes over the production chores at the Globe Theater for the remainder of the season. . . . **NATALIE CHARTIER**, who put on the last two Globe shows, swaps places with Montgomery. . . . **ALOHA** at Mike Conroy's Fort Pitt. . . . **"PIG MEAT"** **MARK HAM**, assisted by George Wilshire and Vivian Harris, new comic at the Globe Theater, with George Murray holding over. . . . **CRYSTAL AMES** heads the other Globe newcomers, along with Murray Briscoe, Jean Carroll, Marion Melrose, Sir Cecil Alexander, and Savoy and Regina.

LOS ANGELES:

WENN (HATS) HITT is the new comic at the Follies. . . . **BILLY (BOOB) REED** goes to work in *The Marines Are Ready* on the RKO lot soon. . . . **RAY PARSON AND MIMI REED** are on the Coast visiting Mandy Kay, comic at the Follies. . . . **STAN MONFORT** recovered his car that was stolen while he was rehearsing at the Follies, but is still trying to locate a gold-tipped cane that was his father's that was stolen from the car. . . . **JACK MURRAY** will soon be a pappy. . . . **JOHNNIE HEAD** is looking forward to a vacation. He expects to spend it back east. . . . **RENEE ANDREA** is in the Miss America contest being sponsored by a West Coast American Legion Post. . . . **GRACEY BRYANT** is mulling picture papers.

Akron Burly Bow

AKRON, O., July 26.—Burlesque, first here in several years, makes its bow at the Gaiety, Friday (1). Stock policy will prevail, with change of bill each Friday. Engagement here will be sponsored jointly by George Young and Warren B. Irons, both of Cleveland, where Young has operated the Roxy burly house for several years.

NEW YORK, July 26.—In a letter to *The Billboard*, George Young denies that he is teamed with Warren B. Irons to present stock burly at the Gaiety Theater, Akron, O.

Young said that at present he is only interested in the operation of the Roxy Theater, Cleveland, of which he is resident manager.

THE ROSSILIANOS will be featured at Shea's Buffalo, Buffalo, week of August 15. . . . **PAUL REGAN** opened at the Olympia, Miami, Monday (28).

WANTED

Show Girls and Dancing Chorus Girls, experienced. Work six days—get paid for seven. Salary \$22.00 per week. \$25.00 per week when Fall season opens. Extra for specialties. Short rehearsals.

GEORGE YOUNG, Roxy Theater, Cleveland, O.

Kinsey Company Doing Biz in O.

DOVER, O., July 26.—Favored early in the season with good weather in contrast to cold and rain a year ago, and with improved industrial conditions in Ohio a big help, the Madge Kinsey Players are experiencing their best season in years, according to Harry Graf, show's business manager. To date the group has not played a losing week.

Troupe launched its under-canvas tour at Fostoria, O., early in May, grossing in three days what the take was in a week in 1940, and each succeeding stand has topped marks of the previous two years. In some instances towns have turned in all-time grosses. At Wooster the company recently had its best week in years despite loss of a Sunday night performance, prohibited by the mayor shortly before curtain time.

Several new people are with the troupe, including Emile Connelly, leads; Harry Clark, advance and bits, and Patsy Travis, juvenile. Regulars are George O'Brien, comedy; Lucile Blackburn, George and Joan Colbert, Dave Hemminger; Madge Kinsey and her daughters, Ette and Jean; Kathryn Kinsey, musical director; Dud Rhodes, John Doty, and Carl Dove, canvassmen, and Esther Fortner, tickets.

Bills are changed nightly and a concert is offered five days, at each stand. Top is 60 by 122 feet. It has a flashy marquee, and seats about 1,000, with some 600 chairs. Admission is 10 and 20 cents.

This is the company's first appearance here. Satisfactory business the initial week resulted in the engagement being extended another week. Loudonville, home town of the Kinsey's for years, follows, and then the troupe moves to Mansfield. Show will remain under canvas until late September, winding up at Mount Gilend.

Georgia Turnaways Recorded by 'Opry'

ELBERTON, Ga., July 26.—Grand Ole Opry, of Station WSM, Nashville, Tenn., under the management of Honey Wilds and Tom Woods, finished its third week under canvas here July 19 with several SRO houses during the week at Georgia stands, reported Ollie Hamilton, advance man.

Monday night at Gainesville about 900 people were turned away. SRO sign was put up 30 minutes before opening time and those unable to get in were told to return for an 11 p.m. show. At 9 a heavy rain began and lasted until 11. People took shelter under the marquee to await another show, but exiting patrons in walking over the seats muddied them so that they could not be used. Athens was the next stand, with a turn-away of several hundred. Despite continuous rains at Covington on the following night the tent was comfortably filled. The located two miles from Elberton Friday night, the show had the biggest turnaway of the week.

WANTED AT ONCE

Single Novelty Act that can change for week. Musical Single or Team. Also good Platform Magician. Long season for Platform Medicine Show. State all you can and will do.

FRED A. STOCK, K-DEX MEDICINE SHOW
Burlington, Iowa

SHOW BOAT MAJESTIC WANTS

Character Team with sure-fire specialties. State lowest. We furnish room and board. Write or wire **T. J. REYNOLDS**, July 30, Adah, Pa.; 31, Nema-colin, Pa.; Aug. 1-2-3; Magontown, Pa.; 4, Greensboro, Pa.; 5-6, Point Marion, Pa.; 7, Mailsville, W. Va.; 8-9, Morgantown, W. Va.

FOR SALE

Complete Tent Outfit, Stage Truck, Seat Van, Cook House Van, 2 Sleeping Trailers (8 berths each), Light Plant Trailer (6 berths for Working Men), Office Trailer (2 berths), Pick-Up Truck. Top 50x146; Marquee 15x20, circus style. No junk. Bargain.
B-X 166, Middleville, N. Y. Herklmer County.

WANTED QUICK

Rep. People all lines. Specialties and Orchestra. Tell all you can and will do. no time to argue. This show works 48 weeks every year. Pay in real money, not promises. Use good Banner Man.

J. A. OGLE
Fountain Run, Ky.

Advance Representative

World's Largest Stage Attraction
High class, competent, capable handling press, radio. Work under auspices. Must be well educated, sober, reliable. Salary and transportation. Write qualifications in full and lowest starting salary. Care **BOX 94, The Billboard, Cincinnati, O.**

T. Dwight Pepple Recalls More Popular Old-Time Rep Troupes

Spokane, Wash.

Editors *The Billboard*:

Some time ago when you ran the letters pertaining to old-time repertoire companies I had intended to send in my little say-so but just didn't get around to it. There are a few well-known companies that I did not see mentioned.

Playing Western Ohio and Indiana was the Graham Earle Company, with Agnes Singleton as leading woman and Charles K. RossKam as manager. Later RossKam took out the Chicago Stock Company, one of the last of the larger rep companies to quit the road. One of the best known companies of its day was the Baldwin Melville Company, managed by Walter S. Baldwin, featuring the Melville sisters, Rose and Ida. Rose became popular in the play *Sis Hopkins*. Baldwin later went to New Orleans and operated the Baldwin Stock Company there.

A big favorite in the Central States was Jessie Mae Hall, managed by Mark Swan, who also was a playwright and the author of several of Miss Hall's plays, perhaps the best known of which was *Princess of Patches*. This play was later used by Lorena Tolson as her opening play for the Tolson Stock Company. Also playing the Central States was the Murray-Mackey Company, managed by J. Russ Smith, who later settled in Warren, O. Out of Delaware, O., came the Minelli Bros.' Stock Company, featuring Nina Jenell. John Himmelein was mentioned, but I wish to add that John had two companies, one the Ideals, featuring his wife, Beatrice Earle, and the other the Imperial Stock Company, with Chester DeVonde as leading man.

One of the best known companies to tour the Central and New England States was the Fendberg Stock Company, managed by George N. Fendberg. The company started out as Roe & Fendberg's Ideal Comedy Company, changing the title to Fendberg Stock Company at the end of the first year. When George retired from the road he settled in Newark, O., where he was manager of the Auditorium up to the time of his death. Another prominent company playing thru Ohio was the Van Dyke & Eaton Company, managed by Walter Van Dyke and featuring his wife, Ollie Eaton.

Most everyone remembers W. B. Patton, who starred in his own plays for a number of years and in association with William McCauley operated the McCauley-Patton Company, featuring Ida Florence Campbell. Frank Smith, man-

ager of the Palace Theater, Chicago, was for a number of years manager of Patton during his tour of one-night stands. Nancy Boyer also had her own company and was a big favorite in the larger towns of Ohio for a number of years.

Playing Indiana was the Orpheum Stock Company, featuring the St. Clair Sisters. Later Winnifred St. Clair married Earl Sipe, whose father was manager of the Sipe Theater, Kokomo, Ind. At that time Earl put out the Winnifred St. Clair Company, which toured for a number of years thru the Central States. Holden Brothers, Huntington, Ind., operated the Holden Bros.' Stock Company, later going into the one-night-stand field. Dick Ferris had two companies, Ferris's Comedians and the Grace Hayward Company, Miss Hayward being Mrs. Ferris. Later they were divorced and Tom Kress put Miss Hayward out in repertoire, with George Gatts as agent. Later George married Miss Hayward and operated the company himself.

Playing the Southwestern States was the Morey Stock Company, featuring Luella Morey and managed by LeCompte and Flescher. This company perhaps carried the most scenery of any repertoire show playing the territory. Also playing the Southwestern States was the Lloyd Comedy Company, managed by Harry Allen, which for several years had Jewel Kelley as leading man. Kelley later put out his own company and covered the same territory for a number of years. Playing Iowa was Jolly Ella Pringle; the Peyton Sisters, with Ike and Senator, brothers of the famous Corse, as manager; the Fane-Farrell Company, Walter and Vessie, and the Sherman Stock Company, managed by Bob Sherman, who operates a play bureau in Chicago.

T. DWIGHT PEPPELE.

Jensen Show Clicks in Mont.

WOLF POINT, Mont., July 26.—Gil Jensen's Radio Show has been playing out of Wolf Point to excellent business, reported Walter Price, director and comedian. Roster includes Gil Jensen, owner-manager; Arvid Toso, juveniles; Sig Kan-nikeberg, general business; Mickey Preson, heavies; Helen Gentry, characters; Nora Eliason, ingenues, and Edith (Texas Sue) MacBeth, leads. All double in the orchestra, consisting of three rhythm, one brass, one reed, violin, accordion, and singer.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

2,400,000 Swedes, Finns Stage Walking Contest

STOCKHOLM, July 12.—While not a commercial derbyshow, a gigantic walking contest between 2,400,000 inhabitants of Sweden and Finland, staged a few weeks ago, offers many novel angles.

The non-commercial, considerable income was derived (for aid to war invalids in Finland and assistance for families of soldiers in Sweden) thru the sale of special badges to the winners.

The contest was open to men and women of all ages and extended over a period of three weeks. The stipulations were for men to cover a distance of 15 kilometres (about nine and a half miles) of highroad in a time not exceeding two hours and 20 minutes, while women had to walk 10 kilometres (6½ miles) in not over 1 hour and 40 minutes. Finland won the contest with 1,300,000 contestants against 1,100,000 for Sweden. Most of the hikers covered the course in times considerably below the stipulations.

Special interest was obtained thru contests between Swedish and Finnish towns, schools, clubs, etc. Most novel match was that between members of Parliament of the two countries.

Pop Dunlap's Walkie Down to 19 Couples

BROOKLYN, Md., July 26.—Ray (Pop) Dunlap's All-American Walkathon here was minus any solo contestants and down to 19 couples Monday.

The remaining teams are Don and

PHIL C. MATHIEU, of the McLemore show in Dallas, says capacity business continues and that all teams are now double sponsored.

CONTESTANTS who have been in Vernon Balfour's shows are asked to write in.

Rep Ripples

BRUNK'S COMEDIANS are playing to satisfactory business in Central Colorado. . . . NEWBERRY'S Vaude and Western Film Show, small tent trick, is playing Eastern Oregon previous to appearing at fairs in that section. . . . GEORGE ROBERSON visited Billroy's Comedians, playing West Bend, Wis., July 19, penned Al Pitcaithley. The Roberson show, carrying an electric organ as substitute for an ark, was playing Beaver Dam, Wis. . . . LACLEDE'S COMEDIANS are reported to be doing satisfactory business in and around the North Bay section of Ontario. . . . DAVE COSTA, rep comedian, and E. J. Douctee are readying a flesh crime show to play Canadian fairs. . . . TAYLOR TENT SHOW, Willie Taylor manager, closed a week's engagement in Sugar Valley, Ga., July 21 after nightly rains hampered business, penciled M. H. Griffin. Show was the third to visit the town in two months. It has a 40 by 60-foot top and presents talkies. Radio trio from Dalton, Ga., appearing closing night helped business. . . . FRANK T. MILLER, who piloted the Kinsey Comedy Company thru Ohio for over 40 years and father of Madge Kinsey, now head of her own company, is living in retirement at Fostoria, O. . . . OTTO IMIG, for four years a toby comedian with the Madge Kinsey Company, is not trouping this year. He is engaged in business in Girard, Pa.

S. M. (DOC) CARTER has a small trick in Ocean County, N. J., and reported biz satisfactory. He has booked his tent show and an animal act for several Pennsylvania fairs. . . . Jesse Knowles, who formerly trouped with Jimmie Heffner, Dan Fitch, Charles Hunter, and Happy Ray, reports he is going strong as ork leader and emcee at Club Avalon, La Fayette, Ind. He is in the 136th week of his fourth engagement there. Knowles also owns two apartment houses there. . . . THE GRAND OLE OPRY, managed by Honey Wilds and Tom Woods and showing in Ollie Hamilton's tent theater, was visited by Dick Marvin, New York, and Harry Stone, WSM, July 14 while playing Gainesville, Ga. . . . BILLY BRYANT says that with the passing of hot weather business has picked up and this season so far is the best he has had in Cincinnati. The show finished playing *Night in Chinatown* for five weeks and went into *Uncle Tom's Cabin* July 27 for three or four weeks.

SUGAR'S DOMINO

(Continued from page 4)

day because the various organizations exist as separate entities. They should not be independent regardless of how closely they co-operate and check with each other on cases. Not one of the sectarian guilds, it is generally known, is sectarian in its relief work. Then why three guilds representing that many denominations or creeds in the most liberal profession of the world? There is no need, basically speaking, for a conglomeration of organizations such as the Actors' Fund, Stage Relief Fund, NVA Fund, etc.

It is quite improbable, but even if what we say here is enthusiastically accepted on all sides it would take years, considering how humankind reacts to such things, before definite progress could be made in the direction we suggest. All well and good so far as we are concerned. It would be enough that the seed has been planted and that some day it will achieve fruition.

There has always been need in the theatrical profession. We are not blinded by the false, unreal prosperity of the moment. There is possibly slightly less need now than there was, let us say, two years ago. But there are many of the profession who need succor just as much today as in less prosperous days. As the years pass need will be magnified rather than diminished. It is with the thought of days to come that we call to the attention of the theater's charity organization that their jobs will never be properly done until they all move under one roof.

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Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Philadelphia To Have 16MM. Film Theater

Interest in 16mm. houses spreads to Pennsylvania—stress movie art center idea—second theater tentatively planned at former night club

PHILADELPHIA, July 26.—The city's first film theater devoted exclusively to the showing of 16mm. films will be opened mid-August. And if current plans are consummated a second such theater will be opened in the fall. Plans for both houses, situated in different sections of the city, call for the showing of old-time movies. However, both theaters will cater to an entirely different class of people. The first of such houses, definitely set to open next month, is to be known as the Ye Ole Cinema Shoppe and located in the exclusive Germantown section of the city, a combine of roadshowmen having taken over an auditorium previously used by a little theater group.

Intent is to develop the theater as a movie art center, emphasizing the artistic qualities in the old-time films rather than presenting them as a novelty. The house will be in operation nightly, with policy of change to be decided upon. However, it was learned that a single feature film will be used, supplementing the bill with old-time comedies and serials.

The plans for the second house are still tentative, depending on whether Henry Dissem, a concessionaire, completes the pending deal to take over the operation of the Village Barn, a former night club operated in recent years as a jitterbug parlor for the younger element. Situated in the West Philadelphia section of the city near by high schools and two colleges—the University of Pennsylvania and Drexel Institute—Dissem aims to change the name of the spot to the Hippodrome, featuring old-time 16mm. films.

The present features of a soda and milk bar and dancing to the music of recordings from a music machine would be retained. However, as the Hippodrome, the spot would emphasize the movies and hot jitterbug dancing. It is felt that with the younger element being avid movie fans there is a ready-made interest to see the pictures of an earlier decade, many of which are still referred to in the movie fan magazines.

No License Fee For Outdoor Films

INDIANAPOLIS, July 26.—Outdoor movie entertainment provided by portable equipment is not within the provisions of the 1937 law licensing and regulating motion picture theaters, according to a ruling by George N. Deamer, Indiana attorney general.

The opinion, given to Clem Smith, State fire marshal, goes on to say that the 1937 law's purpose was to regulate structures as a safety measure. Deamer further adds that outdoor portable films do not constitute a fire hazard.

The attorney general brings out the point that usually the outdoor movie performance are free and sponsored by merchants in the communities in which they are shown. It would therefore be difficult to fix a license fee on an audience capacity basis, he concludes.

Sponsored Films Are Shown in Ohio

TOLEDO, O., July 26.—Sponsored films have become very popular in this area. Quite a number of the small communities in the northwestern part of the State are offering free motion picture shows during the summer sponsored by local business men's groups.

A few of the towns running shows include Malinta, every Thursday night; Cygnet, every Tuesday; Continental, every Wednesday; McComb and Edger-ton, on Wednesdays.

Defense Program Boosts Grosses For Roadshowmen

NEW YORK, July 26.—Roadshowmen who have been studying the new film requirements of their audiences developed by national defense activity have been able to maintain audience interest, according to unbiased reports. Roadshowmen operating at beach and mountain resorts state business has been running well above last season.

The fact that defense industries are booming has created an interest in films picturing the various aspects of industrial progress. People are interested in seeing how ships, planes, and guns roll off the assembly lines, roadshowmen say.

Human nature is unchangeable, and Mr. and Mrs. Average Citizen, told by the press that Congress has appropriated billions for defense, want to know what makes a defense program so expensive. The government has produced excellent films showing the diversified aspects of the vast defense program. In addition many films are available that portray industrial and technical manufacturing subjects in an entertaining, easy-to-understand manner.

Most of the educational subjects are offered in one or two reels. Therefore, roadshowmen have been able to incorporate them in their shows, and thus do their share in educating the public on the defense program. Films on the importance of water supply, steam power, transportation, communication, energy, etc., as related to the defense effort, have been received well, it is reported.

Roadshowmen operating in the industrial areas find workers eager for amusement. Light drama, comedies, and mysteries are favored, and interest in newsreels and timely subjects is very strong.

New and Recent Releases (Running Times Are Approximate)

SINISTER HANDS, released by Astor Pictures Corporation. Adapted from *The Seance Mystery*, a novel by Norton Parker, the film is a murder-thriller revolving about a phony crystal gazer. Mischa Auer is the star, with Phyllis Barrington and Helen Foster in supporting roles. Running time, 63 minutes.

UNDER STRANGE FLAGS, released by Nu-Art Films, Inc. A seven-reel film drama of Mexico in the turbulent days of Pancho Villa. Tom Keene, in the role of an American miner in Mexico, fights a lone battle to save his hoard of silver from being captured during the revolution. Running time, 63 minutes.

THE SEEING EYE, released by Post Pictures Corporation. This one-reel subject deals with the training of

sheep dogs for the blind. The dogs enable scores of blind men and women to return to useful and active life, no longer helpless and dependent, but able to support themselves. The faithful guide is forever at their side. Every feature of the training and work is portrayed. Running time, 10 minutes.

THE SECRET COLUMN, released by Ideal Pictures Corporation. A timely eight-reel picture dealing with fifth-column activities in England, and inferentially throught the world, including the United States. Film offers explanation of Hitler's early successes in Norway, Holland, and Belgium. Reveals the menace of activities of secret agents. Running time, 80 minutes.

Cutting It Short

By THE ROADSHOWMAN

Leon Male and Lincoln B. Moser, roadshowmen who operate the Seventh Street Drive-In Theater, Allentown, Pa., an open-air theater showing 16mm. films, will appeal a fine imposed upon them to test the constitutionality of an ordinance prohibiting the showing of outdoor shows for which an admission fee is charged. Situated in Whitehall township, less than two miles north of this city, the township commissioners on June 26 passed an ordinance aimed directly at the open-air theater, claiming that the theater causes a traffic hazard on the adjacent highways. Male was fined \$50 recently, charged with violating the ordinance prohibiting outdoor shows. Moser, arrested on the same charges, was discharged. Linn Schantz, attorney for Male and Moser, said that the fine would be appealed to provide for a test case on the ordinance.

ORCHESTRA ROUTES

(Continued from page 14)

Varrol, Tommy: (Club Ball) Brooklyn, nc. Varzos, Eddie (Providence) Providence, R.I., h. Venuti, Jim (Hopkins' Rathskeller) Phila, c. Venuti, Joe (Paramount) NYC, t. Vierra, Al: (Ivanhoe) Chi, r.

Wald, Jerry (The Pier) Buckeye Lake, O. Walsh, Jimmy (Casino Gardens) Ocean Park, Calif., b.

Walters, Lee (Casanova) Detroit, nc. Wasson, Hal (Rochdale Inn) Montague, Mich., h.

Weeks, Anson (Forest Park) St. Louis 27-Aug. 9, p. Weems, Ted (Peabody) Memphis 28-Aug. 9, h. Welk, Lawrence (Fairgrounds) Arcola, Ill., 31-Aug. 2; (Pavillion) La Salle 3; (Lake Lawn) Delevan, Wis., 5-10, nc.

Wendell, Connie (Ace of Clubs) Odessa, Tex., nc.

Wharton, Dick (Shore Night Club) Beach Arlington, N. J., nc. White, Ed (Blackstone) Chi, h.

Whitehead, Jack (Bath & Surf Club) Atlantic City, nc.

Whitman, Frank (London Chop House) Detroit, r. Whitman, Paul (Earle) Phila, 25-31, t; (Stanley) Pittsburgh, Aug. 1-7, t.

Wilber, Ardie (Homestead) Kew Gardens, L. I., N. Y., h. Williams, Wally (Milburn Golf Club) Baldwin, L. I., N. Y., c.

Wilson, Teddy: (Cafe Society) NYC, nc. Winton, Barry: (Rainbow Room) NYC, nc.

Young, Eddie (Southern Mansions) Kansas City, Mo., nc.

ROUTES

(Continued from page 20)

Torres, Fay (Havana-Madrid) NYC, nc. Travers, Jean (Royale) Detroit, nc. Tyner, Evelyn (Waldorf-Astoria) NYC, h.

Valdes, Miguelito (Waldorf-Astoria) NYC, h. Valencia, Carlos (French Monte Carlo) NYC, nc.

Valentine, George (Pine Springs) Freehold, N. Y., ro. Vanessa & Sandino (Villa Venice) Chi, nc. Varsity Eight (Chez Paree) Chi, nc.

Vaughn's, Jerry, Radio Stars (Best) Lansford, N. D., 29-31; (Rolla) Rolla, Aug. 1-2; (Grand) Mohall 3-5; (New State) Bottineau 6-7, t.

Vendetta, Tony (Pine Springs) Freehold, N. Y., ro. Vermonte, Claire (Fifth Avenue) NYC, h. Villarino, Jeronimo (Village Vanguard) NYC, c. Villon, Renee (Colosimo's) Chi, nc.

Walders, Darlene (Royale) Detroit, nc. Waldron, Jack (Park Central) NYC, h. Walker & Cozy (Park) Monroe, Wis.

Walton & O'Rourke (Stanley) Pittsburgh, t. Walton, Jules & Joanne (Harry's New Yorker) Chi, nc. Walzer, Oscar (Fifth Avenue) NYC, h. Ware, Dick (Bismarck) Chi, h. Weaver, Doodles (Biltmore) NYC, h. Weeks, Larry (Clayton Casino) Clayton, N. Y., nc. Wences (Bal Tabarin) San Francisco. West Ruster, & Lucille Page (Earle) Washington, t. White, Danny (Iceland) NYC, re. White, Jack (18 Club) NYC, nc.

Whitson Bros. (Ben Marden's Riviera) Fort Lee, N. J. Wilder, Patricia (Hurricane) NYC, nc. Williams, Hermanos (Waldorf-Astoria) NYC, h. Williams, Patricia (Bill Bertolotti's) NYC, nc. Willys, Six (Buffalo) Buffalo, t. Wilson & Mead (Jimmie Daniels) NYC, nc. Winton & Diane (Park Central) NYC, h. Wood, Eleanor (Park Central) NYC, h. Worthington, Richard (Royale) Detroit, nc. Wynters & Angeline (Sebastians Club Donavans) Sacramento, Calif., nc.

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc. Young, Ernie, Girls (State-Lake) Chi, t. Young, Helen (New Yorker) NYC, h.

Ziegfeld, DeLores (New Yorker) NYC, h.

GRAND-STAND AND FREE ATTRACTIONS

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

Belling, Clem (Fair) Sioux City, Ia.; (Fair) Chippewa Falls, Wis., 4-9.

Bogosh & Bardine (Fair) Bangor, Me.; (Fair) Boonville, N. Y., 4-9.

Clark & Bailey (Fair) Regina, Sask., Can.; Seymour, Wis., 9.

D'Arcy Girls: Peabody, Mass.; New Bedford 4-9.

Fisher's, Bob, Flyers (Firemen's Celebration) Shade Gap, Pa.; (Playland Park) Rye Beach, N. Y., 4-9.

Gasca Bros. (Fair) Deerfield, Wis., 26-30; (Fair) Salem, Ill., 31-Aug. 2; (Fair) Ithaca, Mich., 5-9.

Henry, Art & Marie (Celebration) Bysville, O. Hodgini Bros. & Sister (Street Fair) Carthage, Ill., 24-Aug. 2; (Ozark Summit Expo.) Mansfield, Mo., 5-9.

Jaydee, Great (Firemen's Fair) Greensburg, Pa.; (Sunnyside Beach) Toronto, Can., 3-10. La Tona Troupe (Fair) Griggsville, Ill., 29-Aug. 1.

La Zellas, Aerial (Fair) Fosston, Minn., 1-3; (Fair) Park Rapids 4-6.

Lerches, The (Fair) Urbana, Ill., 30-Aug. 1. Malloy, Ullaine (Meyers Lake Park) Canton, O.; Buckeye Lake Park 4-10.

Roberts, Stuart, Troupe (Pontchartrain Beach) New Orleans 27-Aug. 9.

(See ROUTES on page 33)

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THE ROADSHOWMAN
25 Opera Place Cincinnati, Ohio

AISTON—Estha, 82, many years a legit actress, in Hollywood July 15. Survived by daughter. Services July 20, with burial in Memorial Park, Hollywood.

BARNES—Mrs. Josephine Maude, 56, mother of Orville LaRose, manager of Fearless Falcons, free act with the John R. Ward Shows, July 8 at her home in Des Moines, Ia., after a four-year illness. She was well known to troupers. Also survived by her husband, two daughters, three sisters, and a brother. Services July 10, with burial in Glendale Cemetery, Des Moines.

BARTLETT—N. G., secretary of Eastern Carolina Chamber of Commerce and secretary-manager of Kinston (N. C.) Fair and other fairs, recently from an acute attack of appendicitis at his home in Kinston.

BRODERICK—Capt. David, former actor, at his home in Minneapolis July 19 of heart disease. Prior to 1907 he was in musical comedies and burlesque, and at one time was manager of the late Harry Houdini, magician. His widow, a former actress, survives.

BROWN—Albert E., 73, former theater owner, July 21 at Presbyterian Hospital, Philadelphia, after a long illness. He formerly operated the Overbrook and Grand Theaters in Philadelphia. His widow, Alice E., survives. Services July 24 with burial in Arlington Cemetery, Philadelphia.

BROWN—John F., 89, father of Mrs. C. W. Naill, wife of the owner of C. W. Naill Shows. Services July 15 in Monroe, La., and burial in City Cemetery there.

COLLARA—Frances Marie, infant daughter of Mr. and Mrs. Joe Collara, July 23 in Chicago. Burial at Oak Glen Cemetery, Chicago. Parents were formerly with the Royal American Shows.

CORDINA—Tina, 35, vaude and night club performer, July 21 in Bellevue Hospital, New York, of a brain tumor after a four-week illness. Burial in Farmingdale, L. I., July 24. Her husband, Clarence, survives.

ELLIS—Frank, 71, stage star of 50 years ago, July 19 in Duluth. He and his wife played theaters thruout the country as a song and dance team.

ELTON—Mrs. Elma Gillett, 67, opera singer and stage and screen actress, July 9 in Hollywood. She toured the country in light opera and at the height of her career sang Marguerite in *Faust* opposite Louis Morrison. She played on the New York stage for years and went around the world three times with dramatic companies. She played with Mary Pickford in some of her early pictures. She was born in Milwaukee. Services in Los Angeles July 23, with cremation following.

ENGLISH—Mrs. Jane Philip, former concert and opera singer, July 19 at Wayne General Hospital, Wayne, Mich. She made her operatic debut at Milan, Italy, in *La Boheme* under the name of Jane Verona. She also played in Rome, Paris, Amsterdam, and other European cities. Later she was with the Chicago Civic Opera. Interment at Bad Axe, Mich.

GRASSI—Eugene Cinda, 54, French composer, recently in Paris. His best known works are *Sidmese Melodies*,

The Final Curtain

Buddhic Poems, incidental music for Henry Bernstein's *Judity*, a trilogy titled *Sanctuaries*, and an opera as yet unannounced and unplayed.

GRIFFITH—Mrs. Margaret Williams, 48, member of the Majestic Showboat troupe, July 23 in Monongahela, Pa., Memorial Hospital following an emergency operation for an intestinal obstruction. She was stricken the previous night while preparing for the night performance. Her husband, Jack Griffith, director of the troupe, survives. Body was sent to Dover, Tenn., for services and burial.

HILL—Richard W., 34, district manager of Warner Brothers' theaters in Essex County, July 18 in Beth Israel Hospital, Newark, N. J., after a short illness. He leaves a wife, a daughter, and a son.

IRVING—Evangeline, veteran stage actress, July 19 at home in New York after a long illness. Miss Irving made her first stage appearance as a child with the Rosina Vokes company. Later she played in *The Crisis* with her sister, Isabel Irving, under the management of James K. Hackett. In 1922 she appeared in *To the Ladies* with Helen Hayes. She leaves her sister.

LINDENBERG—Theodore, 68, owner and operator of the Bexley Theater, at

yacht in Avalon Bay at Santa Catalina Island of a heart attack. Services at Forest Lawn Memorial Park, Hollywood. Survived by two sons, Rodney and Lloyd, and a daughter, Mrs. Carmen Pantages Considine, wife of John Considine, Jr., film producer.

PATERSON—Mrs. Georgina, 86, mother of Murray G. Paterson, manager of the Detroit Symphony Orchestra, July 13 in Royal Oak, Mich. A daughter also survives.

PICKENS—Howell, 33, nephew of Mrs. Percy Morency, of the Art Lewis Shows, in Dallas July 20 of a heart attack. Burial in Restland Memorial Cemetery, Dallas, July 22.

REED—Billy (Kid), about 75, former parachute jumper and figure skater, in City Hospital, Indianapolis, July 23 after a month's illness. He formerly performed at the old Fairview Park, now the campus of Butler University, Indianapolis.

SCHOMMER—Carl (Deacon), known in outdoor show circles for 27 years as Carl Hutton, of the Hurling Huttons, at his home in Canton, Miss., July 12. He also worked in vaude and at fairs. For several years he was a ride foreman on Butler Bros., and other shows, and had resided in Canton since retiring from the road

LEWIS MAURICE FIELDS

Lew Fields, 75, member of the famous vaude team of Weber and Fields, died in Los Angeles July 20 of pneumonia.

The team made its first appearance in the 1870's on the Bowery when the members were only nine years old. They later got a job at the Chatham Square Museum, leaving there to go to the Globe Museum where they switched from blackface to the German dialect which made them famous.

In 1885 they formed a company and began a tour of the country, returning to New York in 1890 to appear at Tony Pastor's. Their next appearance was at Oscar Hammerstein's Olympia, where they originated their burlesques of famous actors and plays.

They opened the Weber and Fields Music Hall in 1896, burlesquing David Belasco's *Heart of Maryland*. This proved such a success that they presented during the next eight years such stars as Lillian Russell, Willie Collier, Frankie Bailey, De Wolf Hopper, David Warfield, Peter Dailey, Fay Templeton, Lew Dockstadter, Sam Bernard, Frank T. Kelly, Bonnie Maginn, Gus Edwards, Elsie Janis, Anna Held, Nora Bayes, Marie Dressler, Blanche Ring, and May Robson. Best known of their burlesques were *The Geezer*, *Under the Red Globe*, *Cyranose*, *Barbara Fidgety*, *Fiddle-dee-dee*, *Quo Vass Iss?*, *Whoop-dee-doo*, and *Hoity-Toity*.

In 1904, due to a new fire ordinance, the partners closed the Music Hall and parted company. During the next eight years Fields appeared in *The Great Decide*, *The Girl Behind the Counter*, *Old Dutch*, *The Summer Widowers*, and *The Henpecks*. The partnership was restored in 1912 when the team appeared in *Hokey-Pokey*.

During the next 15 years Fields appeared in many Broadway musicals, but in only a few of them with Weber, who had virtually retired. The best known shows were *The High Cost of Loving*, *Bosom Friends*, *A Poor Little Ritz Girl*, and *Snapshots of 1921*. His last stage appearance was in *Hello, Daddy* in 1928. He also produced a few musicals, among them being *Hit the Deck*, *Present Arms*, and *A Connecticut Yankee*.

The team went to Hollywood in 1930 and appeared on the radio and in several movies.

Fields is survived by his widow, Mrs. Rose Fields; two daughters, Mrs. Frances Marcus and Mrs. Dorothy Lahn, a songwriter; and two sons, Herbert and Joseph, film scenarists.

Services and place of burial were kept secret.

Bexley, suburb of Columbus, O., July 8 in Columbus. Services at Schoedinger's Chapel, Columbus, with burial in Green Lawn Cemetery there.

LIPPMAN—Mrs. Celia, mother of Irving Lippman, still photographer for Columbia, in Hollywood July 21. Services July 22 in Hollywood.

LITMAN—Mrs. Rae, 62, mother of Pierre Andre, Chicago radio announcer, at her home in Minneapolis recently.

MCDANIEL—Mrs. J. W., mother of Lenard (Shorty) McDaniel, grab stand worker, July 9 in St. Louis of pneumonia. Survived by her husband, John; two sons, and two daughters.

MAXWELL—William, 71, retired music publisher, in Hollywood July 23 following a lingering illness. He came to this country from Scotland 48 years ago and made his home in Hollywood for the last 10 years. Burial in Hollywood Cemetery Mausoleum July 25. Survived by his widow, Hilda Hollins Maxwell.

MAYNARD—Claire, 29, former stage actress, committed suicide July 19 in her New York apartment. She appeared in several films and played in *Bright Honor* on Broadway in 1936. She leaves her father and one brother.

MISSUD—Jean, 84, bandmaster and composer, July 18 at home in Marblehead, Mass., after a long illness. For many years he was leader of the Salem Cadet Band.

NIMMS—George W., musician, July 16 in Albany, N. Y.

PANTAGES—Lois, 53, former concert violinist and widow of Alexander Pantages, theater owner, July 18, aboard her

the Capitol Theater in New York about 25 years ago developing sketches from operas. Survived by a brother, Major Samuel T. Stewart, retired, and a sister, Mrs. Alvin J. Tuck.

STOSCH-SARRASINI—Hans, 43, circus magnate of Dresden, Germany, of heart disease July 10 in a Berlin hotel. Services July 17 on the circus grounds, with burial at Dresden.

In loving memory of WARREN LINCOLN TRAVIS

who died July 13th, 1941.

He was the man who refused to grow old
And the strong man in our show;
But yet last night when he felt God's hand
He couldn't refuse to go.
He looked so pitiful lying so still,
His strength and vigor all gone;
But so it is with each one of us
When our earthly work is done.
Our eyes will turn there to his stage
As the days and weeks go by;
And in our hearts we'll say a prayer
That his strength be renewed on High.
(by Gladys Knapp, Ventriloquist)

From the management and employees of the

WORLD'S CIRCUS SIDE SHOW

with which the deceased was connected the last eighteen years.

WRIGHT—Huntley, 71, British musical comedy actor, of heart disease July 10 at Bangor, Wales. Born in London, he was the son of the late Frederick Wright, actor and manager, and Jessie F. Wright, actress, and a brother of Haidee Wright, English actress, who has been playing in this country in recent years. Other members of the family identified with the theater are Fred, Bertie, and Marie Wright. The deceased's first speaking part was in *False Lights* at the Theater Royal in Edinburgh, Scotland, in 1887. His first London appearance was in *Fate and Fortune* at the Princess Theater in 1891. He later toured South Africa. In 1905 he appeared under management of the late Charles Frohman in London. He came to this country in 1907 to appear in *The Dairymaids* at the old Criterion Theater, New York. Wright later appeared in many legitimate plays in London. He had been engaged in radio work from 1936 to 1939.

Marriages

ALEXANDER-ROBB—Ben Alexander, NBC dramatic actor, and Elizabeth Robb, script girl on the Chase and Sanborn program, July 23 in Beverly Hills, Calif.

DI BIASIO-SCMOLTZ—Johnny Di Biasio, of the service staff of the Airport Grill, Camden, N. J., and Winifred Scmoltz, dancer at Weber's Hof Brau, Camden, N. J., July 22 in Alexandria, Va.

DIEHL-MACNAMARA—Charlie Diehl, diver with the Buster Crabbe Water Follies, and Peggy MacNamara, nonpro, of Minneapolis, in Crown Point, Ind., July 28.

Hauptert-Statdler—Ralph Hauptert, musician with the Hal Leonard band, and Evelynne Statdler, July 16 in Columbus, O.

HINTON-SCANLAN—David Hinton, nonpro of Scranton, Pa., to Alice Scanlan, employee of Comerford Theaters, Inc., Scranton, July 12 in that city.

JACKSON-BROOKS—Henry Jackson, western manager for Radio Sales (CBS) in Chicago, and Mary Brooks, copywriter for G. Lynn Sumner Agency, New York, July 19 in New York.

JOHNSON-CATES—Freddie Johnson, orchestra leader, of Winston-Salem, N. C., and Virginia Dare Cates, nonpro, of Raleigh, N. C., July 7 in Raleigh, N. C.

LANG-LEIBL—Frank Lang, operator of the Badger roller rink, and Adeline T. Leibl, July 8 in Marshfield, Wis.

LITTLE-SNOW—Jack Little and Frances Snow, both formerly with T. J. Tidwell Shows, June 30 at Fallon, Nev. He is now associated with Warren Henderson in a zoo at Spencer, Idaho.

MALEY-SMITH—James Maley, announcer on Station WSTV, Steubenville, O., and Mary Louise Smith, July 19 at East Liverpool, O.

MURPHY-RICHARDS—Lawrence J. Murphy, leader of the Shire City orchestra, Pittsfield, Mass., and Olive V. Richards, Springfield, Mass., in Pittsfield July 16.

NAZARRO-NELSON—Nat Nazarro Jr., secretary of AGVA in Pittsburgh and former stage dancer, and Marge Nelson, vocalist, June 26 in Pittsburgh.

PARSONS-HINMAN—John T. Parsons, of Station WBRK, Pittsfield, Mass., and (See MARRIAGES on page 33)

Rex De Rosselli

Rex de Rosselli, 65, press agent and spec producer on Cole Bros.' Circus, died of heart attack in his room at the Broadview Hotel, East St. Louis, Ill., July 21. The Cole show played there that day, but members of the show did not know of his death until they arrived on the showgrounds for the matinee. Rosselli had been with the show since 1936.

Born at San Juan Capistrano, Calif., he was in show business all his life, his first connection being with a dramatic stock company. His first circus connection was with the Al G. Barnes Circus, which show he was with for 10 years. He was later in the Orient for three years with Pathe Freres. He was also with the American Circus Corporation, the John Robinson Circus in 1930, and Hagenbeck-Wallace in 1931-32. He had also been with the Ringling and Sells-Floto circuses. He was credited with introducing the use of fireworks in circus performances.

Rosselli was an Elk and also a member of the Rotary Club and Chamber of Commerce, Peru, Ind. His body was sent to Bloomington, Ill., where he had lived part of his life, for services and burial. The Cole show played there that date. Surviving are two sons, Joseph and Lawrence, and a sister, Mrs. Gertrude Woith, Bloomington.

BIG ORGS GAIN IN GROSSES

RAS Boosts Biz Over '40 Mark; Preps for Fairs

FLINT, Mich., July 26.—With business paralleling some of the best nights of the organization's operations in Detroit, Royal American Shows' stand, which closed here last Sunday under Veterans of Foreign Wars Post auspices, was far above expectations. At conclusion of the local engagement Manager Elmer C. Velare announced that business, aided by outstandingly successful results in St. Louis and Chicago, up to the present time represents a gain of over 12 per cent over the same period in 1940. Shows left here for a five-day stand in Pontiac, Mich., and then will head for Muncie, Ind., for the first of a series of fairs that will carry them thru the rest of the season.

The 13-day Detroit engagement as a whole was somewhat below expectations. Night play there, however, built up appreciably after the opening and two good Sunday matinees were scored. A Children's "Jitney Jaunt" Saturday afternoon, however, fell under the Sunday full-price matinees. Marjorie Kemp's Thrill Arena had one \$800 day and several that exceeded \$500. Leon Claxton's Colored Show ran a close second, and Raynell's Dude Ranch was third. George Marshall's Glamour Girls and Dick Best's Side Show did good business. But as a whole, with more than 100,000 men working in the Ford plant alone and general business running at a high level, Detroit didn't compare with shows' St. Louis and Chicago engagements.

Organization opened locally with 7,000 Tuesday night, increased to 8,000 Wednesday, and Thursday night the gate exceeded 10,000.

General conditions in this part of Michigan are fully 100 per cent above normal, with tourist activities way above last year. However, industrial workers have been putting in so much overtime that amusements, in general, have not kept pace with the times, according to local newspaper statisticians. In view of these conditions RAS experienced better public support than local amusement centers.

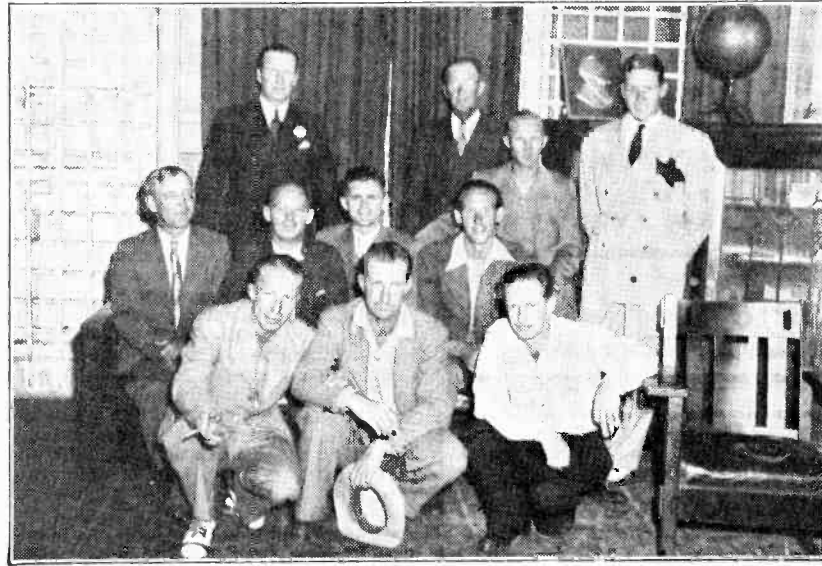
BG Scores Winner At South Bend Fete

NEW ALBANY, Ind., July 26.—First annual Mardi Gras in South Bend, Ind., last week proved a big winner for the Beckmann & Gerety Shows and local committee. Attendance Saturday night (19) at Playland Park, where shows exhibited, was close to 13,000, executives of the organization reported. In commenting on the shows, Park Manager Earl (Pete) Redden said, "It's one of the most beautiful I've ever seen in this city and the public appears to think the same from what I hear downtown." General Manager J. C. McCaffery, Amusement Corporation of America, visited Saturday night.

Long run to Jeffersonville, Ind., brought about some trouble and repairs (See WINNER FOR BG on page 32)

Virginia Greater's Initial Six Weeks Prove Satisfactory

ELKTON, Md., July 26.—Recently organized Virginia Greater Shows, now in their sixth week, have made rapid progress in framing a midway of considerable proportions and to date business has been satisfactory, executives reported during shows' recent stand here. An overnight idea by Sol Nuger, bingo operator, and Rocco Masucci, well-known carnival executive, shows opened at the recent Portsmouth, Va., Exposition with five rides, six shows, and a long line of concessions. Next stand was Suffolk, Va., where shows are reported to have played the first still date winner in that (See VIRGINIA GREATER'S on page 32)



HERE'S PART of the group that was elected to membership in the Pacific Coast Showmen's Association on July 14. Front row, left to right: Dale Roberts, Johnny Aldridge, Dale Williams. Second row: Adam Drexler, Lloyd B. Nay, Walter E. Hillig, H. Jerome Dyer, and William Johannsen. Standing are John S. Fuller (center) and Harry Dean Turner. H. A. (Pop) Ludwig (left) is club chaplain. Most of the group hail from Virginia Park, Long Beach, Calif.

PCSA Aux. Holds Its Summer Party In Venice, Calif.

VENICE, Calif., July 26.—Ladies' Auxiliary, Pacific Coast Showmen's Association, held its annual Summer Party here on July 15, with Secretary Mrs. Horton and her mother, Rose Rosard, as hostesses, and Eddie Horton, host. Tables were arranged around a barbecue grill, where luncheon was served. Refreshments came from Horton's attractive bar. A special musical program, under supervision of Mabelle Bennett, was carried out. This was followed by bingo and Help Thy Neighbor games, with Peggy Forstall and Esther Carley being returned the winners.

Ada Mae Moore and Josephine Folly distributed surprise packages to each member, and Secretary Horton presented members with handmade souvenirs of her own creation. Many letters and telegrams were received from out-of-town members. Mrs. Edwin Tait, a new member who has spent the last five years in the Orient, gave a very interesting talk.

In attendance were President Allerita (See PCSA AUX PARTY on page 32)

King Reid Signs Lowande's Circus

UTICA, N. Y., July 26.—King Reid Shows, currently scoring one of the best seasons in their history, concluded negotiations here this week with Lowande's Great American Circus officials to have the latter organization appear on the Reid midway for the rest of the season.

The circus, which has been well received thruout its Eastern tour, will bring all its rolling stock, equipment, and personnel under the Reid banner, according to terms of the contract signed Thursday (24) by Arthur Lowande and King Reid. Performance has been condensed to a 45-minute show and will be presented in a single ring in a 60 by 140 top, with a seating capacity of 800.

Mitchell Dies in Plane Crash

SHARON, Pa., July 26.—Michael Mitchell, Oakland, Calif., a member of Vess's Five Queens and Ace, free act on Cetlin & Wilson Shows, was killed in an airplane crash here on July 24. Mitchell married Dorothy Caldwell, of the act, three months ago in Baltimore, Md.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Nolle Prose, Mich. Week ended July 26, 1941.

Following the plan of allowing everyone with it to have their say, this weekly show letter is being written by Bad Crossing Roscoe, the show's trainmaster. Roscoe has had a long and unbroken career as a master of transportation. He has spent his life moving, loading, and unloading circus and carnival trains. Knows every yard superintendent from Coast to Coast and knows who he can coast the train by and in what yards. He has saved the show thousands of dollars and knows the exchange of passes for car parts and favors. Now for Roscoe:

In my long and unbroken career I have found that the only real trainmaster who can satisfy all parties concerned will be one who has a super-inventive mind, one who will be able to perform miracles. First, he must be able to make an experienced train crew out of what he can get. Must be able to let the office take an experienced colored poler away from the train and put him in the Minstrel Show because he had shown

some dancing talent. Then he must be able to use the boy who takes tickets for the half-and-half blowoff to pole the runs. He will have to be an information bureau. When the manager arrives at the runs, long before the show starts to tear down, and asks, "What time will you have it out of town?", he must be able to give a prompt and get-it-out early answer.

One of the most difficult miracles he will have to perform is to change pine into oak for decking. Also how to keep the stateroom inhabitants from using up the water doing their weekly washing while the others are crying for a little to shave in. If he can ever get 40,000 gallons of water in the privilege car's 500-gallon tank, he will not only be performing a miracle but will do the impossible by satisfying the car manager. After a hard night's work of loading the flats, he then must be able to pacify the berth and stateroom occupants when they yell, "I pay 12 bucks a week for this room and then can't sleep. Just why did they (See BALLYHOO BROS. on page 32)

Conklin Gate Is Hyped 20%

Frolicland big draw at Brandon, Calgary, Edmonton—still dates satisfactory

SASKATOON, Sask., July 26.—Neil R. Webb, secretary-treasurer of Conklin Shows, currently appearing at Saskatoon Exhibition under the title, Frolicland, this week released figures which put the shows thousands of dollars ahead of any of their previous midseason marks. Brandon, Calgary, and Edmonton exhibitions, first three dates on organization's tour of the Western Canada Class A fair circuit, gave shows' grosses about 20 per cent higher than the 1940 marks set up by Royal American Shows, which played the loop seven consecutive years.

Still date season was more than satisfactory. Aided by almost perfect weather, shows did not play a single losing stand. Attractionists are enjoying remarkable business. Harry G. Seber, manager of Oriental Follies; Jack Halligan, Side Show impresario, and Sam Howard and Alfie Phillips, co-operators of Aquacade, report outstanding returns.

Carnival's big success has been attributed to the fact that the public has found the new rides and shows a decided change, plus the added attendance attained by the exhibitions. Spending, too, has been free, with military men contributing heavily. The All-Canadian angle, prominent in all advertising and publicity, was a factor in winning public support and confidence, exhibition executives said.

Under the heading, "Carnival King," J. W. (Patty) Conklin's life story, written by Jack Mosher, appeared in the July 14 issue of McClean's magazine, which has a huge Canadian circulation.

SLA Canadian War Charities Benefit Show Nets \$1,526

SASKATOON, Sask., July 26.—Final figures on the Showmen's League of America monster midnight benefit show at the Edmonton Exhibition July 17 released this week by League President Frank R. Conklin revealed that the event grossed \$1,526, all of which will be turned over to Canadian War Charities under a special charter granted by the federal government. J. W. (Patty) Conklin, Elwood A. Hughes, manager Canadian National Exhibition, Toronto; Percy W. Abbott, manager Edmonton Exhibition, and Frank Conklin will decide which charity is to receive the money this week.

Show attracted a large and enthusiastic audience. Fred Kressman, director of the Music on Wings Revue for Barnes-Carruthers, obtained the services of the cast and a new version of the musical was staged, augmented by Frolicland acts, including Uncle Jim, Beef Trust (See SLA WAR BENEFIT on page 32)

Happyland's Mich. Circuit Tops 1940 by 25 Per Cent

OWOSSO, Mich., July 26.—Happyland Shows closed a three-day stand here Wednesday. Shows were the first to appear within the city limits in six years. Previously denied by city authorities, a permit was granted this year to the Metropolitan Club, which sponsored the shows.

Attendance and grosses for their Michigan circuit is 25 per cent above last year, Co-Owners John Reeves and Bill Dumas reported. Organization begins its string of fair dates in Imlay City. Management recently added some new trucks and new canvas for the Freak Show.

Shows carry 10 rides, 4 shows, 32 concessions, and free acts, with a 10-cent gate.

HERE'S THE TWO WE'VE ALL BEEN WAITING FOR!

Annual Celebrations—On the Streets

★ **PENTWATER** **AUG. 1-2-3**

★ **BEULAH** **AUG. 8-9**

JUST ASK THE MAN WHO'S PLAYED 'EM!

CONCESSIONS: EVERYTHING OPEN--COME ON--NO GRIFT

JOS. HOEFELMEYER & SON

748 FOUNTAIN, N. E., GRAND RAPIDS, MICHIGAN

CONVENTION SHOWS

WANT FREE ACTS, SHOWS, RIDES AND CONCESSIONS

For the **Biggest Event in the East, Broadway & Bailey, BUFFALO, NEW YORK, weeks Aug. 25th and Sept. 2nd.**

Want—10 of the finest and most sensational Acts in the show business. **SHOWS AND RIDING DEVICES**—Good proposition to outstanding Shows and Rides. Join now for our Fairs and Buffalo date.

CONCESSIONS—Legitimate Concessions of all kinds for the following Celebrations and Fairs: Annual Firemen's Celebration, Mt. Morris, N. Y. week Aug. 4th; **SENECA COUNTY FAIR**, Waterloo, N. Y., week Aug. 11th; **ALLEGANY COUNTY FAIR**, Angelica, N. Y., week Aug. 18th; Polish Charity Circus and Carnival, weeks Aug. 25th and Sept. 2nd, Buffalo, N. Y., and 8 Southern Fairs in Virginia and the Carolinas. All communications: **CLAY MANTLEY, Manager, CONVENTION SHOWS**, week July 28th, Tonawanda, N. Y.; then per route.

Want--JAMES E. STRATES SHOWS, Inc.--Want

FOR **BIGGEST DATE IN WESTERN NEW YORK SOUTH WESTERN FIREMEN'S CONVENTION WESTFIELD, N. Y., AUGUST 4th to 9th**

CONCESSIONS OF ALL KINDS. SHOWS WITH THEIR OWN OUTFITS.

THIS IS A REAL SPOT. Address: DICK O'BRIEN, CARE SHOW. Can place real meritorious Shows for our long and **BIG CIRCUIT OF THE BEST EASTERN FAIRS, STARTING CALEDONIA, N. Y. AND INCLUDING SUCH FAIRS** as New York State Fair, Syracuse, N. Y.; Erie County Fair, Hamburg, N. Y.; Batavia, N. Y. Fair; Bath, N. Y. Fair; Bloomsburg, Pa. Fair; York, Pa. Fair; Danville, Va. Fair; Gastonia, N. C. Fair; Charleston, S. C. Fair. Can place Concessions, must be legitimate and work for stock. Can place Talkers, Ride Help, Train Crew Help, Tower and Neon Men. Can always place useful People. Can use Colored Chorus Girls. Show splits up week of Aug. 4th, fifteen cars to Westfield and fifteen to the Caledonia Fair, reuniting then for balance of season. Address: **JAMES E. STRATES**, week of July 28th, Rochester, N. Y.

LOOK---AL. BAYSINGER SHOWS---LOOK

HERE IS OUR LIST:

Rush City, Zumbrot, Red Wing, St. Charles, Kasson, Preston, Austin (Labor Day), all Minnesota; Sac City, Iowa; Maryville, Mo., and Piggott, Ark.

WANT OCTOPUS, ROLL-O-PLANE, ROCKET, WHIP OR NEW NOVEL RIDES. ALSO MONKEY CIRCUS, MECHANICAL CITY, ILLUSION AND SHOWS CATERING TO LADIES AND CHILDREN. Want Manager for Athletic Show. Want good Griddle Man and Cookhouse Help. Also Corn Game Help. Wire Ellis White, care of this Show. **LEGITIMATE CONCESSIONS OF ALL KINDS FOR ABOVE FAIRS.** Good Ride Help, come on. Address: Rush City, Minn., this week; then per above route.

KEYSTONE MODERN SHOWS

Want Organized Side Show or will place Strong Feature and Side Show Acts. Legitimate Concessions, Custard, Diggers, etc. Can place capable Monkey Trainer and Talker to Train Monkeys and Chimp. Chairplane Foreman, Truck Mechanic and sober, reliable Ride Help. Good salary, sure every week. Address Warren, Penna., this week; Olean, New York, week of August 4th.

FRED ALLEN SHOWS

Syracuse, N. Y., Aug. 4 to 9, on Mattydale Lot. Bigger than any small Fair, in the heart of plenty of money under strong auspices. 2 August Fairs and Celebrations to follow. Want any Ride that doesn't conflict, 25 per cent. Want Shows that can handle plenty money, 25 per cent. Opening for Bingo and Cook House. Want Ball Games, clean Grind Stores, 15 dollars. Custard, Penny Arcade. Want good Ride Help. Sure wages. Fair and Celebration Committees, get in touch with us. A few open dates left. **UNION SPRINGS, N. Y., THIS WEEK**

WORLD OF FUN SHOWS WANT

For 12 Southern Fairs, starting Aug. 19: Auto Kiddie Ride. **SHOWS:** Have complete outfits for Ten-in-One and Girl Show. Will book Motor Drome. Fun House, Illusion Show or any Show with own outfits not conflicting. **CONCESSIONS:** Cook House, privilege in tickets; Pitch Tilt You Win, Custard, String Games, Striker, or any other legitimate Concessions that work for ten cents. Those joining now given preference to our Fairs. Address all mail and wires to **J. E. STEBLAR, BRUNSWICK, MD., THIS WEEK**. P.S.: Fair Secretaries in North and South Carolina. I have a few open weeks in Sept. and Oct.

Club Activities

Showmen's League of America



Sherman Hotel Chicago



National Showmen's Assn.

Palace Theater Building New York

CHICAGO, July 26. — Semi-annual statement is in the mail and should reach members soon. Membership committee is pleased with the general co-operation, and dues are coming in nicely. Remember, the fiscal year 1942 starts September 1. On that date the initiation fee will be increased to \$25. Hence, after that date all applications must be accompanied by this fee, plus one year's dues of \$10. Applications received before this date will be accepted when accompanied by a \$10 initiation fee, plus one year's dues of \$10, and membership cards to September 1, 1942, will be issued. Sam Gordon, Tom Arger, and Fred Clark, Hennies Bros.' Shows, report swell progress on their bingo and baseball tickets. Shows' annual benefit will be held during the Atlanta engagement. Manager Ralph Clawson feels this will be the proper time, and tickets have been ordered and will go on sale beginning next week.

The pile of aluminum pots and pans at entrance to West's World's Wonder Shows proves the organization is assisting the national drive. Red Marcus was in town on business and visited the clubrooms. O. Obadal, playing this territory with his Texas Exposition Shows, is a regular caller, as are Bob Parker and J. C. Thomas. H. B. Shive, L. J. Heth Shows, sent in his application for membership and pledged his support to the membership committee. Abe Goldberger has been released from Alexian Brothers' Hospital. The board of governors, at their last meeting, voted a donation to the hospital in appreciation of the co-operation given the club thruout the year.

Only members reporting they are in the army were Arden W. Morris, Robert Cohn, and Robert Revolt.

Club is anxious to have this record and hopes others will respond soon. Response for the 1942 Annual Outdoor Amusement World Directory has been good to date but there's plenty of room left and program committee is working hard to have this year's issue far surpass its predecessors. Sunny Bernet reports a benefit show will be held on the World of Today Shows at Sedalia, Mo., and Manager Mel Vaught and Owner Denny Pugh are making plans to put it over in a big way.

A number of brothers have sent in their 1942 dues. There are still some who owe 1941 dues and others who owe for 1940 and 1941. News of Brother and Mrs. Harold De Pue's accident was received with regret by League members.

NEW YORK, July 26.—Vice-President Art Lewis was in town for a few days. Secretary Sam Rothstein visited Asbury Park, N. J., and met Brothers Ike and Mack Harris, Paul and Murray Spitzer, Ed Bennett, and John McCormick. Members were sorry to learn that Brother Al McKee is confined to his home, but were glad to hear that Brother David Epstein is up and around again after his latest attack. Brother Sam Finkel

WANT Shows and Concessions For Liberty Fire Co. Carnival

Aug. 4th to 9th, Middletown, Pa.

This is a defense town. Everybody working; plenty of money. First carnival in three years. Other celebrations to follow. Free Acts and Rides contracted. Want Ride Help that can drive truck. **STEWART WACHTER**, McDonalds Grove, Shade Gap, Pa.

WANTED

Managers, Showmen, Concessioners, Free Acts If Interested in Motorizing Write With **CHAS. T. GOSS** Write With **STANDARD CHEVROLET COMPANY** East St. Louis, Ill. Passenger Cars — Trucks — Semi Trailers

CARNIVAL BOOTHS, RIDES

Will rent complete unit, consisting of Ferris Wheel, Chair-o-Plane, Kiddie Ride, 12 Booths (new canvas), 9x14, including Bingo, Ball Game, Refreshment Stand, Wheels, Electric Equipment, Decorations. Will set up, take down and haul. Carnival Wheels and Games of every description. **SHAW-FAUST**, 1524 Chestnut St., Philadelphia, Pa. Ph.: Loc-1124.

FRIEDENS, PENNA., FIREMEN'S CELEBRATION

All Next Week Want one more Show, Concessions of all kinds, opening for American Palmyristy, Rat or Pan Game. All Celebrations and Fairs till December. Write or wire **BRIGHT LIGHTS EXPOSITION SHOWS** Mt. Savage, Maryland, this week

MAC'S CARAVAN SHOW WANTS

Small Cook House, Bingo, Milk Bottle Ball Game, Lead Gallery, Stock Concessions that don't conflict, \$7.50 each. Linn Creek, Mo., July 30 to Aug. 2; Chamolis, Aug. 6 to 10; then as per route.

F. R. HETH SHOWS WANT

For excellent fall dates. Concessions of all kinds except Bingo. Need Cookhouse, Diggers, Lead Gallery, Novelties, etc. Fats Roberts wants Performers for Minstrel Show. Can place one or two small Grind Shows. Come on. Newport, Tennessee, this week; then the big one, Gatlinburg, Tennessee, next.

Wants--J. F. SPARKS SHOWS--Fairs

FALMOUTH, KY., FAIR

Aug. 4th-9th

BRODHEAD, KY., FAIR

Aug. 11th-16th

Book any good Grind Shows, especially want big Snake Show and Motordrome; Apple or Smitty, answer. Ken Davis, can use your Act and frame Girl Show. Have beautiful front, built on semi-trailer. Sell exclusive Lead Gallery and book legitimate Concessions. Book or buy Rolloplane and Kiddie Chairplane. Lee Houston wants Man to train and work Animals. Fat Rowe, answer. All replies to **J. F. SPARKS**, Hazard, Ky., this week; then Falmouth, Ky.

4 STAR EXPOSITION SHOWS WANT

Ride Help that drives semi trailers. Shows: Useful People, Girls for Girl Shows, Freaks for Side Shows. Concessions: Can place Custard, Spaghetti. Harry Brown wants Skillo and Roll Down Agents. Sherman wants Knife Rack and Bowling Alley Agents. 3 weeks around smoke stacks yet, then Fairs until Nov. Wire, don't write. **7500 W. IRVING PARK ROAD, CHICAGO, ILL.**

WANT WANT WANT WANT

Lions' Mid-Summer Festival, Roanoke Rapids, N. C., week Aug. 4th. Biggest annual event Eastern Carolina, 5th year. Over 40,000 people last year. \$500.00 cash prize Saturday. Concessions: Cook House, Grab, Ice Cream, Scales, Lead Gallery, Fish Pond, Duck Pond, any Stock Concession working for 10c. **RIDES**—Kiddie Autos, Airplane, Train, Pony Track, real spot for Octopus or Roll-o-Plane. Hillsboro Celebration, week Aug. 11; Martinsville, Va. Fair, Aug. 25; Spruce Pine Fair, Sept. 1. Best route. Southern Fairs until Armistice Day. Address:

CRESCENT AMUSEMENT CO. NEW BERN, N. C., THIS WEEK

FOR SALE
18 CAR SCOOTER RIDE
 All Neon Crestings. Ticket Box. Finest ever built. First-class shape.
 Can be seen operating at Galveston Beach and can be booked there for 1942 season.
A. L. (DINTY) MOORE
 Box 983, Galveston, Texas

BUFFALO SHOWS
 Hold Exclusive Contract For
New York State Firemen's Convention
 Downtown, Geneva, all week August 18th. Now booking Concessions of all kinds, Shows, Attractions, non-conflicting Rides.
CONCESSION MANAGER
 Hotel Kirkwood Geneva, N. Y.

DEWITT COUNTY FREE FAIR
FARMER CITY, ILL., AUGUST 5, 6, 7, 8
 Want legitimate Concessions. Everything open except Bingo and Ball Games. Reasonable rates and big crowds guaranteed. Can place good Shows. Rides are all booked.
E. W. WELLES, Conc. Mgr., Farmer City, Ill.

WANTED
STREET CARNIVAL
AMERICAN LEGION POST 516
 Columbus Grove, Ohio, August 26-30.
D. C. BERRY, Adjt.

BUD SMITH SHOW WANTS
 Canvas Men for big top, also Minstrel Show People. Help that was with Honest Bill, come on. C. C. and Fat, come. All join on wire. Show out since April.
 Poseyville, Ind., care of Western Union

Johnny P. Ciaburri Wants
 Agents for Duck Pond, Block Hoopla, Pitch Till U Win, Ball Games, Cigarette Shooting Gallery. Fairs commencing Bangor, Me., this week. Former employees given preference.
ENDY BROTHERS' SHOWS
 Bangor, Maine, this week

WANT
 A good Wheel Operator, no boozier or chaser, \$20.00 a week and a bonus to right man. Report for work July 30, La Fayette, Ill.
WM. HOFFNER

GOLDEN BELT SHOWS
 Can place Rides, Shows and Concessions for Fairs and Celebrations lasting until Nov. in Ill., Ind., Mo. and Ark. Wanted—Loop-o-Plane Foreman for Single Loop, also Ride Help on all Rides. For Sale—Complete Cook House. Can be booked on Show if wanted. Address: This week (Fair), Paducah, Ky.; next week (Fair), Brees, Ill.

WANTED
 Carnival, Rides and Concessions for
The Elmore Township Fair
 Elmore, Indiana, August 20, 21, 22 and 23.
JAMES QUILLIAM, Concession, Elmore, Ind.

HARRY SIX ATTRACTIONS
 Want book, buy or lease No. 5 Eli Wheel and Merry-Go-Round. Legitimate Concessions of all kinds. Bingo. Show will be out all winter. Address:
 General Delivery, Louisville, Ky.

PLACE HIGH-CLASS TALKER
 For Jig Show. Best framed show in the business with 16-piece band. Good proposition for capable man. No boozers. Address: **AL WAGNER**, Harrisburg, Ill., this week; Benton, Ill., next week. Long season Fairs.

W. S. MALARKEY
 Can place Shows and Concessions for Whitney Point, N. Y. Fair, Aug. 5-8; Italian Field Day Celebration, Binghamton, N. Y., Aug. 15. Address:
W. S. MALARKEY
 Ackerman Building Binghamton, N. Y.

WANT
SHOWS, RIDES, AND LEGITIMATE CONCESSIONS FOR THE ORIGINAL HORSE TRADERS' CONVENTION
 Almond, N. Y., Week August 11
 This is an annual event. Over 25,000 attended last year. **FRED GATE**. Address **GEORGE KAME**, Pres., Original Horse Traders' Convention, Almond, N. Y.

was in town on business and dropped into the rooms before going to Barre, Vt., to rejoin George Traver's Shows. Brother Morris Finkelstein left to work in Sandusky, O.

Brother Edward Elkins is booking shows into Harrison, White Plains, and Westchester County, New York. Seemed as tho all the local boys were working with Brother Jack Feldberg in West New York, N. J., last week. Among them were Jack Owen, Dada King, Harry Weintraub, and Casper Sargent. Brother Andre Dumont quit the circus in Luna Park. Brother Sam Wagner looking blue with his partner, Louis Newman, in an oxygen tent. Brother Harry Rosen is at Coney Island signing up new applicants and is well on the way to a Gold Life Membership Card.

Executive Secretary John Liddy is visiting shows in the East, and this should be a reminder to all members that the new dues period started July 15. Have you sent in yours? Birthday congratulations to George W. Traver, Eddie Vaughan, Joseph R. Mazzocchi, July 30; Joseph Rinaldi, Ralph A. Hankinson, John S. Wintermute, Hal Christy, Charles Hoffman Jr., August 1; James J. Corcoran, 4; Dr. Jacob W. Stark, Edward L. Mann, 5.

Ladies' Auxiliary
 At the membership drive at Singer's Midget Village in Luna Park, Coney Island, last week, Sister Rose Rosen obtained eight applications. Since then she sent in five more. Applications were from Patricia Patterson, Mrs. Tessie Reisler, Mrs. Anna Marano, Mrs. Lena Rifkin, Lillian Lucas, Mrs. Rose Jackaman, Mrs. Lottie Feinstein, Mrs. Sally Wagner, Mrs. Emma Throckmorton, Mrs. Shirley Rapp, Mrs. Frank Sandman, Mrs. Sadie Silverman, and Mrs. Mae Gross. Two applications were received two from Sister Jane McKee, who also is working for a gold life card. They were for Mrs. May Estelle Zenner and Catherine Nicholine. Auxiliary was represented at the Coney Island Rally by President Midge Cohen, Past President Dorothy Packman, Membership Chairman Bess Hamid, Entertainment Committee Vice-Chairman Ethel Gross, and Sisters Pearl Meyers, Molly Spitz, and Frances Garr. Altho bills are in the mail, this is a reminder that dues are payable now and should be sent in at once.

Club has learned that one of the members at Palisades Park is to be married soon, and this is to remind members to advise when they are to be married or are ill. A penny bag for the Midge Cohen Fund for the Children's Christmas Dinner was sent in by Peaches O'Neill. Sister Kate Benet is working hard at Palisades to obtain new members and to collect material for the October rummage sale. Sisters Anna Halpin, Helen Harvey, Minnette Dobson, and Rose Harris also are busy there and report a good season. Chaplain Helene Rothstein, who has been ill, was out for the first time and visited the park, as did Assistant Treasurer Peggy Holtz. Vice-President Margaret McKee and Sister Lydia Hall returned from a motor trip in the West, during which they visited Sisters Jane McKee and Marion Larson at Chicago.

PARK'S ALL-NIGHT PLAY
 (Continued from page 3)
 Estimated attendance on the day was 10,000, of which about 4,500 came for the a.m. party.

At 4 a.m. the midway was still crowded and Director Carroll was beginning to worry about his tireless workers, who had already been on the grind nearly 18 hours. Rides, restaurant, hot dog and drink stands, and games were still humming.

"If there has been any question as to the desire for recreation on the part of defense workers, this is the answer," said Director Carroll, as the decks were being cleared for another banner week-end with a big Westinghouse outing and Springfield Armory bake plus a firemen's muster today and Sunday. Between events Carroll and Storin will take time out to celebrate birthdays today.

CIRCUS FANS' CONVENTION
 (Continued from page 3)
 tain pen. Schuster presented Retiring President Judd with a set of Lincoln book-ends.

Officers elected besides President Hartless were Eastern vice-president, Samuel M. Prentis, New London, Conn.; Western vice-president, Stan Rogers, Hollywood, Calif.; Central vice-president, Thomas M. Gregory, Akron, O.; Southern vice-president, Frank J. Walter, Houston, Tex. Directors elected were William H. Judd, New Britain, Conn., chairman;

W. A. Ruwedel, Hazleton, Pa.; James B. Tomlinson, Portland, Me.; George H. Barlow III, Binghamton, N. Y.; Harry W. Hatsing, New Britain, Conn.; Joseph Veach, Springfield, Mass.; James V. Chloupek, Oakland, Calif.; George D. Bloxhan, Exira, Ia.; W. L. Jackman, Madison, Wis.; Robert R. Clark, Joliet, Ill.; Dr. Henry H. Conley, Park Ridge, Ill.; James L. Schuster, Grand Rapids, Mich.; Walter Loughbridge, San Antonio, Tex.; Dr. A. M. McCulley, Shelbina, Mo.; P. M. Silloway, Lewistown, Mont. The last two named were added to the directorate at the vote of the CFA members in their business session.

Secretary-treasurer of the group, re-elected, is Walter M. Buckingham, of Gales Ferry, Conn.; historian, Col. C. J. Sturtevant, San Antonio, Tex.; chaplain, Rev. Edward S. Sullivan, Arlington, Mass.; publicity director, W. L. (Bill) Montague, West Hartford, Conn. Walter H. Hohennadel, Rochelle, Ill., was re-named editor of *The White Tops* and at the business session was commended by the CFA for his endeavors.

Following a special dinner in Cole's cookhouse Tuesday noon, the Fans visited on the back lot and in the evening attended the performance in a body, marching in the spec. Banners announcing the CFA presence were carried in the spec and were placed behind the Fans' section in the stands.

Marring the evening show was a fall by Miss Lucy, rider. She suffered fractured ribs and torn ligaments in her side and back according to Fritzie Partelle, Cole's nurse. She was carried from the center ring. She continued with the circus but will not be in her act two or three weeks.

Playing before a straw house every effort was made by the performers to accord high regard to the visiting Fans. A three-quarter house was chalked up at the matinee.

More details of the convention will be given in the next issue.

Mad Cody Fleming Shows
 Want clean Shows that cater to Ladies and Children, Cigarette Gallery.
 Moultrie Monster Tobacco Opening, Aug. 4th to 9th. Expect 20,000 people. Aug. 5th, Celebration Day.
 Adel's Big Tobacco Festival to follow, 11 to 16. We play the best Tobacco Markets in South Ga. Positively first in. Our less fortunate competitors follow us. We haven't made all the money in Ga., but we don't owe anybody and own 5 of our Rides, 12 good Fairs to follow. No Ride Help, as we pay our Help in cash and they stay. Valdosta, Ga., this week.

WILL BOOK OR BUY
OCTOPUS
 For seven Wisconsin Fairs. No time to write. Wire
ELLMAN SHOWS
 Rockford, Illinois, July 28th to August 3rd; Stoughton, Wisconsin, August 7th-10th.

WANTED TO BUY
MIDGET HORSE
 Must be twenty-six inches or under. Also Animals suitable for Miniature Menagerie. State full particulars and price.
FRANK ELLIOTT SHOWS
 Amherst, Nova Scotia, Canada

LINCOLN, ILL., FAIR
 AUGUST 3-8—6 BIG DAYS
WANT GAME CONCESSIONS THAT WORK FOR STOCK. (Corn Games and Custard sold.) Will be in Lincoln in Trailer on Fairgrounds after July 30. **WANT 3 MORE COOKHOUSES.**
PEARSON SHOWS
 Address: Chillicothe, Ill., this week

DEE **DEE LANG, Mgr.**
★ LANG'S FAMOUS SHOWS ★
CAN PLACE FOR THE FOLLOWING FAIRS, STARTING AT CEDAR RAPIDS, IOWA, AUGUST 9:

Cedar Rapids, Iowa, Aug. 9-15	McKinney, Texas, Sept. 22-27
Albert Lea, Minn., Aug. 18-22	Mt. Pleasant, Texas, Sept. 29-Oct. 4
Fargo, North Dakota, Aug. 24-30	Center, Texas, Oct. 6-11
Huron, South Dakota, Sept. 1-6	Hope, Arkansas, Oct. 13-18
Spencer, Iowa, Sept. 8-13	Gilmer, Texas, Oct. 20-24
Memphis, Mo., Sept. 15-16-17-18	Conroe, Texas, Oct. 27-Nov. 1.

CONCESSIONS: Can place legitimate Concessions only. Also Concession Agents for Ball Games and Stock Concessions and Manager for Frozen Custard. **SHOWS:** Can place any new or novel Shows. Will furnish outfits for same. Want to hear from Midget Show, Fat Show. Also Talkers and Grinders. Can place on Colored Minstrel Show: Musicians, all instruments wanted. Also Comedians and Performers. Salary sure every week out of office. **RIDE HELP:** Can place Foreman on following Rides due to adding new Rides for above Fairs: Caterpillar Foreman, Chairplane Foreman, Wheel Foreman; also several Second Men. Must be sober and reliable and capable of driving Big Eli semi-trailers.

ALL ADDRESS: DEE LANG'S FAMOUS SHOWS
 Care of following Fairs: Thief River Falls, Minn., July 29 thru Aug. 2; Perham, Minn., Aug. 3-4-5; then the above route of Fairs.

PIONEER SHOWS WANT
 For Watkins Glen, N. Y., August 4th to 9th. 21 County Firemen's Conventions on the Streets. Non-conflicting Rides, Shows and Concessions. 130 bands and fire companies. Week August 11th to 17th, New Milford, Pa., Old Home Week, parades nightly; then Bradford County Fair, Towanda, Pa., day and night, August 19th to 23rd; followed by Northeastern Penn. Firemen's Convention, eight days, starting August 25th, Sunday included, and Labor Day, Sept. 1st. This is the biggest convention in this territory. Three hundred twenty-five thousand drawing population. Reasonable rates. Be smart, join at once. Long route to follow. This week, Montour Falls, N. Y. Write or wire by Western Union.

WANTED **WANTED**
ERIC B. HYDE SHOWS
 Columbia, S. C. 3 Weeks Downtown Locations. Opening Friday, August 1st.
 Want Girl Show and organized Minstrel Show with Band. Have panel front outfits for these Shows. Will book Animal Show and Grind Shows with own transportation. Concessions: Can place Photos, Bingo, Popcorn, Guess-Your-Weight, small Cookhouse. Will sell exclusive on these Concessions. Will book any legitimate Concessions. Want Ride Help and Working Men in all departments. Those who answered last ad, write or wire again. All address: **ERIC B. HYDE, Mgr., Columbia, S. C.**

WANT SINGLE PIT ATTRACTIONS
 With own outfits, legitimate Concessions, Long Range Lead Gallery. Experienced Foreman for Silver Streak and Chair-o-Plane and Help in all departments. Jimmy Conners wants Girl Agents for Ball Games. Address:
A. J. KAUS, KAUS EXPOSITION SHOWS
 This week, Plainfield, New Jersey; next week, Baltimore, Md.

PRELL'S WORLD'S FAIR SHOWS, INC.

WANTS FOR

The CORTLAND COUNTY FAIR, week of August 18th to the 23rd, and our long string of Fairs to follow.

SHOWS Fat Show, Midget Show, Minstrel Show or any other meritorious Shows that do not conflict. Cash Miller wants Girls for his Rhumba and Chez Paree Shows. Bob Mansfield wants Girls for Posing Show. Earl Morris wants Girls for his Dope Show (money out of office). Bull Martin wants Wrestlers and Boxers. Want Show Help in all departments.

RIDES Pony Ride, Spitfire, Skooter, Caterpillar, Tilt-a-Whirl, or any other new and novel Rides. **WANT RIDE HELP IN ALL DEPARTMENTS. WANT CHAIRPLANE FOREMAN.**

CONCESSIONS Grab Joints, Drink Stands, String Games, Huckle Buck, Pitch Till You Wins, Ball Games, Diggers or any good Grind Store Concessions. No EXCLUSIVE except Bingo and Custard. **MARGE STEVENS WANTS P. C. AGENTS. Want Merchandise Wheels.**

Want for the balance of the season one more sensational Free Act. **MONEY NO OBJECT IF SATISFACTORY.** Those who join now will be given preference for our entire string of Fairs starting at Cortland, N. Y., and for the South.

All Address **SAMUEL E. PRELL, General Manager, Bradford, Pa., this week; Wellsville, N. Y., next week.**

CONCESSIONS WANTED—SPENCER, INDIANA, FREE FAIR

AUGUST 4-9, inclusive, Main Streets.

Many choice locations open, including all Ball Throwing Games, Hoopla, Cigarette and Long Range Shooting Galleries, High Striker, Fish Pond, Hucklebuck, Pitch Till Win, Guess Your Weight and Age Scales, Penny Pitch, American Palmistry, Frozen Custard, Photo Gallery, Pennants, Novelties, Cotton Candy and Apples, Eating and Drinking privileges and other legitimate Concessions. No rackets. Rates reasonable. Address inquiries:

THE F. E. GOODING AMUSEMENT CO.

1300 NORTON AVE.

COLUMBUS, OHIO

WANT--ROYAL EXPOSITION SHOWS--WANT

For Firemen's Festival and Carnival, Hinton, W. Va., August 4 to 9.

Three blocks from heart of town, followed by two still dates in coal fields where money is flowing; then 13 consecutive weeks of Celebrations and Fairs to follow. **WANT** to hear immediately from a good trained Animal or Monkey Circus with own transportation (Bryan Woods and Dan Riley, wire). Can use Minstrel Show with own outfit and transportation. Also couple of small neatly framed Pit Shows, Fun House, Long or Short Range Shooting Gallery, small Penny Arcade, Diggers or Merchandisers. No grift wanted, so save your time and ours, too. Bert and Donna Edwards, wire Dixie immediately. **White Reed, wire Martin Lozler quick; very important.** Address:

H. B. ROYAL, this week, Montclair, W. Va.; then Hinton, W. Va.

P.S.: Earl Tilgman, have good proposition for you if interested.

Heller's Acme Shows, Inc.

CAN PLACE

Diggers, Frozen Custard and Grind Stores. Will book Ferris Wheel, Octopus, Roll-o-Plane, Tilt-a-Whirl or any major ride. Have two fairs week August 18th, Pasley, Virginia, and Keller, Virginia. Can place Plantation Show with own outfit for Pasley, Virginia. This week Roselle, N. J.; next week, Westville, N. J.

MIGHTY MONARCH SHOWS

Want for Logan, West Virginia, Concessions of all kinds. Shows: Animal or Monkey Shows, Mechanical City or any good Grind Show. **Want Penny Arcade and Motor Drime.** First Fair August 11th, Wyoming County Fair, Pineville, West Virginia. Our Fair list as follows: Christiansburg, Virginia; Scott County Fair, Duncannon, Virginia; Hoke County Fair, Raeford, North Carolina; Great Loris Fair, South Carolina; Hinesville, Ga. Fair; Southeast Georgia Fair, Waycross, Ga.; Gainesville, Fla. Fair; Madison County Fair, Madison, Florida; Bradford County Fair, Starke, Florida; Kingdom of the Sun Fair, Ocala, Florida; De Soto County Fair, Arcadia, Florida, and two pending. Get set now for best set of Fairs in the East. Address:

N. P. ROLAND and GEORGE GOFFAS, Oak Hill, West Virginia, this week.

ATTENTION, OUTDOOR SHOWMEN

Who Wire Advertisements on Monday Mornings

We want to handle these advertisements in the most satisfactory manner but the time is very limited

When you wire advertisements make sure your copy is complete and legibly written. Use a typewriter whenever possible.

Check the spelling of cities and towns mentioned and watch the dates closely.

Be sure to include in the message the signature and route you wish to have appear in the advertisement.

Use overnight service on Sunday night or straight telegram service when you cannot send your wire until Monday morning. Day Letter service is unsatisfactory, messages frequently reaching us after the last form has gone to press.

REMEMBER: There is not sufficient time on Monday morning to have telegrams verified and checked and we cannot be responsible for error made by the sender or telegraph company employees.

The Billboard Publishing Co.

WINNER FOR BG

(Continued from page 29)

had to be made on one of the flat cars at Logansport, Ind., delaying arrival in South Bend until early Tuesday morning. That night attracted a fair crowd, but some of the shows and rides did not work. The Midget Village opened well, with Senator James Swift, of the troupe managed by Mrs. Rose, getting plenty of attention from his home-town folks from New Albany.

During the South Bend engagement Epp Ward visited Fred Beckmann. Beckmann started Ward in show business with the 101 Ranch Show and they hadn't met in many years. Bus service from New Albany and Jeffersonville was good and helped business. There are nine newspapers in this territory and all have given plenty of space and pictures to the shows.

VIRGINIA GREATER'S

(Continued from page 29)

city in the last 20 years. Blackstone came next with bad weather and fair business. At Victoria, under Volunteer Firemen auspices, organization had the biggest Saturday night of the season so far.

Long jump in here was made on Sunday and everything opened in time for Firemen's Celebration. A parade Tuesday night brought more than 2,000 firemen into town and resulted in a huge spending crowd on the midway. Since opening shows have added another ride, Minstrel Show, and several concessions. Numerous visitors have complimented management on shows' general appearance. Among them were Henry I. Davis, former ride operator; Charles Colburn, secretary Courier-Record Fair, Blackstone, Va.; Harry Heller, of shows bearing his name, and a number of showmen and concessionaires from Funland and other shows in this territory.

Capt. Charles Smitty's Monkey Hippodrome is a leading money getter to date, with Whitey Wagner's Night in Paris sharing top honors. Rides, under Raleigh Gibson, have been doing exceptionally well. All are office owned and operated. A new marquee arrived and new electrical equipment is being installed thruout by W. W. MacMurdo. Business Manager Rocco ordered a new office trailer.

PCSA AUX PARTY

(Continued from page 29)

Foster, First Vice-President Vivian Gorman, Second Vice-President Rose Rosard, Chaplain Minnie Fisher, Josephine Thomas, Jennie Rawlings, Eva Harms, Stella Linton, Ruby Christophers, Jean Wurst, Josephine Folly, Violette H. Blakeman, Ada Moore, Nell Ziv, Mora Bagby, Mabel Brown, Peggy Forstall, Edith Bullock, Ester Carley, Marie Tait, Jessie Campell, Mabelle Bennett, Ester Luthy, Rose Rosard, Anne and Miranda Horton, Anna Stewart, Vivian Gorman, and Tillie Palmateer.

BALLYHOO BROS.

(Continued from page 29)

bump the coaches so damn hard?" Next he must be a Hercules and human supply shop. He is expected to carry a drawhead, some coupling hose, a time-table, a set of wheels, and a train jack on his person. If they are needed at any time, then the first complaint the manager registers is, "What do we pay a trainmaster for? He never has anything we want when we need it. I'll bet he is back in his berth sleeping." After working all night, he must be a man who is able to stay awake until the show is unloaded in the next town. The berth donated by the show is considered a luxury, more or less.

The next thing for his inventive mind is how to get everyone's wagons off first on a late arrival. He must be able to listen to, "What do I give up 50 per cent of my show for, just to blow a night?" He must be able to appease the manager's wife when her concession wagon is last off. If not, the boy who sets up the joint will put until some action is taken. How to stretch an unloading crossing will be his next invention, and then how to outguess the special agent who wired in, "Load poles toward engine," when he meant toward the caboose. He must be able to explain to the agent why he didn't load contrary to his wire when the agent says, "You should have remembered. You unloaded here 10 years ago."

He will have to be a man of patience, one who can stand around and wait for wagons while everyone on the lot is stalling their teardown so as to get their wagons on the last section with the

cookhouse and light plants so they can get unloaded first. He must co-operate with every staff member. Once a press agent wired, "Will have photog at runs for unloading picture for local paper. Have train crew with white shirts and collars." He must be a fixer when six different gasoline trucks arrive at the runs to fill the tractors, each with the special agent's contract to supply the show. He must be capable of repairing the wagons, getting up the front arch, keeping the lot clean, putting out the ticket cans, draining the lot, getting the shavings spread, giving all storm warnings, and placing the coaches where they are handy to the shopping district. He must not only be one of an inventive mind, but deaf, dumb, and blind.

SLA WAR BENEFIT

(Continued from page 29)

Revue comedian; Winnie Everhardt, bulky pianist from the same attraction, and midgets from the Tiny Town Revue. Bob Lee, Arctic Girls emcee, gave the crowd a thrilling finale. George Hamilton emceed the carnival portion of the bill, with Glen Dale announcing the BC show. Milt Britton's Craziest Band, other musicians, and stage hands donated their services.

The League came in for some swell good will publicity which enhanced all of its undertakings.

WANT

For Allied V. F. W. County Festival, downtown Mt. Clemens, Mich., July 29th to August 3rd, inclusive. Also Lakeview Annual Homecoming on the streets, August 6th and 7th. Legitimate Stock Concessions of all kinds working for ten cents. Penny Arcade and Photos also open.

FIDLER'S SHOWS

Mt. Clemens, Mich.

WANT

Organized Colored Minstrels with Band. Want Circus Sideshows, Acts, Freaks, etc. Moweaqua, Illinois, Fair this week; Arthur, Illinois, Fair follows.

ROGERS GREATER SHOWS

ANTIQUE SHOWS WANT

For S. C. Tobacco Markets, Mullens, Timmonsville, Pamlico, Loris and Dillon, all center of city locations, right at warehouses. Legitimate Concessions, Kiddie Ride and Ferris Wheel. Colored Musicians and Performers, or will consider Troupe with music. Prefer brass. **ART HINANT, Mgr., Antique Shows, Camden, S. C., this week.**

H. P. LARGE SHOW wants for long string of Homecomings and Celebrations. Coffee, Ill., 28-Aug. 2; Herrick, 4-9; Xenia, 11-14; Cissney, 18-23; Nobel, 25-30; Rosiclare, Sept. 1-6. Wants legitimate Concessions of all kinds. No X. Come on. Good opening for Penny Arcade, Eric Diggers, Custard. Want Shows of all kinds. Want Ride Help. Want legitimate Concession Agents. No more still dates. Come on. I'll place you. All communicate Coffee, Ill. **H. P. LARGE.**

WANT TO BUY TOP

30x60, in good condition and priced to sell, or will purchase complete Show Outfit.

HUGHEY & GENTSCH SHOWS

Rossville, Illinois, this week

WANT A-1 BINGO CALLER

To join at once. Good salary. William "Bill" Richardson, come on.

L. I. THOMAS

Brownstown, Indiana

WANTED

Cigarette Shooting Gallery, Long Range Shooting Gallery, Pitch-Till-Win, Palmistry, Dart Balloon, Bowling Alley, Fish Pond, Duck Pond. No coupons.

MIKE ZEIGLER

Millner Hotel Philadelphia, Pa.

Drome Riders Wanted

Lady, Men balance season and Florida Fairs. Top salaries.

WALTER KEMP, Royal American Shows, Muncie, Ind., this week; Springfield, Ill., next two weeks.

READING'S SHOWS

Want Grind Shows. Want Stock Concessions for American Legion Rodeo & Celebration at Marion, Ky. Want Front Gate Men. Ride Help. Agents for Stock Concessions. Phil Rocco wants Cook House Help. Mayfield, Ky. this week; Marion, Ky. to follow. **W. J. WILLIAMS, Mgr.**

MARRIAGES

(Continued from page 28)

Blanche S. Hinman, Canaan, Conn., in Gaithersburg, Md., July 15.
PARTIN-READINGER—Malcolm Partin, Mobile, Ala., non-pro, and Josephine Readinger, member of the Readinger Twins, dance team lately with Hellzapoppin, July 25 in Battles Wharf, Ala.
SCKOLOFF-HOBART—Boris Sokoloff, son of the noted symphony conductor, Nikolai Sokoloff, and Nancy Hobart, July 19 in Rosedale, Pa.
TEPAS-PINCH—Girard Tepas, orchestra leader, and Kathleen Pinch, nonpro, July 12 in Buffalo.
THORNTON-COOK—John Thornton Jr., nonpro, and Betty Cook, former singer on Stations KDKA and WCAE, Pittsburgh, in Roanoke, Va., recently.
TGSO-MacBETH—Arvid Toso and Edith (Texas Sue) MacBeth, member of Gil Jensen's Radio Show, recently in Hinsdale, Mont.
WHYTE-EVELAND—Clifford M. Whyte, son of J. A. Whyte, importer and junior member of a firm formerly with Royal American, Dcdson's World's Fair, and Strates shows, and Edith Eveland, nonpro, June 13 in Miami, Fla.

Coming Marriages

Ron Walsh, program director of The Saskatchewan Farmer talent search, heard over CKCK, Regina, Sask., and Marjorie Duff, CKCK announcer and writer, soon.
Norman G. Temple, Washington, D. C., former orchestra leader in Springfield, Mass., and Ruth Toucey, in Springfield, soon.
Edward James Rice, vocalist with Orin Tucker's orchestra, and Beverly Ann Jones, Shenandoah, Ia., in Omaha, Neb., August 15.
Alexander Hall, film director, and Marjorie Hunter, nonpro, in Crystal Lake, Nev., early in August.
Irving Siegel, orchestra leader and composer, and Mae Gheen, pianist, in Baltimore, Md., soon.

Births

A daughter to Mr. and Mrs. Don A. Hanna at Good Samaritan Hospital, Phoenix, Ariz., June 12. Father is projectionist at a Phoenix theater.
A daughter to Mr. and Mrs. Ed Gerlich in Magnolia Park Hospital, Hollywood, July 16. Father is a Disney studio film editor.
A daughter to Mr. and Mrs. William Snyder in Methodist Hospital, Hollywood, July 14. Father is a technicolor cameraman.
A son, Fred Douglas, to Mr. and Mrs. Fred Manno, July 16 in Philadelphia. Father was a member of the dance team of Manno and Strafford.
A son, Edwin, to Mr. and Mrs. Edward M. Eisenberg recently in Detroit. Mother was Dorothy Crane, vocalist with Bernie Curmins's orchestra.
A son, Dewey Orlen, to Mr. and Mrs. Orlen Oakleaf, former photo operators, recently in Sulphur Springs, Fla.
A son to Mr. and Mrs. E. Czock July 16 at St. Barnabas Hospital, Minneapolis. Mother is Sally Mackie, chorine on the Hirst circuit the last few seasons.
A daughter to Mr. and Mrs. Dick Gabbe in New York, July 12. Father is booker for General Amusement Corporation.
A daughter to Mr. and Mrs. Al Taylor in Buffalo, July 16. Father is announcer for Station WBEN, Buffalo.
A daughter to Mr. and Mrs. Harold E. Bell, July 17 at Scranton, Pa. Father is

assistant manager of the Capitol Theater, Scranton.
A daughter, Shella Beth, to Mr. and Mrs. David Nowinson, in Cedars of Lebanon Hospital, Los Angeles, July 24. Father is a KFI-KECA writer.

A daughter, Pamela Anne, to Mr. and Mrs. Joseph Sistrom in Hollywood Hospital, Hollywood, July 23. Father is a Paramount producer.

A son to Mr. and Mrs. Joy Storm in Hollywood Hospital, Hollywood, July 23. Father is an NBC announcer.

A daughter to Mr. and Mrs. Maurice Rapf in Good Samaritan Hospital, Los Angeles, July 18. Father is a 20th Century-Fox writer.

A daughter to Mr. and Mrs. Judd McMichael in Hollywood Hospital, Hollywood, July 18. Father is a member of the Merry Maccs.

A son, Patrick James, July 15 to Mr. and Mrs. Chuck Ostler in Chicago. Father is a member of the transcription department of Station WLS.

Divorces

Dorothy Davenport, screen actress, from Garland V. Weaver, commercial photographer, in Los Angeles, July 18.
Heather Angel, film and stage star, from Ralph Forbes, film actor, in Los Angeles July 18.
Hazel Forbes Richman, former Follies star, from Henry Richman, entertainer, in Stuart, Fla., July 16.

ROUTES

(Continued from page 27)

Sailors, Four (Fair) Bangor, Me.; (Fair) Boonville, N. Y., 4-9.
Slemon, Hank, and Archie (Fair) Harrisburg, Ill., 30; (Fair) Arcola 31-Aug.2; (Fair) Ithaca, Mich., 5-9.
Sky-Rockets, Three (Street Fair) Carthage, Ill., 24-Aug. 2; (Ozark Summit Expo.) Mansfield, Mo., 5-9.
Wolandi; Peabody, Mass.
Wright, Earl, Dogs (Fair) La Fayette, Ill., 30-31; (Fair) Lincoln, Aug. 8-9.

REPERTOIRE-TENT SHOWS

Hayworth, Seabee, Show: Newbern, N. C., 28-Aug. 2.
Hugo, Harry, Players: Scottsbluff, Neb., 28-Aug. 2; Torrington, Wyo., 4-9.
McNally's Tent Show: Stove, Vt., 28-Aug. 2.
Schaffner Players: Hannibal, Mo., 28-Aug. 2.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Denver, Colo.
Allen, Fred: Union Springs, N. Y.
American Expo.: (Fair) Rushville, Ind.
American United: Pendleton, Ore.
Antique Am. Co.: Camden, S. C.
Arthur's American: Dallas, Ore., 28-31; Taft Aug. 1-3.
Bach, O. J.: Rouses Point, N. Y.
Bantly's All-American: (Fair) Harrington, Del.; Harrisburg, Pa., 4-9.
Barker: Mount Pleasant, Ia.
Barkoot Bros.: Frankfort, Mich., 28-Aug. 3; Charlevoix 4-10.
Baysinger, Al: (Fair) Rush City, Minn.
Beckmann & Gerety: Salem, Ill.
Bee's Old Reliable: (Fair) Harrodsburg, Ky.; (Fair) Russell Springs 4-9.
Blue Ribbon: Elizabethtown, Ky.; (Fair) Shelbyville 4-9.
Bremer: Keewatin, Minn.
Bright Lights Expo.: Mt. Savage, Md.; Friedens, Pa., 4-9.
Brodbeck: Sharon Springs, Kan.
Broughton Bros.: Jacksonvill, Tex.
Brown Family Rides: Douglas, Ga.
Brown Novelty: (Fair) Warsaw, Ky.
Buck, O. C.: Burlington, Vt.
Buckeye State: Poplar Bluff, Mo.; (Fair) Mansfield 4-9.
Burdick's All-Texas: Eastland, Tex.
Bullock Am. Co.: Burnwell, W. Va.
Burrell & Rust, No. 1: New Florence, Mo.
Burrell & Rust, No. 2: Mascoutah, Ill.
Byers Bros. (Carl): Arcola, Ill.
Byers Bros. (Jimmie): (Fair) Anamosa, Ia.
Casey, E. J.: (Fair) Nipawin, Sask., Can., 28-29; (Fair) Swan River, Man., 31-Aug. 2; Sherridon 5-6; Flin Flon 9-12.
Celebration: Cloverdale, Ind.
Central State: Plainville, Kan.
Cetlin & Wilson: McKees Rocks, Pa.; (Fair) Clearfield 4-9.
Chanos, Jimmie: Hagerstown, Ind.
Cherokee Am. Co.: Randolph, Kan.; Green 4-9.
Claudius Am. Co.: Ludington, Mich.; Midland 5-8.
Clyde's United: Boswell, Pa.
Coleman Bros.: Wilcox Flats, Oneonta, N. Y.; Norwich 4-9.
Colley, J. J.: Chetopa, Kan.; (Fair) Burlington 4-9.
Columbia: Casco, Me.
Conklin: (Fair) Regina, Sask., Can.; Winnipeg, Man., 4-9.
Convention: Tonawanda, N. Y.; Mount Morris 4-9.
Cotes Wolverine: Montrose, Mich.; Brown City 7-9.
Cotton State: Griggsville, Ill.
Crafts 20 Big: Fresno, Calif., 29-Aug. 11.
Crescent Am. Co.: Newbern, N. C.; Roanoke Rapids 4-9.
Crystal Expo.: Williamsburg, Ky.; Richmond 4-9.
Cunningham: Mingo Junction, O.
Curl, W. S.: Fairfield, O.
Dalley Bros.: Yale, Okla.
Dick's Paramount: New London, Conn.

Dixie Belle: Tell City, Ind.
Douglas Greater: McMinnville, Ore.
Dudley, D. S.: Dickens, Tex.; Hereford 4-9.
Dyer's Greater: Richland Center, Wis., 28-Aug. 3; Muscoda 4-7.
Edwards, J. R.: Byesville, O.
Elite Expo.: Wilber, Neb.; Jewell, Kan., 4-6; Lebanon 7-9.
Ellman: Rockford, Ill.; Stoughton, Wis., 7-10.
Empire Am. Co.: Burnet, Tex.; Mason 5-9.
Endy Bros.: Bangor, Me.
Fidlers: Mount Clemens, Mich.
Fleming, Mad Cody: Valdosta, Ga.
Francis Bros.: Benton, Ill.
Franks Greater: Cordele, Ga.
Frederick Am. Co.: Ravenna, Neb.; Milligan 8-10.
Frisk Greater: Crookston, Minn.; Austin 6-10.
Funland: Odenton, Md., 28-Aug. 7.
Fuzzell: Urbana, Ill.
Gibbs, W. A.: Split week, Barnes and Morganville, Kan., 30-Aug. 2.
Gold Medal: Ashland, Wis.
Golden Belt: (Fair) Paducah, Ky.; (Fair) Breese, Ill., 4-9.
Golden State: Sacramento, Calif., 29-Aug. 3.
Golden West: S. St. Paul, Minn.; Arlington 8-10.
Gooding, A. W., Am. Co.: Zellenople, Pa.; Rocky Grove 4-9.
Gooding Greater: (Free Fair) Decatur, Ind.
Gooding, F. E., Am. Co.: No. 1, (Fair) Xenia, O.; No. 2, (Centennial Celebration) Butler, Ind.; No. 3, (Fair) Plain City, O.; No. 4, (Fair) New Albany, Ind.; (Homecoming) Brownstown, Ind.

FRANCIS BROS.' SHOWS WANT

For long season, Ride Help that can drive semi trailers, all kinds of Concessions, organized Minstrel, Acts for Side Show, Girls for Girl Show, Trick Rider for Motor Drome. Can place all useful Show People. COMMITTEES: Have some open dates. 14 RIDES, 10 Shows. Will book separate for picnic and street celebrations. Benton, Illinois, this week; Stonefort next week.

PAN AMERICAN SHOWS

WANT for Winamac Free Fair, next week, and balance of season, with good route of dates down South. Want Shows of all kinds. Will furnish outfit for Girl Show and single Pit Attraction. Concessions of all kinds open. Want Agents for Roll Down, Clothes, Pin and Grind Stores; Girls for Ball Games. Want Manager with Help for small Cookhouse. Can place experienced Show Secretary. Must know Social Security and be able to take care of correspondence. Can place Ride Help who can drive. Want Tilt Foreman. \$25.00 to man who can make Monday nites. Useful People all lines, write. Address: Elkhart, Ind., this week

IDEAL EXPOSITION SHOWS, INC. BALTIMORE, MD.

August 1 to 8, incl. 8 Big Days and Nights

On best location in the city. Ringling Bros.' Circus grounds on Monument St. BALTIMORE is the greatest Boom Defense City in the United States. We catch all the pay days of the U. S. Army Camps. Also the pay days of all Factories.

CAN PLACE Octopus and Roll-o-Plane. Also Spitfire or Fly Away. Can place Girls for Girl Revue. Also People for Shanghai Show.

Can place Concessions of all kinds, including Wheels, Grind Stores, Ball Games, Palmistry, Novelties, Short Range Shooting Gallery, Hoopla, Fishpond, etc. Write or Wire WM. GLICK, Hotel Casey, Scranton, Pa., until July 30; after that Madison Hotel, Baltimore, Md.

JONES GREATER SHOWS CAN PLACE

FOR THE FIREMEN'S ANNUAL CELEBRATION, WEBSTER SPRINGS, W. VA. and for one of W. Va.'s biggest annual events, where not only local community but the whole State co-operating in Richwood, W. Va.—Spud and Spilner Festival. Can place outstanding Free Acts. Rides: One Flat Ride not conflicting. Shows: Side Show, Monkey Drome or Show, Glass House, Fun House, Crime Show. Concessions: Can place Merchandise Concessions of all kind: American Palmist, Shooting Gallery, High Striker, Custard, etc. SPECIAL PROPOSITION FOR PENNY ARCADE All write or wire: This week, Gauley Bridge, W. Va.; next week, Webster Springs, W. Va. Then the big one, Richwood, W. Va. Several good Celebrations to follow. Route to interested parties upon request.

GREAT AMERICAN SHOWS WANT

Help on Ferris Wheel and Chairplane. Also Foreman for Loop-o-Plane. Want Kiddie Rides. Want Side Show or Monkey Circus. Dan Riley or Doc Warner, wire. Can also place Penny Arcade. Want two Free Acts. Must be high. Shakobia wants Agent for Wheels and Percentage. Can place Concessions all kinds, especially Cook House, privilege in meal tickets. Want Cigarette Shooting Gallery, Custard, Long Range Gallery and American Palmist. Want Electrician to handle Kelly Plant. All Address: Margaretville, N. Y., Legion Convention, this week; Stanford, N. Y., Firemen's Fair to follow.

CLYDE UNITED SHOWS

WANT for following Celebrations: Candy Floss, Devil's Bowling Alley, Pitch Till U Win, Hoopla, Duck Pond, Swinging Ball, Ball Games, Custard, Want Acts for Sideshow: Illusion, Crime, Life Shows. Want Tilt a Whirl, Scalp Level, Pa., Firemen's Old Home Week, Aug. 4 to 9; Vintondale Firemen's Celebration, week Aug. 11; Dayton Fair, week Aug. 18; Irvona Firemen's Celebration, week Aug. 25; Janesville Community Labor Day Week Celebration; Cookport Fair, week Sept. 8; all Pennsylvania. Southern Fairs to follow. Address all communications to GEORGE C. SMITH, MGR., BOSWELL, PA.

WANTED WANTED WANTED FOR CRYSTAL EXPOSITION SHOWS

Immediately—Foreman for Ferris Wheel, Loop-o-Plane, Loop-the-Loop, Octopus. First-class Cook for Cook House. Top salary; no brass. Good proposition for Ride Supt., Side Show People. Want for Minstrel Show—Girls for Chorus and Musicians for Band. Salary \$15.00. Join here. No booters. Whiskey cause of this advertisement. Address all: W. J. BUNTS, Manager, Williamsburg, Ky., this week; Richmond, Ky., next. Can also place Caller for Bingo. Salary \$25.00 week.

MATTHEW J. RILEY ENTERPRISES

NOW SHOWING B and CAMBRIA STS., PHILADELPHIA, PA. RIDES: MERRY-GO-ROUND, FERRIS WHEEL, CHAIRPLANE, KIDDIE RIDES; SHOWS, LEGITIMATE CONCESSIONS, SHOOTING GALLERY, BALL GAMES, CIGARETTE GALLERY. Positively the Best Locations in Philadelphia and Vicinity Where Everybody's Working. MATTHEW J. RILEY, 917 Walnut Street, Philadelphia, Pennsylvania

J. J. PAGE SHOWS

WANT LEGITIMATE CONCESSIONS

Good opening for Frozen Custard, Picture Gallery, Rat Game, Pan Game, Long Range Gallery, and other 10c Concessions. Charley Philion wants Help for Cook House. Mickey Donahue wants Rider for Motordrome. Buster and Helen Hayes want Geek. Address: This week, Owensboro, Ky.; next week, Hopkinsville, Ky.; then Smith County Fair, Carthage, Tenn., with 12 more Fairs straight thru.

COOKHOUSE WANTED

Foreman and Ride Help for Wheel, Swing, Grind Shows, legitimate Concessions, American Palmistry, organized Minstrel Show. Fairs in Kansas and West Texas. Pond Creek, Okla., Reunion, this week.

ROY GRAY GRAND UNION SHOW

WANTED

Independent Shows and Concessions for Cottonwood County Fair

September 3-6 No Carnival. Give full particulars. AL T. ANDERSON, Secy., Windom, Minn.

FOR SALE
12 Luske Scooter Cars, rear drive; 63 Still Plates for 40x80 Building with Bumper Springs, complete for \$500, or will piece meal. Electric Motors on ten HP three phase slip ring, 900 speed, 220 volts, GE, with drum control, used on Ferris Wheel, \$150. Six one HP three phase, 1220 speed GE 220 volts, \$25 each. 1/4 HP heavy duty continuous 1750 speed, 110 or 220 volt Westinghouse Scooter Motors, \$12 each. 3/4 HP Motors, light duty, \$4 each. All Motors like new.

O. C. HENKE
2314 West State, Milwaukee, Wis.

Michigan's Two Red Ones
Flushing Home-Coming, August 6 to 9 inclusive; Middleville Home-Coming and Street Fair, August 12 to 16 inclusive. Long season to follow. Wanted legitimate Concessions, Corn Game and Cook Houses, Penny Arcade. Good opening for two small Shows. Write or wire

C. B. MURRAY
Carlton, Mich., this week, or the above mentioned.

FOR SALE
Penny Arcade with Motor City Shows. Special built Semi and International Truck ready to operate. Price five thousand.

S. W. LAKE
Motor City Shows, Plainwell, Mich., this week.

WANT
Colored Minstrel. We have Tent, Clowns, Ladies for Traps and Ladder, useful People for Small Circus. Long season. Biller with car, Marceline, Thursday; Salisbury, Friday; Fayette, Saturday, all Missouri.

KAY BROS.' CIRCUS

WEST BROS.' SHOWS
Want Cook House, Concessions that work for Stock. Furnish complete outfits for Shows, 16 Southern Fairs to follow. No. 1 Show, Central City, July 31-August 3; Manchester, August 5-8; Elkader, 10-13; Decorah, August 14-18. All Iowa.

DYER'S GREATER SHOWS
Want Merry-Go-Round with own transportation. Must be neat, 25 per cent. Also Mug Joint join Muscoda, Wis., August 4. Other legitimate Concessions and Shows, come on. Fourteen Fairs, five Celebrations booked. Wisconsin, Missouri, and Mississippi. Address BB route.

WANTED
for the
Great Berryville, Va., Horse Show & Fair
AUGUST 11 to 16
Concessions of all kind. Have tents and outfits. Will turn over to Plant. Show People and 10-1. THOM. CANARY Supt. of Concessions.

WANTED
Reliable Ride Help
Good salary, experienced.

FAUST RIDES
1524 Chestnut Street, Philadelphia, Pa.

BARNSTABLE COUNTY FAIR
Barnstable, Mass., August 12 to 16, inclusive.
AUSPICES BRITISH-AMERICAN AMBULANCE CORPS, INC.
Twenty-Five Thousand Tickets Already Sold. Every One on Cape Cod Co-Operative.
Wanted—Legitimate Concessions of all kinds, Novelties, Ice Cream, Cook House that will serve dinners. Want Scale and Age Agents. Write
EDWARD O'BRIEN, FAIRGROUNDS, BARNSTABLE, MASS.

THE GREATER BEDFORD FAIR
AUGUST 19 TO 23, BEDFORD, PENNA.
SIXTY-SEVENTH ANNUAL FAIR
Bigger and Better in Every Way
WANTED—Jewelry, Novelties and Other Concessions for Main Exhibition Building. Legitimate Concessions for Midway. Footage Reasonable.

W. C. KAUS SHOWS, INC.
WANT FOR FIRST FAIR OF THE SEASON, BOONVILLE, N. Y.; 'thaca, N. Y., to follow, with Fairs every week until 11th of November. Will book Whip. Want Caterpillar Foremen. Side Show or Walk Thru with own equipment and transportation, 25% to for balance of season. Also book any Pit or Illusion Show, same percentage. Legitimate Concessions of all kinds as Bowling Alley, Pitch-Til-U-Win, Long or Short Range Shooting Gallery, Penny Arcade, American Palmist, Ball Games, Scales, Guess-Your-Age, Cigarette Shooting Gallery, Novelties, Candy Floss, or any other Eating and Drink Stands. Girls—Salary \$25.00 for Dancing Girls as Tap or Hawaiian Dancers, etc.; for Girl Show and Posing Show. Write or wire W. C. KAUS, Bennington, Vermont.

Hackettstown, N. J., Fair
AUGUST 12-16, FIVE DAYS AND NITES
Fireworks 13th and 15th. Car Given as Gate Prize.
Want Cookhouse, Grab, Novelties, Grind Stores and Ball Games. No Wheels. Show Girls and 10-in-1. Drome—Ralph Penley, wire. Monkey Show—Sid Smith, wire. Kiddie Rides, Penny Arcade.

Goodman Wonder: Duluth, Minn.
Grady, Kellie: Carbon Hill, Ala.
Grand Union Shows: Pond Creek, Okla.
Great American: Margareville, N. Y.; Stamford 4-9.
Great Lakes Expo.: Harrisburg, Ill.; Benton 4-9.
Great Sutton: Belleville, Ill.
Greater United: Lawton, Okla.
Hanes, Bill: Sulphur Springs, Tex.; Alvarado 7-14.
Happy Attrs.: Mount Sterling, O.; Dresden 6-9.
Heller's Acme: Roselle, N. J.; Westville 4-9.
Hennies Bros.: Menasha, Wis.
Heth, L. J.: Sullivan, Ind.
Heth, F. R.: Newport, Tenn.; Gatlinburg 4-9.
Hoffner Am. Co.: (Fair) La Fayette, Ill., 29-Aug. 1; Metamora 5-9.
Hottle, Buff.: Milan, Tenn.
Huggins Model: Moscow, Ida.; Wilbur, Wash., 4-9.
Hughey & Gentsch: Rossville, Ill.
Hyalite Midway: Booneville, Mo.
Hyde, Eric B.: Columbia, S. C., 28-Aug. 16.
Ideal Expo.: Scranton, Pa.
Imperial: Booneville, Ind.
Jones Greater: Gauley Bridge, W. Va.
Jones, Johnny J., Expo.: Beloit, Wis.
Joyland: Concord, Calif., 28-Aug. 3; (Fair) Antioch 5-10.
Kaus Expo.: Plainfield, N. J.; Baltimore, Md., 4-9.
Kaus, W. C.: Bennington, Vt.; (Fair) Boonville, N. Y., 4-9.
Keystone Modern: Warren, Pa.; Olean, N. Y., 4-9.
Lagasse Am. Co.: Peabody, Mass.
Lang, Dee: (Fair) Thief River Falls, Minn.; (Fair) Perham 3-5.
Large, H. P.: Coffeen, Ill.; Herrick 4-9.
Lawrence Greater: Altoona, Pa.; Tyrone 4-9.
Lewis, Art: Flourentown, Pa.
McArdell's, E. J., Midway of Fun: Stevens Point, Wis., 28-Aug. 5; (Fair) Jefferson 7-10.
McMahon: Hamburg, Ia.; Auburn, Neb., 5-9.
M. & G. Am.: Rochelle, Ga.
M. & M.: Bellows Falls, Vt.
Mac's Caravan: California, Mo., 29; Linn Creek 31-Aug. 2; Chamona 6-10.
Maine Am. Co.: Fort Kent, Me.
Marks: Morgantown, W. Va.; Wheeling 4-9.
Mid-Way of Mirth: Richland, Ia.; (Fair) Centerville 4-9.
Mid-West: Hettinger, N. D., 28-30; Lemmon, S. D., 31-Aug. 2; Mobridge 7-8.
Mighty Monarch: Oak Hill, W. Va.; Logan 4-9.
Miller Am.: Forest Hill, La.
Miner Midway: Oxford, N. J.; (Fair) Fawn Grove, Pa., 4-9.
Motor City: Plainwell, Mich.
Mound City: Mechanicsburg, Ill.
Naill, C. W.: Marked Tree, Ark.; Austin 4-9.
Northwestern: Marcellus, Mich.; Bronson 4-9.
Ohio Valley: Campbellsville, Ind.
Ozark Empire: (Street Fair) Salem, Ark.; (Homecoming) Alton, Mo., 4-9.
Page, J. J., Expo.: Owensboro, Ky.; Hopkinsville 4-9.
Palace United: New Berlin, Ill.
Pan-American: Elkhart, Ind.; Winamac 4-9.
Parada: Parsons, Kan.; Coffeyville 4-9.
Patrick's Greater: Wallace, Idaho.
Pearson: Chillicothe, Ill.
Penn Premier: Port Allegany, Pa.
Penn State: Shade Gap, Pa.; Middletown 4-9.
Pleasureland: Norway, Mich.
Prell's World's Fair: Bradford, Pa.; Wells-ville, N. Y., 4-9.
Pryor's All-State: Eskdale, W. Va.
Reading's: Mayfield, Ky.; Marion 4-9.
Reid, King: Carthage, N. Y.
Rocco: New Brighton, Minn., 1-3.
Rogers Bros.: Buffalo Lake, Minn., 29-Aug. 1; Cosmos 2-3; Paynesville 4-8; Forest City 6-10.
Rogers Greater: (Fair) Moweaqua, Ill.; (Fair) Arthur 4-9.
Royal American: Muncie, Ind.
Royal Expo.: Montcalm, W. Va.; Hinton 4-9.
Rubin & Cherry Expo.: Butte, Mont.
Scott Expo.: Mullens, W. Va.; Beckley 4-9.
Scottie Rides: Shade Gap, Pa.
Seccalum Park Rides: No. 1, Bradner, O.; No. 2, Sycamore, O.
Sells Bros.: (W. Downie Street) Greenville, S. C.
Sheesley Midway: Cleveland, O.
Shugart, Doc: (Fair) Byers, Okla.; Stratford 5-9.
Sickels United: Hawesville, Ky.; Russellville 4-9.
Siebrand: Glasgow, Mont.
Six, J. Harry, Attrs.: (Crittenden Drive and Chiopee Streets) Louisville, Ky.
Smith Bros.: Indianola, Okla.
Smith's Greater: New Market, Va.
Snapp Greater: (Fair) Monroe, Wis.
Sol's Liberty: Decatur, Ill.
Southern: Bruce, Miss.; Louisville 4-9.
Southern State: Savannah Beach, Ga.
Southern United: Fairmount, N. D., 28-30; Elbow Lake, Minn., 31-Aug. 2.
Sparks, J. F.: Hazard, Ky.; (Fair) Falmouth 4-9.
Stephens: Kellerton, Ia.
Strates, James E.: Rochester, N. Y.; West-burst 4-9.
Sunburst Expo.: (Fair) Albion, N. Y.; (Seneca and Lafayette Streets) Buffalo 4-9.
Sunset Am. Co.: (Fair) Kahoka, Mo.
Texas Expo.: Niles, Ill.; (Fair) Davenport, Ia., 3-9.
Texas Kidd: Bowie, Tex.
Texas: Taft, Tex.
Thomas Am.: North Salem, Ind.; Cicero 4-9.
Tidwell, T. J.: Wichita, Kan.
Tilley: Princeville, Ill.; (Fair) Knoxville 4-9.
Tivoli Expo.: Cresco, Ia.
Tower Am.: Swansea, S. C.
Traver Chautauqua: Winooski, Vt.
Virginia Greater: Westminster, Md.
Wade, W. G.: Ann Arbor, Mich.; (Fair) Ithaca 4-9.
Walker: Ideal, Ga.
Wallace Bros.: Paxton, Ill.; (Fair) Fairmount 4-9.
Wallace, I. K., Attrs.: (Garden Pier) Atlantic City, N. J.
Ward, John R.: Pontiac, Ill.
West Bros.: Central City, Ia.; Manchester 5-8.
West Coast: Marshfield, Ore., 28-Aug. 3.
West, W. E., Motorized; Bartlett, Neb.
West's World's Wonder: Ottawa, Ill.
Wilson: Palmyra, Ill.
World of Fun: Brunswick, Md.
World of Mirth: Waterville, Me.; Bath 4-9.
World of Pleasure: Royal Oak, Mich.; Fowler-ville 4-9.
World of Today: Eureka, Kan.; Oskaloosa, Ia., 4-9.
Wright Am. Co.: Audubon, Ia.
Wyse Greater: Edgewood, Ia., 28-29; Fayette 30-31; Lawler, Aug. 1-2.
Yellowstone: Albuquerque, N. M.
Young, Monte: Soda Springs, Idaho; Caldwell 5-9.
Zacchini Bros.: Chester, Pa.
Zeiger, C. F., United: Bozeman, Mont., 29-Aug. 3; Helena 5-10.

CIRCUS

Anderson, Bud E.: Detroit Lakes, Minn., 30; Fergus Falls 31.
Cole Bros.: Norwood, O., 29; Covington, Ky., 30; Norristown 31; Chester, Aug. 1; Coates-ville; Logan 2; Charleston 4; Covington, Va., 5; Staunton 6; Charlottesville 7; Richmond 8; Newport News 9.
Gould, Jay: Sioux Center, Ia., 30-31.
Hunt Bros.: Hyannis, Mass., 30.
Kay Bros.: Marceline, Mo., 31; Salisbury, Aug. 1; Fayette 2.
Kelly, Al G.-Miller Bros.: Canistota, S. D., 31.
Mills Bros.: Lake George, N. Y., 30; Corinth 31; Ballston Spa, Aug. 1; Broadalbin 2; Fort Plain 4; Dolgeville 5.
Polack Bros.: Wenatchee, Wash., 29-30; Victoria, B. C., Can., Aug. 9-13.
Ringling Bros. and Barnum & Bailey: Detroit, Mich., 27-30; Fort Wayne, Ind., 31; South Bend, Aug. 1; Chicago, Ill., 2-10.
Russell Bros.: Lebanon, Pa., 29; Pottstown 30; Norristown 31; Chester, Aug. 1; Coates-ville 2; Dover, Del., 4; Salisbury, Md., 5; Cambridge 6; Easton 7; Elkton 8; Annapolis 9.
Texas-Nebraska Rodeo: Centerville, Ind., 28-Aug. 2.

MISCELLANEOUS

Black, Von, Enterprises (Fair) Warren, O., 5-8.
Crazy Ray's Calliope on board Excursion Steamer Idlewild: Kansas City, Mo., 28-Aug. 5.
Daniel, Magician: Bloomington, Ill., 27-29.
Daniel, Magician: Streator, Ill., 27-30.
DeCleo, Magician: Elyria, O., 28-Aug. 2.
Fallon, Larry, Concessions (Fair) Warren, O., 5-8.
Gilbert, Hypnotist, Tent Show: Beecher City, Ill., 28-Aug. 2.
Harian Med. Show: Bessemer, Pa., 28-Aug. 2.
Hine Show: Swanville, Minn., 28-Aug. 2.
Lippincott, Magician: Avon, Pa., 1-2; Pen Argyl 11-16.
Lofstrom & St. Eloi Monkeys: Marston, Ind., 28-30; Cloverdale 31-Aug. 2; Seelyville 4-6; Terre Haute 7-9.
Long, Magician: Hopopaw, Fla., 29-Aug. 2; Orlando 3; Ocala 4-5.
Myhres Entertainers: Sheyenne, N. D., 28-Aug. 2.
Mysterious Howard: Houston, Tex., 28-Aug. 9.
Peters Freak Animal Show (Fair) Urbana, O., 4-8.

ADDITIONAL ROUTES

(Received Too Late for Classification)
DeSylva Twins (Breakers Hotel) Rochester, N. Y., 28-Aug. 2; (Brandt Inn) Burlington, Ont., Can., 4-16.
Faye & Wellington (Orpheum Theater) Los Angeles, 28-Aug. 2.
Green, Jack (Vienna Plaza Night Club) Zanesville, O., 28-Aug. 2.
Jaxon, Great & Jerry (Samoa Club) Flint, Mich., 28-Aug. 2.
Lawton, Judith (Breakers Hotel) Rochester, N. Y., 28-Aug. 2; (Brandt Inn) Burlington, Ont., Can., 4-16.
Owens, Jay (S. S. Wilson Show Boat) Asbury Park, N. J., 28-Aug. 2.
Romas, Flying (Fair) Butler, Ind., 29-Aug. 2; (Fair) Lincoln, Ill., 5-8.
Sharon, Nita (Plantation Night Club) Wood-ruff, Wis., 28-Aug. 9.

WANTED—SHOWS OF ALL KINDS
WHITE PLAINS • HARRISON, N. Y.
Tarrytown Road 11
Wk. August 18

FREE ACTS—Merchandise Wheels open, Cookhouse, Custard, Candy Apples, Popcorn, Bingo, Diggers, Duck Pond, Ball Games, Penny Pitch, Balloons, Al Beresoff and Kalman, get in touch.
We Have Six (I&T) Major Rides

Address: EDWARD ELKINS
1564 Broadway, New York City, Room 603

RIDE FOREMEN WANTED
On Ferris Wheel, Whip, Octopus
Must be experienced—know how to set up and tear down. Top salary to right men.
Wanted—Grab Joint* Grind Concessions Open
Snow Ice Machine for Sale, Used \$25.00
Two Weeks
Address: CHARLES GERARD,
2515 Newtown Ave., Astoria, Long Island, N. Y.

NEW AMUSEMENT PARK OPENS AUG. 15
Center of Town—Free Gate.
3 Acres Free Parking Space.
Need Ferris Wheel, Merry-Go-Round, Kid Ride. Can use clean Concessions that work for stock. Want Skating Rink. No competition. Froggie Murphy, write.
FRANK EDWARDS, Secy.
Floyd County Fair, New Albany, Ind.

WANTED
Rides and Legitimate Concessions of All Kinds.
WEEK AUG. 4th, GLEN GARDNER, N. J.
Rides and Legitimate Concessions of All Kinds.
WEEK AUG. 4th, BEACH HAVEN, N. J.
SAM TASSELL
610 Shubert Theater Bldg., Philadelphia, Pa.
Can use Sensational High Free Act for balance of season.

TRUMBULL COUNTY FREE FAIR
WARREN, OHIO, AUGUST 5-6-7-8
Day and Night
ICE CREAM PRIVILEGES OPEN. Will sell exclusive to reliable party.
LONG RANGE SHOOTING GALLERY WANTED. A few other privileges open. Wonderful date. Steel mills and other industries running capacity. No Carnivals allowed in Warren for two years. 100,000 attendance anticipated. Address inquiries:
JOHN L. SALKELD, Supt. Concessions
Maple Street Perry, O.

For Sale or Lease 8-CAR PORTABLE WHIP
(Just Rebuilt)
\$1,500, cash or terms, or will lease to reliable party who can furnish cash deposit. Can be seen in operation in Atlantic City.
AVERON BLACK
170 Broadway Paterson, N. J.

RODEO HANDS
For Chicago's biggest, Bronck and Steer Riders, Bulldoggers with mounts, Clown who will clown wild stock, Novelty Acts, Trick Riders. More big ones to follow.
TOM AUMANN
2434 Berwyn Ave. Chicago, Ill.

MILLS BROS.' CIRCUS
Wants account of enlarging. Big Show Performers and Family Act that can be featured. Boss, Curvasman and Assistant, also Man to handle big top. Boss Mechanic, Electrician and Assistants, Elephant Man, Saimaker, Big Show Announcer, Ticket Sellers, Candy Butchers, Truck Drivers and Workmen in all depts. Capable Man to handle Pit Show. Top salary to real trouper. Join at once. No time to dicker. Address MILLS BROS.' CIRCUS, Lake George, N. Y., July 30; Corinth, 31; Ballston Spa, August 1; Broadalbin, 2; Fort Plain, 4, and Dolgeville, 5.

FOR SALE
12 by 14 Cook House Top, Awnings, and Frame. Used two weeks. First \$45.00 takes it. Now booking Truck Shows, 25 per cent. Our Wisconsin fairs started July 3. Our Mississippi fairs start September 15. Ride Help, Cook House Help, Wrestlers, Boxers, write or join. Don't miss the bus. Address DYER'S GREATER SHOWS, per route.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 26.—Cetlin & Wilson Shows stayed over in Rochester for a second week, exhibiting on the Buffalo Road lot. Daily visits to the shows resulted in enrollment of additional personnel memberships and Cetlin & Wilson Shows are still in first place in number of personnel memberships issued for 1941. On July 18 the Ringling-Barnum & Bailey Circus was in town and many from the Cetlin & Wilson Shows visited. We particularly enjoyed pleasant visits with Paul Miller and Legal Adjuster Frank Duval. Also exhibiting in Rochester during the same week was Col. Jim Eskew's Rodeo under auspices of the Grotto. Many of the hotel lobbies, in a small way, gave the impression that the Magic Carpet had temporarily moved eastward.

The government has released some figures which indicate that during the past July 4 about \$3,500,000 worth of fireworks was consumed. With shortage of materials which go to make up fireworks, as a result of the defense program, we are wondering how much of this \$3,500,000 will find its way into the amusement

industry next year. Our guess is that fully in excess of half that amount will be spent on outdoor amusements as the next nearest alternative.

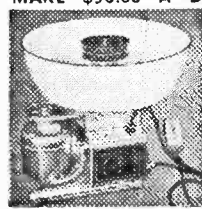
This office has received information from Washington which indicates that a power shortage exists in sections of Virginia, North Carolina, South Carolina, Georgia, Alabama, Tennessee, Mississippi, and Florida, and has caused the Federal Power Commission to declare that an emergency exists in these areas. Any of our member shows who contemplate playing in these States and who are not equipped to produce their own power requirements are urged to communicate with this office immediately.

Motorized shows will be interested to learn that no ban on Sunday driving is at present contemplated. Statistical information indicates that about 60 per cent of Sunday driving is on matters properly classified as "business or necessary transportation."

Further opposition is developing to any increase in gasoline taxes. Latest opposition noted comes from Wisconsin.

tractions in a long time. Heavy business was reported for Buck's bingo, Jack Gallup's cookhouse, Cliff Patton's Ten-in-One, Eddie Lippert's horse, Eddie Ferrerri's Girlesque Revue, Alligator Show, Chief Little Wolf's Athletic Show; Weldon Parmelee, diggers and bottle game; Leo Magel, pitch-til-you-win; Pete Peterson, balloon darts, and Tex Rollins, popcorn, photo gallery, and caramel apples.

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. Get one of our highly efficient machines now. Four models to choose from, sturdily built, easily operated. Prices to suit you. Write TODAY. **ELECTRIC CANDY FLOSS MACHINE CO.** 202 Twelfth Ave., So. Nashville, Tenn.

Dewey Leaves Motor City

MT. PLEASANT, Mich., July 26.—James Dewey announced here that he resigned as special agent of Motor City Shows on July 21, after a pleasant three-month association with Owner and Mrs. Vic Horwitz, General Representative Bob Bremson, Capt. Bill Sells, Specs Groscurth, and other members of the personnel.

BURDICK'S ALL TEXAS SHOWS WANT

For good route of Texas Fairs beginning second week in August: Shows with or without own outfit. Have complete frame-up for Ten-in-One for anyone who can put something in it. Want Minstrel, Illusion, etc. New canvas for same. Can place Kiddie Rides, other rides not conflicting with what we have. Want experienced 'Pit Help, Second Man for Wheel, Rifle Help all departments. Salary sure. Can place Concessions, rates reasonable. Times best in years. Long season assured. Address: **IRA BURDICK, Mgr., All Texas Shows, Eastland, Texas, July 28th, Aug. 3rd;** then as per route. P.S.: Have complete Cook House frame-up; privilege in meal tickets. Fair Secretaries, have a few open dates.

Los Angeles

LOS ANGELES, July 26.—Death again thinned the ranks of West Coast showmen. Charlie Smith, superintendent of the San Diego Zoo, died at Veterans' Hospital, Sawtelle, Calif., July 17, following an illness of nine months. A number of members of the Pacific Coast Showmen's Association attended the services. Irv J. Pollack, Pollack Bros.' Circus, was a brief visitor, and Lou Johnson, executive secretary of the PCSA, has been ill, but is recovering. He recently had several teeth extracted. Ben Beno spent the week-end at Long Beach, Calif., and while there he met Barney Flannagan. Eldon Frock has returned from San Diego, Calif., where he handled the horse show.

PCSA's membership drive continues, with nine on deck for the next meeting. Sam Dolman leads the list with seven members; Pop Ludwig is second with six; Joe Glacy, five; John Ward, four, and John Snobar, four. Visitors to *The Billboard* office this week included Ray Johnson, Charles W. Nelson, Dean Owen, Milton Stein, Lou Johnson, and Ben Beno.

Bazinet's Three-Way Split In Twin Cities Brings Biz

MINNEAPOLIS, July 26. — Bazinet Shows, split into three units to play the Twin Cities area on July 4, had their biggest gross for the day since they began playing the city, reported Press Representative Jack Galluppo. Weather was ideal.

Rides of Unit No. 1 in Powderhorn Park, under management of William Bazinet, did capacity business from 8 a.m. until midnight. Unit No. 2, managed by Dwight Bazinet, played Forest Lake to big business. There were a morning parade and night fireworks. Location was on the lake front. Lowell Bazinet, manager of Unit No. 3 on North Commons, reported capacity ride business and the biggest takes for other at-

INSURANCE
CHARLES A. LENZ
"The Showman's Insurance Man"
4738 Insurance Exchange, Chicago

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.,** TIPPPECANOE CITY, OHIO

FREE INSTRUCTIONS
Write today for your free copy of *The Billboard's* latest booklet entitled "How To Make More Money in the Roadshow Business." It's packed full of tips for beginners. Old Timers will want it, too, for the many film and supply house advertisements. There is only a limited supply. Be sure to get your FREE copy. Write today!
THE ROADSHOWMAN
25 Opera Place Cincinnati, Ohio

WANTED
Managers, Showmen, Concessioners, Free Acts If Interested in Motorizing
Write With **CHAS. T. GOSS** Write With
STANDARD CHEVROLET COMPANY
East St. Louis, Ill.
Passenger Cars — Trucks — Semi Trailers

DUE TO TELEGRAPHIC ERROR
Dates for Old Austin Reunion and Doughboy Celebration at De Witt are wrong. Old Austin, Aug. 6-7-8; Doughboy Celebration at De Witt, Ark., Aug. 12-16. C. W. Nail Shows want Snake Show. Man to take Athletic Show. New outfit. Legitimate Concessions. Colored Musicians.
C. W. NAIL SHOWS
Marked Tree, Ark., July 28-Aug. 2.

MARKS' SHOWS WANT

Merry-Go-Round foreman to join at once. Also second man on Ferris Wheels, and other ride help. Want reliable Special Agent.

Can place legitimate concessions for balance of season, such as Cigarette Shooting Gallery, Bowling Alley, Diggers, American Palmistry, or any Ten Cent Grind Concessions. Also one or two money getting Platform Shows. Now playing the best industrial towns in defense areas of the Virginias and Carolinas. Our route includes the following: Morgantown, W. Va., this week; Wheeling, W. Va.; ball park: Uniontown, Pa.; Cumberland, Md.; Elkins, W. Va. All above dates under strong auspices.

OUR FAIRS ARE AS FOLLOWS:

West Virginia State Fair, Ronceverte-Lewisburg; Radford, Va., Fair; Great Galax, Va., Fair; North Wilkesboro, N. C.; Mt. Airy, N. C.; Fayetteville, N. C.; Wilmington, N. C.; Sumter, S. C.; Greenwood, S. C.; Florence, S. C.

Address: JOHN H. MARKS—as per route.

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SERVICE . . . QUALITY
Beacon Blankets
make Warm Friends
ONE CASE OR CARLOAD

ALL FINISHED IN BRIGHT COLORS DECORATED WITH TINSEL

No. 014—Crucifix Height 14 In. Packed 12 to carton Per Carton **\$2.16**

Complete Line of Premiums, Novelties, Sales Boards. Write for Catalog. State Your Business.

No. 18—Grotto Height 12 In. Packed 12 to carton Per Carton **\$2.16**

WIS. DELUXE CORP. 1902 NO. THIRD STREET MILWAUKEE, WISCONSIN

AMERICA'S GREATEST CARNIVAL HIT!

NEW RIFLE SPORTS

This terrific money-maker can be easily transported and takes only a short time to set up. And better still—you can put in on location during the off months and make **BIG MONEY** all Winter long. Write NOW for COMPLETE DETAILS.

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3000 MONEY MAKING ITEMS—3000 are listed . . . sure to help you make this your BEST YEAR.

Write for Your Copy Today

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DISTRIBUTING CO.
822 N. 3rd St., Milwaukee, Wis.

FLAGSHIP SENSATIONAL CANDY PKG.
13 inches long, 3 inches high, 4 colors. Filled with a full cargo of candy chews. Packed 100 to Carton.
100 Pkgs. \$4.00

Free Catalog of all Our Candy Pkgs. 20% Dep. on All Orders.

DELIGHT SWEETS, INC., 50 East 11th St., N.Y.C.

W. G. WADE SHOWS

Can place independent shows and non conflicting rides for the Gratiot County Fair, Ithaca, Michigan, week of August Fourth, and eight other big fairs to follow. Shiawassee County Free Fair at Corunna, Michigan, follows Ithaca. Exceptional opportunity for Roll-o-Plane or Octopus. Concessions all open except corn game. Write or wire **W. G. WADE SHOWS, Ann Arbor, Michigan, this week.**



PENNY PITCH GAMES
 Size 48x48", Price \$20.00.
 Size 48x48", With 1 Jack Pot, \$30.00.
 Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
 30" In Diameter, Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price \$12.00

BINGO GAMES
 75-Player Complete \$5.00
 100-Player Complete 7.25

SEND FOR CATALOGUE.
 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.

SLACK MFG. CO.
 124-128 W. Lake St., Chicago, Ill.

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1941 ASTRO READINGS ALL COMPLETE

Single Sheets, 8 1/2 x 14, Typewritten. Per M. . \$5.00
 Analysis, 3-p., with Blue Cover. Each03
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 Forecast and Analysis, 9-p., Fancy Covers, Ea. . .05
 Samples of the 4 Readings, Four for 25¢.

No. 1, 34-Page, Gold and Silver Covers. Each . . .30
 Wall Charts, Heavy Paper, Size 28x34. Each 1.00
 Gazing Crystals, Oulja Boards, Planchettes, etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy.
 1200 Dreams. Bound in Heavy Gold Paper
 Covers, Good Quality Paper. Sample, 15¢.
HOW TO WIN AT ANY KIND OF SPECULATION.
 24-Page Booklet, Beautifully Bound.
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PACK OF 79 EGYPTIAN F. T. CARDS. Answers
 All Questions, Lucky Numbers, etc., 35¢.

ZODIAC F. T. CARDS. Pack 35¢

Graphology Charts, 9x17, Sam. 5¢, per 1000 \$6.00

MENTAL TELEPATHY. Booklet, 21 P. 25¢

"WHAT IS WRITTEN IN THE STARS." Folding
 Booklet, 12 P., 3x5. Contains all 12 Analyses.
 Very Well Written. Per Doz. 50¢; Sample 10¢.

Shipments 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.

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 Instant Delivery. Send for Wholesale Prices.

POPPING CORN

SKY-HIGH Brand
MID-HYBRID 341
 Dwarf Hull-less, a
GENUINE HYBRID produced
 by us, assures you maximum
 returns. We also stock top
 quality South American, Yel-
 low Pearl, Spanish White and Standard Dwarf
 Hull-less. Complete line of Popping Supplies,
 Coconut Dressing, Popping Oil, Cartons, Cones,
 Bags, Salt, also Salted in the Shell and Fresh
 Roasted Peanuts. Write for latest price list.

MIDLAND POP CORN CO., Minneapolis, Minn.

ARCADE MACHINES

CHEAP FOR CASH

- 1 Watling Lifter \$20.00
 - 1 Exhibit Varsity Football Kicker 25.00
 - 1 Exhibit 12 Slot Color of Eyes 35.00
 - 1 Exhibit 12 Slot Horoscope 40.00
 - 3 Model "D" Mutoscopes. Each 20.00
 - 6 Advance Vit-a-Scopes. Each 6.00
 - 2 Holly Grippers. Each 6.00
 - 1 Jr. 2 Pistol Basket Ball 10.00
 - 3 Jennings Rock-a-Way. Each 10.00
 - 2 Jennings Favorite. Each 5.00
 - 1 Mills Wall Puncher 15.00
 - 1 Striking Clock 15.00
- Will ship one piece or all upon receipt of
 Money Order In full.

A. N. RICE

2501 Worthington LINCOLN, NEBR.

SILVER STREAK FOR SALE

Used 10 weeks. Will take ROL-O-PLANE or
 ELI WHEEL in trade.

F. HOLLINGSWORTH

1012 Oaklawn Grand Rapids, Michigan

DANCERS

For Our New Revue.

Wendell Kuntz can place Side Show
 Attractions.

**ART LEWIS, Mgr.
 ART LEWIS SHOWS**

Flourtown, Pa., July 28 to Aug. 9, Inclusive

TALKER

for front of show if you can stand prosperity. No
 boozers or chasers. Whitey John McMahon, come on.

ART LEWIS SHOWS

Flourtown, Penn.

**FOR SALE
 KIDDIE AUTO RIDE**

This is a high-class Ride, not junk. Used once.
 Price \$700. First deposit holds it.
 Can be seen at 714 Grover St., Belvidere, Ill.
 Also 2 Electric Popcorn Machines.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

FAIR season can make a good season.

FRONT BUILDER of note, George Snell joined Gold Medal Shows at Iron Mountain, Mich.

JOE DEEVER is in charge of James Burns's new Kiddie Auto ride on Kaus Exposition Shows.

EDITH THOMPSON cards that her dog, Smokey, recently celebrated his 10th year of trouping with her on various carnivals.

GOLDIE FITTS added 10 new snakes to his pit show on the O. C. Buck Shows at Westfield, Mass.

"HIS long suit is working on a short bank-roll."

JOINING Byers Bros.' Shows in Lexington, Ill., were Mr. and Mrs. Howard Hill.

SAMUEL DE CARA is in charge of the frozen custard stand on Cetlin & Wilson Shows, Joseph Lawn assisting.

JUNE LAMONT pens from Bluffs, Ill., that Chief Lamont is in Passavant Memorial Hospital, Jacksonville, Ill., and would like to read letters from friends.



BIRTHDAYS were celebrated jointly by Josephine Haywood (left) and Mrs. Tim Claman, of concession row on the Johnny J. Jones Exposition, during the shows' engagement in Crisholm, Minn. A fried chicken dinner was served and later midnight lunch and drinks to about 60 guests.

LATEST addition to the dining department on John H. Marks Shows is John Garvass, cookhouse operator, Walter D. Nealand reports.

FORMER circus concessionaire Sam Crowell joined John H. Marks Shows in Clarksburg, W. Va., with his Spitfire ride.

REMEMBER 'way back when they called it a "phony business?"

RENATE MASSEI has taken over operation of the sound system on Arthur's Mighty American Shows, Walton de Pellaton reports.

JOE KANE JR. celebrated his ninth birthday at a party for children on the Art Lewis Shows during organization's stand in Waterville, Me.

ADDITIONS to Mighty Sheesley Midway at Ashtabula, O., were Dimples DeLight and Jean LaMont, Robert North reports.

JACK APPLIGATE cards from Anthony, Kan., that he joined the T. J. Tidwell Shows there as manager of the Monkey Jungle Show.

LUCKY is the showman whose talker doesn't go hoarse on the first big fair date.

CHIEF CLEARWATER has his Indian Village and Revue booked with Fuzzell's United Shows, Mrs. Alta Dale Crotchett reports from Fort Madison, Ia.

MEMBERS of Endy Bros.' Shows, Mr. and Mrs. William Tucker celebrated their 23rd wedding anniversary and Mrs. Tucker's birthday on July 12.

THE CRAWFORDS, free act with Scott Exposition Shows, reported from Kimball, W. Va., that they are working to satisfactory results on the organization.

"BUSINESS here with my concessions on Blue Ribbon Shows was very good," Harry (Georgia Boy) Drew pencils from Jeffersonville, Ind.

QUERY: "What kinda scrip have you got?"
 Reply: "United States greenback scrip."

JERRY AND VERNE REYNOLDS and not Jerry and Verne Kimble, as was recently reported, closed with Funland Shows at Aberdeen, Wash.

ART GORDON has taken management of the new Girl Show on John H. Marks Shows and he and Mrs. Gordon started rehearsals after arriving in Clarksburg, W. Va., from Houston, Tex.

SINCE closing as mentalist on the side show with Rubin & Cherry Exposition, Prof. L. Levitch has been with Dick Hand's attraction on Reynolds & Wells Shows.

ELMER BROWN, Frisk Greater Shows, advises from Marshalltown, Ia., that he recently closed a contract for the organization to present the midway at Central Iowa Fair there.



FORMER TROUPER H. L. Johnson Jr. holds the rank of sergeant and is stationed at Camp Bowie, Tex. He's a nephew of Mr. and Mrs. F. Percy Morency, well-known showfolk on the Art Lewis Shows, with whom he trouped on the West Shows for two years.

TIME marches on, we guess. But many have made a U-turn when they weren't looking.

OWNER-OPERATOR of the Hit Hat and Two-Headed Baby shows on Art Lewis Shows, Katherine Teuscher recently purchased a set of scales, which she will operate on shows' fair tour.

DOLORES ARTHUR, wife of the owner of Arthur's Mighty American Shows, successfully underwent an appendectomy in St. Vincent's Hospital, Portland, Ore., July 15.

WHILE Art Lewis Shows were exhibiting in Waterville, Me., Doc Cann, Gerald Snellens, and Mr. and Mrs. E. K. Prosser, of World of Mirth Shows, visited the midway.

SECRETARY of Clyde's United Shows, Paul Moore was presented with a watch by shows' personnel before leaving the organization at Mahaffey, Pa., for Fort Meade, Md., where he was inducted into the army.

THO from a big city, never belittle to one of the natives a town which you are playing. That spot is your bread and butter.

WILLIAM (SPARKPLUG) GOODMAN cards from Ashtabula, O., that he has

his Harlem on Parade Revue clicking on Mighty Sheesley Midway. Goodman is handling the comedy and producing chores.

VALDA LA MAR'S Girl in Blue Show and her Side Show, featuring Darene Rivers (Ari-Zona), had their best weeks of the season so far during the stand in Richland, Ia., Tobin Sterling, who is managing both attractions, reports.

AUGMENTING Arthur's Mighty American Shows' concession line-up at Centra-llia, Wash., were Frank D. Nelson, with bingo; Howard Meeker, novelties; P. Harl, ice cream; Fat Williams, and George Larson, grab stand.

IGNORANCE may be bliss, but, in the light of rapidly changing world events, the present is no time for ecstacy.—Cadmus.

CAROL ANN WARREN, granddaughter of Mr. and Mrs. O. N. Crafts, celebrated her second birthday recently at Sacramento, Calif., at a party given in her honor. She received many useful gifts. Carol Ann's parents are with Crafts Golden State Shows.

FORMERLY with the Bernard! Greater Shows and lately with the World of Mirth Shows, Hughie McNicholas is confined in Lawrence Memorial Hospital, New London, Conn., with a broken back sustained when struck by a truck recently in New London. He would like to read letters from friends.

SISTER and brother-in-law of Mrs. Wilno, of Endy Bros.' Shows, Mr. and Mrs. H. E. Rice visited the organization in Augusta, Me., going there from Kokomo, Ind., and bringing with them their nieces Jeraland and Ann Rice, and Mrs. Wilno's five-month-old daughter, Gretchen Ann.

HOPE for the best, do an honest day's job, and watch out for the bally buckers and tip busters to the right and left of you!—Side Show Salf.

MEMBERS of the North Coast Shows sighted on the midway of Arthur's Mighty American Shows in Centra-llia, Wash., were Mr. and Mrs. R. Schmidt; Mr. and Mrs. Bill Holt and daughter, Diana; Delbert O. McCarty, Mrs. Paul Evans, Virginia Evans, Timothy Reaves, and George Cole.

"I'M STILL on Crystal Exposition Shows as advertising clown," letters Barney O'Dare (The Duchess) from Pineville, Ky. "While in London, Ky., many of the showfolk visited Jim and Elizabeth Shropshire, former circus troupers. They are operating the Four Paw Hotel and Cafe there."

NOW that hot weather has set in on the Pacific Coast, installation of air-cooling units seems to be the vogue on Crafts 20 Big Shows. Harold Mook's office wagon, George Parent's commissary office, and Harvey Quackenbush's Neon Department all received new portable chilled air units recently.

ON some shows the press agent is not supposed to drink, entertain, or spend money with newspapers. That ain't a job; it's a vacuum.—Six Syllable Webster.

HAVING signed as press representative with Mighty Sheesley Midway, Robert North assumed his duties at Akron, O. North has been in show business for 16 years, six of which were spent with such organizations as W. G. Wade, Barkoot Bros., L. J. Heth, and World of Mirth Shows. He was also with Skeeter Lorow on Hennies Bros.' Shows.

"CAME down here to join Bert Donaldson, who has been appointed director of the British War Relief Society's three-day picnic in the local park," letters

**WINNERS
 1941 BIG ELI Fourth of
 July Contests**

Rank	Wheel Model	State	Receipts
1st	No. 5	W. Va.	\$591.00
2nd	No. 16	Kentucky	502.60
3rd	No. 5	Minnesota	485.80
4th	No. 5	Iowa	416.20
5th	No. 5	Iowa	396.40
6th	No. 5	Iowa	392.90

Total \$2784.90

Average per Wheel: \$464.15, an increase of more than \$15.00 per Wheel over 1940. Send for a copy of July-August BIG ELI NEWS for complete results of all three Fourth of July Contests.

ELI BRIDGE COMPANY
 Builders of Dependable Products
 800 Case Avenue Jacksonville, Illinois

George Mann from Hattiesburg, Miss. "Donaldson has about 15 concessions of his own, but plans to book a number of rides. Things should be good down here this fall."

EARL (BUCK) WEAVER letters from Chicago that he has been released from Cook County Hospital, where he underwent an emergency operation for a ruptured peptic ulcer on June 23. He says he's getting along nicely, but won't be able to do much work this season. He adds that he received numerous gifts, flowers, and good wishes from friends while in the hospital.

THIS season may yet bring solution of the mystery as to who promoted that electric cable and wire from a show in Kentucky early in 1940.

C. H. REDPATH, former carnival concessionaire, recently called for army service, is stationed in Camp Davis, N. C., where he reports other show people are located, including Flat Foot Taylor, formerly connected with Humpy Miller's Penny Arcade in Riverview Park, Chicago. Redpath's concessions are playing picnics in Missouri under management of his brother.

BILL KOFORD closed recently with Bright Lights Exposition Shows and returned to Jamestown, N. Y., to work as stagehand with a summer opera company, reported F. A. Norton. He will return shortly after September 1, when shows head south. Meanwhile Norton has taken charge of Koford's photo gallery and other concessions, as well as sales of *The Billboard*.

SAMMY LEWIS, colored radio singer, who has his Cotton Club Revue on the Art Lewis Shows, has been enjoying exceptional business especially on shows' tour of Maine. Sammy is making his own openings and doing a credible job. Billy Lewis leads the band, while Fling Johnson, pianist, is producing the chorus numbers, which feature Jaqueline Demery and Anne Johnson.

THERE may come a time when all cook-house operators will serve a glass of water along with the set-up without the customer having to ask for it. Some appear to think that service is something one gets in the army or navy.—Cat Rack Annie.

W. C. KAUS, manager of W. C. Kaus Shows, who was stricken about three weeks ago with a heart attack while the shows were playing New England territory, will soon be on the road again, reported Jack Perry. During his recuperative period in Biddeford (Me.) General Hospital he received wires and flowers from many friends. He was treated by a heart specialist.

CHEROKEE KID FORKUM tells from Sweetwater, Tenn.: "Mr. Haghart, with cow with human skin, joined Cumberland Valley Shows here. Organization has encountered plenty of rain, and the Texas Ranch Rodeo is doing well, altho short on riders. Bill Forkum broke both his feet while dismounting from a bare-back bronk at Lake City, Tenn. He and Charles Forkum have the Athletic Show with the shows."

LEONARD BANNISTER celebrated his second birthday at a party tendered him in the Paradise top on Cetlin & Wilson Shows on July 18 by his mother, Princess Olga, and father, Blackie Bannister. He received numerous gifts, and guests in-

Oh, Yeah?

OH! FOR THE LIFE of a general agent! First, a good rest and Florida fishing. Then a pocketful of mileage and entertaining money, and a steam-heated Pullman to the Chi conventions. Here hilarity and arm propelling and then again a Pullman, a de luxe diner, more mileage, more money, and ice hockey. Then again a Pullman, diner, more money, and another convention. More hilarity, more back slapping, big dinners, best of theaters, and again a Pullman, a diner, more money, and a trip to make a railroad contract, and a prize fight. Again more mileage, more money, another Pullman, a great diner, and another fair meeting in the city's best hotel. More entertaining, more shows, better liquor, bigger dinners, more contracts, and again a Pullman, a diner, and back to take up the Florida fishing where he left off. My! How time flies! Never a dull moment—and get paid for it, too.—Milo McGoof.

Neon Story

NOT TO BE OUTDONE by the general neon and fluorescent illumination on Crafts Shows, John L. (Spot) Ragland, who, with his partner, Louis Korte, operates a string of concessions on two Crafts units, decided to install a big neon sign over one of their stores, reading in block-type letters, HAM AND BACON GAME. The neon sign was completed but the word HAM, having been broken in unpacking, Ragland decided to install the sign anyway, to read only, BACON GAME, in brilliant color. As the sign lay on the counter for an instant, while a rope to hoist it was being attached, a big-foot agent, walking across the counter, accidentally stepped on the letter, BA, leaving the sign to read, CON GAME. Ragland promptly refused to erect it, declaring, "Boys, this busting of neon is going too far."—Roy E. Ludington.

cluded Mr. and Mrs. I. Cetlin, Mr. and Mrs. John W. Wilson, Dorny and Buddie Frenier, Tony Lewis, Mr. and Mrs. Michael Roman, Irene and Claude Sechrist and son, Chester, and Mrs. Mary McLean.

THE press agent's story about the professor whose trained fleas all died from the heat and who recruited a troupe from the dogs around the midway is all right—except that they ain't the same kind of critters at all.—Cousin Peleg.

LOUIS AND NED TORTI, of Wisconsin De Luxe Corporation, played hosts to about 35 members of Johnny J. Jones Exposition at a chicken and spaghetti dinner in the Tin Bucketers Rendezvous upon the showfolks' arrival in Milwaukee recently. Plenty of refreshments were in evidence and the Mesdames Louis and Ned Torti, hostesses, were complimented by the visiting showfolk on their culinary art.

SINCE closing of Ben Williams Shows Monte Novarro reports he has closed his posing show and placed his revue with Blue Ribbon Shows. Personnel remains about the same, with Anna Pyatak, Che LaMarr, Pat LaFrance, Pauline Bradford, Princess Mona, Raoul, and Canvasmen Carl Taylor and Lucky Walker. While playing Franklin (Ind.) Fair personnel staged a birthday party for Pauline Bradford, presenting her with several gifts.

ONLY trouble we have had on our shows this season is that we were too far out, too close in, too hot, too cold, too high, too wide, too windy, too foggy, too soon, too late, too big, too much neon, and too, too, too, too something!—Francis J. Bligh.

FUNLAND NOTES by Ted C. Taylor: At shows' stand in Edgewood, Md., week ended July 12 there was rain until Thursday and good business on three nights. Pay gate was on and there were free acts and band concerts. Assistant Manager Jess Bradley and Mrs. Bradley added another stock store. Mose Jackson, banner man, and Stanley Roberts closed here. Banners have been eliminated. Lot Superintendent Lyle Barrett has the Minstrel Show. Bob Miles joined with his revue. Clyde Ridenour and Joan rejoined.

ENDY BROS.' SHOWS NOTES by John W. Wilson: Wilno took delivery on a new International tractor and van trailer in Woonsocket, R. I. Al Fisher continues to register record grosses with his Fun House. Margaret (Pat) Trudeau, who was in Trusdale Hospital, Fall River, Mass., several days, has returned to the show and looks much better. Nevell Baker, scenic artist, is doing much work in preparation for fair dates. Visitors have been complimenting Managers David B. and Ralph N. Endy on appearance of the midway.

GUESTS of Mrs. Al Wagner at her park in Russells Point, O., recently were Past President Mrs. Lew Keller and First Vice-President Mrs. William Carsky, of the Ladies' Auxillary, Showmen's League of America. All reported an enjoyable time bathing, boating, and visiting near-by towns. Mrs. Clayton Kane, Columbus, O., tendered them a bridge luncheon, first prize being won by Mrs. Keller. Later that night all went to a dance in the park, where Russ Morgan's orchestra was holding forth.

FUNLAND SHOWS' NOTES by Ted C. Taylor from Edgewood, Md.: Business here was good despite three days of rain. Vern and Jerry Reynolds closed at this stand. Harry Heller, Heller's Acme

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Shows, was host to members of the shows in Cabin Village during a visit here. Personnel also exchanged visits with members of Virginia Greater Shows. Mr. Rose, of Showmen's Exchange in Washington, visited several times. Mrs. Martin has recovered from a recent illness.

TWO concession agents died and went to heaven. A third arrived the next day and conveyed the news that a celebration was soon to be held in the other place, whereupon all three made application for a transfer, figuring that it might be a red one.—Oscar the Ham.

DURING Arthur's Mighty American Shows' engagement in Centralia, Wash., Ruth Groff entertained members of the Ladies' Bowling Club at a luncheon in Borst Park. In attendance were Alice and Mrs. William Blash, Dorene Dyke, Phyllis and Violet Walker, Retha Butler, Patricia O'Brien, Connie Steen, Ethel and Mila Henry, Jerry Tilton, Peggy Billmire, Lucy and Nancy Donzell, Ginger Natividad, Hester Ford, Mimi Williams, Marie Hanks, Della Ryan, Grace and Marinella Gotch, and Virginia White.

SIDNEY AND MILDRED PRESSON advise from Idaho Falls, Idaho, that their Girl Revue and Fan Show are chalking satisfactory seasons on C. F. Zeiger's United Shows. Girl Revue line-up includes Mildred Gillette, featured dancer and specialties; Maybelle Kay, hula; Louise Long, flame; Edith Robbins, Oriental, and Jay Croft, tickets and canvas. Sidney Presson is manager and producer. Helen Parker is the dancer in the Fan Show, with Johnny Rogers in charge of tickets and canvas.

NOTES from Henke Bros.' Shows, Milwaukee, by Joe (Fat) Henke: Show is not jumping around this season but sticking to city lots. Business is better than it was last year despite some bad weather. On the advance, from one ward to another, is John J. Taylor. We have (See MIDWAY CONFAB on page 42)

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Direct From the Lots

Cetlin & Wilson

Rochester, N. Y. Week ended July 19. Location, American Legion grounds. Auspices, American Legion Post. Business, excellent when weather permitted. Weather, threatening and rain two nights.

Playing their second week here, shows moved Sunday night from Scottsville Road, opposite Municipal Airport, to the Legion grounds for Monday night's opening. Bud Cross arrived with his new Spitfire and did top business, while close behind were Moon Rocket, Drive-Yourself-Scooter, Rolloplane, Merry-Go-Round, Twin Ferris Wheels, Spider, Miniature Train, Kiddie Auto Kars and Airplane, Chairplane, and Caterpillar. Max Cohen, secretary American Carnival Association, was a frequent visitor. Jim Eskew, with Hoot Gibson, had his rodeo playing nightly during the week under local Grotto auspices, and other attractions in town included the Ringling Bros.' circus. Despite intermittent showers Friday night over 3,000 were on midway. Saturday night was the best night of week. Capt. Billy Reid visited his friends on the Ringling show. Perscilla, Monkey Girl, and Emmitt, alligator-skin boy of Lauther's Side Show, visited the Jim Eskews. Captain Reid was a guest of Hoot Gibson and other cowboys at the rodeo Wednesday afternoon. Perscilla Bejano celebrated her birthday at a party given here by the personnel. Tony Rayburn, Paradise Revue dancer, and Tony Balson, of Paradise Revue orchestra, were guests of Merle Evans, Ringling Bros.' circus band leader, Friday afternoon. Children from Hillside and St. Mary's orphanages were guests on the midway at Saturday's children's matinee. J. K. Farasey and Mr. Uffert, Rochester Transit Corporation donated busses to transport the children to and from the grounds. Frank M. Smith billed the shows here for E. K. Johnson, who did good advance work. Dick Kratz, of the George A. Hamid office, and Paul Bogash and Charlie Bodine, of Four Sailors, visited with Mr. and Mrs. Charles Vess, Jewell Howell, Ronnie Bremer, Josephine Thompson, Mickie Moore, and M. and Dorothy Mitchell. John Canole visited Mr. and Mrs. Carl Lauther and Mr. and Mrs. Woodrow Olson.

RAYMOND D. MURRAY.

James E. Strates

Elmira, N. Y. Week ended July 19. Location, Pennsylvania Avenue lot. Business, excellent. Weather, good.

Stand in shows' home town proved the surprise date of the season so far. It showed more than a 100 per cent increase in grosses over any previous year. All local papers, city and county officials, and local business firms co-operated and gross was the second best of the season. Papers carried illustrated stories of the personnel. Steve Gekas's enlarged cook-house was the mecca for local friends of the shows and Steve was highly complimented on his eating emporium. James E. Kelleher, now general agent for Sunburst Exposition Shows, purchased the Blue Goose ride here. Sol Solsburg added a hoop-la to his string of concessions. Johnny Yotis is sporting a new house trailer, and Tony Gordon, penny pitch operator, is remodeling his trailer. Bill Jones, corn game operator, visited. Leo Carrell's Monkey Show leads shows, with the Vanities second. Bill Brown's Rocket tops the rides. Fred Havens and his paint crew are working on shows, rides, and equipment for the fairs. Edith Sterling's Hopi Indians are proving popular.

SKY PUTNAM.

John H. Marks

Clarksburg, W. Va. Week ended July 19. Location, Nixon Plaza Showgrounds. Business, great. Weather, hot.

Shows recorded their second best week of the still-date season here. For the first time in organization's history it rained only one day, Monday, and even then big crowds turned out. Remainder of the week was hot. Business was far ahead of expectations as the big crowds spent freely. Friday, with a \$500,000 payday at the local industries, was the big night, with the main gate registering over 10,000. Saturday, the closing day, brought only a few hundred dollars less. Local newspapers co-operated as usual and Frank Carpenter, managing editor

of The Evening Telegram and former trouper, was on the lot nightly. Station WBLK was used to excellent results. Making its initial appearance to good results here was the Kiddie Ride, owned and operated by Chet Dunn, who also has the Rolloplane and Octopus, as well as several concessions. Benny Wells and crew are repainting shows and rides. Three new showfronts are ready for new attractions. Mrs. Stella Mac Donough continues as cashier at the Twin Ferris Wheels. Altho handicapped by a heavy downpour at 12 p.m. Friday, the Wallendas performed their act for which they received unstinted praise in The Evening Telegram. Troupe includes Karl, Helen, Joe, Herman, and Elizabeth Wallenda, and the act is proving a draw. Jake Shapiro, Triangle Poster Company, visited. Charleston, W. Va., for the week of July 14 was another big one for the shows, altho opening night was lost to rain and the lot was in poor condition. However, business was big starting Wednesday and all reported satisfactory results. Mrs. Elizabeth Marks and daughter, Jeanne Thelma, arrived from Richmond, Va., for a brief visit.

WALTER D. NEALAND.

Bee's Old Reliable

Grayson, Ky. Week ended July 19. Auspices, Carter County Fair Association. Business, good. Weather, variable. Pay gate, 10 cents.

Move from Vanceburg, Ky., was made in good time and everything was ready early Monday. Shows opened up to good business Monday night and it continued good thruout the week. Friday night's business was cut short by a windstorm. It looked serious for several minutes, but no one was hurt. Several tops were damaged, however. Madam Ann joined here with her palmistry stand. G. F. Springer closed with his hoop-la. Spot Tipp's Girl Show did well, as did Billy Stinson's Athletic and Willard Davenport's Minstrel shows. Mrs. Leonard McLemore lost Saturday night's business with her Kiddie rides because of mechanical trouble.

R. FELTON ROBERTSON.

Lawrence Greater

New Brighon, Pa. Week ended July 12. Location, fairgrounds. Auspices, Beaver Council Central Labor Council. Business, good. Weather, rain two nights.

Monday night was lost to rain, and the elements hampered midway activities Friday night. Committee, headed by A. J. Hutton, J. W. Richards, and E. G. Schupay, gave good co-operation and arranged for the entertainment of 150 children from Beaver County Children's Home. Showfolk frequented the swimming pool, located next to the lot, daily. Sunshine Club meeting Thursday night was the most successful of the season. Bill Woodall conducted the business meeting, and W. Woods emceed the entertainment end. Mr. and Mrs. Sincely are doing good business with their two ball games, as is Mr. Ellis's long-range gallery. Fred Reckless, free act, is still holding the crowds. Manager Sam Lawrence made a flying trip to North Carolina.

SCOTT WALTON.

Wallace Bros.

Lansing, Mich. Week ended July 19. Location, South Logan Street circus lot. Auspices, Military Order of Cooties. Business, fair. Weather, cool and clear, except showers Friday.

Daily use of two sound cars, a band, and extensive radio advertising failed to put this one on the right side of the ledger. Sponsors hindered rather than helped and insisted upon advising the staff how to operate the shows. Lot was too far out to draw the downtown district and there were practically no transportation facilities. Top coats were in demand the last three days and the extremely cool weather greatly retarded attendance. Everyone welcomed tear-down orders Saturday night and the long trek to Frankfort, Ind., was started. With a view towards establishing a zoo in a Southern city next winter, Owner E. E. Farrow purchased four monkeys from Lewis Bros.' Circus at Jackson, and now has a collection of small animals, including two rare specimens of Ethiopian guinea pigs. Business Manager Glenn Osborne has recovered from his recent

illness and put in a busy week here. Mr. and Mrs. Fouts Rice purchased a new house car, while Abe and Edna Frank took delivery on a new passenger car. Mr. and Mrs. Art Price returned from a 10-day trip to New Jersey and Mr. and Mrs. Don Chapin, former troupers, came over from Jackson, Mich., for a short visit. Shep Miller was involved in a traffic accident and emerged with a smashed running board and fender.

WALTER B. FOX.

Gold Medal

Calumet, Mich. Week ended July 12. Location, Legion Field. Auspices, American Legion Post. Business, very good. Weather, cold.

Altho weather was extremely cold, organization ended the date on the right side. Lot was located in the heart of town and thousands came from Hancock and Houghton, about 11 miles away. Women members hold picnics weekly, and about 15 took advantage of the one on Thursday. Shows day and dated the Bud Anderson Circus here and the personnel attended a performance at Bud's invitation. All reported a good show and Anderson was thanked for the many courtesies shown. Pierson's cookhouse continues popular. Bruce Duffy is still suffering from a leg ailment. Betty Frenzel has been released from the hospital and is back on the lot. Committee co-operated. Nightly awards held the public. The writer, Alton Pierson, Jim Pierce, Barney Lamb, Frenchy Frenzel, and Cookhouse Bill returned with several big fish from a fishing party.

Kingsford-Iron Mountain, Mich. Week ended July 5. Location, Ford Field. Auspices, American Legion Post. Business, good. Weather, fair.

Move of 290 miles from North Chicago was made with little mishap, and shows were greeted by crowds at opening Tuesday. Good business continued the rest of the week. July 4 was good, but not up to expectations. Sponsors co-operated and the Junior Drum and Bugle Corps presented concerts at front gate. New Flying Scooter led rides, closely followed by the Rolloplane and Tilt-a-Whirl. Banney Lamb's Pony Ride did well, as did his three shows. Baby Lee, fat girl, has recovered from her recent illness. Bob Vint also was ill for a few days, but is on the job again. Jake Shapiro, of Triangle Poster Company, visited, and Betty Frenzel is expected to be released from the hospital soon. Paul Wotring and assistant are doing a good job of overhauling the motorized equipment. The writer's office wagon is a mecca for newspaper men.

HARRY E. WILSON.

Kaus Expo

Utica, N. Y. Seven days ended July 13. Auspices, American Legion Post. Business, fair. Weather, unsettled.

Weather was cloudy and windy the first part of the week and Friday night was lost to rain. Attendance was light except Saturday night when a good crowd turned out. They spent liberally so that a fair amount of business was done. Roy Van Sickle enlarged his knife rack and added new canvas. Buster Gordon redecorated his cannon. Mr. and Mrs. Leonard Dunlop and daughter, Francine, formerly on the shows, who live here, were daily visitors. James E. Strates, of shows bearing his name, also visited. Other visitors from the Strates Shows included Mr. and Mrs. Al Campbell, Mr. and Mrs. Sol Solzburg, Mr. and Mrs. Ernie Dellbate, Arthur Walsch, and Mr. Powers. Otis L. Smith, former show owner, also visited. Business Manager George Whitehead visited in New Jersey and Baltimore, and also spent some time with Tom Percival, formerly with the shows, but now confined to his home in Philadelphia.

LESTER KERN.

Scott Expo

Clinchco, Va. Week ended July 12. Weather, rainy. Business, fair.

Business was good here considering the daily rains. July 4 was spent in Grundy, Va., and there was rain every day and night during the week. However, the July 4 crowd was good and show was compelled to close at midnight with several hundred people on the lot. Mrs. A. C. Scott was taken to a hospital July 5, but is fully recovered now. She is now

en route to Richmond, Va., to visit her sister. At Grundy Manager Scott had as week-end guests his father, E. L. Scott, and the latter's recent bride; Brother N. Garrett, former trouter now in the insurance business in Roanoke, Va., and Mrs. Scott's stepmother, Mrs. Pearl Burns, and her sister-in-law, Mrs. Clinton (Preach) Shroyer, and son, Donald, all of Dayton, O. Ada Swimm, penny pitch agent for Mrs. Scott, was ill of ptomaine poisoning in Clinchco. However, nurse Virginia McCampbell brought her around. Harry and Pearl Harris's snake is still getting top money. Larry Koutz is building on his side show. He recently purchased a new public-address system. Lew Carpenter sustained a broken thumb while wrestling and cannot work.
B. M. SCOTT.

Miner's Modern

Alpha, N. J. July 9-12. Business, poor. Weather, rainy.

Extension of the stand here was a loss to everyone. There were daily rains and poor crowds. Another girl show was added, with Frankie Rich and Bobbie Tucker in charge. Girl show front is being repainted. Mickey Vogell left with his candy apple and popcorn stand. R. A. Reynolds joined with popcorn, peanuts, and candy apples. Flying Siegrists are the new free act, which includes Charles and Helen Siegrist and C. R. King. Mickey Vogell sold his cookhouse to Norman Littlefield, new lot man. Littlefield also bought a new ball game top and truck. Lou Casey and Harry Hoagland have three new concessions, color stand, doll wheel, and shoot-till-you-win. Mr. and Mrs. Bert Nabor joined with hoop-la. H. P. Fisher has a ham, sugar, and coffee wheel. Mr. and Mrs. Harry Mutchler left with their Chairplane. Mr. and Mrs. E. Lester have a new concession. Bobby Miner Jr. returned from a deep-sea fishing trip with a catch of 78. Whitey Goodrich celebrated his 44th birthday anniversary and received numerous gifts. Owner-Manager R. H. Miner and Mrs. Miner are planning a three-day deep-sea fishing trip. Mrs. Vogell's brother, John (Buck) Harrison, has joined. Mr. and Mrs. Ira E. Pasnacht; Charles Yeager, publisher of *The Ephrata (Pa.) Review*, and Mrs. Yeager, and Ed Moyer were visitors.
EARL H. PAGE.

Huggins Model

Walla Walla, Wash. Week ended July 5. Auspices, American Legion Post. Weather, hot. Business, poor. Pay gate, 10 cents.

Show, first to play in city limits here in several years, opened Monday night on the fairgrounds. Patriotic pageant held near the midway on nights of July 2, 3, and 4 drew large crowds, but didn't do the shows any good. Hot weather made it impossible to work during the day. Publicity Director Carter has taken over the advance since the death of Al (Big Hat) Fisher. June Cole has taken over the Ten-in-One and is doing okeh with a good line-up of attractions. Kids go for the Pony ride, added here. Wayne Endicott is doing a good job of laying out the lot. Red Lindsey's new Blue Hawaii Posing Show has an attractive panel front. His Glamour Girl Show has added two girls. Babe Cung is handling wardrobe and doing a dance. Evelyn Mason, motordrome rider, sustained a slight injury in a fall, but is back on the job again and drawing crowds. Snooky, midget, is now a ball game worker. Jack Moore and Billy have two attractive stores. Owner Huggins sustained a slight ankle injury here, but is okeh now.
RED LINDSEY.

Golden Belt

Clinton, Ill. Week ended July 19. Auspices, Navy Club. Business, fair. Weather, good.

Altho lot was small, all shows were set up. Week's attendance totaled 15,000, but little spending was done. Navy Club gave good co-operation. A number of concessionaires joined here. Mr. and Mrs. O. E. Girard, corn game operators, spent much time entertaining home folks.
Macomb, Ill. Week ended July 12. Auspices, American Legion Post. Weather, good. Business, excellent.

Show missed Monday night here because of a Sunday date in the last spot and the jump was too long to get it up for Monday. Tuesday attendance was big, and all rides, shows, and concessions did good business and it held up all week. The Saturday kid show went over big. Town has been closed about four years and people were show hungry. Sponsor and city and county officers co-

operated. Bill Biddle framed two concessions which are doing okeh. Al Crowe bought a new car and D. C. Baker bought a new truck to haul his cookhouse. New Athletic Show was framed and opened here. Princess Tiny is holding her own with her show and has added a St. Bernard dog which is being trained to work in her show. There were many visitors from the Barker Shows playing near by. Number of new concessions joined here. Bill Sallo left for army service. He will visit his folks in Minnesota before reporting.

Buffalo, Ia. July 3-5. Location, streets. Auspices, Business Men's Celebration. Weather, good. Business, good.

Show split here. This spot was like an old-time celebration, with young and old riding the Merry-Go-Round. Boat races on the Mississippi River drew from many points. Light company failed to give proper facilities, so show lights did not show up to best advantage. Captain Lamb's free act went over big. Business men co-operated.

Unit No. 2. Grand Mount, Ia. July 4-6. Auspices, Business Men's Rodeo and Street Celebration. Business, good. Weather, good.

Unit played against a rodeo, promoters of which did all possible to give shows a chance. There was some trouble in locating on streets, but it was worked out satisfactorily. Business men and local officers co-operated, but county officers were not so friendly. D. C. Baker's cookhouse caught fire on July 5 and the fire department was called out. It was saved with little damage. Number of fair and celebration secretaries visited here.
EDITH CROWE.

Burdick's All-Texas

Belton, Tex. Week ended July 5. Auspices, Independence Celebration. Business, good.

An excellent gross was made here. Manager Burdick succeeded in booking Mrs. Anna Moore's Merry-Go-Round and Joe Lucia's Ferris Wheel as substitutes for Mrs. T. J. Tidwell's Merry-Go-Round, destroyed the previous week in Temple, Tex., when the truck in which it was being hauled into town struck a gasoline station tank which burst into flames. Show had 9 rides, 4 shows, and 40 concessions here. Because of the accident and serious illness of her daughter, Patty, in Temple, Tex., Mrs. Tidwell closed with the show here. Joe Lucia and Mrs. Moore played Coleman (Tex.) Rodeo Celebration the week ended July 12 under the All-Texas banner, then left to play another spot booked by them. Mr. and Mrs. Ralph Miller drove from Louisiana and placed a Ferris Wheel with the shows. Manager Burdick made a trip to Austin, Tex., recently and completed arrangements for the shows to play the Shrine Circus.
LAVERNE LUTHER.

W. G. Wade

Crown Point, Ind. Week ended July 6. Auspices, Allied Democratic Association. Business, excellent. Weather, good.

Arriving here Sunday, all rested until Thursday night when shows opened to a small crowd. Business exceeded expectations July 4. Dr. S. J. Scheidler's World Assembly of Strange People topped shows, and McQueen's Rolloplane the rides. Saturday business was fair, and Sunday, Governor's Day, drew a good crowd. The Hell Drivers clicked, and Roth replaced Red Barton in the World Assembly of Strange People. Waldo, also is a new member in the Ten-in-One. Madame Maada is doing well with the palmistry booth. Artie Cohan visited Dr. S. J. Scheidler. Charlie Phillips added Lynn Gibson to his Girl Show. A committee visited here from Rensselaer, Ind. La Von, annex attraction, entertained a party of friends from Chicago.
HELEN METZ.

Art Lewis

North Adams, Mass. Week ended July 12. Location, State Street Showgrounds. Auspices, American Legion Post and Sportsmen Club. Business, good. Weather, fair with scattered showers.

Lot here was ideally located, but it required all of F. Percy Morency's ingenuity to set the midway off to advantage. Several sections of Kuntz's Side Show and Munn's Monkeyland could not be set up. Attendance the last three days reportedly set a record in this area and business was in keeping with it. Concessions did only mediocre business, but rides and shows played to near-capacity, especially the Scooter and Erickson's Rocket and Spitfire rides.

Lucie Gilette, female cannon ball, who was injured in Waterville, Me., on the last day of the engagement, did not work here. A publicity campaign carried to a radius of 40 miles brought special busses from Bennington, Vt.; Greenfield, and Pittsfield Mass. Dorothy Crouch and Dolly Ferris, of Wall of Death, were interviewed by a woman writer from *The Boston Post*. Lucky Sisters in Charles Johnson's Vanities are proving popular, as is Boots Short and Nina Johnson. Evelyn Rice, friend of Patricia Lewis, joined Al Mercy's Follies here. Rosita, of the Follies, is presenting a new dance routine. Howard Ingram, general superintendent, has his crews painting and decorating for the fairs. New caterpillar tractor was delivered here and Butch Kelly is in charge of it. Visitors included Jimmy Quinn and Ross Manning.
ROY B. JONES.

W. E. West

Fairbury, Neb. Week ended July 21. Location, fairgrounds. Auspices, Fire Department. Business, good.

Shows are now starting on their tour of fairs and celebrations after playing the first half of the season to better-than-average business. Altho July 4th was not up to expectations, all shows, rides, and concessions did well. Shows present a well-lighted midway, with a free gate and all rides and fronts are newly painted. Owners Mr. and Mrs. West added two new trucks to the fleet, with Fred Bolis as mechanic. Mr. Frederick, Frederick's Amusement, spent some time visiting the personnel.
H. G. CAUDLE.

Mighty Monarch

Princeton, W. Va. Week ended July 12. Auspices, Associated Charities. Location, ball park. Business, fair. Weather, rainy.

Shows played the July 4 Celebration here and opened to a big crowd, but rain on the Fourth cut attendance about 50 per cent. Saturday was lost to rain. Because of the weather, management decided to stay a second week and shows had good business. On the move from Princeton to Mann, W. Va., the semi-trailer carrying the Ferris Wheel went over the mountain and fell 100 feet. No one was hurt. All worked day and night to retrieve the wreck, and the men had the Wheel up, repaired, and working Friday night to good business. James Braden, who was taken ill in Mullins, W. Va., and moved to General Hospital, Beckley, W. Va., is still in a critical

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COME ON—DAVENPORT, IA., August 3 TO 9.

MISSISSIPPI VALLEY FAIR

10 OTHER CELEBRATIONS AND COUNTY FAIRS TO FOLLOW.
Will Buy or Book Any Show . . . Motordrome . . . Mechanical.

Write or wire. Milo Anthony, get in touch with me. A. OBADOL, Manager

TEXAS EXPOSITION SHOWS

Niles, Ill., until July 31, then Davenport.

MAGIC JOHNSON Wants Front Man. Girls for Illusions.
FAIR MANAGERS—Kansas, Oklahoma, Texas—We have few weeks in September, October open. Contact FRANK J. LEE, general agent.

LAST CALL! AMERICAN LEGION

STATE CONVENTION

Fall River, Mass., August 18th to the 23d, inclusive.

\$20,000 has been appropriated for free attractions for this Convention. IF YOU WANT TO MAKE MONEY —COME ON.

WANTED—

Shows, Rides and Concessions.

For all information write or wire Alex Finn, General Convention Manager, American Legion Convention Headquarters, 14 Morgan Street, Fall River, Mass.

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 nickets with GOLD MEDAL FLAVORS. Also a complete line of Popcorn, Candy Apple and Candy Floss supplies. Send for our latest price list today.

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1700 rooms
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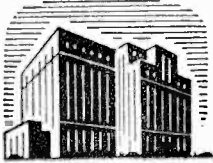
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SHOWS AND CONCESSIONS WANTED

WE HAVE 6 RIDES

We play Stevens Point till August 5th; Jefferson Fair, Aug. 7th to 10th; Owen Street Fair, Aug. 14th to 17th; Elroy Free County Fair, Aug. 21st to 24th; Oshkosh, Aug. 26th and 27th; Waupun Trades and Labor Celebration in City Park, Aug. 29th to Sept. 1st; then South into Arkansas. S. Stewart wants Girls for Girl Shows; wire. Can place Athletic, Mechanical, Snake and other Shows. Also one more Ride. Concessions, \$10.00 to \$20.00 per spot. All open except Bingo. Photo X \$20.00, or \$15.00 no X.

E. J. McARDELL'S MIDWAY OF FUN

STEVENS POINT, WIS.

FAIRS 12 WALLACE BROS.' SHOWS 12 FAIRS

Want Foreman for Chairplane. Foreman for Allan Herschell Swing. Long season south. Marry Webb can place for Side Show—Mental Act, Tattoo, Inside Lecture, Magician, Half and Half. For Annex—Selling and Working Acts, Grinders, Boss Canvasman. Concessions—Ball Games, Bowling Alley, Fish Pond, Snow Ball, Frozen Custard, Grab Joint, Hoop-La or any 10c Stock Concession. No exclusive on any of above Concessions. Paxton, Ill., this week; Vermilion County Fair, Fairmont, Aug. 4th to 9th; Clark County Fair, Marshall, Aug. 11th to 16th.

FAIRS FAIRS FAIRS BEE'S OLD RELIABLE SHOWS, Inc.

Nothing left but Fairs—14 consecutive Fairs. Shows, Manager for 10-1. We furnish top, new banners, new panel front; 40% to office. Performers and Musicians for Minstrel Show. Dancers for Girl Show. Will book Shows with own transportation and equipment. 30% to office. Five and ten-cent Concessions working for stock. Ride Help who will and can stay sober for Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl. Top salaries paid in cash every week. Mercer County Fair and Horse Show, Harrodsburg, Ky., this week; Russell County Fair, Russell Springs, Ky., next week.

"8 FAIRS JUST PLAYED—15 MORE TO PLAY" 7—SOUTHERN FAIRS TO PLAY—7 WANTED — WANTED — WANTED FRISK GREATER SHOWS, INC.

CONCESSIONS: Hoopla, String Game, Scales, Pan or Rat Game, or any Concession not conflicting with what we have. SHOWS: Illusion, Wax, Fun House, or any Show not conflicting. RIDES: Chair-o-Plane, Loop-o-Plane, Roll-o-Plane, Rocket. With own transportation, 25%. Want A-No. 1 Wheel Foreman (no boozer or woman chaser). Crookston, Minn., July 28-Aug. 2; Austin, Minn., Aug. 6-10.

condition. Mrs. Braden is at his bedside. E. B. Braden, his brother, was called to his bedside and remained with him for two weeks. He returned to the Art Lewis Shows. Ray Hester is still on the sound truck and making openings on the Plantation Show. The writer has the front gate and is mailman and The Billboard sales agent. Mr. and Mrs. Dale Shell closed at Mann and went to White Lake. N. C. Jack Purcell is back again and getting things in shape for the first fair after Pineville. Mr. and Mrs. Frank Struble again have their Kiddie Ride and Big Snake Show here. The Milos, free attraction, are popular. Edgar Hogan reports good business with his bingo. Mr. and Mrs. Stafford and daughter joined with their penny pitch. Red Marion, of the Girl Show, and H. Rome, Sunshine Minstrel Show, report good business. DOUGLAS ROLAND.

Mighty Sheesley

Ashtabula, O. Week ended July 19. Auspices, Army and Navy Union State Convention. Business, fine. Weather, good.

Good weather and satisfactory attendance greeted shows Monday night, and all shows and rides clicked. The Ashtabula Star-Beacon, Gevena Free Press, and Conneaut News-Herald were liberal with space. Station WICA used show talent and spot announcements. Appearing on the broadcasts were talent from Nancy Miller's Gay Paree, and Stanley, chimp from Johnny Sheesley's Monkey Circus. Leading roles were William Zeidman's Scooter and Silver Streak. Top show was Al Renton's Auditorium of Freaks. General representative Victor Canares visited at Akron, but left on a Southern tour. Mr. and Mrs. John Myk and daughter visited from Warren, O. Dorothy Sheesley reported a good week for her bingo game. Glenn Jacobs, operator of the Del Rios, midget show, said show chalked up one of its largest weeks in his career at Akron. Nancy Miller's Gay Paree did well. Nerisa Bunas, dancer of Gay Paree, went to Cleveland to purchase material for a new costume. Honey Lee Walker's Posing Show is proving a good draw. Gene Padgett, operator of the Expose Show, Body and Soul, joined here. ROBERT NORTH.

Blue Ribbon

Franklin, Ind. Week ended July 12. Business, excellent. Weather, good.

After a fast move from New Castle, Ind., everything opened on schedule Sunday. Cookhouse truck turned over en route and was a bit late in getting ready to feed the many patrons who crowded the midway even before shows and rides were ready to open. Sunday proved to be the big day. Elmer Welter, Minstrel Show taker, enjoyed a brief visit from his wife and mother-in-law. Other visitors were John and Lon Dale, Charles Driver, Francis Overstreet, Ed Redman, Mr. and Mrs. Ben Ferrington, Babe Thomas, Messrs. Stephan and Smith, and Mr. and Mrs. Hoppy Moore. Governor General Dawson and party were escorted on a tour of the grounds by Mrs. Eddie Roth. E. K. Simmons visited the writer. Fair officials co-operated and a big week's business was reported by all.

New Castle, Ind. Week ended July 5. Auspices, VFW Post. Business, good. Weather, good.

Move here from Kokomo, Ind., was made in short order and everything opened Monday night. Spot proved okeh for all concerned, altho the Anderson Free Fair was in progress only a few miles away. Babe Labarre was judge of the kangaroo court at the Fellowship club meeting, and thru fines of various and sundry nature a goodly sum was added to the fast-swelling treasury. Members of Monte Navarro's Parisian Frolics Revue provided the entertainment. L. H. Hardin, assistant manager, celebrated his 64th birthday here and was tendered a surprise party in shows' cookhouse. Among the many presents he received was a beautiful shirt presented by Owner and Mrs. Eddie Roth. Many visits were exchanged with the Beckmann & Gerety Shows playing Anderson, Ind. July 4 was the big day. The Ridee-O topped rides. Babe Labarre's Life Show, and the writer's Posing Show led shows. FELIX ADAMS.

Crystal Expo

London, Ky. Week ended July 19. Location, Broughton lot. Auspices, Daughters of America and Baseball Club. Business, extra good. Weather, unsettled.

Local committees gave good co-operation and on Monday night all ladies

were admitted free. Front gate chalked up over 2,000 paid admissions in addition to the free patrons. Shows were the first in here and were well received. Patrons spent freely. Rain Tuesday held attendance down, but all shows and rides reported big business all week. Capt. Speedy Phoenix, free act, was well received, as was Arthur Carver's teeterboard clowns. Jim Wright left on his honeymoon. Tom Marshall is doing a good job as ride superintendent. Junior Moore's Chinatown Show leads shows, with the Minstrel Show second. Side Show, Murphy's Midgets, Athletic Show, Doc Moore's Jungland, and the Monkey Show all report good business. DOC R. G. FELMET.

O. C. Buck

Westfield, Mass. Week ended July 19. Location, Whitney Park. Auspices, VFW Post. Business, good. Weather, good. Pay gate.

Shows were given a good reception from opening until closing nights. Big crowds jammed rides and shows and all reported a successful week. Mayor Alice Burke presented Owner O. C. Buck with the key to the city. Jim Bresnahan, secretary to the mayor, was on hand daily and gave good co-operation. The Springfield News was liberal with space, and street parades by the Veterans' Fife and Drum Corps helped shows' draw. Death of Louis (Frenchie) Britton stunned the personnel, and over 75 members gathered at the funeral parlor for the services. Prince and Lady Denis continue popular. Mrs. Edward Evans's stand is well flashed. Raymond Carvalho visited his mother, Eleanor, here. Joe Falso and crew left for Buffalo, N. Y., to bring on the new Silver Streak. George Burnett, in charge of concessions on Eastern States Exposition, visited, as did Pete Robinson, the Cocoa Kid, Jimmie Daly, Al Burt, and Glenn Hyder. LON RAMSDALE.

Byers Bros.

Carrollton, Ill. July 15-18. Auspices, Greene County Fair. Business, good. Weather, fair.

Shows opened to a large crowd Monday night, altho the fair didn't open officially until Tuesday. Organization's third consecutive engagement here proved more successful than in previous years. Doc Mel Roi's Side Show and Buddy Buck's Gay New Yorkers led shows, and Octopus topped rides. Mrs. Hill was tendered a party in celebration of her birthday by showfolk. Boots and Buddy Buck purchased a new trailer. Visitors were Mr. and Mrs. Charles Goss, Herby Hoffman, Matt Dawson, Mr. and Mrs. Bill Snapp, Lee Sullivan, Harold Pugh, and Dad Griffith. JEWELL ROBINSON.

Arthur's Mighty American

Centralia, Wash. Seven days ended July 20. Location, Borst Park. Auspices, Pioneer Days' Celebration. Business, excellent. Weather, hot. Pay gate, 10 cents.

Climaxed by an attendance of over 8,000 Saturday night, this celebration went over the top financially. Terrific heat wave kept attendance down at the matinees, but near-capacity crowds were on hand at night. George Conkling and Walter Gorsline's Double Circus Side Show topped the midway, with Mr. and Mrs. Charles Griener's Girl Show second. Merry-Go-Round led rides, with Ferris Wheel and Rolloplane second. The Centralia Chronicle and Chehalis Advocate were liberal with photos and stories, while daily broadcasts were made over Station KELA. The Pioneer Days' Committee, with A. L. Strickin as chairman, gave good co-operation, and three sound systems toured the city and adjoining towns daily. Concessionaires reporting fair returns were William Groff, Ralph Balcom, Jack Dyke, Joseph Blash, Archie Green, John Donzelli, Clyde McGahen, and Frank Nelson. Martin E. Arthur spent the week in Portland, Ore., and also visited Douglas Greater Shows in Oregon, City, Ore., and North Coast at Castlerock, Wash. Two floats, featuring the circus performers and Circus Side Show girls, were entered in the parade Friday morning. On the floats were Empress, performing elephant, with Anna Velde and Joe Metcalf; Marinella Gotch, Jere Tilton, Peggy Billmire, Mimi Boyer, Virginia White, Della Ryan's performing horses and ponies; Lucy Donzelli and pony, Tod; Glenn and Ethel Henry, and Manuel Marcias. Special Agent William Martini made a flying trip to Albany, Ore., on business. Mr. and Mrs. Charles Ford purchased a new car, while

Owner Arthur took delivery on a new semi and trailer. Regrets were expressed by members of the shows on the death of James Kitterman at his home in Spokane, Wash. Marvin Harding, Merry-Go-Round foreman, purchased a house car. Mr. and Mrs. Jack Dyke celebrated their first wedding anniversary here and were the recipients of many gifts from friends. Ladies' bowling meet was won by Patricia O'Brien and Jerry Tilton. Mr. and Mrs. Allen Fine entertained members of the Pioneer Days' Committee and city officials at a luncheon at the Lewis-Clark Hotel. Maurice Leamington chalked a good week in the Double Circus Side Show annex. Nightly jaunts were made to the old swimming hole

during the week by Danny LaMarr, George and Connie Steen, Joe White, Harry Hillman, Joe and Alice Blash, Ruth Groff, Patricia and Jerry O'Brien, Dorene and Jack Dyke, Jack Lee, Phyllis Walker, Violet and Bull Montana Walker, William Billmire, Grace Gotch, Jenne Trambly, Lucy and Nancy Donzella, Della Ryan, Ethel Henry, Glenn Hunter, Peggy Billmire, Steve Bernard, Ginger Natividad, Manuel Marcias, Frank Powers, Henry Brown, and Jack Conkling. Ruth Groff entertained members of the Ladies' Bowling Club at a luncheon in Borst Park. William Swanson reported a good week with William Groff's popcorn and candy floss stands, as did Mr. and Mrs. Charles Ferguson with their photo gallery.
WALTER DE PELLATON.

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IF ADMISSION IS OVER 20c NAME OF THEATRE AND TAX MUST BE PRINTED ON TICKET—FEDERAL TAX IS ONE (1c) CENT FOR EACH TEN (10c) CENTS

ANNOUNCEMENT
OPEN HOUSE CELEBRATION
At Our New Factory
AUGUST 1, 1941
Write—Wire—Phone

BAKER-LOCKWOOD
14th Ave. at Clay St., KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. CAMPFIELD,
152 W. 42d St., New York City, N. Y.

O. N. Crafts
Modesto, Calif. Seven days ended July 20. Location, circus grounds. Business, good. Weather, good.
Repeat engagement here found business good at the start and it increased daily. Shows chalked good results at the stands in downtown Stockton and San Jose, Calif. Marysville, Calif., was only fair. Organization now is headed South. Karl Lohmueller's Miss America Show debuted here and attracted liberal patronage. Mortensen's Athletic Show continues to draw, featuring Clara and Speedball (Leo) Mortensen, with Papa (Terrible Dane) Mortensen handling the front. The new Dude Ranch continues popular. Jake Boyd took the Moon Rocket to the No. 2 Show for a couple of weeks. No. 3 Unit reported good business at Alameda County Fair. Harold Mook is well pleased with the new air-conditioning system in the office. Similar system was also installed in Mrs. Crafts trailer, cookhouse wagon, and neon department truck. The Aerial Berati, free act, continues popular. Mrs. Harvey Quackenbush's new Panda Bear stand is a recent addition to concession row. Eddie Bliss, vet concessionaire, has recovered from his recent illness and is operating his Huckla Buck stand as usual. Pat Murphy, Joe Duran, James Gunter, Gordon Newcomb, Dick Fleming, Jake Boyd, Clarence Turner, and V. Dawson are doing good jobs as ride foremen.
GEORGE PARENT.

JIMMIE CHANOS SHOWS
WANT
For the following Celebrations: This week, Hagersstown, Ind., American Legion Celebration, on the street; then Somerset, Ind., Centennial, New Bremen, Ohio; Parker City, Ind.; Jackson Center, Ohio, and five more to follow. Can use all kind legitimate Concessions, Pan Game, Rat Game, Carmel Corn, Cigarette Shooting Gallery and Ball Games and Ride Help. Can furnish outfit for capable Show People.
JIMMIE CHANOS

MILO ANTHONY
WANTS AT ONCE
Side Show People, Novelty Acts, Pat People, Midgets, two Girls for Illusion, Freaks to feature, Ball Attractions and Ticket Sellers. Must be reliable and sober at all times. Candy Butcher wanted. Write or wire.
MILO ANTHONY
1300 Norton Road Columbus, Ohio

Cote's Wolverine
Oxford, Mich. Seven days ended July 20. Location, ball park. Business, fair. Weather, ideal.
Shows arrived after an easy trip from Romulus, Mich., and rides went up in good time under supervision of Steve Lucas, ride superintendent, assisted by Pat Sumter. Attendance started slow, but increased daily, and spending increased, as did co-operation from the public relations department under E. F. Cote. New attractions include William Fuleher's well-famed cookhouse and country store, Archie Fuleher's blanket stand, and Bat Slivinski's ballon dart stand. Mrs. Jim Sweetman, of Monkey-drome note, who now resides in Philadelphia, visited.
THERESA COTE.

JIMMY MORGAN
WANTS COOKHOUSE HELP
If With Me Before
Wire GOODMAN WONDER SHOWS
Duluth, Minn., July 29th to Aug. 5th.

Golden State
Santa Rosa, Calif. Week ended July 19. Location, Santa Rosa Avenue. Business, good. Weather, good. Pay gate, 10 cents.
Shows opened on schedule Tuesday night to a crowded midway and successful business. Rides and Penny Arcade scored at Saturday's matinee, and Clark Willey's Hollywood Follies did well all week. Ben Dobbert, manager, made a trip to Napa, Calif., making final arrangements for the Napa Fair. E. T. Kelly, chief electrician, is doing a good job with the neon equipment. Owner O. N. Crafts visited Sunday. Curley Torgenson, woman wrestler with Professor Kanthe's Athletic Arena, is recovering from a broken hand. Pony ride joined here.
MONA VAUGHN.

DROME RIDER WANTED
Straight Rider to strengthen show for 14 Fairs, starting in Canada, ending in Georgia in November. Sure top salary and cut on tips. Waterville, Me., now; Bath, Me., follows. Write
EARL PURTLE, World of Mirth Shows

EMERY ANDREW KELLY
Formerly of Jackson, Miss.; New Orleans, La., please contact Clarice Williams, 312 E. Pascagoula, Jackson, Miss. Legal matters involved of a religious nature. Anyone knowing what show he is with, please wire nite letter collect.

J. J. Colley
Pryor, Okla. Week ended July 19. Location, Main Street lot. Business, fair. Weather, fair.
Located alongside a skating rink, whose management co-operated, shows chalked a pleasant engagement here. Wednesday afternoon over 200 orphans were entertained with free rides, pop, and popcorn. Arden Fincher, Chairplane foreman, is on the sick list. Mrs. John McGlothlin, after a brief visit home, returned to the shows here. She assists her husband on the bingo. Cecil and Bobbie Hendricks joined with seven concessions.

TILLEY SHOWS
WANT
Sober, experienced Ride Help for all Rides. Top salaries and pay in CASH every week.
Address or come on to Princeville, Ill.

SECOND HAND SHOW PROPERTY FOR SALE
\$6.00—Hand Juice Pump, working order.
Pony Electric Kiddle Ride, holds 16, cheap.
\$50.00—Eggs in Merry, life size, old, rare.
\$35.00—Holcomb Electric Peanut Roaster, counter model. Imported Hand Organ, 10 tunes, cheap.
Want buy Unborn Shows and Candy Floss Machines. Pay cash. WEIL'S CURIOSITY SHOP, 12 Strawberry Street, Philadelphia, Pa.

WANTED AT ONCE
Experienced Ride Help, Lot Man and Builder. RIDE-O-FOR-EMAN, top salary. Clarence St. Gammill, wire us.
Lawrence Greater Shows
Altoona, Pa., this week; Tyrone, Pa., next week.

EMPIRE AMUSEMENT SHOW
Want Stock Concessions, Corn Game, and will book or buy Roll-o-Plane and Octopus for Mason, Texas Fair, August 5-9; Junction, Texas, Fair, August 12-16. Eight Fairs to follow. Ride boys, come on.
EMPIRE AMUSEMENT CO., Joe D. Lucla.

THE BEST BETS IN THE SOUTHWEST

LAWTON, OKLA. PIONEER CELEBRATION
AUG. 4 TO 9
Big pay roll week. 40,000 men in camp.

WICHITA FALLS, Tex. LEGION JAMBOREE
AUG. 11 TO 16
Seven million dollar air base under construction. Greatest boom in its history.

ANADARKO, OKLA. INDIAN EXPOSITION
AUG. 18 TO 23
The most colorful event in America. Thousands camp on ground entire week.
WANT ROLL-O-PLANE AND OCTOPUS.

CAN PLACE Girl Show, Athletic, organized Colored Minstrels (will furnish complete outfits), Glass House or any Walk Thru Show; also Mechanical Show, WANT EXPERIENCED RIDE HELP, also Billposter, Man and Wife to handle well-framed Illusion Show. Salary or per cent.

CONCESSIONS—Opening for Hoopla, Cigarette Gallery, Fish Pond, Scales, Novelties and Custard. Will buy set of Laughing Mirrors. Wire

GREATER UNITED SHOWS
LAWTON, OKLA.

CLEARFIELD COUNTY FAIR
CLEARFIELD, PA., WEEK OF AUGUST 4th, followed by long circuit of major fairs of the East ending the latter part of November.

AMERICAN LEGION STATE CONVENTION
ALTOONA, PA., WEEK OF AUGUST 11th. POSITIVELY A DOWNTOWN LOCATION AT CRICKET FIELD.

Can place large Cookhouse. Also all Eating and Drinking Stands open at all fairs. Can place Monkey Circus, Silodrome, 8-Car Whip and worthwhile Grind Shows. Pony Ride wanted. Can place all legitimate 10c Concessions at any date we play. Want few workingmen in all departments. Best salary paid and if unemployed in the winter you can get Unemployment Insurance with this show. Will compensate for information as to whereabouts of Winnie Porter and Carl Anderson. All address this week.

CETLIN & WILSON SHOWS, INC.
McKees Rock, Pa.

MINER MODERN MIDWAY SHOWS
Want all kind of Concessions and Shows, no exclusive, for the following dates: Week of Aug. 4th, Fawn Grove, Pa., Fair, day and night; week of Aug. 11th, Emaus, Pa., American Legion Fair & Celebration; week of Aug. 18th, South Bethlehem, Pa., American Legion Celebration—the home of Bethlehem Steel—on the streets, with the largest pay roll of the season; week of Sept. 1st, Shamokin, Pa., Firemen's Fair, in the heart of town; week of Sept. 8th, McClure, Pa., Old Home Week and Bean Soup Celebration. Want to hear from Free Acts for some of the above open time. Address all mail to R. H. MINER.
P.S.: Yes, we hold contracts for exclusive Shows, Rides for the largest Street Fair in Ephrata, Pa., to follow. Address this week, Oxford, New Jersey.

17 BONA FIDE COUNTY FAIRS—17
Kentucky, Tennessee, Georgia, Alabama. Not promotions. Starting Shelbyville, Ky., Aug. 4. Wanted—Shows of merit that don't conflict, with own outfits and transportation, 30 per cent, or will furnish complete outfit for Girl Revue and Posing Show, 40 per cent. Concessions all open. These Fairs big for Frozen Custard. Ride Help with semi trailer experience, come on.

BLUE RIBBON SHOWS
ELIZABETHTOWN, KY., THIS WEEK

MIGHTY MONARCH SHOWS WANT AT ONCE
Can place Ferris Wheel Foreman, top salary. Want Electrician; Pete Fredrickson, wire. Want Musicians to strengthen Colored Band for Minstrel Show. Will book Concessions of all kind. Will book three more Shows of merit. What have you? Want Acts for Side Show. Contact quick. Want a real sensational Free Attraction to join Logan, W. Va., August 4th. The Flying Lesters, contact Fred C. Boswell, business manager, at once. Long season for Free Act assured. Our Fairs start August 11th, closing in Florida in December. Positively playing the best bona fide Fairs in Florida. Act quick, address all mail or wires to N. P. ROLAND, Mgr., or MIGHTY MONARCH SHOWS, Oak Hill, W. Va., this week; Logan, W. Va., next week; Pineville, W. Va., week of August 11th.

B. James came on with two. Mr. and Mrs. Nig Williams came in from New Mexico. While erecting the Ferris Wheel, Clyde Eldridge was overcome with the heat and is still on the sick list. John McGlothlin built a new concession which he will place on the midway soon. Slim Curtis added another dancer to his Girl Revue. Dave Owens added another concession to his string. Mr. and Mrs. Opsal's popcorn and peanut stands are doing well. Mr. and Mrs. Dickson's son arrived from school and has taken charge of their Funhouse. The Dicksons also have the two Kiddie Rides. Lee Marshfield is building another concession. EUGENE C. COOK.

Midway

Woodville, Wis. Week ended July 19. Location, Main Street. Business, excellent. Weather, fair.

After a short move Sunday night from Wildwood Park, shows were ready for opening of the annual Summer Festival here Monday night under auspices of the Woodville Street Fair and Celebration Committee. The Ferris Wheel, operated by Lawrence Soucy and George

Masterman, led rides, while bingo, operated by Rocco Jr., topped concessions. Boyd Hall's Chairplane had a fair week, while Ervin Skie, Frenchy Stone, and Jimmy Lamb reported blanks. Show tore down Thursday morning and opened to a big crowd that night at Lake Owasso. SALLY PORTER.

Bantly's All-American

Lancaster, Pa. Week ended July 19. Auspices, American Legion Post. Business, fair. Weather, good.

Spot was above expectations, altho business was light Monday night. It increased nightly, however, with Friday and Saturday being the big days. Committee co-operated and a radio program was presented daily, with members of the shows participating. Flash White, of the Motordrome, fell Monday night and sustained a severe head injury. Lot man Bud Rilee has taken over the Penny Arcade and is doing a good job. Broadway After Dark, managed by Bill Mayo, is clicking. Sensational Kays, free act, is being well received. Madussa Van Allen joined A. J. Budd's Side Show here, and Mr. and Mrs. Harry Bantly were nightly visitors. James Wright, Crystal Exposition Shows, visited Saturday night. MRS. CHUCK STAUNKO.

Maine Amusement

Presque Isle, Me. Week ended July 12. Business, satisfactory. Weather, fair. Shows opened late because of rain the first night. Rest of week was good ex-

cept for occasional showers. Concessionaires include Tom Russia, slum spindle; Mrs. Wilcox, penny pitch; Charlie and Louis Ginsburg, pan stand, and Ray Flanders, bingo. Dick Wilcox has seven stands. Charlie Dayton has the Miss America Show; Dorothy Dayton, Gay Patee; Mrs. Flanders' cookhouse. Mr. and Mrs. McEacher are with the cookhouse. Clint Williams left for Washington, D. C., to pick up a new Ferris Wheel. Clint Williams reports good business with the Merry Mix-Up, Kiddie ride, and Loop-o-Plane. Mrs. Williams sustained a painful leg injury last week. Bill Hill is operator and owner of the Merry-Go-Round. Sailor White is in charge of Athletic Show. Lewis Flanders has his popcorn and blanket store here and reports good business. Jan Meridith, free act, is proving popular. DOROTHY DAYTON.

Frisk Greater

Grand Forks, N. D. Week ended July 19. Location, lot adjacent to ball park. Auspices, American Legion Post. Business, fair. Weather, fair.

Several visits were made to the Art B. Thomas and Dee Lang Famous shows, and members from those organizations were entertained here. Marvin Lohse is foreman of the No. 1 Ferris Wheel and Jack Williams has taken over like duties on the Merry-Go-Round. George Sarber, former Octopus foreman, is in charge of the Tilt-a-Whirl, and Carl Agman, former No. 1 Ferris Wheel man, now has the Octopus. Mr. and Mrs. Cliff Barnhart, cookhouse operators, returned from their vacation. Mr. and Mrs. Robert Anderson, daughter and son-in-law of the Barnharts, are operating the grab stand.

Wahpeton, N. D. Week ended July 12. Location, half a block from the main business district. Auspices, American Legion Post. Business, fair. Weather, fair.

Mrs. Hoeschen and Mrs. N. Lanigan spent a few days in Minneapolis buying additional show equipment. Mrs. Lanigan also purchased a new housecar, which was delivered here. Duffy family, with custard, left to play some celebrations. General Agent Elmer Brown is on a booking trip in the South. Charles Goss delivered a new tractor and semi-trailer here.

Fertile, Minn. July 3-5. Auspices, Polk County Fair. Business, excellent. Weather, fine.

Mrs. Grace E. Hoeschen resumed management of the shows here, assisted by B. Adams.

Warren, Minn. June 30-July 2. Auspices, Marshall County Fair. Business, good. Weather, ideal.

Bad roads and a long detour caused some delay, but everything was up and running for fair's opening. Jack Stern, former office man, left here. NEAL LANIGAN.

Buckeye State

Farmington, Mo. Week ended July 19. Auspices, Junior Chamber of Commerce. Business, satisfactory. Weather, good.

Mr. McQueen joined here with his Rolloplane and opened to good results. Mr. and Mrs. Mathews' photo gallery continues to click. Mrs. Pat Knight and Mrs. Betty Savage have a double ball game. Mrs. Lucille Starbuck's new hoop-la is doing satisfactory business. Mary Lee Sager and Mrs. Lee Campbell have a well-framed penny pitch, while Eloise Lowry has a percentage concession. Mr. and Mrs. Jesse Harrison are doing well with their grab stand, and Murray's Penny Arcade reports good business. Town was thoroughly decorated for the Annual Flag Festival and a big parade was held on Saturday afternoon. Billy Neasia reports good business on the Circus Side Show with Billy King. Owner Joe Galler is well pleased with the work Business Manager Jack Oliver is doing. Shows now carry 10 rides, 8 shows, 40 concessions, colored band, and free acts. Mrs. Josephine Galler is on the sick list. Wylie Clay is keeping things well painted and decorated. H. G. STARBUCK.

MIDWAY CONFAB

(Continued from page 37)

A lot of old-timers, many on the show having trouped over 25 years. Charles Robl is ride superintendent. Dick Dickson has cookhouse and five other concessions. Among concessionaires are Otto Vogelt, Freddie Walters, Sam and Evelyn Hansher, Bob Heth, and Otto Swepe.

IT'S not always the fault of the general agent that a motorized show makes jumps of from 300 to 400 miles. It's all out of

order for a motorized outfit to exceed 100 miles between stands but it is often done by managements suffering with ego and brainstorms. Some trucks and trailers have not yet caught up to a show, and its season is more than half over!—Road Map Johnson.

EVIDENCE of the popularity of Clyde Beatty and his circus attraction on Johnny J. Jones Exposition is contained in the following letter written by Jack Tadych, of Two Rivers, Wis., and received by the shows during the stand in Milwaukee: "Will you kindly give me your route after leaving Milwaukee? I tried to get there to see your show, but was unable to do so. I don't want to miss Clyde Beatty's Circus even if I have to drive a couple of hundred miles to see it. So please give the route for the next four weeks."

EDDIE COMSTOCK, who has been with Max Goodman since the inception of Goodman Wonder Shows, has contracted with Rubin & Cherry Exposition to produce a Living Magazine Models Show. A new front and stage are under construction now on the R & C organization, and Comstock is contracting artist models, formerly with the Living Magazines Cover attraction at the New York World's Fair. He will retain his Fantasma Show on the Goodman midway under management of Bud Jorgenson, who has been with the shows for the last three seasons.

INDEPENDENT showmen are entitled to a break this season, and it is hoped they may be able to make hay while Old Sol smiles and defense plants hum. They have long had to contend, they say, with high percentages, too many office passes, too many shows of similar type on a midway, blasting loud-speakers, taxes on tickets, and other besetting items to take the joy out of enjoyment.

"CAUGHT Dick's Paramount Shows at their stand here under American Legion Post auspices," pen Doc and Ma Kelley of the Doc and Ma Shows, from Gales Ferry, Conn. "We visited with Kurtz & Kurtz, free act, and Buck Leahy, clown and contortionist. Billy Redmund has the Side Show and Miss America attraction. Speedy Palmer has the Motordrome, with Teddy Walters doing straight and trick riding. Mrs. McClelland has the Pony ride, and her husband the Monkey Show. Sighted on the lot were Ray Wilcox and June Murphy, of our shows, and William Purtill, West-erly, R. I."

HAPPYLAND SHOWS received the praise and support of Owosso, Mich., civic and business authorities and press recently when they entertained members of a children's home the opening day of their three-day engagement. Shows brought the 14 children from the Dorcas Home, took them on all the rides, fed them candy, pop, peanuts, popcorn, candy fluff, and showed them a good time generally. When they left each child was given a dollar bill. Mrs. R. O. Seeley, speaking for the King's Daughters, said, "I think it's the nicest thing that anybody has ever done for them."

NEVER could see how giving away of main-entrance prizes has anything to do with show biz. Some parks and carnivals have given away gate prizes that ate up all the entrance money taken in. And some free acts draw enough to pay about half the salary they get. Merchandise giveaways at front gates would seem to be all wet except in the minds of some who think they are showmen. Only merchandise given away by the Big Show are boxes and bags in which popcorn and peanuts come, and they have the circus advertised on them. Dealing only in amusement has brought plenty of profit.—Dime Jam Johnson.

JOHN T. HUTCHENS reported his museum is still with Alamo Exposition Shows and has been doing good business in recent weeks. Show set a five-year record July 4 week in Belle Fourche, S. D., with holiday business exceptionally big. Lou Lucell, annex attraction, also drew well. There are 15 attractions, including Guy Samson, musical act, and Leopold Williams, leopard skin boy, who are going over big. Hutchens is handling the front, with Teddy Ward inside. Mrs. Hutchens is still ill but is showing improvement. Bob, Manager Hutchens' brother, is doing a good job of handling trucks. Show made a 420-mile jump from Denver to Rapid City, S. D., recently with no mishaps. Manager Hutchens will play the Cheyenne (Wyo.) Round-Up and Colorado State Fair, Pueblo.



WRITE
SIoux TIRE
& BATTERY CO.
SIoux FALLS, S. D.
Buy on Our
Easy Terms.

SOUTHSIDE VIRGINIA FAIR

PETERSBURG, VIRGINIA.

6 Big Days

6 Big Nights

September 29-30 and October 1, 2, 3, and 4.

WANTED: LEGITIMATE CONCESSIONS OF ALL KINDS

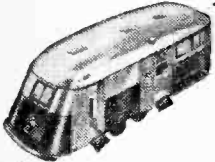
Will sell Exclusive on Novelties, Scales and Guess Your Age. With Camp Lee right near our Front Door we expect an attendance of over Two Hundred Thousand (200,000) people.

CETLIN & WILSON SHOWS

—On Our Midway—

The Secretary of the Fair will locate all concessions. For Concession space wire or write either to the Shows as per their route or

R. Willard Eanes, Secretary, Southside Virginia Fair, Petersburg, Virginia.



A HOME ON THE LOT

Real Living Always—Wherever You Go

Now you can have all the conveniences and comforts—a living room, 2 bedrooms—to sleep four, dinette, kitchen and lavatory. 100% insulated, with hot air floor. NO MORE WORRIES ABOUT HOTEL ACCOMMODATIONS—OR RENT TO PAY.

Stream-Lite Coaches

Standard and Custom Built Trailer Homes

CHICAGO STREAM-LITE CORP.

5001 COTTAGE GROVE AVE. CHICAGO, ILL.

Write today for the Stream Lite Plan for Living. Send for copy of latest catalog—illustrations, plans and specifications of all models.

LAWRENCE GREATER SHOWS

PLAYING THE FOLLOWING BONA FIDE FAIRS—
NOT PROMOTIONS—STARTING AUG. 18th

- Kutztown Fair, Kutztown, Pa.
- Atlantic Co. Fair, Egg Harbor, N. J.
- Fairmont Fair Association, Fairmont, N. C.
- Tar River District Fair, Franklinton, N. C.
- Rutherford Co. Agrl. Society, Rutherfordton, N. C.
- Reidsville Fair Association, Reidsville, N. C.
- Wayne Co. Agricultural Fair, Goldsboro, N. C.
- Kershaw Co. Fair, Camden, S. C.
- Union Co. Fair Association, Union, S. C.
- Anderson Co. Fair, Anderson, S. C.

Two more to follow.

CAN PLACE Illusion Show, have 100 ft. top and front, all new; Midget Show. Fun or Glass House, Motordrome. RIDES: Octopus, Roll-o-Plane, or any new Ride. Will book or buy one more #5 Wheel. CONCESSIONS: All Concessions open except Bingo and Cook House. Can place all 10c Grind Stores, no Wheels. Will sell X on Custard, Diggers, Scales, Novelties, Guess Your Age. WANTED: Capable Ride-o Foreman, Ride Help and Canvas Men, Talkers, Dancing and Posing Girls, Plant Show Performers and Musicians for office Show paid every week. Mrs. Lawrence wants Concession Agents. Harry DeVore wants Waiters and Griddle Man. Elizabeth and Charles Henderson, write. Red Barlow wants Grind Store Agents. Altoona, Pa., this week; Tyrone, Pa., next week. SAM BURGDORFF, WIRE ME AT ONCE.

Minn. Aquaten Closes in Black

MINNEAPOLIS, July 26.—With attendance recorded at 2,748,000 for 181 performances of 34 major and 24 minor activities, second annual Minneapolis Aquatennial, July 12-20, was a financial success, said Business Manager Lyle Wright. While financial figures are not yet available, he said festival officials were highly pleased with the manner in which the show was received.

So great was the interest that two events were held over an extra week. They were the *Aqua Follies* in the specially erected outdoor pool at Theodore (See MINN. AQUATEN on page 62)

WANTED CARNIVAL
Aug. 18-23 for
FALL FESTIVAL
V. F. W. Post 3102
Must have good Rides and Concessions. Write
FRANK FABIANO, Buchanan, Michigan

"PITCH MEN—NOVELTY EXHIBITS"
Houston's Food, Home & Appliance Exposition
Space in \$2,000,000 Coliseum available.
For detailed information write to
ALLEN H. RUSSELL
2318 Polk Ave. Houston, Texas

WANTED AT ONCE
Booth and Banner Salesmen for
Annual Fall Festival
Sept. 4, 5, 6
Address: **MANAGER, Camden Park, Huntington, W. Va.**
Also want Free Acts.

WANTED
For last week in August or first or second week in September.
AMERICAN LEGION FALL FESTIVAL
A first-class Carnival. Legitimate Concessions of all kind. Reply by mail or wire.
COLEMAN PITT POST No. 58
L. H. Howell, Chairman Show Committee,
Box 505, Rocky Mount, North Carolina.

WANTED—PARTNER
Man or Woman: \$3,000 buys half interest. New type of show business. Security assured. Give reference.
BOX 488
The Billboard Chicago, Ill.

WANTED SHOWS, RIDES, CONCESSIONS
Of All Kinds for Celebration.
August 11 to 16, Incl.
W. A. RUSSELL, Sec., Hardy, Ark.

WANTED RIDES — SHOWS — CONCESSIONS LABOR DAY—SEPT. 1
CLERMONT CO. FAIR GROUNDS
Sponsored by Eagles. Write or Contact
M. J. KAIN, Sec., Batavia, Ohio

WANTED
Small Tab Show, Hawaiian Village and Oriental Dancers for September Festival. Photos.
SINCLAIR
BOX 171 RIPON, WIS.

Jamesburg, N. J. KIDDIE CHRISTMAS FUND CARNIVAL
Open: Rides and Shows that do not conflict. Can place Concessions, Shooting Gallery, Hi-Strikers, Palmistry, Penny Arcade. First this year, in heart of defense area. Week of Aug. 4th, including Sunday. Jimmy Helman, this will be good for you. Address: **ROOSEVELT CLUB, Jamesburg, N. J.**

WANTED
Shows, Rides, Free Acts, Concessions all open. (No Grift.)
Sept. 11, 12, 13.
Home-Coming Celebration
Edwardsburg, Mich. **HARRY BEAGLES.**

WANTED--CARNIVAL
For latter part of August or first part of September. Sponsorship of "Knights of Pythias."
Contact **C. W. HARRIS**
1713 10th Street Port Huron, Mich.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
(Communications to 25 Opera Place, Cincinnati, O.)

Milwaukee Fete Makes Gate Top

Record hit is 1,470,000—balance for '42 expected to be about \$59,000

MILWAUKEE, July 26.—The eighth annual Midsummer Festival here on July 12-20 had a new attendance record of 1,470,000. Attraction on the two closing nights was Barnes-Carruthers' *Belles of Liberty* revue.

Receipts from the festival totaled \$101,000, made up of \$43,000 from ticket sales, \$43,000 from button sales, \$5,000 from firemen-police baseball game tickets; \$5,000, city contribution, and \$5,000, county contribution. There was a balance of \$16,000 from previous festivals. Biggest item in the receipts was \$22,000 from the Johnny J. Jones Exposition.

Despite intermittent rain during the week, paid admissions to the amphitheater reached \$6,645 in the first eight days, topping 1940 by more than \$2,000. Paid attendance at the exposition's main gate was 136,681 against 111,526 a year ago and 123,082 in 1939.

Festival expenses are expected to run about \$58,000, leaving the commission with a fund of about \$59,000 to finance the 1942 event.

Talent Array Set For Arcola Affair

ARCOLA, Ill., July 26.—Program plans for the three-day Triennial Home-Coming Celebration, to be held here under auspices of the Chamber of Commerce, are completed, reported Thomas F. Monahan, chairman of amusements.

Byers Bros.' Shows, which played the date three years ago, has again been booked as midway attraction. Nine acts, booked thru Barnes-Carruthers, plus Frank Cervone's Band, are scheduled for free afternoon and night performances. Lawrence Welk and his orchestra, engaged thru Frederick Bros.' Music Corporation, will play for dancing three nights in a tent. Free acts include Aerial Ballet; Reddingtons, comedy gymnasts; Gasca Brothers, rolling globes and tight wire; Reynolds and Donegan's Skating Girls; Stallac Brothers and Pearl, teeterboard; Stephens Brothers and Big Boy, bear act; Hank Siemon, ventriloquist; Stellar Duo, comedy, and Don Pancho, comedy dancer. New this year will be a soybean exhibit.

As an advertising stunt 14 publicity cars were sent out recently to towns in a 50-mile radius and over 50,000 pieces of advertising material, four-page circulars, window cards, and dance folders were distributed. It was also planned to place advertisements in 34 newspapers in the area and arrange for radio announcements.

Big Net for O. Home-Coming

EAST SPARTA, O., July 26.—Rained out Friday night, annual East Sparta Home-Coming, under auspices of the Civic Association, was extended thru July 20, resulting in one of the most profitable affairs in years, said General Chairman H. Kinney. Event was again held on streets, several blocks being given over to midway attractions, which included six Gratziano and Carlin rides. Art Hill's mouse game; B. E. Smith, pan game; Richie Russell, novelties and ball games; Leski's hoopla, Marshall's bottle game, Perryani's milk bottles, and Von Black, superintendent of privileges, who had popcorn, floss, racer, penny pitch, and jingle board. Prof. Ace Eller presented magic nightly as free attraction. Proceeds, which go to the volunteer fire department, were the best in several years.

FIVE-DAY Home-Coming Celebration planned by the Rawson (O.) Band will feature a midway, reported Band Director W. A. Otto and Ross Fellers, celebration manager.

Rodeo Biz Up at Utah Fete; Acts Have Prominent Place

SALT LAKE CITY, July 26.—Annual Utah Covered Wagon Days Celebration here on July 22-26, with the State Pioneer Day on Thursday, featured numerous professional attractions.

Leo J. Cremer's Rodeo & Livestock Company provided a rodeo, attended by 9,000 the first night on the fairgrounds, twice the crowd of 1940, and attendance held up the rest of the week. Entertainers appearing daily in town included Tiny Kline, slide for life; Ed Wright, high wire; Don Laverro, bounding wire; Edith Rogers Dahl, vocalist; Seven Fredysons, teeterboard; Ray and Madie, acrobatic ropers, and Tony Whitecloud's Indian troupe. Free matinee rodeo for children was staged July 23. About 150,000 watched the Pioneer Day parade. Celebration is sponsored by Covered Wagon Days, Inc., Gus P. Backman, president.

Shorts

DEBT on the community hall in Millford Station, N. S., has been removed in recent years thru community-sponsored fairs, reported F. S. Annand. Operation of concessions, such as bingo, refreshments, novelty stands, cane racks, lead and cigarette galleries, candy wheels, and dart games, met with much success.

FRANK B. HUBIN, former showman, is to direct a carnival for Junior Band, Veterans of Foreign Wars, in Atlantic City.

TOM AND BETTY Watters, tight wire, played Mount Union (Pa.) Firemen's Celebration for Klein's Attractions.

SPONSORED by volunteer firemen, annual Valley City (O.) Firemen's Fair will have daily giveaways, midway with Seccalum Park rides, and Klein's Attractions will provide free acts.

THIRTY-FOURTH annual home-coming in Frazeyburg, O., said Lowell School- (See SHORTS on page 63)

Shows and Concessions
For
Annual Fall Festival
Sept. 4, 5, 6, Camden Park, Huntington, W. Va.
Want 10-in-1, Minstrel, and Wild West. Bingo with own outfit, or what have you?

AMERICAN LEGION FALL FESTIVAL
Sept. 10-11-12-13, Canal Winchester, Ohio.
Legitimate Concessions of all kind.
CHAS. W. BENNER, Chairman.

38th Annual WHITESTOWN PICNIC
Friday and Saturday, Aug. 15-16.
WANTS SHOWS AND CONCESSIONS.
Gooding's Rides booked.
R. T. LINVILLE, Sec., Whitestown, Ind.

CARNIVAL WANTED
Week of Labor Day, Sept. 1st to 6th.
Large Carnival, clean, must have plenty of Rides, Concessions and good Shows.
LOOK AT THIS!
Town surrounded by largely populated communities. Large space. Grounds with modern conveniences. Sponsored by Clymer United Group, composed of following organizations: Clymer American Legion Post #222; L. U. 1489 United Mine Workers of America; Local Order of Moose, Lodge #670; Clymer Volunteer Fire Company. Submit full details at once. **SAMUEL L. OAPIZZI, Clymer, Pa.,** Chairman of Carnival Committee. Phone No.: Clymer 2041.

SHOWS, RIDES AND CONCESSIONS WANTED
For
20TH ANNUAL HOMECOMING CELEBRATION
At Ashkum, Illinois, on Saturday and Sunday, August 30 and 31. Write
JAMES REYNOLDS, Ashkum, Illinois

WANTED RIDES AND SHOWS FOR Watermelon Festival
August 7 & 8
Would consider small Carnival. Those interested write
M. S. RUBENSTEIN, Lake City, Ark.

44th HENRIETTA FARMERS' REUNION
(Near Martinsburg, Pa., Aug. 4-5-6-7)
Space still available for Shows, Kiddie Rides and Concessions except Eats at Pennsylvania's biggest Farmers' Picnic. Use Aerial Act. Write or wire
M. A. BEAM, Windber, Pa.

KOKOMO FALL FESTIVAL
Sponsored by
KOKOMO MYSTIC SHRINE CLUB
5-BIG DAYS-5
SEPTEMBER 16-17-18-19-20
Can book only Legitimate Concessions. No Grift—
No Controlled Rackets Permitted.
GOODING RIDES AND SHOWS BOOKED
Write or wire **W. O. TARKINGTON, Kokomo, Ind.**

BRONSON, MICHIGAN
ANNUAL AMERICAN LEGION CELEBRATION, AUG. 4-9.
Held on the Beautiful Legion Grounds, in the Heart of town.
Legitimate Concessions, \$1.00 a front foot; minimum twelve feet to a Concession. Corn Game and Photo Gallery have been sold exclusive. Fremont, Indiana, follows; then White Pigeon St. Fair, Aug. 19-24; Wayland Street Fair, Aug. 26-30; Hart Fair, Sept. 2-5.
For space, address:
F. L. FLACK, Marcellus, Mich., this week.

WANTED ACTS -- CONCESSIONS -- RIDES FOR NATIONAL HOME SHOWS
Pensacola, Fla., week Sept. 8th; Corpus Christi, Tex., week Sept. 30th.
Can use Ground or Aerial Acts. Ten high-class Concessions, each exclusive. Four Rides. Address: **REAL ESTATE BOARD, Care of Chamber of Commerce, Edwin N. Williams, Managing Director, Pensacola, Florida.**

WANTED!!! FOR MINERVA, O., ANNUAL HOMECOMING
AUGUST 18TH-24TH
Shows and Concessions, Free Acts and Rides booked. Celebration will be held in city park. No racket tolerated. Event expected to attract 50,000 people, as all district industries are operating at capacity, mostly on defense requirements. Free lights to Concessions and Shows.
WRITE OR WIRE CONCESSIONS COMMITTEE, MINERVA, O.

Hartmann's

Broadcast

CINCINNATI

IN THIS corner of the July 19 issue we quoted Don Rockwood, collector of circusions, of Waterville, Me., as saying that Gustave Klauss was the engineer of the troop train that crashed into the second section of the Hagenbeck-Wallace Circus at Gary, Ind., in 1918, and that it was claimed Klauss had been taking kidney pills, which were responsible for his becoming extremely drowsy. Rockwood was mistaken about the name. The engineer was not Klauss but Alonzo Sargent; Klauss was the fireman. And, on the question of the kidney pills, Harry W. Cole, of Detroit, writes:

"The story of pills making the engineer drowsy did not figure in the manslaughter trial of Alonzo Sargent at Battle Creek. Sargent testified that he worked 24 hours without rest before taking the train which struck the Hagenbeck-Wallace Circus train. The railroad did not contest his statement. He was acquitted. Those were war-time days and there was no law then to prevent train crews from working more than 16-hour intervals without rest."

ONE of the greatest publicity strikes made by William B. Naylor in the carnival field was the feature article in *The Evening Courier*, Urbana, Ill., about staff men of the Beckmann & Gerety Shows, of which Naylor is the p. a., during the recent engagement of the show in Urbana. The article carried the by-line of Bruce Taylor, the city editor, and consumed, with five single-column cuts of the staff men, 54 inches of space. It bore a three-column heading, "Folks You Seldom See Guide Carnival for Midway Crowds."

The whole thing came about after Naylor's visit to the newspaper office. It was there that he talked about the long years of service of Fred Beckmann and others on the show in the show business. The managing editor of the paper heard the talk and sent out the city editor to meet Naylor on the lot, as well as talk to the people and get pictures of Beckmann, Barney Gerety, Ed Neville, Tony Ybanez, and Sammy Feinberg, all of which were used.

We feel that the lead of the article, which dealt with the service and experiences of these men and activities of the show itself, is worthy of reprinting. "Sure," the article started off, "it's a gamble. And the odds are as bad as in a roll-down game. But it doesn't matter—the carnival moves out every year."

"It even has to start early in April and suffer thru eight weeks of bad weather and lukewarm still dates or the itch to go will send everybody on the show off to join an outfit that is moving."

"Once the show hits summer and the big fairs, the odds are better. On a good day at a good fair, there will be as many people on the midway as you'll find in a week in a still date like Champaign or Decatur or Bloomington."

"If the show gets the breaks all summer long, it will net enough to make it look worth while. But next year most of it goes back into the show again. The showman isn't in it to make millions—he's in it to give a show."

"Out front, that show is a riot of neon and noise. Behind it is a group of men who couldn't leave the business if it cost them all they could beg, borrow, or steal every season."

CIRCUS MANAGERS are always receiving letters of application for work that give them many a chuckle. For example, here's one that Paul M. Lewis, of Lewis Bros.' Circus, received:

"I would like to get a job as plain canvasman and plain acting or helping

with your circus. Please write and let me know if you could use me. A good friend of yours told me of you. State your terms and when you want me to go to work.

"I'd be satisfied with—
"1. \$5 a week with privilege to sell and two meals a day. Selling candy, popcorn, etc.

"2. \$8 a week and two meals; no selling.

"3. \$12 a week, no selling and no meals.

"4. With only selling, no meals, \$8.

"With a specialty act, \$5 added to each of the four.

"You owe me the courtesy of answering my letter. Won't you please answer as soon as you can as I'm hoping and expecting to hear from you.
"I have a specialty act. It is a brief, or can be put to 15 minute act, 2 to 15 minutes, as m. c. wishes. This act will build up a good will to your circus that will make people want to spend plenty there. At every stop it will endear your circus to 100s of homes, fortifying your show in their hearts.

"Of course if you couldn't use side show, I'd like to work for you, and if permitted, sell a novelty picture. The novelty would add greatly to your attendance at your circus, as people used it more and more, add each year more, because of its great value.

"I deserve the courtesy of an answer.
"I am an excellent clown, tho I have not the super strength of the muscle man, and could originate a very good clown act for you if you desired.

"Sincerely and hoping to hear from you soon."

Nat Green's

The Crossroads

CHICAGO

MAYBE you and I don't care for walkathons—but tens of thousands of people do. One would suppose that after 10 years or more Chicagoans would have had their fill of this entertainment, sport, or whatever it may be labeled. But not so! The last one held here packed 'em in for weeks. Now another is to start at the Coliseum and run for several months. Chances are seats will be at a premium the greater part of that time. Success of the walkathons here has been due largely to smart promotion. It is plugged on the radio, thru the newspapers, and on the boards. Entertainment features are interpolated, teams are frequently sponsored, and no angle is overlooked to create interest in the event. By these means a clientele has been built up that can be depended upon to visit the show again and again. Maybe, as was remarked before, you and I don't like 'em; nevertheless, they can teach us a lesson in showmanship!

THIS story is too good to keep. Since the start of the circus season Railway Express Company trucks have been carrying posters advertising the Ringling show. In every large city, and many of the smaller ones, the trucks carry the Ringling message all over town. In an Ohio city an express truck bearing the Big Show posters pulled onto a lot where Cole Bros.' Circus was playing. To deliver some fish. "Where shall I deliver these?" the driver inquired. The Cole Bros.' man addressed took one look at the truck's lettering: "Wait for the Big Show," or words to that effect. "Put 'em any-

where and get th' 'ell out o' here," he exploded.

RANDOM notes: When "Mr. Frank Braden" is paged at the Hotel Sherman these days, Frank Braden of the Ringling show doesn't know whether or not to answer. There's another Frank Braden, from New York, and he usually pops up in Chi a couple of weeks before RB comes in. The Ringling Frank arrived in town Thursday (24) and is now at the Sherman. . . . N. Harry Cancele, former showman now in the candy biz, is nursing a badly bunged-up nose as the result of an auto accident. "I almost got my name on the wrong page (Final Curtain) of *The Billboard*," he wrote the gang at Mrs. Sherman's boarding house. He's getting along okeh and the two dozen packages of smoking tobacco that the boys sent him should carry him thru his convalescence. . . . Al Hodge, secretary of the NAAPPB, attended the association's summer meeting in New England. . . . Mrs. J. D. Newman, wife of the Cole Bros.' Circus general agent, came in from St. Joseph, Mo., for a few days' visit in Chi before motoring to New York with friends. After a short eastern sojourn she will return to St. Joe for the remainder of the summer. On her travels she is accompanied by her trained fox terrier, Tony, which she declares has almost human intelligence. . . . Between plugging the Ringling show over the radio and running his furniture biz in Delaware. O., F. Beverly Kelley is busy writing a book on children of the circus, which should make an interesting tome. . . . Frank J. Lee, general agent of the Texas Exposition Shows, and Mrs. Lee were in last week for one of their infrequent visits to Chicago. Frank has had an interesting career that has included agenting many of the theater's biggest road shows. . . . Joe Lewis, clown, post-cards from St. Paul that his act, Eva and Lewis, has just completed five weeks of Minnesota and North Dakota fairs and will fill the rest of the season on fairs for the Gus Sun office. Eva May Lewis is billed as the Girl in the Golden Whirl, working on a high rigging, and Joe, billed as Jo-Jo, does emcee and works the grandstand and come-in. . . . Sam Stratton, formerly with the Royal American Shows and recently with *Hellzapoppin*, has closed with the latter show and returned to his home in Hartford, Conn.

"TELL the boys around Chi that I am still a county fair jerk and probably always will be," writes Frank J. Winkley, who has been doing okeh with a Jimmie Lynch Death Dodgers unit in the Dakotas and Wisconsin. "I like the stix for one of these mud shows," he opines. . . . Mr. and Mrs. Bob Parker, in Chi for a brief sojourn, are building a home at Miami, and the missus is leaving late this week to keep a weather eye on the building operations while Bob looks after his show interests. . . . It's about time for Frank A. (Doc) Stuart to be winging in from Oklahoma City to look over Norman Bel Geddes's artistic gaucheries on the Big Show.

BOB HICKEY, who used to publicize circuses but deserted them for the indoor field several years ago and predicted that indoor shows would supercede the tented outfits, still uses circus ideas in exploiting the celluloid opry. Last week, with the help of Messmore and Damon, he transformed the front of the Woods Theater, where Frank Buck's latest opus is showing, into a menagerie. A life-size elephant with moving ears and trunk stands on top of the theater marquee. From the marquee ceiling swings a big chimp that goes thru lifelike motions, and atop the box office a lion and tiger stand side by side, wagging their heads while records grind out growling sounds. (EDITOR'S NOTE: Since the foregoing was written, city authorities forced the removal of the elephant from the marquee roof. Evidently Balaban & Katz, the Woods Theater's rivals, didn't like the way the jungle film was cutting into biz of the near-by Garrick.)

another, just so long will the fairs continue to spend as little as they can on fireworks—and who can blame them?
(To be continued)

Leonard Traube's

Out in the Open

NEW YORK

"Fireworks"

Leonard Traube is on vacation. During his absence Fred C. Murray, veteran pyrotechnician and manager of International Fireworks Company, is doing the pinch-hit chore on his favorite subject. Mr. Murray's long and distinguished service in that branch of amusement operations and his authoritative opinions have earned for him deep respect from colleagues and competitors alike.

ALL the articles on outdoor attractions in the Summer Number of *The Billboard* were interesting and comprehensive indeed, but naturally my interest was centered in the one on "Fireworks and Fireworks Specs." I have always maintained and still do that fireworks are one of the greatest if not the greatest outdoor attractions. There is a great difference, of course, between fireworks displays and fireworks spectacles, tho each has its respective value.

The trouble with the fireworks spectacles of today is, in the main, the great cost required to operate them and the competition with the thrilling and tremendous scenes in the moving pictures, many of them taken from fireworks spectacles and which would be impossible to produce nightly, owing to their cost. Year after year the fairs and other sponsors kept cutting on the price of spectacles, so that with the rising cost of operation they had to be cut down considerably, and in a measure lost the greater percentage of their drawing power. Now, with revues and name bands as prospective attractions, few fairs can afford to spend the money to obtain both. The average fair has to decide upon a revue, or a name band, or a fireworks spectacle. Any combination of two is out of the question.

Before booking agents came into the picture, fairs used to depend upon fireworks and fireworks specs for their feature attraction and spent money accordingly, but with the advent of the golden-tongued salesmen sent out by the bookers less and less was spent on fireworks and more and more with the bookers. The result is that today, with the pitifully small amounts that some of the largest fairs spend on their fireworks, how can they expect fireworks to be a

feature and have the corresponding drawing power of years ago, when real money was spent to obtain pyro shows? Time and time again fireworks have proved their worth. Given the consideration they are entitled to, fireworks would do the same today.

If the largest fairs have cut so deeply into their fireworks budget, you can well imagine what the smaller fairs have done. As a matter of fact, I have come to the conclusion that at some fairs the money spent on fireworks is wasted because no one in the fireworks business can give any decent kind of display for the amount spent. Something is presented that goes under the misnomer of fireworks—and then the fairs wonder why fireworks at a good many places are more or less of a dead issue.

A real fireworks display costs money, and when the proper amount is spent fairs will find that it has the drawing power of old. Year after year the costs mount in the fireworks business and there is no such animal any more as cheap fireworks. In the first place, the cheaper they are, the more dangerous they are; secondly, the effects are not there.

You can have a wheel going around and showing colors at a probable cost, let us say, of \$1, and then you can have the same size wheel properly fitted up at a cost of \$5; yet there is a grave question in my mind as to whether the general public can tell the difference. To them they are both fireworks. But take cities that have been used to good displays and you come along with a cheap one—then the difference between quantity and quality becomes quite another tale; these people know their fireworks and cannot be fooled.

Take another example: A fair which for years has been in the habit of spending \$1,000 a night for fireworks suddenly cuts down to \$200 per night. Certainly it cannot expect the smaller amount to have the same drawing power, hence something of a more expensive nature has to be provided to take the place of fireworks. In the end, the fair's bill for attractions is considerably greater and the receipts do not show a corresponding increase.

As long as some fireworks firms continue their ruinous competition with one



Blowdown Strikes Barr Bros.; Day Lost; Biz Flares

MOUNT VERNON, O., July 26.—Barr Bros.' Circus lost its date here July 17 due to a storm. All tops were blown down and considerable damage was done to the canvas. Show was sponsored by the American Legion. Mayor Sparks, of Mount Vernon, granted it a special permit for a return date July 20, when two capacity houses were enjoyed. The show played Westerville, O., the preceding day. W. M. Meyer and Buck Banard have ordered new canvas and purchased another Chevrolet truck.

The show has been enjoying an unusual flare of good business since heading south from Lake Erie, according to Fred Pfening, of Columbus, O., who is doing advance billing. It is receiving much praise from patrons. No side show is carried, but a concert is given, starring Larry Duane, trick riding, knife throwing, and whips; Miss Tommy McCoy, trick riding, sharpshooting, and whips, and Kathleen King, trick riding. Don Mack, producing clown, who does tumbling and juggling, is clicking.

The big show program in order follows: 1—Opening spectacle, including all performers and animals. 2—Mechanical riding act. 3—Clown walkaround. 4—Dogs, presented by Miss Madeline. 5—Bucking mule. 6—High school horse, worked by Tommy McCoy. 7—Clown juggling by Don Mack. 8—Pony drill by Captain Banard. 9—Clowns. 10—Trained bears. 11—High diving monkey. 12—Don Mack, tumbling.

The staff: Bill Meyers, manager; Mrs. Meyers, handling advance work and selling banners; Fred Pfening Jr., publicity; Capt. Buck Banard, ringmaster; Earl D. McCullough, personnel director, and Mrs. Banard, ticket wagon.

Buck Maughiman, of Canton, O., was a recent visitor, along with other circus fans of Northern Ohio.

Beers-Barnes OK in Long Branch, N. J.

LONG BRANCH, N. J., July 26.—Beers-Barnes Circus had its second best date of the season here, according to E. F. Day, who recently spent a week on the show. He has been with the show nearly every night for a month. Matinee was capacity and the tent was packed at night. A record for banners was made here, 15 banners being displayed. The show's elephant, Thelma, has been replaced by Weir's three performing elephants. Saidee and Ray are featured in a new Roman ring act, and the young women on the show are wearing new costumes.

The show is using much new canvas on its Eastern tour and new blues have been added. A new truck was also added recently.

Dailey Bros. Clicking; New Tops, Trucks Added

CINCINNATI, July 26.—Dailey Bros. Circus, which has kept out of the thick of the opposition prevailing in the Eastern States, has been playing in the West where it pleased to fine business. It has not played second any day this season and has exhibited many Sundays.

A new side-show top and marquee have been received, also new side-show trucks and a new elephant truck. The cookhouse has also been enlarged.

Polack Encores in Seattle

SEATTLE, Wash., July 26.—Due to the enormous business done by Polack Bros.' Circus at the Palomar Theater here week of June 15, contracts have been signed for a return engagement there week of August 25.

Seeing Things

MADISON, Wis., July 26.—The sight of Jack Earle, former Ringling Bros.' giant, towering some eight feet, was too much for Ethel Knutson, elevator operator at the Loraine Hotel here July 19, and she promptly fainted when she opened the elevator door and saw him. Revived with a glass of ice water, Miss Knutson said she had never seen such a tall man. Earle, now a salesman for a wine company, had stopped at the hotel for luncheon.



REX DE ROSSELLI, well-known circus press agent and producer of Cole Bros.' Circus, who died of heart attack in his room at the Broadview Hotel, East St. Louis, Ill., early Monday morning, July 21. Details of his death appear in the Final Curtain.

Biz Still Spotty For Russell Bros.

CARBONDALE, Pa., July 26.—Completing its tour of New England, Russell Bros.' Circus re-entered Pennsylvania at Carbondale July 22, exhibiting there to disappointing business. Altho New York gave the show some good stands, business remains spotted. Traveling nearly 4,000 miles, the circus has already exhibited in 10 States: Missouri, Iowa, Illinois, Indiana, Ohio, Pennsylvania, New York, Vermont, Connecticut, and Massachusetts.

Bill Moore, who has been serving as legal adjuster during the absence of Richard Brandon, left the show at West Pittston, Pa., to assume new duties on the advance.

Under the supervision of Bill Antes, the show has presented radio programs almost daily. The broadcasts include the presentation of Buddy, sea lion, by Capt. Walter Jennier; interviews with Ernie Clarke Jr., and Margaret Ann Robinson, side-show doll lady; an Indian war song by Chief No-Knife and Chief Three Trees of the side show, and a closing interview with the press and radio representative.

Two new attractions have been added to Bill De Barrie's side show. They are Frank Coleman, the armless wonder, and Marion Newby who presents an entertaining musical act with Holland Chimes and piano accordion. Don Newby is the new side-show lecturer. The new acts joined at Binghamton, N. Y.

Two new truck tractors have been added to the show's fleet to replace vehicles wrecked in highway accidents.

Ethel Jennier Back

Ethel Jennier is presenting her sensational single trapeze act in the big show program following a layoff due to an appendectomy. Elizabeth Clarke has

Turnaways on RB's 2d Ohio Tour; Last Week in New York Capacity

AKRON, O., July 26.—Back in Ohio on its trek westward, Ringling Bros. and Barnum & Bailey Circus continues to experience almost daily turnaway business in cities where defense industries have boosted pay rolls to an all-time high. Final week in New York State proved profitable for the show, with capacity or better business at all stands, officials revealed here.

A capacity matinee greeted the show here Monday, with the afternoon performance only about 15 minutes late. At night, ticket windows were shuttered before 8 o'clock, with an announcement over the loud-speaker system on the front door that no more tickets would be sold. Ticket lines from all wagons extended several blocks when this announcement was broadcast and thousands were disappointed. Show could have made this a two-day stand this year and packed them at all four performances, it is believed. Ashtabula, O., the previous day, was only fair. Cleveland for two days, and Toledo on Thursday wound up the Ohio territory and the show moved into Michigan for several days, after which it will pick up a couple of Indiana stands en route to Chicago for the opening there August 2. Side show profited here by the thousands unable to get into the big top, this being one of the banner days of the season for it.

Midway Streamlined

Altho there have been no major changes in the Big Show program since it left Ohio a month ago, the midway now presents a much-changed appearance. Early season plans for streamlining the front of the show and its approach have been completed and all

been on the sick list and unable to appear in her riding act. She expects to be back in the act within a few days.

While playing in Northern New York's famed resort region, 11 of the personnel enjoyed an excursion on scenic Lake Placid, which was but 10 miles from the lot at Saranac Lake. In the party were Bill and Edna Antes, Elizabeth Clarke, Ernie Clarke Jr., Alethia Clarke, Norman Carroll, Charlie Reynolds, Raymond Henry, Joe Rogers, Ann Robinson, and Freddie Fredericks.

Mrs. William Roberts, who for many years trouped with the Barnum & Bailey, Forepaugh-Sells, and the Ringling Bros. shows as the long-haired lady, visited here in company with Sig Zeno, extrotrouper, who was formerly a contortionist with the Sig Sautelle Circus in 1912. Mrs. Roberts resides in Carbondale.

Recent guests of B. S. Griffith, who has charge of the side-show gates, were his brother and sister-in-law, Mr. and Mrs. Harry Griffith; his son-in-law and daughter, Mr. and Mrs. Howard Bryant, of the World of Mirth Shows. They visited at South Norwalk, Conn. He also entertained Mr. and Mrs. George Bishop, of Gardner, Mass., at Burlington, Vt., and at Willimantic, Conn., renewed acquaintance with Mrs. William Newton and daughter, Grace. Another guest of Griffith was Tex O'Rourke, formerly with the Walter L. Main Circus.

equipment necessary for dressing up the front is now up at every stand. Side-show pylons, which have been used since the show opened under canvas, are matched with similar adornments on the opposite side of the midway, where concessions are aligned to make the midway uniform. At the entrance to the midway two of the four new wagons recently received are spotted and support pylons corresponding to those used on the side show. From the pylons on the wagons are suspended attractive banners. Old marquee is almost obscured, two of the new wagons being spotted at each side, supporting neon-lighted pylons, between which is suspended an attractive banner which reads, "You Are Now Entering the Greatest Show on Earth." Pylons atop the ticket wagons and midway diner continue right up to the main entrance without a break and the midway arrangement herds the patrons direct to the main entrance, past all of the concessions and the side-show ticket boxes.

Advance publicity placed by Allen Lester when the No. 1 car was here a month ago was used to advantage by *The Akron Beacon-Journal* days in advance of the show's date here. The paper carried effective roto hits in its Sunday editions and daily stories a week in advance, for which Gardner Wilson was responsible. It also sent a reporter to Ashtabula the day before the show's appearance here, and a nice feature story with art appeared the day the show played Akron. Wilson also handled the press at Ashtabula, Cleveland, and at Toledo.

Jerome T. Harriman, formerly with the advance of the show, now public relations director of Summit Beach Park here, was a busy man all day, greeting executives of the show, arranging for entertainment of performers and directing a party of park officials at the evening performance. Visitors here included Basil McHenry, Glen Wagner and son, Nick Hinig, Lester Rodgers, Jack Meinhart, Roy Wild, Jack Nedrow, Ted Depish, and Rex McConnell.

CLEVELAND, July 26.—Nearly 60,000 attended the four-show, two-day appearance of the Ringling show here Tuesday and Wednesday. According to audience reaction, second only to the *Old King Cole* and *Mother Goose* spec, Roberto de Vasconcellos, and the Cristianii family were the Shyrettos and Massimiliano Truzzi. Other top thrillers here were the Arturo, Diego and Pablo, Fernandez Troupe, plunging from the height of the tent into nets, in swan and somersault dives; Mlle. Ardely, with her balancing act on a trapeze bar; Flying Comets, Flying Concellos, Flying Randolls, and the drunk wire act of Hubert Castle.

RB Labor Shortage Eased

CINCINNATI, July 26.—The shortage of labor which plagued the Ringling show earlier in the season has eased up and less difficulty in moving is being experienced. The 60 or more colored workmen who left the show at Washington, D. C., and returned to the South are now back with it. Representatives of the show went to Sarasota and rounded up the workmen, all of whom were experienced men, and induced them to return to the show. All workmen, now numbering nearly 900, have received a boost in pay.

LaVelda & Briggs Show Doing OK Under Auspices

HOWE, Neb., July 26.—The LaVelda & Briggs Novelty Show, playing one-day stands under Chamber of Commerce auspices, with the exception of four Nebraska and Missouri fairs for which the unit has been sold as a grandstand attraction, is doing okeh business. Program runs an hour and a half and consists of trained animals, ground and aerial acts, clown numbers, knife throwing and juggling. The show opened near Marysville, Kan., May 30. Since then it has played Kansas and Nebraska, going into Missouri July 25 at Craig.

The show was formed by Bert Briggs and Ted LaVelda. Briggs is equestrian director and LaVelda is contracting agent. Cicero Scott is lithographer, and Alvin Harms, bannerman.

MRS. CLARENCE A. KACHEL, of White-water, Wis., had an interesting visit with Earl Chapin May at Janesville, Wis., while visiting the Cole show.

GM Poleless Tent Described

THE Aer-o-dome, poleless tent auditorium of the General Motors Parade of Progress, is the most impressive innovation of the 1941 edition of the "circus of science," according to E. C. Colgan who spent three days with the exhibition at Cedar Rapids, Ia. Colgan's description of the tent follows:

The Aer-o-dome is the first dirigible-type "big top." Like a giant silver umbrella, turned inside out, it has the appearance of an airplane hangar. When erected the Aer-o-dome is 153 feet long, 81 feet wide, and 27 feet high. It seats 1,500 persons. The framework is of box girder-type metal alloy arches consisting of 56 sections that are transported in a specially constructed semi-trailer. The frame is erected in about four hours with the aid of powerful winches. Inside the frame, the canvas is suspended by ropes and pulleys. It is light in weight, waterproof, and lightproof. There are no guy lines outside to trip the unwary, altho stakes are driven thru the metal feet of the girders for added protection. The method of raising the Aer-o-dome

is interesting. All except the girders and girts forming the rounded ends of the structure are laid out by the power boom on the frame truck on the site of the big top and bolted together by the tent crew in the shape of the tent frame. Then ropes are run thru the pulleys attached to the girders to hoist the tent into place. When all is in readiness, up goes the framework by a power winch winding up the rope passed thru the sheave fixed to the frame set atop the truck carrying the tent. At the top of the tent framework at each end is fastened a semi-circular bit of metal called a "spider." When the main frame is up, the end girders are bolted into place on metal projections of the spiders. The four large pieces of canvas are laced together by the tent crew as the frame is being erected, and when the frame is up, the laced-together canvas is hoisted by men pulling the ropes and the canvas slips into place up the sail tracks screwed into the undersides of the girders. The slack is pulled out and the tent hangs taut.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

NORMA HUME has left the Ringling show to take a job in Washington, D. C.

CIRCUS DAY at Jones Beach, L. I., was supplied by Gangler's Circus.

BOB HICKEY, former circus press agent, is in Augustana Hospital, Chicago, for treatment of a throat ailment.

MILDRED MILLETTE, formerly of the Ringling show, is confined in the Presbyterian Hospital Medical Center, New York, with an old injury.

AL PITCHER writes from Oswego, N. Y., that he has recovered from his long illness and expects to attend the old troupers' annual meeting this month at Friendship, N. Y.

THE HENRYS (Art and Marie) began their outdoor season July 3 at Independence, Ia. Their acts worked the Old Settlers' Reunion at Barnston, Neb., week before last.

CURLY PHILLIPS is at the Veterans' Hospital in Sawtelle, Calif. He is attached to Company 7, Soldiers' Home. He was a well-known clown, but now reports that his clowning days are over.

MELVIN D. HILDRETH, Washington attorney and circus fan, flew to Dakota to visit his father after attending the CFA convention in Springfield, Ill. On his return he stopped off in Chicago for a day's visit before leaving for the East.

REX M. INGHAM, former trouper who left the road about two years ago, is living at Ruffin, N. C., where he is a member of the county law enforcement force. He is recovering from a severe heart attack suffered a month ago.

AL PITCAITHLEY played Sheboygan, Wis., recently with Billroy's Comedians on a lot next to Al Lindemann's roller rink. He had a fine visit with Lindemann, who gave him some interesting items from the Seils-Sterling Circus for his circusiana collection.

FRANK B. HUBIN, with City Commissioner Maj. William F. Casey, exalted ruler of the Atlantic City lodge of Elks, and the captain of the Atlantic City police department, headed the five-hour Elks' parade there recently.

JIMMIE WOOD, producer of the Yankee-Patterson Circus, is out again after being confined to his home in Venice, Calif., by a heart attack. He is planning a five-day circus for the Lockheed Airplane Company. Show will be given in Burbank, Calif.

CAPT. S. SELINE denies the recent report that he was booked to work a fair for Bill Blomberg. He says he has no contract this year with Blomberg or his Barker Bros.' Circus, as he has been contracted with Cole Bros.' Circus and will be with that show until it closes.

HERB SCHEFFEL, circus fan of Clifton, N. J., is having a one-man water color exhibition of circus scenes and clown portraits in the lobby of the County Theater, Suffern, N. Y., week of July 28-August 2. Most of the paintings were done around the back yards of Kay, Hunt, Downie, and Ringling shows.

GEORGE PERKINS, Ben Wallace, and Herbert Biggers, clowns, recently put on a show for Robert's Markets in Redondo Beach, Calif., for two days. Perkins also clowned for Spencer Tracy, film star, who put on a show for about 75 orphans at his home in San Fernando Valley, Calif.

MRS. ROBERT YACOPI, manager of the Yacopis of the Ringling show, corrects the statement made in this column a few weeks ago by Raymond Rosinsky, a member of the Yacopi troupe. Altho Rosinsky has been drafted into the army the Yacopi act will not break up, as he stated, declares Mrs. Yacopi.

BANGOR, Me., the second largest city in the State, has not been visited by a circus or carnival this year, and up to the present nothing has been booked. This in spite of the fact that Bangor is enjoying a building boom in connection with the development of the municipal airport into the largest military air base east of Massachusetts.

MRS. "WALLEY" GOLLMAR and son, Walter, witnessed the Cole performance at Beloit and Janesville, Wis. Fred C. Gollmar, of Baraboo, also caught the show in Janesville. It was a time for reminiscing, as among the Cole personnel are many who were formerly with Gollmar Bros.' Circus, including Fred Seymour and Frank Mitt Carl.

BERT COLE and wife, Juanita, retired showfolk of Tottenville, S. I., N. Y., were among the show notables who attended the funeral service for Sam Scribner at the Little Church Around the Corner, New York City. Bert, for years banner solicitor and announcer with the Hagenbeck-Wallace Circus, was born on the Forepaugh Circus when Scribner was with it as a spiler.

LESTER RODGERS, well-known peanut concessionaire with Cole Bros.' Circus, revealed at Canton, O., recently that he had purchased a fleet of small trailers there for use at celebrations and fairs in Eastern Ohio and Western Pennsylvania this summer and fall. Rodgers started the season as usual with the Cole show but left recently to play his string of Ohio fairs and celebrations which already are under way.

BEE BEE BURRELL, former circus boss canvasser and tent maker, is not troupering this season. He writes from Spring-

field, Ill., where he is building tents for the Armbruster tent house, that he installed the machines and put in two tent houses in Florida last winter and that he and his wife, Chloe, were instructors in both houses. Corey M. Henriksen was the government inspector at the Apalachicola, Fla., tent house, says Burrell.

EARL JENNEY, proprietor of The Circus Inn, Waupaca, Wis., has a novelty menu. The front of it bears the spot's name and pictures a herd of elephants watering, with a big top in the background, and a clown entertaining a child. The drink list is headed, Circus Specials. Among the drinks listed are Animal Trainer Cocktail, P. T. Barnum Special, The Man on the Flying Trapeze, Zebra Cocktail, The Stake Driver, Elephant Fizz, Arena Highball, Kid Show Special, Pink Lemonade, and Ticket Sellers' Delight.

JOSEPH CONWAY, owner of the Egyptian Theater in suburban Philadelphia, has been dubbed the city's "No. 1 Circus Fan" by his motion picture associates. Thus far this season Conway has attended every circus performance within a radius of 100 miles from Philadelphia, in spite of the fact that he attended every single performance of the Ringling show during its week stand there. Altho not playing vaudeville at his theater, Conway continually calls upon circus and carnival folk and animals to help exploit his screen showings.

BETTE LEONARD had a great time visiting with show friends when Cole Bros. played Wichita, Kan. She talked with Mr. and Mrs. Harry McFarlan, Horace Laird, Ernie White, Arthur Borella, Tommy Poplin, Jean Allen, and Dorothy Herbert. Other visitors on the lot were Jack Harrison, of Dalhart, Tex.; Ruby Kauns, Mr. and Mrs. Bernard and son, Buddy, and wife, Jack and Clara Moore, Georgia Anna Lund, Mr. McDonald, of the Ponco Tent and Awning Company, Charlie Hampton, former elephant man with the Ringling show; Randall Herfort, Eugene Madelon, Mrs. Walter S. Gollmer, Al and Bill Lindeman, and Ted and Joe Hodgini.

LEON SPAHR, formerly an agent with circuses, is selling costume jewelry and has space leased in department stores. While in Kewanee, Ill., recently Spahr met another old-time general agent, Harry Noyes, who is retired. In Rockford, Ill., Spahr ran into C. S. Primrose, general agent of Lewis Bros.' Circus. Spahr has been in Rockford for the last six weeks. While in Peru, Ind., last April he visited Phil Stapleton and his niece, Clare Dietrick, who had the trained dog circus on the Hagenbeck-Wallace Circus when it was a wagon show the first season. Stapleton, who is 84, gave Spahr a lion's claw charm which he had worn for 57 years.

CARLA WALLENDAS, five-year-old daughter of the Wallendas, aerialists, made the subject for a full-page picture page in the July 20 issue of the Trenton, N. J., *Sunday Times-Advertiser*. Titled, "Fearless at Five," five pictures showed Carla, representing the fourth generation of the Wallendas, balancing on a pipe three feet above the ground; walking along a pipe 10 feet off the ground, using a 20-foot pole to balance herself; her greatest thrill—resting on her father's shoulders for the first time on a jaunt across 50 feet of wire, 75 feet above the ground, and two personal pictures, one a close-up shot and the other at ease in the family trailer, in which she has already covered some 50,000 miles.

Dressing Room Gossip

COLE BROS.—At Wichita, Kan., we had our second Sunday off since the season opened and everyone took advantage of it by going to hotels and movies. When I walked onto the lot Monday it was a surprise to see everything repainted and the poles inside done in red, white and blue, and that huge flag running from ball ring to ball ring.

Hazel King was entertained at Wichita by Fred and Betty Leonard. After a fine feed they made a trip to their farm to see some of the fine horses Fred is breaking. It was a big day in Oklahoma City for Ada Spaulding. That's her home town. It must be a thrill to play one's home town. The nearest I ever got was St. Thomas, Ont. Oklahoma is also the home State of Johnnie Farthing and Cecil Labelle. Both sides of the dressing room are going in for sun bathing in a big way, and I am informed that they are wagering on who gets the



With the
Circus Fans

By THE RINGMASTER
CFA

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New Britain, Conn.
(Conducted by **WALTER HOHENADEL**, Editor
"The White Tops," care Hohenadel Printing
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Secretary
W. M. BUCKINGHAM
P. O. Box 4,
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ROCHELLE, Ill., July 26.—When Ringling-Barnum show was in Hartford, Conn., July 12, fans seen in the back yard during the afternoon were National President Judd, W. H. Day, Carlos Holcomb, Jeffrey O. Phelps, James Hoye, Spencer Jewell, Wolcott Brown, and Joseph Beach. Charles (Elephant) Davis added several new elephant hairs to his collection. After the evening performance, which was attended by the Fans in a body, they sojourned to the Sea Food Restaurant for supper in honor of Bluch Landolf. Those attending were Mr. and Mrs. W. H. Judd and daughter Jane, Mr. and Mrs. William H. Day and son Arthur, Norman Bigelow and son Bryant, Wolcott Brown, Gil Conlinn, Joe Beach, Charles Davitt, Dr. Henry Martin, James B. Hoye, Mr. and Mrs. Jeffrey Phelps, William Brinley, Madeline Bolle, Mr. and Mrs. W. H. Judd Jr., Mr. and Mrs. Norman Bertini, Bluch Landolf, Paul Jerome, Betty Stewart, Paul and Elsie Jung, Mr. and Mrs. Wolthing, Mr. and Mrs. Hubert Castle and their son, Charlie Bell and Trixie, Doris and Vivien Claire, Bob Nelson, and Harry Hatsing.

Mr. and Mrs. Minert De Orlo, of West Cheshire, Conn., were guests of Mr. and Mrs. Lawrence C. Brown week of July 14. Thursday of that week Minert De Orlo night was observed, with several members of the Minert De Orlo Tent present. Plenty of circus paper was up thru the rooms and Brown in his white face clown make-up greeted the folks upon their arrival. Phil Milliken showed new and interesting movies taken on the Ringling show this season. The feature of the evening was De Orlo making up before those assembled, assuming his complete character of clown policeman and relating many circus experiences. A buffet supper was served at the close of the program.

Graves Declines Presidency Of New Circus Fans Group

LONDON, June 28.—Edward Graves, founder of British Circus Fans' Association, refuses to be prexy of proposed Circus Lovers' Association.

Sponsors of new body express their aims as protection of British circus talent interests, but Graves refuses to participate in an effort to split Circus Fans' Association ruling that disgruntled members should first have used constitutional method of requisitioning general meeting to air grievances and propose rule alterations. Breakaway fans contend that Circus Fans' Association should as a body officially support campaign against post-war enemy alien artists, but existing objects and rules ban any action on lines of dictation or interference.

best tan. So far Maurice Marmalejo is away out in front.

Visitors at Oklahoma City were Dave and Dolores Nemo, Eddie Allen and Mena Diller. Incidentally, Mena gave a party to all her girl friends from the Ringling show. In the party were Rosie, Betty, and Mama Reiffenach, Ethel Freeman, Wanda Wentz, Gertrude Shubert, and Mrs. Harry McFarlan. The party was strictly for girls, so what I want to know is how did Simon (Legree) McFarlan get in that party?

I see where Mae Palmer is practicing wire and getting along very well. She has a capable teacher in Herbie Weber. The boys finally got out of their chairs and played the first ball game of the season. The performers played a mixed team. I didn't get the scores. A party was given for the whole show at Joplin, Mo., by Paul Van Pool, CFA, at the Coca Cola plant. What a swell time everyone had. He even had busses and cars to take everybody there and back to the coaches. He showed some motion pictures of the Ringling, Russell and our own show all in sound and technicolor. Space doesn't allow for telling how wonderfully the Van Pools handled that mob. I think the whole show was there; and the refreshments that were served are something to remember. Let me use this column, Mr. and Mrs. Van Pool, on behalf of all of us, to thank you for a very enjoyable and entertaining evening. **FREDDIE FREEMAN.**

Polack Bros.' Circus

—WANTS—

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E. K. FERNANDEZ, care of Biltmore Hotel, Los Angeles, Calif.

The Sawdust Ring

By FRANK (DOC) STUART

OKLAHOMA CITY, Okla., July 26.—Amid blistering heat which chased the red fluid in the little glass tube up to and over 100 degrees, Cole Bros.' Circus moved into Oklahoma July 15 for a three-stand appearance. Business was disappointing under such conditions, but the show made a real reputation for itself in this usually cold city of some 240,000 people. The performance went over with a bang before a matinee audience which was so light that it was difficult to find the patrons except thru incessant applause. The night performance was capacity and packed even to the "jokers," and appreciation of Zack Terrell's circus nearly split the gigantic silken-appearing blue big top in twain. It was the manner of presentation which brought the applause, plus a fast-moving program and the novel big top which, under a brilliant electrical effect, was a thing of beauty. Probably the most astonishing thing to those who have not seen the Cole circus this season is the remarkable manner in which the big spread of blue canvas is standing up under terrific heat and rain. It is doubtful if there is a two-degree fade in the big top and it really looks far cleaner than the old white canvas of days gone by... especially after 14 weeks of trouping.

The performance has been reviewed several times thru *The Billboard* columns, but slight reference should be given to Zack Terrell's presentation. Here is a big modern circus which "clicks" with the public in a big way. It's a whale of a good program headed by many artists whose faces have been familiar for many years, but there is no big feature to knock the patrons off the seats... and it seems as tho the audience is perfectly satisfied to sit and applaud and buy junior peanuts and then applaud some more. A fast-moving show, beautiful wardrobe, good-looking performers, some 30 really beautiful ballet girls, magnificent horseflesh, well-uniformed ushers, and courtesy brought forth comments most favorable—and all this presented in a brand-new circus styling and gigantic blue big top. It's the same circus but in a new setting, which has been completely turned around to the extent that everything appears new to patrons. The disappointing feature was the business. The Southwest is no territory for a circus during July and August. Dates during these months play havoc with bank balances and season's profits.

Something should be said of Zack Terrell. He's a new Zack Terrell this season, having overcome an ailment which gave him considerable worry within the past few years. It was his "tummy," so Zack became tired of having it "kick him from the inside" and decided to do something about it. He hid himself to a good doctor who promptly told him to lay off corn-bread! That was a dirty blow, for be it known Zack comes from Owensboro, Ky., suh, where corn-bread ranks high with chicken, fried or baked. He could hardly believe his ears. He was raised on both—and without corn-bread, magod! But the medical man was firm, and Zack thought he would starve for a few days. Then presto! The "tummy" became well on its own accord and a new Zack resulted. He even put on several pounds of weight, got a brand-new sun tan, kicked the clock back 20 years, and last winter acquired a circus all his own. Lay off corn-bread! I like it all right but in a liquid form such as is distilled near Owensboro and not baked in an oven. This was the only disagreement we had during the three-stand tour. Yes, he's a new Zack with a new circus. He's the Zack Terrell of 20 years ago and I am darned glad, because circus managers are becoming a near-extinct specie due, to a great extent, to corn-bread.

Now listen, Zack Terrell wants a feature... a big feature, and why didn't I think of this before? Why not bill hell out of the territory and advertise: "A Real Live Circus Manager Will Positively Make His Appearance on the Circus Grounds Daily—Rain Or Shine!" Boy, that would even make me buy tickets. It's an idea, my friend, and even ex-press agents have ideas. And to think 20 years ago when I press-agented Zack's Sells-Floto Circus he told me that I didn't have an idea in my marble conk! Was that nice? But after reading this piece over I realize that Zack was right... and still is. I always did like that guy.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

JIM SNIPPS RODEO REVIEW played Phillippi, W. Va., July 11-13 to good crowds, despite inclement weather. Show is managed by Bob Follet.

SPECIAL features of the Homesteaders' Stock Show Night Rodeo at Caldwell, Idaho, will be Homer Holcomb and Jasbo Fulkerson, clowns; Dick Griffith, Bernice Taylor, Buff Brady Jr., and Catherine Shull, trick riders, Hollis Harker and his trained dogs, and Alice Nesbitt and her trained horse.

MONTE WALLACE (Roving Cowboy) recently visited Hunt Bros.' Circus at Derry, N. H., and spent an enjoyable night with Buck Steel and family. He also caught Wallace Bros.' Circus at Nashua, N. H. and was guest of Texas Ted Lewis. He left Nashua July 25 to join Polly Jenkins and her Plowboys.

TEXAS-NEBRASKA RODEO COMPANY played to good crowds at New Castle, Ind., where it stopped recently to break a 200-mile jump. Show was host to a number of visitors, including Pearl Biron, Cherokee Hammons, Tony and Roy King, Harold George, Bea and Jack Raum, and Billy Hammond. Rosita Flores scored in bronk riding. Stock was furnished by Monnett and Lunsford.

COL. JIM, ESKEW'S JE Ranch Rodeo drew enormous crowds at the third annual show given on the Eskew eastern spread at Waverly, N. Y., and sponsored by the Board of Trade, July 1-6. Hoot Gibson was guest star and worked his beautiful high schooled horse, Pal. Hoot will remain with the JE bunch the remainder of the season. Final winners: Buck Dowell, riding; Tom Mix Eskew, calf roping; George Ward, bronk riding, and Tommy Horner, bulldogging. Dowell was judged the best all-around cowboy and drew a tall silver loving cup as a trophy. Other trophies included Levis from Levi Strauss & Company and full jeweled wrist watches. "Smoky" North met with a serious accident during the Waverly rodeo and will probably lose his right eye. A bull he was riding struck him in the eye with a horn. North also received a skull fracture and concussion of the brain. He is in the hospital in Waverly. Drew Hopkins had several bones broken in his right foot when he bucked off a saddle bronk, and Rex Rossi, Mexican Charros, went to the hospital with three broken ribs caused by a kick from a horse he was trick-riding on. On the last night of the show Tom Mix Eskew had his nose broken while "picking up" a fractious bronk in the arena.

Calgary Stampede Big

CALGARY (ALTA.) STAMPEDE, July 7-12, was an outstanding success, with new highs established in attendance each day. Entries totaled 553, a new record. Weather during the week was good, except for a shower on Saturday. Prize money also reached a new high of \$13,160. Presentation of prizes took place Saturday night before a capacity crowd. Montie Montana electrified the crowd with his roping and trick riding, and Pinky Gist and his two trick mules clowning the show to a good hand. Stampede officials were: Field Judges—Bob Carry, Pete LeGrandeur, Frank Sharp, George H. Beatty, Angus Robertson, Norman Edge, Joe Fisher, Lorne Thompson, and J. Van Weazel. Timers—J. J. Bowlen, George Dean, A. H. Ferguson, Herb Johnston, J. J. Bowlen, Dave Black, George Dean, and A. H. Ferguson. Arena Director—J. M. Dillon. In charge of stock, Allie Streeter and Dick Cosgrave. Chief Clerk—Leroy Chown.

Final Results: North American Championship Bucking Horse Riding With Saddle—Jerry Ambler, Bill Sievers, Bill McMacken, Doff Aber. Canadian Championship Bucking Horse Riding With Saddle—Wally Lindstrom, Urban Doan, Frank McDonald, Ike Sunstrum. Bareback Bucking Horse Riding With Saddle—Urban Doan, Earl Doan, Don Thompson, Tommy Cole. Men's Wild Steer Decorating—Frank McDonald, Ray Mavaty, Alex Hunt, Dan Connelly. Men's Wild Steer Bareback Riding—Jerry Ambler, Gerald Roberts, Harry Thomson, Bill Brown. Boys' Wild Steer Bareback Riding—George Aldoff, Sam Powderface, James Waterchief, Al Soldier. North American Championship Cowboys' Calf Roping—Sandy Connell, Jack Streeter, Albert Galarneau, W. M. Mounkes. Canadian Calf Roping—W. M. Mounkes, Dick Andrews, Albert Galarneau, Jack Streeter. Chuck Wagon Race—Charles

Lunseth, Dick Cosgrave, Theo Thage, Slim Swain, Sam Johnson, Ronald Glass, Lone Breeze, Shady Green, Phil Desjarlais, Ralph Innocent, Jim Ross, Dick Big Plume, Wild Cow Milking—Clark Lund, Irby Mundy, Fred Burton, Tom Peake. Wild Horse Race—Lone Breeze, Reg Kesler, Bob Lauder.

Minneapolis Rodeo Scores

THE CHAMPIONSHIP RODEO, at the Minneapolis Aquatennial, under the direction of Verne Elliot, concluded a nine-day run July 20 and was a big success. With \$8,500 in prize money, some of the nation's outstanding cowboys were attracted. Top money winner was Frank Finley, who was awarded a saddle and silver belt. Second highest money winner was Hub Whiteman. Whiteman, Rusty McGinty, and Floyd Stillings were judges for bronk riding, Brahma steer riding, and bareback bronk riding. Stillings flagged the start for calves and steers, and McGinty was field judge for calves and Don Nesbitt for the steers. Nick Knight and Albert McCuen were timekeepers. Trick riders were Pauline Nesbitt, Tad Lucas, Fay Knight, Alice Sisty, Jean Creed, and Vaughn Krieg. Trick ropers were Chester Byers, Bob Calen, Donald and Gene McLaughlin. Jimmy Nesbitt and his trick mule clown, and Hardy Murphy and his horse, Silver Cloud, presented a trained horse number. Johnny Jordan announced.

Results: Bareback Bronk Riding—First day, Frank Finley; Eddie Curtis and C. J. Shellenberger split second and third. Second day, Hoyt Hefner, Jake Williams, Grant Marshall. Third day, Frank Finley, Hoyt Hefner, Jack Knight. Fourth day, Frank Finley, Frank Marshall, Jack Knight. Fifth day, Frank Finley, Hoyt Hefner; Paul Bond and Jake Williams split second and third. Sixth day, Grant Marshall, Eddie Curtis, Frank Marshall. Seventh day, Jake Williams, Grant Marshall; Eddie Curtis and Bud McDaniels split third. Finals, Finley, Shellenberger, Hofner. Brahma Steer Riding—First day, Ken Roberts; Frank Marlon and Jack Knight split second and third; Frank Marshall and Buck Wyatt split fourth. Second day, Frank Marlon, Bill Iler, Jim Calder, Dale Adams. Third day, Frank Marshall; Jack Knight and Hoyt Hefner split second and third; Frank Marlon. Fourth day, Ken Roberts, C. J. Shellenberger, Bill Iler, Hoyt Hefner. Fifth day, Dale Adams, Paul Bond, Hoyt Hefner. Sixth day, Jack Knight, Frank Marshall; Dave Shellenberger and Jake Williams split third and fourth. Seventh day, Dale Adams, Grant Marshall, Frank Marlon, Hoyt Hefner. Finals, Ken Roberts, Frank Marshall, Hoyt Hefner.

Saddle Bronk Riding—First day, Nick Knight, Eddie Curtis, Burel Mulkey, Bart Clennon. Second day, Gene Pruitt, Burel Mulkey, Frank Finley, Eddie Curtis. Third day, Frank Finley, Ward Watkins, Nick Knight; Bart Clennon and Carl Huckfeldt split fourth. Fourth day, Frank Finley, Shirley Hussey, Milt Moe; Nick Knight and Leslie Booth split fourth. Fifth day, Nick Knight, Burel Mulkey, Frank Finley, Frank Marlon. Sixth day, Burel Mulkey; Bart Clennon and Eddie Curtis split second and third; Ken Roberts. Seventh day, Nick Knight; Ken Roberts and Carl Huckfeldt split second and third; Eddie Curtis. Finals, Eddie Curtis, Gene Pruitt, Carl Huckfeldt, Ken Roberts. Steer Wrestling—First day, Earl Wofford, Dave Campbell, Bud Phillips, Les Karstad. Second day, Hub Whiteman, Bruce Ross, Gene Ross, Homer Pettigrew. Third day, Hub Whiteman, Hershell Ross, Jim Irwin, Dub Phillips. Fourth day, Bruce Ross, Shorty McCrorey, Jim Irwin, Gene Ross. Fifth day, Hub Whiteman, Homer Pettigrew, Dub Phillips, Dave Campbell. Sixth day, Eddie Curtis, Gene Ross, Homer Pettigrew, Hub Whiteman. Finals, Dave Campbell, Jim Irwin, Rusty McGinty, Hub Whiteman.

Calf Roping—First day, Homer Pettigrew; Toots Mansfield and Buck Goodspeed split second and third; Bill Eaton. Second day, Jess Goodspeed, Toots Mansfield, Homer Pettigrew, Hoyt Hefner. Third day, Bill Eaton, Buck Goodspeed,

Circus Model Builders and Owners' Association

By RUSS T. WARNER
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., July 26.—The second annual family picnic and circus model exhibit at Hershey Park, Pa., drew a large number of Model Builders and friends from Pennsylvania, New Jersey, New York, Maryland, and Ohio.

The Great Eastern Regional Convention of the CEMBOA will be held at Hamid's Pier, Atlantic City, August 10. A large circus model exhibit will be held in conjunction with this meeting. Capt. Terrell Jacobs, CMB, and Dolly Jacobs of the auxiliary, will be our hosts for the occasion.

Chester Slusser, of Porterville, Calif., visited Ivan Christy, CMB of Los Angeles recently. Chet reports having finished his blacksmith shop and now has a baggage wagon in the paint shop.

Charlie Bennett, of Berwyn, Ill., took in the Cole show with Gordon Potter at La Porte, Ind., and reports having met many friends on the show. Charlie is sending 11 cage wagons thru his paint shops.

Henry Voelkerding, of Cincinnati, is building on a one-inch scale and has already finished the cookhouse department, complete with all wagons and equipment. He also has one flatcar finished.

Louis Covello, of Greenwich, Conn., caught the Ringling show at Bridgeport. W. Fulton White, of Portland, Me., is enlarging his menagerie.

Chuck Sateja, now at Camp Grant, Ill., met with a painful accident when he fell 10 feet while descending after putting on his act at the camp on July 4. Altho his injuries were not serious, he has been ordered to take things easy for a while.

Charlie Lockier spent some time with Freddie Fredericks on the Russell lot in Auburn, N. Y.

Secretary Clarence Pfeffer, of Johnstown, Pa., announces September 6 as Circus Model Builders' Day at Cambria County Fair, Ebensburg, Pa. He urges all model builders to contact him for details.

W. L. Dye, of Ashtabula, O., is one of the latest model builders to join the CEMBOA.

Gordon Potter, of St. Joseph, Mich., visited Lewis Bros.' Show at Benton Harbor and reports full houses both performances.

Arthur Larson, of Canton, Ill., has finished three new horse cars for his show.

The ladies' auxiliary reports that application and information blanks will be sent out to all prospects in about a week or so.

Homer Pettigrew, Jess Goodspeed. Fourth day, Jim Whaley, Jess Goodspeed, Henry Snively, Bill Eaton. Fifth day, Toots Mansfield, Hub Whiteman, Buck Goodspeed, Earl Wofford. Sixth day, Henry Snively, Frank Autry, Toots Mansfield, Buck Goodspeed. Seventh day, Jess Goodspeed, Bill Eaton, Ernest Beaty, Hub Whiteman. Finals, Jess Goodspeed, Toots Mansfield, Homer Pettigrew, Buck Goodspeed.

WANTED

High-class Mexican Singers, Dancers, Musicians, ACTS, 20 weeks. Open August 10th. Write

LEW ROSENTHAL'S
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WANTED

Wild West Acts, Talkers, Grinders, 16 weeks' work. Will buy Wild West Show property of all kinds. Open August 11th. Address:

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Bender Hotel Laredo, Texas

Third Annual World's Championship MICHIGAN STATE FAIR RODEO

DETROIT, MICH., August 27 to September 7, 1941

\$9,350.00 in cash prizes guaranteed by the Michigan State Fair. Write Rodeo Office, Michigan State Fair Grounds, Detroit, Mich., for prize list. Specialty Acts, Clowns, Trick Riders, Ropers, Grooms to be contracted. Write or wire RODEO OFFICE, HARRY A. MACK, Executive Director; GEORGE V. ADAMS, Arena Director. Cowgirls' Bronc Riding Contest, \$1,020.00.

NE OPS HEAR MORALE AIDS

Summer Meet Sees Air Field

Army recreational officer lauds amusement parks—Hodge urges optimism

SPRINGFIELD, Mass., June 26.—The way in which amusement parks can aid national defense by building up morale of the enlisted men was the keynote at the 15th annual summer meeting of New England Section, National Association of Amusement Parks, Pools, and Beaches, in Riverside Park, Agawam, on Tuesday.

Chief speaker at the clambake in the evening that capped a day of enjoyment and good fellowship for the 100-odd delegates was First Lieut. Andrew B. Harkness, artillery officer attached to the air corps at Westover Field, Chicopee, Mass., as recreational director. A. R. Hodge, NAAPPB secretary, Chicago, who attended his second of the annual summer meetings, outlined a few of the bigger interests of the national association and urged members to show more optimism in considering the outlook.

Lieutenant Harkness spoke after delegates had had a first-hand opportunity to see the Northeast air base at Westover Field, one of the largest in the world. After this glimpse of some of the work the army is doing delegates were prepared for the lieutenant's informal address (See *SUMMER NE MEET* on page 59)

Deluxe Tourist Camp Plans Reported by Jantzen Beach

PORTLAND, Ore., July 26.—Early construction is planned by Hayden Island Amusement Company of a development to be known as Jantzen Motor Court and Shops, to be located on tract opposite Jantzen Beach Park, according to announcement of President Harvey Wells. Shops and courts will be operated in connection with the park.

Project, representing a considerable investment, will include a 30-unit motor hotel, each unit containing living room, bedroom, and tiled bath, with 15 units also containing kitchens, second bedrooms and fireplaces.

Development will also contain a super market and service station. Nucleus of the architect's design is a large year-round restaurant to seat about 225, for which a restaurateur is negotiating. Construction is to begin soon, with occupancy set for early spring.

S. P. Gets Second Injunction

ATLANTIC CITY, July 26.—Steel Pier scored a second legal victory in the easement deed controversy known as the hot-dog case. A writ of injunction was ordered served last week on various Boardwalk restaurants to restrain them from further prosecuting in New Jersey courts the civil action for alleged beach-front restrictive deeds violations against the Steel Pier. The writ was issued by Federal District Court Judge Avis, who ordered that any action of the Atlantic City Restaurant Men's Association would have to be tried in federal courts. Similar restraint had been placed on Emerson Richards, bathhouse operator, in his suit against the pier.

Circus Folks Summit Guests

AKRON, O., July 26.—More than 50 of the personnel of Ringling Bros.-Barnum & Bailey Circus, most of them performers, headed by Ella Bradna, an ardent swimmer, were guests of the management of Summit Beach Park at a "splash party" in Crystal pool when the Big Show appeared here July 21. A bus with the circus transported the showfolk from the lot to the park after the matinee. Jerome T. Harriman, formerly with the advance of the circus and now public relations director of the park, and Frank Rafal, park manager, arranged the event. Harriman directed a party of Summit Beach executives at the night performance of the circus.

Eastwood in Detroit Passes '29 High Mark

DETROIT, July 26.—Business in Eastwood Park here has shown a heavy increase, not alone over 1940 but considerably ahead of 1929, which saw the previous all-time high, according to Manager Henry Wagner. Business has shown pick-up in all departments, including notably in Eastwood Gardens, where an all-time record of 26,000 admissions in five days was set last week by Glenn Miller's orchestra.

Actual percentage of increase was not given for the park as a whole. Rides and pool have built up 50 per cent or better over 1940, according to Charles Rosenzweig, co-lessee of this department with Rilla McLain. People appear to be spending more for rides as they bring couples or family groups down the midway, and there is a marked tendency toward repeat rides. New Bubble Bounce has helped to draw additional patronage.

Concession business has shown an increase, typically the 40 per cent increase reported by Louis Wish, who has a number of games stands. The former candy-jam stand has been replaced by three new games which Wish has taken over, balloon, baseball, and slingshot. Tendency here is toward more and smaller (See *EASTWOOD BEATS '29* on page 54)

Blaze Is Costly At Old Orchard

OLD ORCHARD BEACH, Me., July 26.—Half a block of rides, concessions, and small shops were destroyed or damaged in a fire that broke out after midnight on Tuesday. Help from four near-by towns was summoned to aid the local fire department.

The fire started in the Cascades, formerly the Old Mill, and swept quickly thru the shed-like structure. A new wax works, operated by H. B. Maxey, probably had the heaviest loss. Caterpillar and Lindy Loop were other rides destroyed, and the Roller Coaster was badly damaged. Rogers Photomat and a snack bar operated by John Mullen were swept by flames, and the Palace Arcade, beer parlor, and several other concessions were damaged. Most of the property was owned by Charles Usen.

Property damage was estimated by Herman S. Gerrish, chairman of town selectmen, at \$50,000, while business that will be lost for the remainder of the season will equal that amount, it was estimated. The fire came at a time when drought weather had been giving the beaches perfect days. This week-end a Massachusetts British aid society is entertaining sailors from a British destroyer and submarine, the party being estimated at 2,000. Work was immediately started in clearing up debris. It was the first big fire at Old Orchard in years.

Porky-Pie's Death Protects Successors

NORFOLK, Va., July 26.—Porky-Pie, a little pig with a prophetic name, has fulfilled his destiny. It came about by the unerring aim of a navy enlisted man with a baseball.

Porky-Pie used to come tumbling down a slide when a baseball hit a paddle that sprung a trap and dropped him out of his cage in Oliver Shaw's concession in Ocean View Park. Dickson Williamson, navy man, hit the paddle, and Porky-Pie began his slide. Then Williamson wound up and let Porky-Pie have one right between the eyes. That was the end of Porky-Pie.

In police court Justice Clyde H. Jacob fined Williamson \$25 and sent the sailor to jail in lieu of the fine. Now a new piglet sits in Porky-Pie's cage. But Porky-Pie did not die in vain because Shaw has erected a big wire guard in front of the slide to prevent recurrence of the porcine tragedy.

Aurora (Ill.) Spot Having a Big Season

AURORA, Ill., July 26.—Exposition Park, owned and managed by Frank Thielen, is having an exceptionally good season. Situated in North Aurora adjacent to the county fairgrounds, the park caters to people of St. Charles, Naperville, Geneva, and other near-by towns in the Fox River Valley, and is especially noted for its beautiful picnic grounds and swim pool. Many large industrial plants of Chicago hold annual picnics in Exposition Park, attracting thousands. Park gets a heavy week-end play. Manager Thielen and family live in an attractive cottage on the grounds. There also is a sizable hotel which is patronized by vacationers, who can step directly from their hotel rooms into the spacious pool.

In addition to the usual amusement park features, rides, children's play—(See *AURORA SPOT HUMS* on page 54)

Third Consecutive Capacity Week-End Chalked for A. C.

ATLANTIC CITY, July 26.—Capacity week-end crowds that started with July 4 are continuing to repeat and, for the third week-end in a row, the resort had another capacity crowd. Amusement interests are noting a steady increase in business that bids fair of setting a modern resort record, and observers say August will smash all attendance records.

Last week-end found a crowd here estimated at over 400,000. With a rough surf causing trouble for bathers, crowds tramped the Boardwalk, and Steel Pier and Hamid's Million-Dollar Pier reported heaviest attendance of the season.

Hamid's Pier, for the week-end, headlined with Willie Howard, Bea Wain, Eddie Roeker, and Ina Ray Hutton's orchestra. For this week-end Hamid tops the bill with Henny Youngman, Patricia Ellis, and Blue Barron's orchestra. Steel Pier last week-end had Tommy Dorsey's orchestra and the Andrews Sisters headlining the bill. Gene Krupa's band leads this week-end bill.

Texas Beach Bows to Crowd

GALVESTON, Tex., July 26.—Formal opening of Stewart Beach last Saturday by dedication drew around 5,000 and the first Sunday crowd reached about 12,000. Don Boyce, beach superintendent, said that the 10-cent parking charge did not stop a jamming of the lot and that thousands came in the afternoon and stayed until late. A morning rain failed to dampen the Sunday crowd's spirit. Dedication was by Mayor Brantly Harris. Facilities include a half-mile beach, skating rink, tennis courts, and concessions. Beach was built at cost of \$175,000, raised by revenue liens. Land was donated by the late Maco Stewart. At other Galveston beaches attendances are best since the old pageant days. Concessionaires say spending is better. Influx of soldiers from near-by camps helps swell crowds on week-ends. There has been too much rain on weekdays.



MARION ROSS (left) who has been appointed manager of Pacific Coast Amusement Company, Ltd., owner and operator of Happyland, Hastings Park, Vancouver, B. C., succeeding the widely known J. K. Matheson, who has been made a member of the Dominion Pension Board, Ottawa. Miss Ross has been company treasurer nine years and has had much amusement experience. Appointment of Gordon Whiteway (right) as assistant to the manager was also announced by President and Managing Director L. C. Thomas. Whiteway has been connected with various amusement enterprises. Happyland has long been a Vancouver playground and among attractions are 17 rides.



Briefs From All Around the Field

CANTON, O.—A "Laffing Sal" ballyhoo by the Philadelphia Toboggan Company has been installed in Laff-in-the-Dark in Meyers Lake Park here by the firm, said Park Manager Carl Sinclair. Additional equipment by the same company has been added to give the attraction greater appeal. New neon front has been installed.

PHILADELPHIA.—A water carnival staged at Hy-Way Pool here on July 19 and 20 was under direction of Ted Williams, former diving champion. Professor Heymann's tumblers and Bonnie Hebelong's acrobatics headlined the bill.

ATLANTIC CITY.—Hamid's Million-Dollar Pier volunteered to help the resort's aluminum drive by becoming a collection depot. As a prelude to opening the drive on July 23 patrons bringing aluminum pots or pans were admitted free.

BOSTON.—Legislative committee on labor and industries approves a bill that would permit pin boys under 18 to work after 10 p.m. in bowling alleys in amuse-

ment parks. The draft and better jobs in industry have made it difficult for bowling alley proprietors to find pin boys over 18 for night work, the committee was told. Bill now goes to the Legislature.

MUNCIE, Ind.—Sherriff Sullivan and Bill Shea, refreshment concessionaires in Heckin Park here, report good business this season. During the winter Sullivan will appear at sportsmen's shows as a caster. Shea will winter in Florida.

DIAMOND, O.—Craig Beach Amusement Park, Inc., a bond holding firm, has been dissolved, but the company operating Craig Beach Park here, headed by A. E. Mallory, will continue operation of the park. The bonds have been paid off, making it unnecessary for the amusement company to continue existence, officers reported. Dissolution, effective on June 30, was with consent of shareholders H. W. Grant, W. P. Redden, and Carl W. Hummer, it was said. Manager Mallory's contribution to the aluminum drive was a dance in Craig (See *PARK BRIEFS* on page 54)

American Recreational Equipment Association

By R. S. UZZELL

SPRINGFIELD, Mass.—Another very successful and enjoyable summer meeting of New England park men closed at the far-famed rejuvenated Riverside Park here. The first keen interest of visitors was to look over and pass upon this real job of giving new life to an old park.

Danny Bauer and your author were here at the first opening of the place 28 years ago. We do not hesitate to assure all that it is far more beautiful than it has ever been before. There is little left to remind us of the first set-up and that has been treated to a new face and color so as to harmonize with the modernistic picture. Last year there were a lot of rough edges and some crude layouts that were not in conformity with the better fronts of the new attractions.

All of this has been remedied and this year's developments put the whole place right up to the minute in modernistic amusement park development. The resort seems to wear its gorgeous gown of color as an integral part of itself. The Speedway front and the new Coaster do draw the favorable comment. Like A. W. Ketchum at St. Louis with his new Coaster, Joe Drambour and Edward J. Carroll have not made it too extreme nor yet too tame. They twist them on the curves but not so violently as to separate the passengers from their teeth or loosen up their ribs. The trains were treated to a new covering of chrome steel. These, with a beautiful front, draw a very satisfactory volume of business.

All who engaged in the extremely wild and jazz Coaster construction came to grief, so modern day observers are profiting by those costly mistakes. This Coaster is well built and promises a long run. This whole place is an answer to the gloomy deans who were trying to tell us the park business was going over the brink. The courage and enthusiasm of Edward J. Carroll and the long dough bag of his remarkable dad are the answers to all who would despair. Is this not another way of saying that it is not worth while to start on a park rejuvenation unless there is considerable real cash immediately available?

Delegates Are Appreciative

An ideal day of weather and a thought and consideration for guests that hangs up a fine record that will last. The rising vote and applause for our host showed the genuine appreciation of all visitors. A. R. Hodge seemed to say, amen, he who once thought this association was given a little over-praise.

It was a New England clam bake with all of the trimmings, but this is the first one we have enjoyed where the half chicken was steamed with the clams. How delicious! Ask the ladies. The boys are all saying this Desire Under the Elms is all that could be desired and there was plenty of it, gratis.

Trust Fred Markey for an innovation. The bus trip to Westover Flying Field and over its 28 square miles with two captains aboard to point out the high-lights and what it is all about was the climax of the trip. Edward Carroll furnished the bus, just as if he had not already done more for us than anyone could desire. One of their own number from Westover Field was at our dinner and told us what the boys want in the way of recreation at our parks. They want a place and a chance unrestricted to let down, "unlax," as "Andy" calls it. The park with a good picnic grove is just made to order. Then do not try to police the boys. Let their M. P.'s do that and it will be done right. America and the world never produced a finer army than this one now in the making. A. W. Abbott, that prince of frozen custard men, came up from Playland, Rye, to look over his stand here which is as neat as a calf in a silk stocking. He asked each of us to indulge freely at his place, all on him.

Cy Bond is as proud as a little boy with new boots because he is a grandpa. He will come thru all right but the honor and the heat does have him a little heady. George Hamid was a visitor. It was the first time we ever saw him go thru a meeting without a speech or performance. We expected to see him juggle some of those oak trees.

Ball Team Misnamed

The trip back to the "Field" took the time of the ball game, so Wallace Jones

did not get his Boy Bandits into action. It's a misnomer, anyway, as not one of them could have stolen a base. That star player, Leonard Traube, was not there. Could it be possible that the big league has drafted him?

Frank Terrell, his wife, and son were with us. Frank is looking well again. His good wife was the first to tell us why Savin Rock, West Haven, Conn., is so named. How many know? Tell us at Chicago in December.

Owners and concessionaires at Savin Rock have formed an association. They and all beaches need it, Coney Island, N. Y., worst of all. That 3 cents for a Scooter ride at Coney is all wrong. Even the steel producers and distributors get together. Why not park people? That picnic slashing in Ohio once was a glaring example. Parks in many sections wish now that 2-cent and 3-cent days were never heard of. Giving your park away is all wrong. Contentions and spite work don't pay dividends. You must keep your park progressing to succeed. This requires money. Make it worth while and then charge a reasonable price for it and insist on getting it. Don't murder your competitor; negotiate and co-operate with him. Kennywood and West View in Pittsburgh have solved the problem.

Palisades, N. Y.

By MARION CAHN

Doc Morris packing them in with his swellegant Canada Dry Week. July 23 was the biggest week day for pool attendance in many years, with Phil Smith purring over the results. Free act bill includes Bill McCune and his band. Torrence and Victoria complete it and, as usual, do a wonderful job. Third annual diaper derby, with over 40 babies crawling 25 feet to the finish, was a huge success both from point of view of spectator draw and for publicity value. Complete newsreel coverage was secured on this by Bert Nevins. Uncle Don started the infants off with a water pistol and cheered them on with a rattle.

Tie-up with *The New York Evening Post* on its annual Soap Box Derby wound up with a giant pep rally here. George Jessel was on hand for the party and brought his "mamma" along. Other guests included Al Bloomingdale, Roy Smock, and Irving Jaffee, and they helped in judging a doughnut-dunking contest, which was the main fun of the afternoon. Al Simon and Lou Wolff, of WHN, were here to conduct an elimination contest for a child to represent Palisades on the Kid Wizard program over their station.

Adolph Schwartz's mice are probably the best-cared-for rodents in the world. During hot spells he feeds them ice cream. Mrs. Powers is back at the mid-way restaurant, being very welcome after a too-long illness. Visitors included Mr. and Mrs. Nathan, of Coney Island hot-dog fame, and Dave Lichtblau and his wife. He celebrated his 13th anniversary here with Ed Wassman and family and several others as guests. Lichtblau is auditor here. Edythe DeLosa, cashier here for many years, announced her engagement to Eddie Gore, of the Sky Rider.

Atlantic City

By M. H. ORODENKER

A second Ferris Wheel has been put in operation on the beachfront with installation of the ride on Garden Pier. First observation wheel in the world was introduced here 70 years ago, and in the early 1900s a double wheel made its bow. Garden Pier will follow with other rides. A building permit was granted to Steve Williams for a Whip and Kiddies' ride on the pier. New city publicity office in Convention Hall took over the site formerly occupied by the Underwood exhibit. Office was done from stem to stern in nautical design and color and brought together the City Press Bureau headed by Lou Cunningham and the Convention Hall publicity department headed by Mal Dodson.

To accommodate capacity crowds all week, Frank P. Gravatt has introduced "Early Bird Shows" at his Steel Pier. Weekday prices now provide for a 44-cent admission for "early-birds" from 8 to 11 a.m., 55 cents from 11 a.m. to 6 p.m., and 60 cents after 6 p.m.

Hamid's Million-Dollar Pier has tied in with a patriotic contest based on the reproduction copies of the Declaration of Independence given to all patrons visiting the Flag Exhibit on the pier.

George A. Hamid, pier operator, has put up a Hamid Trophy, presented to the winning crew of the annual lifeguard boat and swimming races on July 25. Mark Wilson, pier publicity director, rated an editorial on himself in the July 18 local *Press-Union*. Captioned "Mark Wilson's Contribution," it lauded his enterprise in bringing Marion Anderson to Convention Hall for a song recital on August 16.

A horse-racing track for the resort reached the closest point to realization last week with the report that the group headed by Bennett E. Tousley, hotel man, has raised \$1,250,000 of the \$1,500,000 required by the State Racing Commission before it will issue a license.

A response far exceeding that of last year was reported by the finance committee of the Miss America Beauty Pageant, with contributions by local interests 30 per cent ahead of this time last year.

Larry Broomall, injured in an automobile accident here last week, has been in guess-your-weight concession business nearly all of his life, on the Boardwalk here, and at fairs and with carnivals.

Paul Jones is back again from Pottstown, Pa., to operate his sand sculpture exhibit on the beach.

Wildwood, N. J.

As the season reaches its peak, amusement interests here and at adjoining shore points are convinced this summer will mark new records. Added to the normal flow of visitors expected next month is a heavy schedule of outings.

Cape May is having the best season in its 142 years as a resort. Fred W. England, manager of Convention Hall, said the annual youth pageant, crowning, and coronation of Queen Maysea will be on August 8. Date also marks the 31st annual Baby Parade in Wildwood. Ocean City will stage its annual Baby Parade on August 15. Concerts on Municipal Pier each night are staged by J. Fred Manne.

Sea Isle City's Mayor G. Fred Cronacker reports that this 61-year-old resort never before was host to so many people. Sunday concerts in the Marine Ballroom of Municipal Pier have been added to entertainment at Avalon.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Biz has been good despite spotty weather. Annual Playland Circus has been and went and was a great success, artistically and financially. All acts were well received, but the standout was Capt. Roland Tiebor's seals. Lee Brown has set another surprise in the trained-animal line for later in the season. Records fell, the SRO sign being out many times. Gates to the grandstand had to be closed, with hundreds on the outside. Every note of music played on the p.-a. system before, during, and after the performances was bona fide circus music, recorded by Merle Evans and His Ringling Bros. and Barnum & Bailey Circus Band. Handling transcriptions was a former circus band leader, the writer. Bigger things in the circus line are in the works for 1942.

Danny and Cynthia were so much interested in each other they saw little of the show. One of the summer romances at the park concerns a popular cashier and her sweetie, Charles. Winners of Playland Aquatic Club's weekly meet in the pool were Joan Parsons, Joe Minniti, Bob Linderman, Alice Crozier, Joan Mayers, and George Shiras. Playland's bathing girl of the week was Pat Robinson. Current free attractions are Billy Pape and Company, perch, and Seven Faludys, teeterboard. Duke Daly and his band are going strong at the Casino. Softball team composed of members of the band was shellacked by the tooters of Les Brown 15-4. Recent visitors were Alice and Anna Grace, and Mr. and Mrs. Kenneth Romans and family, New Haven, Conn. Harvest Moon (*Daily News*) eliminations at the Casino start August 6. Playland Shuffleboard

Urges Ops To Make Plans Now for 1942 Construction

PITTSBURGH, July 26.—Park owners and concessionaires who contemplate construction work for 1942 would be prudent to secure plans and place orders for materials immediately, as there is no way to predict what the situation will be next spring, said Harry A. Ackley, Ackley, Bradley & Day, architects and engineers.

By ordering supplies now, delays in delivery of materials caused by defense priorities will be obviated, and it should be possible to begin construction immediately following close of the 1941 season. Moreover, costs can now be estimated with reasonable accuracy. At present, with exception of a few items, there is no prohibition against use of building materials for normal purposes.

As a result of apprehension voiced about the 1942 supply of chlorine for swimming pools, Pennsylvania authorities have given assurance that pool men will be given the same consideration that is given water works and sewage disposal plants. No shortage of the chemical exists. Where a shortage may occur is in the number of chlorine containers. Office of Production Management has given a pointed warning that no hoarding of chlorine will be permitted. If containers are returned promptly, the chemical will be available for all requirements.

club has a victory over Woodlawn, 24-11. Weekly pyrotechnic spec going big. That was Lillian Hutchinson, new assistant at the first aid station. Esther Harris resigned. Bob (Personality) Gregory doing a good job at Gus Rosarco's rabbit game. Hasta luego.

Amusement Parks Only

I would like to place from one to five Concessions in any Amusement Park that permits Flashers or Wheels to operate for the Season of 1942. Carnivals and Beaches, save your stamps. My Concessions will be an asset to any Amusement Park. Personally rated by Dun & Bradstreet, plus references from five Banks. Your Park must have at least eight Rides.

H. GERMAIN

P. O. BOX 292 NEWARK, N. J.

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Big July Jump Bucks Rain Toll

CHICAGO, July 26.—Weather took toll during the second week in July, altho big gains were made over the corresponding week in 1940 and large increases were still reported for the season to date by operators in response to questionnaires sent out under date of July 18 by Secretary A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches, asking for results up to and including July 13. Questions and replies, according to territory:

How does your gross compare to date with the same period of 1940?

Alabama, 51 per cent increase; California, 30 per cent increase; Illinois, 34 per cent increase; Eastern Maryland, 40 per cent increase; Western Maryland, 33 per cent increase; Central Massachusetts, 40 per cent increase; Northeastern Massachusetts, 75 per cent increase; Southeastern Massachusetts, 68 per cent increase; Michigan, 33 per cent increase; Missouri, 57 per cent increase; Eastern New York, 23.5 per cent increase; Northern Ohio, 30 per cent increase; Southern Ohio, 24.64 per cent increase; Oklahoma, 19 per cent increase; Oregon, 13 per cent increase; Western Pennsylvania, 14 per cent increase, and 26 per cent increase.

Doubled in Missouri

How was your gross for the second week in July, including July 13, compared with the same period in 1940?

Alabama, 78 per cent increase; California, 5 per cent increase; Illinois, 27 per cent increase; Eastern Maryland, 37 per cent increase; Central Massachusetts, better; Northeastern Massachusetts, 35 per cent increase; Southeastern Massachusetts, 38 per cent increase; Michigan, 40 per cent increase; Missouri, 100 per cent increase; Eastern New York, 4.4 per cent increase; Northern Ohio, 35 per cent increase; Southern Ohio, 35.16 per cent increase; Oklahoma, 43 per cent increase; Oregon, 18 per cent increase; Western Pennsylvania, 30 per cent increase.

How was the weather for the second week in July compared with same period in 1940?

Alabama, '40, cold, rain; '41, cool. California, not as good; Illinois, same as '40; Eastern Maryland, same as '40; Western Maryland, worse; Central Massachusetts, rainy; Northeastern Massachusetts, same as '40; Southeastern Massachusetts, about same; Michigan, better; Missouri, same as '40; Eastern New York, worse; Northern Ohio, same as '40; Southern Ohio, some better; Oklahoma, '40, rain and storms; '41, fair and warm. Oregon, comparable; Western Pennsylvania, about same as '40.

How does your per capita expenditure to date compare with the same period in 1940?

Alabama, same; Illinois, 19 per cent increase; Eastern Maryland, 14 per cent increase; Central Massachusetts, 40 per cent increase; Northeastern Massachusetts, 10 per cent increase; Southeastern Massachusetts, 35 per cent increase; Michigan, 15 per cent increase; Missouri, 10 per cent increase; Eastern New York, 7.2 per cent increase; Northern Ohio, 12 per cent increase; Southern Ohio, 10.08 per cent increase; Oklahoma, same; Oregon, 25 per cent increase.

Promotions Are Few

How did your per capita expenditure for the week in question compare with the same week in 1940?

Alabama, same; California, higher; Illinois, 15 per cent increase; Eastern Maryland, 6 per cent increase; Central Massachusetts, increase; Northeastern Massachusetts, 10 per cent increase; Southeastern Massachusetts, 44 per cent increase; Michigan, 15 per cent increase; Missouri, 10 per cent increase; Eastern New York, 7.7 per cent increase; Northern Ohio, higher; Southern Ohio, 13.60

per cent increase; Oklahoma, same; Oregon, 25 per cent increase.

Did you have any special promotions for the week in question which were of extra benefit?

Alabama, swimming meet each year; California, about same as in '40; Illinois, same as in '40; Eastern Maryland, boxing bouts; Central Massachusetts, Children's Day with bicycle giveaway, free Coca-Cola Day; Michigan, free acts; Oregon, Learn-to-Swim Week; Western Pennsylvania, more picnics this year.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Promoting Municipals

For years this writer has campaigned against city swim tanks. While I realize their value and feel that many municipals in small communities provide worth-while relaxation for needy citizens, I have taken sides with operators of commercial plunges and agree that in larger cities city-operated natatoriums and beaches offer unfair opposition to private enterprises.

Imagine my embarrassment then when in the mails last week arrived this letter from C. G. Anslow, manager of *The Dundas* (Ont.) *Star*: "I have been advised that you are in a position to give some pertinent advice re promotion ideas to popularize and finance community swimming pools. I am a member of the local Lions' Club and we have built a pool complete with bathhouses, etc., for the kiddies of the town. The cost to date has been approximately \$15,000. Of this amount all but \$2,000 has been paid. Any information you might be able to give me regarding money-raising stunts, etc., would be greatly appreciated."

Well, Manager Anslow certainly has me on the spot! Here I have been a constant critic of community pools and I am asked to offer suggestions for promotion of one. Taking for granted that this Canadian municipals is not operating in competition with any local private swim estab, this department is going to try to comply with this request. To repeat, aquadromes run by city fathers for the betterment of local communities where there are no private pools are worthy projects. Those, however, which are put up right around the corner from established private plunges are downright shameful and an utter waste of taxpayers' money.

One way of financing such a proposition is to charge a nominal sum after certain hours for adults. Big city municipals usually offer free swimming for children before noon and there's a tariff in the afternoon for kids and adults. However, not knowing the complete setup of the Dundas tank, I can't say off-hand whether it would be advisable to follow this policy. On the other hand there are various ways this H-2-orium and other similar small municipals can be promoted. One of the most effective

is to stage a Learn-To-Swim campaign, tied up with local American Red Cross and other organizations. Reader Anslow is in a perfect position to do that, what with his publication. One can offer a series of swim lessons, either thru coupons printed in the paper or tied up with local advertisers, and not only can much good will be created in this fashion but a great deal of good can be done.

Way to tie up with local advertisers is to have big department stores and other merchants interested in creating good will pay for a certain amount of swim-lesson tickets which they can offer free to needy people in the city. In this fashion you not only have solved the promotion problem but you can get necessary financing as well.

Local swim championships and water carnivals at which admission can be charged are still other means of promotion and financing for community tanks. Of course, in big cities where plunges are tax free and run with money from John Q. Public they usually stage these aquatic tournaments free of charge, supposedly for the benefit of the public but paid for by it—but PLENTY. Men like C. G. Anslow are probably doing excellent work in their communities and there is no reason they should suffer because of big-town city fathers who sit back with fat cigars in their mouths and don't care how many local tanks they open and how many private enterprises they put out of biz as long as they can scream about their civic pride at election time.

Outdoor Competition

Many open-air plunges have started their competitive season. Broad Channel pool, Long Island, staged the senior meet women's three-meter diving competition on July 20. Many members of the Dragon Club, who represent St. George indoor plunge, Brooklyn, N. Y., participated. Incidentally, St. George certainly helps local outdoor pools with its excellent swim team. Other outdoorites that have put on swim contests are Manhattan Beach, Coney Island, N. Y.; Ravenhill pool, Coney Island, and Castle Hill, Bronx, New York. Jerome Cascades pool, Bronx, New York, announces that it will again run Farley Cup races this summer, slating them for next month. This competition is held annually in honor of the former postmaster general who built the plunge when he was in the contracting business.

Dots and Dashes

Uncle Don, of radio fame, does most of his swimming at Lido Beach, near Long Beach, L. I. . . . John J. Carlin made a good choice in selecting Col. A. T. Miller as drum-beater for Carlin's Park, Baltimore, Md., for the colonel knows his way around city rooms.—Palisades (N. J.) Amusement Park plunge appears on the screen of every motion picture theater thruout the country this week, all of which is quite a record. . . . All five newsreel companies released a subject on the novel baby crawling race held at the play area of that tank last week.

Coney Island, N. Y.

By UNO

Sunday, July 20, was a very big day here. Previous day was really the first out of 16 since July 4 that it did not rain and the deluge that hit near by somehow missed Coney.

National Showmen's Association's membership drive rally, early Thursday (17) after the general closing of amusements, conducted by Executive Secretary John M. Liddy, drew a big crowd and proved very successful. It was held in the Midget Village enclosure in Luna. Over 50 new members affixed signatures to applications. Entertainment was furnished by the midgets and the circus band. Pat Patterson, strip teaser of Streamlined Follies on Surf Avenue, closed the show. George A. Hamid, president emeritus, presided. Local committee that helped sponsor the rally comprised William Miller, Sam Wagner, James Victor, Harry Rosen, Sam Rothstein, Fred Murray, Sam Taffet, Phil Cook, James Kyrimes, James Hurd, Vic Kaye, Andre Dumont, David Epstein, Sam Silver, Jack Gordon, Myer Pinsker, Justin Wagner, Julius Kuehnel, and Norman Bartlett. Phil Cook, of the Virginia Reel, spoke so well and so impressively that he was warmly congratulated by Hamid, who said Cook's eloquence was the best he heard in some time. Dave Rosen, operator of Streamlined Follies, was another Chauncey Depew. Ditto Sidney Kahn

of the Fascination game and Sam Wagner of the World's Circus Side Show. Mrs. Rose (Harry) Rosen, wife of the well-known local concessionaire and a member of the Ladies' Auxiliary, is distributing penny bags among Coney femmes, money to go toward entertaining members of orphanages.

James Kyrimes 'fessed last week that his new Looper ride on the Bowery had scored a real hit and so far exceeded every expectation in business done. In fact, that it has done so well that he was forced to put in an order for four more cars to accommodate the clamoring patronage. Inventor Norman Bartlett has promised delivery of the extra cars in two weeks.

Lady and Honey, small Burmese elephants which were replevined July 16 from the Midget Village in Luna because their exhibitors were short in a rental payment, were returned July 18 when Henry Trefflich, animal dealer, their owner, received a check for \$500 from Little People, Inc., ops of the show.

Miscellaneous Shorts

Ernie Mann is the one-man ork in the p. m. at Streamlined Follies. . . . Louis Newman, part owner of World's Circus Side Show, is ill. . . . Phil Glaser, food booth boss at the same show, is special caterer to the entire Sam Wagner per-

sonnel. . . . Gerry Keyes, who does the illusion act in the blow-off in the same show, was a Zorima Garden principal at the Flushing Fair. . . . Milt Sheen, former Luna lessee, operating a kiddie playground on the Boardwalk and 23d. Jerry Friedman, former Luna manager, is in charge.

Bowery Shorts

Neil Kyrimes plans to take the Looper ride over the fair circuit after the Coney season. . . . Sam Rothstein, old-time showman and secretary of the N. S. A., a visitor here last week. . . . Herbert Pier, game operator, being congratulated on birth of twins. . . . Intense rivalry between Jack Reiben, of the Boardwalk Amusement Company, and James Kyrimes, ride man, for the title of Best Dressed Man on the Bowery. . . . World in Wax is the only spot on the Island with three entrances—the Bowery, Henderson's Walk, and Stillwell Avenue. . . . Many of his old-time Coney pals are mourning the recent demise of Fred Donaldson, ticket seller on the Virginia Reel the last 30 years. . . . Cy Goodwin, with the Tunnels of Love for 30 years, is now ticket box manipulator for Sky Diver. . . . Hugh W. Carel, old-time vaudeville and who has been connected with Coney's rides the last 25 years, has been installed as ticket taker at the Looper. Carel's last vaudeville act was *Radiology*.

Luna Shorts

Wilbur Lewis has opened an old-time movie show where East Side-West Side, later Huber, magician, tenanted. . . . Hy Frank, new general manager who started with the park as legal representative, was a founder of the Morris Gest Midget Corporation at the Flushing Fair. . . . Blanche Blane, wife of Tom McKee, operator of Aqua-Gals, recuperating in Coney Island Hospital from injuries sustained in a fall July 12. . . . Shirley Raymond, only female talker on the Island, is doing a nifty job outside Aqua-Gals. . . . Tirza has added a blow-off to her Wine Bath show, showing a girl in a bodiless illusion. . . . Hy Frank, Bill Miller, and the Danzigers, who help operate Aqua-Gals, need to strengthen the outside ballet if they ever hope to make a better draw. . . . Paris Night and Mirror Maze, operated by the park, now in full swing. . . . Al Seskin, operator of the duck pond, bottle game, pop-'em-in, shoot-'til-you-win, and cake eater, has surrounded himself with a capable staff, including Charles Greenbaum, Lady Emmett Throckmorton, Sam Kitchenberger, and Blackie Greenhouse. . . . Stella show shuttered again July 21. Operator Phil Gelb has in mind changing to the Girl in the Fishbowl to better the Stella intake. . . . Nick Protentis, of the Loop-the-Loop, is mourning the loss of his dad. Died July 13. . . . Harry Casper is the new barkeep behind the Midget Village bar assisting Moe Hardy. Both were with Gay New Orleans at the Flushing Fair in similar capacities.

Pontchartrain Beach Notes

NEW ORLEANS, July 26.—Weather continues spotty, but with business holding up exceptionally well, reported M. Peter Villere, manager of promotion and special events.

Happy Harrison's Comedy Circus remained a second week, his dog and pony act being popular with spectators.

Forty beauties were entered in the quest for the Junior Miss N. O. Crown on July 16 and 17. All available space was occupied for a look-see at them, and 17-year-old Loraine Spearman was declared winner by a committee of five.

Night of July 21 was designated Aluminum Night By Manager Harry J. Batt. All patrons purchasing a ticket and showing a piece of aluminum were given a free ticket in exchange for the aluminum.

Lions' Club International convention being held in New Orleans with some 14,000 delegates in attendance, Pontchartrain Beach was host on July 23 on Lions' Day and a special program was arranged.

Picnic grounds are still well occupied by industrial and civic groups.

Cockeye Circus Fun House continues most popular spot on the boardwalk with Fly-o-Plane a close second. Concessions are doing best business in several years. Crowds on the beach are bigger than a year ago.

Several big special events are set for August, including jitterbug eliminations and selection of Miss New Orleans, winner to go to the Atlantic City pageant. Patronage at the Beach Terrace, restaurant, is far ahead of a year ago. Foundations for a new walk from new bathhouse to beach have been started.



ODDS BATTLED IN CLASS A

Early Gains In Saskatoon

Frolicland continues in stride — exhib obstacles overcome by fair board

SASKATOON, Sask., July 26.—Saskatoon Exhibition, July 21-26, got off to a flying start, and figures for the first three days indicated that it would meet the 15 per cent gain over 1940 predicted by directors, who have had more obstacles to overcome than ever before in the show's 55-year history. Only a slight increase in attendance was noted on Monday and Tuesday, but Wednesday, Citizens' Day, and a local holiday, was up considerably. Pari-mutuel horse race betting, below the usual take, was larger on Wednesday.

With all government grants eliminated due to the war and with many of the buildings occupied by soldiers, Sid W. Johns, secretary-manager, and his associates were faced with the alternative of slipping thru the easy way or overcoming difficulties with hard work and ingenuity. Several main exhibit buildings, as yet unoccupied by the armed forces, were still equipped to house hundreds of men but Secretary Johns and his artisans successfully camouflaged wash tubs, showers, bunks, and other equipment and the public was unaware of anything more than unusually well decorated displays. Canvas was utilized to take the place of other structures and Johns and his staff moved from their office building into smaller quarters, formerly the post office. Livestock exhibits were the best yet. Belgian horses were remarkable. Bacon-type hogs, meeting the government requirements for export, were out.

J. W. (Patty) Conklin's Frolicland continued in its stride and upped midway grosses of last year. An increase of several hundred dollars was tabulated for the first three days. Barnes-Carruthers *Music on Wings* revue was night grandstand attraction, and fireworks added zip and spectacle.

A drought which scorched fields within a 60-mile radius did not hurt farmer attendance, it was noted.

Mass. Short-Ship Loop Set

HATFIELD, Mass., July 26.—New short-ship harness racing circuit, designed to benefit racing cards at Blandford, Three-County, and Greenfield fairs, was formed at a meeting of representatives of the fairs here on July 22 at the Connecticut Valley Stock Farm operated by W. H. Dickinson. Circuit will offer horse owners five days of racing in two weeks, with ships of only an hour between sites. With many fairs giving up harness cards, the circuit will furnish practically the only trotting races in this vicinity. Uniformed classes will be run at the three tracks. Among those attending were President Warren Bodurtha and Secretary C. R. Ripley, Blandford; E. C. Phinney, Blandford race man; Ray Manley and Paul Tryon, Westfield horsemen, and Roger Ladd, secretary of Greenfield Fair.

Injured DePues Returned

GREAT FALLS, Mont., July 26.—Harold F. DePue, secretary-manager of North Montana State Fair here and vice-president of the International Association of Fairs and Expositions, and Mrs. DePue, who were injured on July 8 in an automobile accident near McLeod, Alta., were brought by ambulance to Deaconess Hospital here after more than a week in a McLeod hospital. They were returning from Calgary (Alta.) Exhibition and Stampede when their car overturned in loose gravel. Manager DePue will not be active at the 1941 fair, having suffered severe brain concussion and other injuries. Mrs. DePue sustained a broken rib, cuts, and bruises.

ESE Defense Show Endorsed by Knox

SPRINGFIELD, Mass., July 26.—A high tribute to New England for its contributions to the nation's navy with stout ships and sailors is contained in a letter from Frank Knox, Secretary of the Navy, to President J. L. Brooks, Eastern States Exposition here, endorsing the National Defense Exposition which President Roosevelt strongly urged be held in connection with the 1941 ESE.

Secretary Knox's letter is as follows: "My dear Mr. Brooks:

"New England has played a leading part in our defense activities from the very foundation of the Republic. For the navy, particularly, the Northeastern States have been a source of fine ships since the days when the famous Constitution slid down the ways of Hart's shipyard in Boston. New England industry and New England vessels; New England workers and New England sailors; these have been teams which have supplied the navy with some of its greatest ships and its greatest men.

"Today New England is living up to her fine tradition. The battleship Massachusetts, soon to be the pride of our new navy, is rapidly taking shape at Fore River. New England's metal industries are turning out armaments of all descriptions. Her textiles are clothing our expanded forces. And her manpower is filling those forces as in the days of Lexington and Concord.

"And perhaps at no time since Lexington (See ESE DEFENSE SHOW on page 53)

Calif. Aiming at 1,000,000

SACRAMENTO, Calif., July 26.—An attendance of nearly 1,000,000 is expected at the 1941 California State Fair here as a result of the greatest talent line-up in the fair's history. Premiums are bigger than ever, said Kenneth R. Hammaker, secretary-manager. Directors, headed by Stewart Meigs, Carpinteria, have vetoed a proposal for a 25-cent, all-pay gate, so passes will be dished out as usual, regular gate remaining at 50 cents. Efforts are being made to bring in as good running horses as are obtainable, with purses upped and a \$5,000 stake on Governor's Day.

SANTA ROSA, Calif.—A new \$80,000 agricultural pavilion, many grandstand improvements, and best running-race entries in years will feature the 1941 Sonoma County Fair here. A build-up for the fair has been a pre-fair fiesta here, with 10-gallon hats, cowboy shirts, horse-drawn cabs, vigilantes patrolling streets, kangaroo courts, and a whiskerino contest with \$250 in prizes.

Dallas To Have Dine and Dancer; Seay Defends Construction of Rink

DALLAS, July 26.—One of the new projects for the 1941 State Fair of Texas here will be a supper club and cabaret, Cafe Esplanade, to be built in the automobile building. One entrance will be on Esplanade Boulevard overlooking the reflecting basin built for the 1936 Texas Centennial Exposition. George T. Smith, operator of Casino Park, Fort Worth, Tex., will operate the new dine and dance spot. Orin Tucker's orchestra, with Bonnie Baker, vocalist, will head the club entertainment. Acts and an 18-girl line are being booked by Music Corporation of America.

Fair officials are busy with plans for the 1941 auditorium show. MCA is bidding for the auditorium attractions, as is M. H. Barnes, Barnes-Carruthers Fair Booking Agency, which produced the 1940 outdoor show *Americana* in front of Fair Park grandstand.

A permanent development of grounds and buildings is also being carried on. At a joint meeting of fair officials and city council some opposition developed to the fair making a contract with an outside firm to operate an ice skating rink scheduled to be built in the old livestock arena. Clarence Linz, head of



GEORGE BERNERT, New York, has gone to Springfield, Mass., to begin his 21st season as superintendent of concessions at the 1941 Eastern States Exposition there. He has had much experience in the amusement field, having tramped with the 101 Ranch Wild West Show and managed big bathhouses in Coney Island, N. Y.; Atlantic City, and Chicago. In 1928 he was general manager of Riverside Park, Springfield, and manager of Joyland Park in 1932-'33. Each year since 1921 he has returned to handle ESE concessions.

Langdon, N. D., Balanced Bill Results in Gate Mark

LANGDON, N. D., July 26.—Gate records at Cavalier County Fair here, July 14-16, were broken with nearly 10,000 on grounds on the last day. Weather was good. Feature attraction was WLS Barn Dance in front of the grandstand, its first appearance in this section. More than 7,000 overflowed the new grandstand, erected in time for the fair, and the bleachers. Seats for hundreds were provided on the ground.

Exhibits were about normal, but officials said 4-H Club displays showed a large increase. On Monday, Kids' Day, midway attractions had low rates. Dee Lang Shows appeared.

Ernie Young's *Americana Swing Revue* was night grandstand show. Free acts included Charles Dixon's Trained Seals; Atterbury Duo, aerialists; Merget Ball and Spilker, trampoline; Great Leonards, high pole; Jojo, clown, and Connie and Ben, instrumentalists and vocalists. Bands from Langdon and near-by cities brought delegations.

Ice Sports, Inc., Dallas, has a tentative contract to build the rink. Answering objections to rink construction, fair President Harry L. Seay explained that plans for the rink had been developed over a long period and with consent of executive and amusement committees of the fair. Regarding rink operation, he said "Not only should we be able to obtain much needed revenue for the fair, possibly as much as \$20,000 a year, but we would provide a better livestock arena than we now have."

Also discussed at the fair-council meeting were contemplated permanent improvements to grounds and streets. Plans of the city for development of the Fair Park area were submitted by the city plan engineer. The proposals include a 56-foot paved thoroughfare around the grounds, and two new entrances, one at Washington Street and Grand Avenue, north of the Hall of State, and the other at Washington and Forest Avenue, near the Aquarium. Because a quorum of fair directors was not present, directors did not act on a motion by J. C. Tenison, of the fair board, to co-operate fully with the city on its proposed plans. At another meeting full approval is expected.

Edmonton Is Down in Heat

Torrid wave drops gates, but midway is up at last exhibition till after war

EDMONTON EXHIBITION, Edmonton, Alta., Can., July 14-19. Percy W. Abbott, managing director. Gate admissions: Adults, 50 cents; children, 6-15, 25 cents; night, 25 cents. Grandstand, 50 cents; children under 15, 25 cents; reserves, 75 cents; boxes, \$1. Grandstand booker, Barnes-Carruthers Fair Booking Association. Midway: J. W. Conklin's Frolicland. Horse racing. Because of government use of grounds and buildings the exhibition hereafter will be suspended for duration of the war.

EDMONTON, Alta., July 26.—Edmonton's "Pre-Victory" Exhibition, July 14-19, was hit by intense heat and when final attendance was tabulated it was found to be about 11,000 less than the 144,973 reported by Managing Director Percy W. Abbott for 1940. A heat wave which drove the mercury as high as 114 and to 108 on several occasions hurt afternoon races and almost nilled midway matinee business, altho midway receipts were reported up 1 per cent over those of 1940.

Wednesday, Dominion Day, and Thursday, Friday, and Saturday gave the night grandstand near capacity. Frolicland, J. W. (Patty) Conklin's amusement zone, outgrossed the Royal American Shows' 1940 take by about 18 per cent, he said. Barnes-Carruthers again supplied grandstand entertainment, Milt Britton's "craziest band" scoring solidly in the *Music on Wings* production. Fireworks and military bands and the bangtalls were other features. There were no livestock exhibits, the army having taken over the buildings.

"I am extremely gratified with the showing we made at our last stand until after the war, Director Abbott said. "Even in our most optimistic moments we never expected the great turnout, considering the many handicaps placed upon us. Edmonton Exhibition may be blacked out for a year or maybe years, but it will come back again to take its rightful place as one of North America's greatest agricultural expositions."

An arrangement with *The Journal and The Bulletin*, Edmonton evening newspapers, whereby they ran four, five, and six-column picture layouts of Frolicland performers and patrons on page one daily, with the midway standing the cost of the engravings, was accomplished by Walter Hale, Conklin press agent.

Tucker and Bonnie Baker Set at Texas State, Dallas

CHICAGO, July 26.—Entertainment for the new Cafe Esplanade, which will operate on the fairgrounds at Dallas during the 1941 State Fair of Texas, will be furnished by Music Corporation of America, it was announced this week by Hogan Hancock. Contracts have been signed for Orrin Tucker and his orchestra, with Bonnie Baker, and a complete revue for the Esplanade, which seats 3,000.

MCA also signed contracts with the fair for a Hawaiian show for the midway.

NACOGDOCHES, Tex.—R. G. Muckle-rooy was re-elected president of Nacogdoches Fair and Livestock Exposition for a third term. Sam Stripling Sr. was renamed vice-president and Joseph L. Mock, secretary-treasurer. Directors approved a premium list of \$1,200 for the fourth annual. Small profit was reported for the 1940 fair in spite of bad weather.

WINTER HAVEN.—Florida Orange Festival Association named John A. Snively Jr., president; J. C. Morton, vice-president; Ralph Thompson, secretary; E. S. Horton, treasurer.

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Grandstand Attractions

For and About Bookers, Buyers, Performers, Producers, Promoters

Detroit Innovates

More than a casual gander probably will be given by fair and attraction folk at the outcome of the indoor circus to be presented afternoon and night in the Coliseum at the 1941 Michigan State Fair, Detroit. Various fair managements have experimented with numerous attraction set-ups in the Detroit building, and now a specially booked show is to be produced by Orrin Davenport, who has produced winter Shrine circuses in the building for a number of years.

In addition to turns announced last week Capt. William Heyer's equestrian act and the Four Skating Marvels have been booked. Davenport's arena plan contemplates use of two platforms, each 900 square feet, and one at either end with a ring in the center, rather than presenting the show in three rings.

Abbott and Costello, screen stars, have been signed for the 1941 California State Fair, Sacramento, assuring the fair of the greatest array of flesh talent it has ever presented. Five name bands, headed by a return engagement of Kay Kyser, have been booked. The others are Freddy Martin; Ozzie Nelson, with Harriet Hilliard; Charlie Barnet, and Ray Noble. Kyser broke all attendance records there last year. Gene Autry was signed for Governor's Day. Fair directors are still undecided as to where they will spot the name bands. The orks are definitely signed for nightly dancing, but they may not play in front of the grandstand for the night show. Abbott and Costello, Autry, and a 100-girl revue, produced by Adrian Awan, Hollywood, are spotted for night shows.

A strong array of talent has been booked by Los Angeles County Fair, Pomona, Calif. With *Music on Wings* as the touted production, the fair has also gone ahead on a formidable supporting bill which will include Nirska, Butterfly Dancer; Pallenberg's Bears, Saxons' balancing turn, comedians Novak and Fay, perching Walkmirs, teeterboard Fredysons, swinging pole Atlantic Boys, Aero Rays Girls, Aerial Marions, bicyclists Larimer and Hudson, prima donna Muriel Davenport, snake dancers Harold and Lola, Naitto Troupe, Vernon Ames Dancers, Ben Yost's White Guards with baritone Earle McVeigh, Gautier's Dogs, and Milt Britton and orchestra.

Americana, a Barnes-Carruthers production, has been engaged for nightly presentations before the grandstand at seven-day Saginaw (Mich.) County Fair. In it will appear 12 Aristocrats, Grisha and Borna; Smith, Rodgers, and Eddy; June Rogers, Dick Mayo and Company offering Ferdinand the Bull; Garo Neilson Dancers, Lester Cole's Debutantes, and Four Franks. Jimmie Lynch's Death Dodgers will appear afternoon and night on opening day. Special arrangements

have been made for a return engagement of Power's Elephants and Barker Bros.' Circus and Rodeo; a Gus Sun unit managed by Bill Blomberg, will offer Paul Lorenzo, Five Maxellos, Les Juvelys, Indians; Rudy Rudynoff and Family, equestrians; Liberty horses, Seline Cosacks, and Professor Manley's Ponies.

Generalities

North Alabama State Fair, Florence, has booked Gus Sun's *Let Freedom Ring* and four acts, Poodles Hanneford and Family, Delmar's Fighting Lions, Earl Wright's Dogs, and the Orton Trio. . . . Si and Fanny Otis, known for their trained mule, Abner, quite a hit at the 1939 New York World's Fair, report they are having "a grand time way out here in the wooly West." Included in their tour was a date in the home town of Clarkston, Wash. . . . Jimmy Daley Attractions has placed Buddy Lumar and His All-American Death Dodgers with Pittsfield, N. H., for two performances, one day. . . . Bogosh and Bardine, also the Four Sailors, report having received 12 weeks from George A. Hamid this season. . . . Capt. Jack O'Diamonds, whose Death's Holiday Thrill Show, had its latest date for Coldwater (Mich.) Aviation Club at the airport on July 27, says he has been lucky in getting draft-exempt stuntsters. . . . Klein's Circus unit will be at Richland County Fair, Mansfield, O. . . . Flash Williams' Thrill Show is first attraction signed by Edward J. Carroll, new owner of Barrington Fair, Great Barrington, Mass. . . . Lewis Bros.' Circus will be in front of the grandstand at the 1941 Dodge County Fair, Beaver Dam, Wis. . . . Muskingum County Fair, Zanesville, O., has booked Hoagland's Hippodrome Sensations, two days; WLW Boone County Jamboree, one night, and Ezra Buzzington and His Rustic Revelers, opening night, acts being set by Gus Sun Agency. . . . Sonoma County Fair, Santa Rosa, Calif., will have the stagemusical, *Laffs a Poppin*, on the first two nights and four rodeo events nightly. . . . Great Southwest Fair, Dodge City, Kan., has set its most ambitious bill thru Truex-Allen Enterprises, to include Kenny Brothers, horizontal bars; Erma Flowers and Boys, juve acros; Grace and Orton Trio, juggling, perch and tight wire; Higgins, "The Sky Man"; Corriell Troupe, acros; Trousdale's Circus; Nelson Thomas, strong man; Melvins, clowns, and Bessie Hollis, trapeze. . . . Bill for North Central Kansas Free Fair, Belleville, will have *Let Freedom Swing*, revue; Capt. Bob Ward's Death Defiers; Los Argentinos, acros; Fisher's Elephants; Phil and Dottie, trapeze and bars, and Hoosier Cornhuskers.

seven years, will cease to be an employee when accounts due the commission are collected and the commission personal property is sold. He had been a full-time staff member and manager of Forum Rink, part of the fair plant. Indications are that the plant will be sold back to the commission when the war is over and that the annual fair will be resumed.

JASPER COUNTY FAIR

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Four Days and Four Nights, August 26 to 29.

Can place Independent Shows and Rides that do not conflict, especially want Octopus. Concessions all open, including Corn Game. Will sell a few exclusives. Address:

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High-class, dependable Rides and clean Shows for

GOGEBIC COUNTY FAIR

Ironwood, Mich., Aug. 18th-20th
NO CONCESSIONS.

Write or phone W. B. FAUHL, Secretary, at Courthouse, Bessemer, Mich.

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High Sensational Act and Other Acts.
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WILSON COUNTY FAIR

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Shows and Concessions for
Old Reliable
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FREE AGRICULTURAL FAIR

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For Henderson County Fair
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Carnival or Independent Rides and Shows.
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WORLD'S CHAMPION COTTON PICKING CONTEST
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Want only Clean Shows and Legitimate Concession and Good Rides.
This is the best spot in the South this year.
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HAMBURG, N. Y., SATURDAY, AUGUST 2d, ONE DAY ONLY
Shows and Rides of All Kinds. What Have You? Pay Off Rain or Shine.
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Around the Grounds

POMEROY, O.—It is probable no fair will be held in Meigs County this year as a result of two opinions from the District Court of Appeals. One opinion ousts the old Meigs County Agricultural Society from corporate existence, and the other dissolves a more recently organized society.

LA PORTE, Ind.—A flashy four-page eight-column edition of *La Porte County Fair News* is being distributed prior to La Porte County Fair here. It is replete with stories and art on exhibits, grandstand show, and midway to be presented, and has sketches of President E. O. Craft, Treasurer J. V. Dorland, and Secretary James A. Terry.

LANSING, Mich.—A. C. Carton, superintendent of fairs in the State agriculture department, has 170 of county and district fairs and special exhibitions listed for 1941. The State is providing \$120,000 in premium money, which the fairs must match with an equal sum. A \$40,000 fund is provided for 4-H Clubs and \$10,000 for Smith-Hughes work.

HALIFAX, N. S.—Provincial Exhibition Commission has invested \$175,000 in Victory Bonds with completion of the sale of the plant to the Dominion government for \$225,000 for war purposes. Commission has arranged to pay \$50,000 to a trust company in retirement of bonds which mature soon. E. F. Lordly, who has been secretary-treasurer-manager of the annual exhibition the past

Premium Facts



Data collected from lists received by The Billboard

THIEF RIVER FALLS, Minn.—Pennington County Fair, July 30-August 2. 31 pages. Officers: S. E. Hunt, president; Frank Hardisty, vice-president; E. O. Peterson, treasurer; George M. Wilson, secretary. Admissions: Adults and automobiles, 25 cents; children under 12, free. Attractions: Grandstand, WLS National Barn Dance Quiz Show, *Step Lively* revue, Barker Bros.' Rodeo and Circus.

WADENA, Minn.—Wadena County Fair, 33d annual, August 12-14. 53 pages. Officers: Arthur Matti, president; J. B. Conley, J. B. Doty, vice-presidents; Whitney Murray, secretary; Clyde Kelsey, assistant secretary; Carter Stedman, treasurer. Admissions: Adults, 15 cents; children over 12, 10 cents; children under 12, free; grandstand, 50 cents; children 6-16, 15 cents.

LE CENTER, Minn.—Le Sueur County Fair, August 15-17. 40 pages. Officers: John Sprey, president; J. O. O'Connell, vice-president; C. E. Traxler, treasurer; W. J. Baker, secretary-manager. Admissions: Adults, 25 cents; children under 12, free; grandstand, 25 cents; children, 10 cents. Attractions: Grandstand show and midway.

GALLATIN, Tenn.—Sumner County Colored Fair, 35th annual, August 28-30. 60 pages. Officers: Rufus Horton, president; John McClellan, vice-president; Edward V. Anthony, secretary; Clarence Malone, assistant secretary; H. L. Tolliver, treasurer; John McClellan, assistant treasurer. Admissions: Adults, 25 cents; children 6-12, 15 cents. Attractions: Midway, Reading Shows.

TULSA, Okla.—Tulsa State Fair, August 31-September 5. 128 pages. Officers: C. A. Mayo, president; L. D. Shannon, vice-president; W. B. Way, secretary; Letitia Dabney, assistant secretary. Admissions: Adults, 25 cents; children under 12, 10 cents. Attractions: Grandstand, Barnes-Carruthers' *Americana*, Thearle-Duffield fireworks, Cervone's band, K-Ranch Rodeo, Marions, Powers' Elephants, Ella Carver, and Bob Willis and His Texas Playboys. Midway: Beckmann & Gerety Shows.

DALLAS.—State Fair of Texas, 53d annual, October 4-19. 133 pages. Officers: Harry L. Seay, president; Hugo Schoellkopf, T. M. Cullum, vice-presidents; Roy Rupard, secretary; Fred F. Florence, treasurer. Admissions: Adults, 50 cents; children 6-12, 25 cents; vehicles, 25 cents. Attractions: Grandstand and midway.

BARABOO, Wis.—Sauk County Fair, 87th annual, August 26-29. 84 pages. Officers: Arthur R. Attridge, president; John Litscher, vice-president; M. H. Schey, secretary; Urban Mather, treasurer. Admissions: Adults, day, 35 cents; night, 25 cents; children 12-18, day or night, 25 cents; children under 12, free; vehicles, 25 cents; grandstand, 25 cents; reserves, 35 cents. Attractions: Grandstand, *Step Lively* revue, Three Luckies, Machedons, Smiley Daileys; Badger State Barn Dance, with Lindy Sisters, Savage and Ware, Alamo Al, Concertina Eddie, and Log Cabin Girls; Don Francisco and Company, Maysy and Brach, and Clemens Belling Group. Midway: Ellman Shows.

MYRTLE POINT, Ore.—Coos County Fair, 30th annual, September 10-13. 90 pages. Officers: W. B. Dement, president; Austin Dodge, vice-president;

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.

L. H. Pearce, secretary-treasurer. Admissions: Adults, 50 cents; children under 16, free; grandstand, 40 cents; bleachers, 25 cents. Attractions: Grandstand show.

HUTCHINSON, Kan.—Kansas State Fair, September 14-19. 145 pages. Officers: O. O. Wolf, president; E. E. Frizell, vice-president; F. H. Manning, treasurer; S. M. Mitchell, secretary. Admissions: Adults, 50 cents; night, 35 cents; children 10-15, 15 cents; children under 10 accompanied by adults, free; vehicles, 25 cents; grandstand, 50 cents; reserves, 75 cents; boxes, \$1, with respective prices of 25 cents, 40 cents, and \$1 for children under 10. Attractions: Grandstand, Barnes-Carruthers' *Fair Follies of '41*, with Calgary Brothers, Ronald Melvin Dancers, Victoria Troupe, and Bernard Brothers and the Lovely Ladies; Thearle-Duffield fireworks, and auto races. Midway, Beckmann & Gerety Shows.

PUEBLO, Colo.—Colorado State Fair, August 25-29. 140 pages. Officers: Ray H. Talbot, president; George Hoffmann, vice-president and treasurer; John M. Addington, vice-president and secretary; Frank H. Means, manager. Admissions: Adults, day, 50 cents; night, 25 cents; children, 25 cents; children under 12 with parents, free; vehicles, 25 cents; grandstand, day, 75 cents and \$1; night, 50 cents and \$1; quarter-stretch seats, day, 75 cents; night, 50 cents. Attractions: Grandstand, Leo J. Cremer directed rodeo, Thearle-Duffield fireworks. Midway: Alamo Exposition Shows.

HUNTINGDON, Pa.—Huntingdon County Fair, August 25-30. 82 pages. Officers: George W. Fisher, president; Ivan G. Owens, Eugene Irwin, vice-presidents; Samuel E. McElwain, secretary; James C. Morgan, business manager. Attractions: Grandstand, Jimmie Lynch's Death Dodgers, *Salute to Freedom* revue, Spring Garden Band, the Rianos, Roberta's Circus. Midway, Virginia Amusement Company.

CENTRE HALL, Pa.—Grange Encampment and Fair, 68th annual, August 23-29. 92 pages. Officers: George W. Ralston, chairman; Jacob Sharer Sr., Henry Stover, vice-chairmen; John B. Wert, treasurer; Mrs. Samuel Grove, secretary. Admissions: Adults, 50 cents; children under 12, free; vehicles, 25 cents. Attractions: Grandstand, Haughtons, Wigand Trio, Billy Siegrist Troupe.

RIVERHEAD, N. Y.—Suffolk County Fair, 89th annual, September 1-6. 95 pages. Officers: John G. Downs, president; W. Kingsland Macy, Charles S. Edwards, vice-presidents; Ellis T. Terry, treasurer; Cort R. Hinckley, secretary-manager. Admissions: Adults, 50 cents. Attractions: Grandstand, Suicide Bob Hayes and His Hell Drivers and Frank Wirth acts.

SAGINAW, Mich.—Saginaw County Fair, 28th annual, September 7-13. 140 pages. Officers: Jacob DeGeus, honorary president; Charles Girmus, president; John C. Rauchholz, honorary vice-president; John M. Brooks, William L. Otto, vice-presidents; William J. Kirchner, treasurer; Clarence H. Harnden, secretary-manager; Mary H. Herrman, assistant secretary. Admissions: Adults, 35 cents; children 6-12, 10 cents; grandstand, afternoons, 25 cents; boxes, 50 cents; night, 50 and 75 cents. Attractions: Midway, F. E. Gooding Amusement Company.

ESE DEFENSE SHOW

(Continued from page 51)

ington and Concord has New England's contribution been more critically needed. This is the hour of destiny which will determine the future of freedom and self-government in this world for a long time to come. And this hour finds America the arsenal of democracy, the great munitions maker for embattled free men everywhere.

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ONLY—Rigging of its kind—not just a pole or ladders

Two women and one man doing rings, traps, pole, with all kinds of acrobatics and gymnastics—a complete show full of thrills and breath-taking moments. A real World's Fair Act. Beautiful animated colorful lighting effects assure utmost attention at night.

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AUGUST 24th TO 31st.

Miniature Railway wanted at once, also Rink, Concessions, \$1.00 a foot for fair date. Concessions wanted for park, 25%, light furnished, 8 miles from tank plant and factories of Detroit. Over million to draw from.

STANTON WELSH PARK, Utica, Michigan.

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Join Now While Initiation Fee Is Only \$10.00

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DOYLESTOWN FAIR

DOYLESTOWN, PA., SEPTEMBER 9-13 INCLUSIVE

WANT INDEPENDENT SHOWS AND RIDES. Legitimate Concessions of all kinds, Eating and Drinks on Midway. Games, will sell exclusive Grand Stand Concessions. NO WHEELS OR COUPON STORES. Address: JOE REDDING, 1212 Franklin Trust Bldg., Philadelphia, Pa., or Forest Park, Chalfont, Pa.

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24th Annual—Bigger and Better

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CONCESSIONS OF ALL KINDS FOR INDEPENDENT MIDWAY.

WANT for First Annual Business Show, Rolling Green Park, Sunbury, entire Labor Day Week. Want Concessions. For terms at either place write R. M. SPANGLER, Box 344, Sunbury, Pa. P.S.: Will buy if priced right—15 regulation sized Canoes for my Park Lake. What have you to offer?

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BEREA, OHIO—10 MILES FROM CLEVELAND PUBLIC SQUARE. AUGUST 14, 15, 16, 17—THURSDAY, FRIDAY, SATURDAY AND SUNDAY.

Can use good Ten-in-One, also one or two other good clean Shows. Photo Strip, good Ball and Dart Games, etc. Have room for two or three small clean Refreshment Stands. Everybody working in this area. WRITE J. M. SIMPSON, MANAGER OF CONCESSIONS, BEREA, OHIO

ALABAMA STATE FAIR

Birmingham, September 29th-thru October 4th

Want legitimate Concessions of all kinds. Office now open on Fairgrounds. W. C. MARTIN, Supt. Concessions.

Rinks and Skaters

By CLAUDE R. ILLIS (Cincinnati Office)

Nantasket To Be Host of Pro RSROA School

DETROIT, July 26.—The Roller Skating Rink Operators' Association of the United States has set August 21-31 as dates for the 1941 pro conference and school in association President Fred H. Freeman's Nantasket Rollerway, Paragon Park, Nantasket Beach, Mass., reported Secretary Fred A. Martin from executive offices here.

Great importance was attached to the work accomplished at the 1940 school conducted in Arena Gardens here, and this year's affair will again function as a period of instruction and construction and a search for correct information in advanced roller skating in accordance with RSROA principles. Last year professionals were given a graphic picture of the vital interests of the RSROA and the close connection between the RSROA and their profession was pointed out. The wider field which is constantly opening in roller skating for the professional teacher was also stressed. There were lectures, instruction periods, frequent quizzes, and some 85 RSROA proficiency tests were made.

It is expected that this year's school will draw a greater number of professionals and that even more emphasis will be placed on technical phases of the sport. It was therefore urged by Secretary Martin that early reservations be placed with President Freeman, general manager of Winter Garden Rollerway, Boston. As was the case last year, only those affiliated with RSROA rinks have the privilege of attending.

Dayton Debut For Triangle

DAYTON, O., July 26.—Dayton saw the opening on June 22 of one of the largest roller rinks in the Midwest, when Triangle Park Rink made its debut to a capacity crowd, reported Hartley Sturm.

Rink is under personal management of H. W. Corse, Dayton attorney, who has been interested in the amusement scene here many years and is a charter member of the Roller Skating Rink Operators' Association of the United States. Co-lessee of the rink, C. A. Cruca, Columbus, owner of the largest swimming pool there, is also well known in amusements in Ohio's capital city.

New floor of the rink is 80 by 190 feet and has skating capacity for more than 3,000. Management is now organizing Triangle Park Roller Club and will enter all competitions sponsored by the RSROA, and the club will compete in national contests.

Rink will be open nightly from August to June, and during June, July, and August, in the off season, the management plans to feature dancing to name bands, this policy to start in the summer of 1942.

ERNIE ARNO is presenting his novelty of roller skating on his hands at Neil Deighan's Cafe, Camden, N. J.

Good Financial Report of RSROA Made by Brown

ALTHO in existence only four years, the Roller Skating Rink Operators' Association of the United States has been self-supporting for over two years, proof that it is a healthy, sound organization, with progressive growth and stability, said Victor J. Brown, Newark, N. J., chairman of the finance committee. In the past two years it has stood all costs of publicity activities in advancing roller skating and national championships.

From April 5, 1940, to June 30, 1941, total receipts amounted to \$22,536.12. Of this sum, about 50 per cent was realized from membership fees for operators, payments for sanctions for various competitive meets, and contributions from Operators' Nights. On these nights operators donate to the association profits from one night's operation. Admission charges and exhibit booth charges at national conventions and amateur championships brought in almost \$4,000. Balance of the income is represented largely by amounts received for test fees and sale of test and competition books. About 6 per cent of all income represented dues of amateurs. Such fees have been kept at a minimum and represent actual cost of issuing amateur cards and registering their holders.

Disbursements during the same period totaled \$20,902.13. Salaries paid out of this sum totaled \$3,700 (no officer or member of the RSROA receives any compensation whatsoever). Administrative expenses, including advertising and promotional costs, represented 40 per cent of expenditures, exclusive of test and competition books and convention and championship expenses, the latter representing another 40 per cent of expenditures.

MANAGER A. E. MALLORY, Craig Beach Park, Diamond, O., co-operated in plans for a skating party in Milton Gardens Rink, where admission was a large piece of aluminum for each couple and small pieces for individuals. Those without aluminum were charged admission.

ROLLER skating programs new to Salt Lake City residents have been staged in city parks several times since mid-July. Gordon R. Woolley, owner of Woolley's Rink, trained more than two score of adult and child skaters. Programs were presented in Pioneer, Liberty, and Fairmont Parks by the city recreation department.

EASTWOOD PARK RINK, Detroit, managed by Frank Kutzen, is showing marked improvement over 1940, with the usual summer slump for this year-round ring considerably less than usual. New policy that is helping to build early-week grosses is Couple Nights on Mondays, a "two-for-one" admission price being instituted in a modern version of the old-fashioned Hard-Times Night.

ONE of the best known landmarks in Xenia, O., the old East Third Street Roller Rink, where Charley Grapewin, character actor in films, won many skating honors in his youth, has been sold at sheriff's sale for \$600, altho appraised

value was only \$60. Structure must be razed within 90 days. Spirited bidding marked the auction at the courthouse, attended by a large crowd.

CARL SINCLAIR, manager of Meyers Lake Park, Canton, O., reports plans for replacing \$40,000 roller rink on the park midway, destroyed by fire two years ago, have been abandoned temporarily. Rink may go in next winter in time for opening of the 1942 season. Land o' Dance Rink, Canton, is continuing operation thruout summer. A new roller rink has been opened on Nelson Edge amusement grounds, three miles east of Parkman, O., Eddie Paddock presiding at the organ. Frank Raful, manager of Summit Beach Park, Akron, O., reports roller rink biz holding up satisfactory. New roller rink in Moxahala Park, Zanesville, O., is reported doing okeh.

AURORA SPOT HUMS

ground, concessions, etc., the Log Cabin Theater-Cafe provides entertainment for nightlifers. It is operated by Henry Catalano. Building, constructed of logs, presents a picturesque appearance. Interior is colorfully decorated. There is a sizable dance floor, cocktail bar, and seating for about 500. Well-known regional bands provide music. Four floorshows are presented nightly except Mondays, with Dorothy Keith Girls and five acts, booked thru the office of Dick Hoffman, Chicago.

All rides, games, hotel, pool, race track, dining rooms, refreshment stands, etc., are owned and operated by Thielen, who has been very successful with the spot. He formerly was in the theater business and made his money in that field. In 1926 he sold his theater holdings to Balaban & Katz and since that time has devoted his time to the park. "The park is really sold to the people of Chicago and vicinity," says Thielen, "and I have every Saturday booked until the season closes." Last Saturday the Mills Novelty Company picnic drew close to 10,000. This Saturday the Western Shade Cloth Company takes over. Other large picnics booked include Prudential and Metropolitan insurance companies, August 2; Zenith Radio Corporation, August 9; General Electric X-Ray Corporation, August 16; Operadio Company, August 23, and Elgin Watch Company, August 30. On Sundays the greater part of the picnic groves are reserved for groups of 50 to 200, and demand for tables is greater than the supply.

Thielen is now working on a trailer camp which will be completed for next season. It will have gas, electricity, sanitary toilets and washrooms, and dressing rooms for men and women. "I believe it will make an ideal spot for people to live in their trailers and have all the advantages that the park offers," he said.

EASTWOOD BEATS '29

games rather than for those with large elaborate fronts, allowing a wider diversity of spending by patrons. An important factor in building family trade has been the new picnic grove.

Major plans for 1942 will include remodeling of the Gardens, outdoor ballroom, at a cost of \$40,000. Two balconies for seating additional patrons at tables will be provided. Other plans include a new front extending several hundred feet down Eight Mile Road, concealing present structures from the highway; a new Penny Arcade, and at least one new ride.

At the companion Westwood Gardens, leased this year to Mike Falk, orchestra booker, Manager Wagner will resume control next year, and revert to the former policy of name bands. Other policy changes are believed to be in store in the way of extensive development plans for Westwood.

Edgewater Up 25 Per Cent

DETROIT, July 26.—Business in Edgewater Park here has shown an increase up to date of 25 per cent over a year ago, according to Ben F. McNab, park manager. Better weather, with a somewhat cooler summer and marked absence of rain, get a large share of credit. Only two nights have been lost by rain so far, in contrast to a dozen or more rainy nights in 1940.

Outstanding sign of successful operation is non-appearance of the usual slump after July 4, with indications that this will not set in until the first part of August, an almost unprecedented situation. Another factor that has helped total grosses considerably is installation of three new rides, some replacing older

ones removed, which have had the benefit of a novelty appeal.

The past week-end proved as strong as the one preceding despite somewhat cooler weather which hurt business seriously at some of the outdoor dance spots in this area.

PARK BRIEFS

(Continued from page 48)

Beach Park Pavilion, admission to which was a large piece of aluminum for each couple and small pieces for individuals. Event, arranged thru co-operation of Manager Mallory and Mayor Robert Reardon, of Craig Beach, was well attended.

SPRINGFIELD, Mass.—Joseph E. Drambour, construction chief for Edward J. Carroll during Riverside Park, Agawam, expansion, which included the successful Cyclone Coaster, has closed a deal which gives him about \$65,000 worth of additional construction work. It includes two buildings, one a bowling alley in modernistic style, in Lincoln Park, New Bedford, Mass. Work has been started. Carroll's plans for further expansion call for return of Drambour to Agawam after the season.

Park Free Acts

KENNYWOOD PARK, Pittsburgh, booked Eric the Great, high act, and Four Sidneys, cyclists, as free attraction for the week of July 21, succeeding Peaches Sky Revue. At West View Park here Flying Beehees replaced Bee Kyle, high diver.

SIX CRESSONIANS, teeterboard and barrel jumping, are in Summit Beach Park, Akron, O., replacing Bob Fisher's Fearless Flyers, said Frank Raful, park manager.

POODLES HANNEFORD Troupe opened July 21 in Edgewater Park, Detroit, succeeding Carmita.

SPRINGFIELD, Mass.—A year-old 400-pound water buffalo added to Forest Park Zoo here was obtained from Warren E. Buck in exchange for a male aoudad, of which the park has bred a number. New animal will occupy the former bison preserve, original occupants having died in the past few years.



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Brainham, Mrs. Joe, W., 20c
Brines, Carl M., 8c
DeMay, Lester B., 11c
Dowell, Richard, 9c
Hershey, Ray, 9c
Lee, Dixie, 10c
McLean, Doris, 6c

Women

- Adkins, Roberta
Alexander, Mrs.
Allen, Anna
Allen, Mrs. Ralph R.
Alton, Agnes
Ames, Peggy
Anderson, Mrs. Jean
Anderson, Lucille
Angle, Emma L.
Arculeo, Harriett
Arnold, Betty
August, Margaret
August, Mary
Avery, Ruth
Ayers, Mrs. Viola L.
Baby Betty
Bachman, Mrs. Emma
Bailey, Mrs. Margirrie
Backer, Mrs. Earl D.
Baker, Billy (Edna George)
Ball, Leatha
Barackman, Mrs. Mervin
Barbarina, Miss
Barfield, Mrs. C. E.
Barnard, Vera
Barnes, Mrs. Betty
Barnhardt, Mrs. Lillian
Barnhill, Mrs. K. B.
Bates, Sarah M.
Bay, Mrs. Dolly D.
Bayless, Mrs. Alma Bell
Bennett, Edna
Bergman, Mrs. Lila S.
Billings, Mildred
Binger, Mary
Bird, Dorothy
Birmingham, Mrs. Irma
Blakely, Luella
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Boudry, Mrs. Valentine
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Bowman, Mrs. Louis
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Bright, Margie
Brooks, Lillian
Brothers, Cleo
Brown, Mrs. Elsie
Brown, Mrs. Eva
Brownee, Doris
Bulter, Mrs. Gussie
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Burnister, Mary
Byers, Patricia
Cage, Betty Jo
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Carlotta & Myers
Carpeniter, Jean
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Carroll, Ruthie
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Carson, Rhea M.
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Cassanova, Judy
Casey, Sallie
Chaftin, Neva
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Cohen, Mrs. Bertha
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Cook, Vicki L.
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Cox, Lillian
Cromb, Carolyn
Cross, Deloris
Cruz, Alice
Curlis, Josephine
Cutter, Mrs. Edna
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Dalloff, Joanne
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Davis, Mrs. Jean
Davis, Mrs. Jean
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Decker, Molly
Delaney, Mrs. Babe
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Drumb, Mrs. Agnes
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English, June
Espien, Jean

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Luanna, Princess
Luther, Mrs. Bill
Luther, LaVerne
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McArthur, Hugh L.
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Palmer Twins
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Morgan, Patsie
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Moser, Annelia
Myrtell, Germaine
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Nixon, Mrs. Carl
Nolte, Mrs. Martha
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Normandin, Mrs. Neil

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O'Brien, Margaret
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O'Leary, Katherine
O'Neil, Esther
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Orr, Mrs. Odell
Ostrum, Mrs. Jimmy
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Owens, Marie
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Pandozza, Margie
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Potts, Helen
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Rieffensch, Marie
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Rhinehart, Mrs. Jack
Rhinehart, Ollie
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Rogers, Donna
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Rose, Mexican
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Sherman, Mrs. Ann
Sherman, Mrs. Mary J.
Sigrist, Helen
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Sleeman, Mrs. Helma E.
Smiley, Ethel
Smiley, Zina
Smith, Billie



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Smith, Mrs. Dick
Smith, Mrs. Effie E.
Smith, Willie Lee
Smucker, Mrs. Marie
Snow, Mrs. Nellie
Sommers, Mathilda
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Spalding, Joan
Spelman, Helen
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Ward, Lecta
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Webb, Kathryn
Weiner, Mrs. Herman
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Wilson, Irma
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Wolf, Helen
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Woods, Jean
Yvonne, Bubbles
Zarlington, Mrs. Bonnie

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Bennett, Spencer
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BENSON, ELLWOOD WOODROW
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Benton, Henry
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Betburne, Gus
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Rice, Johnny
Rigel, Johnnie
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Bilbro, Harmon R.
Bimbo, Alex
Bingood, Delbert J.
Birechett, Claude
Bireler, Eddie
Biron, Don
Bixler, Mort L.
Black, Louie
Blackey, Jos.
Blair, E. A.
Blair, Walter
Blaire, Dewey
BLAKE, DELBERT SAM
Blake, Geo. W.
BLAKELY, WM.
Blanchard, Russell
BLANKENSHIP, WALTER
Bleins, Carl
Bloxin, Kenneth
Blondell, Chas.
BLOOM, EDW. JOS.
Blossom, Alabama
Bloom, Scottie
Blue, Jack
Boggs, Owen C.
Bohn, Wells
Bolau, Unn
Bolt, J. P.

- Buchanan, Carl
Buchanan, Kenneth
Buchanau, T. F.
BUCHANAN, THEO. RICHARD
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Bumps, Bobby
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Burton, J. Wallace
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Bush, Robt. Wm.
Bush, Tom
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BUSSELL, JACK
BUSSEY, JACK GEO.
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Butler, Russell
Butler, W. H.
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BYRD, TONY ALBERT
Caddish, Wrestling John
Calhoun, Harry W.
CALK, FRED
CALKIN, FRANKSTON
Calkins, Fred
Calvin, Wilson
CAMERON, LOUIS C.
CAMERON, LOUIE CHAS. (BUDDY)
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Campbell, Jimmy
Camper, G.
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Cardes, Ray
Carey, Al
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Carlo, Ralph
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Carrigan, Jim Doc
Carroll, S. J.
CARTER, ANDREW M.
Carter, Jimmy
Carves, M. E.
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CANSY, JR., JOS.
Casey, M. P.
Casey, Raymond
Castle, Buster
Castle, John R.
Cathorn, Wild Bill
Catlin, Harry
Cesona, Joe
Chambers, Bob
Champion, Jack
Chaney, Maile
Chaney, Chas. W.
Chapman, Harry
Chapman, Earl
Chapman, Earl
Chase, Chas.
Chatfield, Carl
Chaykin, Kousil I.
Chickrell, James
Childs, Alfred L.
Childs, Eddie
Chillson, J. J.
CHIDDO, JOS. JOHN
Christ, Pete
Christie, W. R.
Christy, Geo. W.
Christy, Jack
Church, L. C.
CIGIELSKI, THEODORE
Clark, Irvie
Clark, Joe Jewel
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Clark, Robt. Fairman
Clabough, Virgil
Clawson, Ralph J.
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Cochrane, Roy
Coe, Geo.
Cohen, Gh
Cohen, Jack
Cohen, Meyer

- Cohen, Milton
Colburn, Mel
Cole, Chas.
Coleman, Bob
COLE, FRED
Coley, Al
Collara, Jos.
Collier, Jack
Collins, A. E.
Collins, R. E. Slim
Collman, Cliff
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Conh, Clarence
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Conn, Harry
Converse, Art
Conway, Jack
Cook, Candy Dan
Cook, Johnson Dea
Cooke, Adolph W.
Cooke, A. W.
Cooke, J. M.
COOKE, WINSTON RALSTON
Coombs, Earl
Cooper, Albert Edw.
Cooper, Freddie L.
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Corey, Barney
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Costello, Steve
Costley, Horace W.
Couch, Roy
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Courtwright, H.
Cousins, J. J.
Cowan, Roy
Cowling, Walter J.
Cox, John L.
Cox, L. J.
Coyle, Edgar
Cram, Wm.
CRAMER, CLARENCE M.
CRAMER, KENNETH
Craver, Raymond E.
Crawfords, Musical
Crawleys Carnival
CREWENOUGH, PAUL B.
Crete, R. J.
Cretchers, John
Crew, Loeh Orville
Crew, T. Hamilton
Crews & Summers
Crewe, M. W.
Crown, Sam
Crownell, Jack
Cullen, Jack A.
Cunningham, Chas.
Cury, Port Chop
Curtis, Donel E.
CUSICK, THOMAS F.
Custer, Jack
Dakoff, Mike
Daily, Agnes
Daily, Buck
DANIEL, NORMAN L.
Dare Bros. Circus
DARR, ALBERT FRANK
Dauro, Al
Davis, H. B.
Davis, Happy Jack
Davis, Indian Joe
Davis, Red
Davis, Reed F.
DAVIS, ROBERT LEWIS
Davis, Roland
DAVIS, WM. ROOSEVELT
DAVIS, WHITEY FRED
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Day, Dalton
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DeArvil, Lawrence M.
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DeRay, Gene
DeVine, Scotty
DeVolo, Pat
DeVore, Harry
DeVore, John
DeWitt, T. R.
Dearo, Bert
Del Rio Midgets
Delvecho, J. H.
Demmechel, Arch
Demtro, Tom
Demtry, Peter
Demus, Prince
Demman, Bert
Dent, Bob
Dent, C. R.
Deri & Jondan
Devore, H. K.
DiCesare, Pete
Dietrich, Chas.
Dillon, Edwold
Dix, Walter
DOBBS, WM. DAVID
Dock, Sam
Dochter, Mickey
DONEYANT, WALTER W.
DONOVAN, TROUPE
Doran, Nick
Dorsey, Pete
Dotson, C.
(Dancing)
Douglas, Melvin
Dowdy, James R.
DOWELL, CLARENCE E.
Doyle, Tommy
Doyle, Harry A.
DOYLE, JOHN LAWRENCE
Drake, Rex
Dressler, C. L.
Drew, Harvey D.
DUCHARNE, HENRY W.
Dunahou, W. L.
Duncan, Gleu (South Bend)

- DUNCAN, LOUIS GASTON
Dunks, Jack
Dunks, Jos.
Dunlap, Ralph
Dunlap, Society Slim
Dunlap, William B.
Dunn, Buddy
Dunn, Edward
DUNN, JEFF
Dupile, Fred
Duran, Joe
Durante, Allans
Durbin, Nathan J.
Dyson, Leonard
EADE, MILTON LEROY
Eagle Eye, Chief
Eargle, A. C.
Earl, Martin
Earle, Billie
Earnest, L. R.
Easley, Melvin P.
EAST, WALTER RALPH
Eastman, Carl
Eaton, Howard
Edelman, Chas.
Edwards, Bert
Edwards, Frank
Ehler, H. L.
Eiler, R. E.
Elliott, Wiley
Embrhell, George
Emswiler, L. H.
Engel, Charlie
Englehardt, Harry
Ephraim, Ralph
Ephigim, George
Erlenbusch, Jacob
Erwin, Capt. J. W.
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EVANS, Joe Teddy
Evans, Wando
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Eysted, Banj. Al.
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Farrill, Edw. S.
Farrill, Walter
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Fay, Leo
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Field, Edward L.
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FISHER, THOS. G.
Flash, Serge
Flick, Edw. L.
FLICK, FRANK
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Flynn, Lonny
Flynn, Robert
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FOSTER, JACK MITCHELL
Foust, Ira
Fouch, Ben
Fowler, Ben H.
Fowler, D. W.
Fowler, Gordon
Fox, Gerald
Frank, Tony
Franks, Capt. & His Dogs
FRAZIER, ALBERT HARLEY
Freeman, Geo. H.
Freeman, Mitch
FULKNER, ROBT. WM.
Fuller, Azel (Dick)
Fuller, Ed
Fuller, Sherman
Furner, Eddie
Gainer, W. L.
GALLAGHER, ARLIN WESLEY
Gallamore, G. (Brownie)
GALLANT, GEO. B.
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Garner, Eddie & Dian
GARLAND, ROBT. C.
Garlock, E. K.
Garner, Les
GARNER, ROBERT A.
Garvis, Joseph
Gatberg, Clifford
Gause, Wm.
Gavia, DoDo
Gavin, Joe L.
Gay, Harry S.
Gehrig, Ray
Geer, Frank
Gehtz, Burton
GEIGER, FRANZ ALLEN
Geissinger, Harry
George, Frank
George, Harold
George, Dr. H. J.
GEORGE, SAMMY
George, Tom
Geraldine Gerald
Gerber, Joe
Gerry, Rev. F. G.
Ghanam, Albert K.
Gibson, Bert D.
Gibson, Don
Gibson, Howard
Gilbert, Arthur

- Gilbert, B. B.
Gill, S. C.
Girard, Gene
Gill, Geo. J.
Gill, James G.
Gilliland, R. W.
GLEASON, FRANK S.
GOBLE, WILLIAM HAROLD
GLORISO, CARMELO
GODING, WARREN F.
Godwin, W. H.
Goebel, Ralph
Goff, George
Goforth, W. B.
Golddeck, Paul E.
Golden, H. B.
Goldstone, Ralph
Goldin, Max, Mgr.
Good, Monrow
Good, Pete
Goodman, Sidney L.
Gorden, Matt T.
Gordon, Art
Gordon, B. (Mad Russian)
Gordon, Chas. A.
Gordon, E. J.
GOUDIE, FRANK O.
Gould, Max
Gould, Stanley
GOULD, Austin STANLEY A.
Gowin, D. R. (Doc)
Graham, Clive (Gracye & Graham)
Graham, Geo.
Graham, Harry
GRAHAM, P. W.
Graham, Robert
Graham, Walter
Grant, Fred
GRANT, HARRY LEM
Gratiano, Tony
GRAVES, CLINTON H.
Graves, Tex
Gray, A. J.
GREAVES, WM. F.
Green, Al
Green, Jim
GREEN, QUAY
GREER, GEORGE
McLUIN
GREER, WM.
Gregg, Earl & Joey
Gregory, Earl
GREGORY, FRANCIS P.
Gregory, Wilfred
Gross, Tony
GRIBBIN, ALDON H.
GRIFFIN, EDWIN F.
Griffin, Geo. G.
Griffin, Johnny
GRIFITH, LEWIS
GRIFFITHS, THOMAS O.
GRIPP, JAMES M.
Groboskie, Anthony
Guest, Thormie
Gumels, Thos. C.
Guin, Al
GUTHRIE, CURTIS A.
Haag, Roy R.
Hachbarth, Wm.
Hage, O. K.
HAGSTROM, ELLIOTT
HAIL, G. V. MACK
Haines, Bernard
HALE, CHAS. W.
Hale, Price Eco
Hale, Ellsworth
Hale, Tom
Haley, E. C.
Halker, E. S.
Hall, C. P.
Hall, Edw. L.
Hall, Geo.
Hall, Tex
Halm, Eugene J.
HAMBRIGHT, ALBERT CLARENCE
Hamburge, Phil
Hamilton Amuse. Co.
Hamilton, Jack
Hamilton, Jas.
Hamilton, William L.
HAMMOND, CARL J.
Hammond, Earl F.
HAMRICK, V. T.
Hannah, Cleon
Hanper, E. F.
HANNON, DANIEL ROSS
Hansen, Andy
Hanson, Nill (Swede)
Harding, Wm. Bill
Harley, Ois
Harman, Norgie
Harrell, L. H.
Harrington, Shorty
Harris, Bing
Harris, Bubbles
Harris, Frank
Harris, Melvin
Harris, Rodney
Harris, Rome
Harris, R. D.
HARRIS, Russ
HARRIS, WALTER
Harris, Wm. A.
Harris, W. R.
HARRISS, PAUL W.
Hart, John B.
HART, ROY OSRO
Hartman, Lloyd
Hartley, Geo.
Harville, L. R.
Havarn, Jeff
Havins, L. R.
Harwood, Van
HATFIELD, JOSEPH THOMAS
HAYES, KAY
Head, John
Heath, Gerald
Heath, Herbert
Heckerdorn,

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Acuff, Homer
Adams, Budo
Adams, Cundy
Adams, Felix
Adams, Jus
ADAMS, OSCAR MARSHALL
ADAMS, RICHARD EDW.
Adkinson, Gordon
AGNER, WM. R.
Aitken, Roy
Albright, A. P.
Alcido, Sidney
Alderson, W. W.
Aldifo, John
Alexander, Arthur
Alexa, Harold
Alexander, T. S.
Allen & Lee
Allen, H.
ALLEN, JACK
Allen, Johnny P.
Allen, J. Harold
Allen, Wm.
Almony, A. F.
Alterbury, Robt.
Anders, Frank L.
ANDERSON, EARL EDW.
ANDERSON, EARL HARVEY
Anderson, Gene Doc
Anderson, J. M.
ANDRONOWSKI, JOHN
Anstett, Frank
Anthony, Bob Tang
Anthony, Howard
Apollis, The Four
Archulett, H.
Archer, Whittie
Ard, Grady
Ara, Capt. Bill
Arms, Edw.
ARNOLD, LYLE
Arnold, K.
Arab, Boy Wonder
Asher, Chas.
Atkins, Slim (Col.)
Auskins, Clarence
Austin, Gene
Awall, Obs Lee
Backer, Earl D.
BALLEW, GORDON LEWIS
Bailey, S. H.
Baker, Ed
BAKER, FRANK JOHN
Baker, J. Oren
Baker, Red
Baker, Joe L.
Baleom, R.
Balduin, Geo. W.
BALDWIN, MILTON
Banks, Norman
Banty, Harry
BARBER, JAMES
Barham, Sam
Barker, Rand
Barksdale, John
Barnes, E. Market
Barthel, Clarence
BARNES, JACK CLAUD
Barnes, Roy
Barnett, F. C.
Barr, Herman
Barr, Stephen D.
Barry, Carl J.
Barry, Wm. T.
Bartholomew, H. W.
Bartley, Francis J.
Barton, Bert
Basset, D.
Bates, Otho
Batterson, Earl
Baxter, Bob
Beables, Bill
Beady, Sam
BEAGLE, DONALD O.
Beatty, Walter
BEAVER, CLARENCE C.
Beck, Otto F.
Beckman, Wm. W.
BECKWITH, CLIFFORD L.
Beckwith, Billy Stau
Beets, C. W.
Behce, Earl R.
Bell, Day Break
Bell, O. A.
Bell, O. C.
Bell, P. K.
Bell, Robt. (Follies)
Bemmel, Cliff
BENGOR, NICHOLAS
Bolt (Splinter)
Bonelli, Capt. James
Bonup, H. L.
Booth, H. M.
Booth, O. H.
Bovin, R. C.
Bostic, Herman
Bostwick, W. L.
Boude, Clinton
BOWMAN, JAMES CALLAWAY
Boyle, John R.
Bozeman, James
Braden, Frank
Bradish, Wm. L.
Bradley, Everett W.
Brady, P. P.
Brage, Geo.
Brakebill, John A.
Brash, Lonie
Brash, Chas.
BRASWELL, WM. DAVID
Bratcher, Lonnie
Braunstein, B. F.
Bray, Whitey Bill
Braz, W. M.
Breen, Patrick
Brennham, Joe
Brenner, Ed
Brett, Howard
Brewer, Wm.
BRIGIT, CHRISTOPHER C.
BRIGHT, JAMES H.
Briner, Carl M.
Brockway, Robt. S.
Brogan, Fred A.
Brookmire, Wm.
Brooks, Frank E.
Brooks, Dr. O. C.
Brown, Abram
Brown, Bruce
BROWN, CHAS. LEE
Brown, Earl
Brown, Jack
Brown, John E.
Brown, Messaroud
Brown, Norman D.
BROWN, WM.
Browning, Jack
Browning, Virgil
Bruno, John L.
Bruno, Louis
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Buchacker, Ray

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Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

BALL GUM, 5/8", FACTORY FRESH, 13c BOX; Tab, Stick, Midget Chicks, every Vending Gum.

BARGAIN — MUST SELL AT ONCE 10 BALLY Coca-Cola Cup Vendors, 20 Barrels, one Carbonator, 30 Bally Pop Corn Vendors, \$8.00; 10 4 Column Penny Automatic Stores, \$6.00; 300 Model 80 Kirk Horoscopes; 50 Model 51 Horoscopes Scales; 25 4 Column Brownie 5c Nut Vendors, \$10.00.

CANADIAN OPERATORS, TAKE ADVANTAGE of this bargain—300 Free Play Games to sacrifice. Write for complete list.

COMPLETE INSTALLATION TELEPHONE Music in Cincinnati, O. 30 Turntables, 29 Locations. MAGIC MUSIC CO., 321 Temple Bar Bldg., Cincinnati, O.

FACTORY REBUILT RED HEAD TRACKTIMES with latest improvements, including extra clear glass over decorated glass to prevent breakage of latter.

FOR IMMEDIATE SALE — 5 EVANS TOMMY Guns, \$97.50 each; 3 Bally Defenders, \$104.50 each; Guns used 3 months, A-1 condition, like new; 25 Holly 1c Grip Machines, \$9.50 each, one or all. 25% with order, balance C. O. D. CENTRAL TEXAS AMUSEMENT CO., 901 Vance St., Taylor, Tex.

FOR SALE — 1c TEXAS LEAGUERS, ORIGINAL crates, \$45.00 each; like new Penny Phonos Consoles, original crates, \$40.00 each; six Jennings 1c Electric Good Lucks, \$150.00 for all.

FOR SALE — SIX JACK POT PACES RACES, \$135.00 each; one Baker's Paces Gold Award, \$150.00; 2 Bally Royal Draws, \$125.00.

SEND FOR BADGER'S 32-PAGE COIN MACHINE Catalog. Over 1,000 reconditioned Machine Bargains. Accessories, Parts, and Supplies.

SPECIAL — 25 1c MASTERS, \$3.50 EACH; 25 1c Advance No. 11s, \$3.95; 25 1c Snacks, \$6.00; 100 1c Hershey, \$2.50.

TEXAS LEAGUERS, \$35.00; BALLY RAYS Tracks, \$49.50. Third deposit. Immediate shipment.

VEST POCKETS, \$25.00; CHROME COLUMBIAS, \$40.00; Q. T., 1c or 5c, \$25.00; Libertys, \$12.00; Imps, \$6.00.

WANTED — 1937 AND 1938 KEENEY TRACK Times. One or twenty-five. Write BOX 92, Steubenville, O.

WANTED — WURLITZER'S 700, 750, 800, 850, 71, 81; Mills Empress and Thrones; Seeburg '40 and '41 models; Mutoscope Sky-fighters; Bally Rapid Fires, one and five ball free plays; 1c Counter Games.

WANTED — 10-FT. SKI-BALL, FREE PLAY Games and Counter Machines, all kinds.

WILL TRADE WURLITZER 616 FOR BROWN Fronts, Chrome Bells or Bonus Bells; Rays Track, perfect, \$60.00; Mutoscope Diggers, \$50.00; Imps, \$6.00; Groetchen Libertys, \$12.00.

1c Q.T., \$25.00; LIBERTYS, 1c PLAY, \$12.00; Track Time, 1937, \$50.00; Imps, 1c play, \$6.00; Jockey Club, \$25.00; Groetchen Sugar King, \$60.00; Shipman Stamp Machines, \$15.00; Wurlitzer No. 616, \$75.00; Vest Pockets, \$22.00; Marvel, \$10.00; Heads-Tails, \$7.50; Select 'Em, \$5.00; Pocket Pool, \$5.00; Sweepstakes, \$5.00; Turf Flash, \$10.00; Keeneys Pastime, \$125.00.

5 WURLITZER AND ROCK-OLA SKEE BALLS, fourteen and ten feet long. Uncrated. Reasonable.

19 SUPERIOR RACE HORSE SLOTS, LIKE NEW, 5c play, \$25.00 each. UNITED AMUSEMENT CO., 3410 Main, Kansas City, Mo.

FOR SALE SECOND-HAND GOODS

A COMPLETE ALL ELECTRIC FRENCH FRY Popper, \$35.00. All other makes available.

AAA ALUMINUM POPCORN KETTLES, \$6.50. Gasoline Concession Model Fearless Poppers, Long Eakins, Creators; Burners, Tanks, Tubing, Copper Caramelcorn Kettles, lowest prices.

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, repairs. Lowest prices.

FIVE USED RUNNING POCKET AND WRIST Watches, American and Swiss, our assortment, \$7.50.

FOR SALE — 1 24-SEAT CHAIR-O-PLANE, 1 three-a-breast Merry-Go-Round, 1 12-seat Circle Swing, 1 9 ship Kiddie Airplane Ride, 1 Miniature Gasoline Train, 31 inch gauge; 3 eight passenger Cars; 1,000 ft. 8 pound Rail and switches.

FOR SALE — PDQ CAMERA COMPLETE WITH tripod and supplies. New, unused, \$58.00 cash. J. MOSS, 1122 1/2 London St., Portsmouth, Va.

FOR SALE — FERRIS WHEEL, NOW OPERATING at Lakeside Park, Fenton, Mich. Ten seats, gas motor; everything in good condition, \$600.00.

LARGE LIGHT TRAILER, EQUIPPED AS STUDIO for miniature photos, living quarters, \$275.00 with Camera; \$200.00 without.

MONKEY RACER FOR SALE — THREE CARS. Steel Track and Frame, good Tent, only \$250.00.

NATIONAL CANDY FLOSS MACHINE CO., offers tremendous opportunity. 15 1941 single head all electric Floss Machines to be sold; list price, \$200.00; your price while they last, \$98.00.

POPCORN CRISPETTE MACHINE, CARAMEL Outfit, Wet and Dry Poppers, Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O.

TWELVE GENUINE MEXICAN AND AUSTRALIAN Opals, \$1.00; twelve assorted Cameos, \$1.50; three genuine Diamond Cut Zircons, \$1.75.

2 CUSTARD MACHINES — EZE-FREEZE, mounted on truck, motor and lightplant complete; Eagle Machine with A.C. or D.C. motors, in 8'x8' joint. Any offer accepted.

FOR SALE—SECOND-HAND SHOW PROPERTY

DONKEY BALL GAME — MECHANICALLY operated, life size, used one season, \$100.00 cash. Equipped for immediate use.

ELI NO. 5, \$1,600.00. CASH, NO TRADE. CHRISTIE MCKENZIE, Andalusia, Ill.

FELTMAN MACHINE AIR GUN WITH TUBES, \$75.00; almost new. Wanted for cash, X-Ray Poker Tables. ACME AMUSEMENT CO., 3114 Boardwalk, Wildwood, N. J.

FOR SALE — SIXTEEN AND TWENTY-FOUR Seat Chair Planes, complete; LeRoi Engine, Fence, Ticket Box. CALVIN GRUNER, Pinckneyville, Ill.

FOR SALE — SIX RIDES, NO JUNK. NOW IN operation. Good clean transportation, all neatly flashed. New Ideal Merry-Go-Round, No. 5 Eli Wheel, Chair-o-Plane, Kid Auto, Air-o-Plane, 16 Passenger Patriotic Ride, few good Concessions, two Show Tops, plenty Wiring and Switches.

FOR SALE—OCEAN WAVE, 40 FT. DIAMETER, newly painted, ready for operation. Low price for cash.

MEDICINE SHOW OUTFIT COMPLETE — BIG Stage, Jacks, Lighting Fixtures, Chairs, Piano, Canvas Covers, Sidewalk for wings.

ON ACCOUNT OF HEALTH — TENT PICTURE Show complete with week stands pictures. Also Trailer, ready to go.

USED SIDEWALK — LIGHT TAN, 100 FT., 7 ft., \$19.50; 8 ft. Sidewalk, \$22.50 (100 ft.); 9 ft. Sidewalk, \$29.00 (100 ft.); 3 slightly used Concessions Tops, 8'x10', \$30.00 each.

10 WAX FIGURES — RECONDITIONED. LIKE new. Public Enemies. Completely dressed. Sacrifice for cash.

MOTION PICTURE FILMS & EQUIPMENT

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A GREAT NEW 16MM. LIST FOR FALL AND winter ready soon. Don't miss it. Films, Equipment, Supplies, Advertising.

AMBITIOUS? — SHOW TALKIES THEATRE-less communities. Sound Equipment, Weekly Programs rented reasonably.

ATTENTION, ROADSHOWMEN — SAVE money on your 16MM. Film Rentals. Send for our latest "Roadshowmen's Catalog and Handy Booking Guide" today.

BARGAINS IN PROJECTORS, OPERA CHAIRS, Spot Lights, Stereopticons, Screens, Rewinds. Complete theater equipment and supplies.

BUSSA FILM EXCHANGE — 35MM. ROAD-show Attractions, outright sale only. Late releases, Educational, Gangster, Westerns, Comedies, Cartoons, Action Pictures.

LATE 35MM. SOUND WESTERNS, \$35.00 EACH; Silent Features, \$5.00. Big list of Projectors and Films. Will buy Film in serviceable condition.

NOW SELLING TERRITORIAL RIGHTS ON NEW Roadshow Picture. It includes many educational scenes; also book lecture on film.

ROADSHOWMEN SPECIAL—COMPLETE 16MM. Sound Programs only \$9.50 per week. Finest money making pictures available.

35MM. SOUND FILMS — OUTRIGHT SALE and rental service. Quality prints. Lowest prices. Lists, 3c stamp. OAKLEY FILM EXCHANGE, Nelsonville, O.

**PHOTO SUPPLIES
DEVELOPING-PRINTING**

ASK FOR BIG NEW MARFUL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Sure fire sale and profit makers. Send for free catalog today. MARKS & FULLER, INC., Dept. B81, Rochester, N. Y. au30x

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. au30x

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. au9x

THREE BEAUTIFUL 4x6 ENLARGEMENTS OR one 8x10 Enlargement from your negative, 25c coin. YOUNG, 1230 Benton Blvd., Kansas City, Mo.

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 1/2x250, \$4.75 per roll. Glass Frames, Folders, Backgrounds. Free catalog. HANLEY'S PHOTO COMPANY, 205 E. 12th St., Kansas City, Mo. au2x

**COSTUMES, UNIFORMS,
WARDROBES**

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 50c up. Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. CONLEY, 310 W. 47th, New York.

SCENERY AND BANNERS

A-1 ATTRACTIVE SHOW BANNERS FOR CIRCUSES and carnivals. Lowest prices, quick delivery. MANUEL'S STUDIOS, 3544 N. Halsted St., Chicago, Ill.

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. 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. au16x

ATTRACTIVE 216-PAGE ILLUSTRATED Professional Magic Catalogue of Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. KANTER'S, B-1311 Walnut, Philadelphia, Pa. au2

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. au16x

NEW BLADE BOX ILLUSION — EXCEPTIONAL buy for \$15.00. Bulletin 9 just out, 25c. IVAN, 104 Grand St., Brooklyn, N. Y.

VENTRILQUIST FIGURES—USED BARGAINS. New figures, \$10.00; two extra effects, \$15.00. Punch outfits. TURNER, 511 Faraon, St. Joseph, Mo.

PARTNERS WANTED

PARTNER WANTED — PARTNER WITH truck for small tent show. Have nice outfit and ready to go. Sickness cause of this ad. WRIGHTS DOG CIRCUS, Bradford, N. H.

**ANIMALS, BIRDS,
REPTILES**

A GOOD SHOW ANIMAL SUITABLE FOR Fairs — Freak 4-Horned Sheep, \$50.00; also Miniature Mule, \$85.00. SNAKE KING, Brownsville, Tex. au23x

ALLIGATORS, SNAKE DENS, \$5.00 to \$20.00; 12 Moccasins, \$6.00; Racing Turtles, Chameleons, Wildcats, Raccoons, Fox, Opossums, Squirrels, Rattlesnake Oil. Catalogue. ROSS ALLEN, Ocala, Fla. au16

ANIMALS, BIRDS, SNAKES FOR SHOWS — Fresh lot Chinese Dragons, Black Iguanas, Gilas, mixed dens 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.

LAMAS, AOUADDS, WILD BOAR, COYOTES—Stock on hand, showman's prices. Inquire specifically. No list. PHIFER ANIMAL FARM, Millington, N. J.

PARRAKEETS AND LOVE BIRDS FOR CON-cessions. Any amount, immediate shipment, assorted colors. Also Finches and Canaries. SNAKE KING, Brownsville, Tex. au2

Show Family Album



HARRY KAY LEWIS believes the Harry and Berdie Lewis Company was the first motorized show to play in Oregon. In the above photo, snapped May 30, 1912, in Tygh Valley, Ore., is shown a car used to carry some of the show's luggage. Lewis is at the wheel. At the left is John Knoll, aerialist and contortionist, who is still active in the high act field. Lewis has been in show business since 1902. His 1941 show is called "Hollywood Varieties."

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

PLENTY SNAKES, ALLIGATORS, BOAS, GILA Monsters, Horned Toads, Armadillos, Terrapins, Monkeys, Pacas, Sloths, Agoutis, Coati-mundis, Prairie Dogs, Kinkajous, Guinea Pigs, Mice, Rats, Odorless Skunks, Foxes, Badgers, Ringtail Cats, Baby Wild Cats, Porcupines, White Doves, Peafowl, Parakeets. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. au23

RHESUS — TWO LARGE FEMALES, TRAINED, tame workers, \$20.00; young Rhesus, both sexes, tame, healthy, \$15.00; pair, \$25.00. Show rare animals all kinds. DETROIT PET SHOP, 3330 W. Lafayette, Detroit, Mich.

SPECIAL — COLLAR BROKEN CHIMPANZEES, female and male, three years, female two years, acclimated, \$250.00 each. 16-foot Python, \$175.00 f. o. b. California, guaranteed feeder. Medium-sized Capybara, \$50.00; large Dogfaced Baboon, \$40.00; Rhesus, \$16.50 each; tame Borneo Apes, \$50.00 each; Agouti, \$15.00; medium Ocelot on chain, \$50.00. HENRY TREFFLICH, 215 Fulton St., New York City.

HELP WANTED

FIDDLE MAN AND A TRUMPET MAN WITH experience in an old time cowboy band that double other instruments. Other Cowboy Singers and Musicians, write. RAY STOLZENBERG, 704 Euclid, Austin, Minn.

FOUR AND FIVE PIECE COCKTAIL ENSEMBLES for immediate work this section. Good salary. Singing bands preferred. CLARENCE SCHENK, Pensacola, Fla.

GOOD FAST SOBER TATTOO MAN — GOOD year round. Must be here August 1. Wire, write CANTEEN, 36 Capitol, Battle Creek, Mich.

MUSICIANS WANTED — ALL INSTRUMENTS. Old and modern time orchestra. Work out of one town. Union. LEONARD GONYEA, Chippewa Falls, Wis.

PIANO PLAYER, TRUMPET, TROMBONE, Saxophone — Other musicians doubling string instruments or stage given preference. Tent combination picture and vaudeville. We never close. State all and lowest salary first letter. DANDY DIXIE SHOW, C. W. Gregory, Manager, Elizabeth City, N. C.

RINK ORGANIST AND FLOOR MANAGERS wanted. Send your address so I can write confidentially. BOX C-186, Billboard, Cincinnati, O.

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 WENDELL, P. O. Box 459, Odessa, Tex. x

VIOLINIST, PIANIST, DUCHIN STYLE; STRING Bass, featured Vocalist, Guitar, Vocalist, Drums, all Saxes, Trumpet. Society band. State lowest. BOX C-180, Billboard, Cincinnati.

WANTED FOR ALABAMA MINSTRELS — Colored Show with Band. Chorus Girls, Boss Canvasman. Open here August tenth. 1205 Laurel, Columbia, S. C.

WANTED — 4 PIECE ALL GIRL RUMBA BAND. State all in first letter. Pictures? Address CLUB CALIENTE, Calumet City, Ill.

WANTED — AERIALISTS. YOUNG LADY, also young man, for established novelty act. State all details in letter. BOX 263, The Billboard, 1564 Broadway, New York.

WANTED — LECTURER CAN SELL MED ON real med show; other performers write L. WALDROP, Marquand, Mo.

WANTED TO BUY

BOWLING ALLEYS—DUCK OR REGULATIONS; factory built preferred. Cash for bargains. Give details first letter. F. SHAFER, Washington, Ind.

ONE HUNDRED PAIR CHICAGO SKATES IN good condition. All sizes wanted. State lowest prices. C. G. PEARSON, 1916 Ave. M 1/2, Galveston, Tex.

USED TENT—EIGHTY FOOT OR LARGER, round top with middles. RICHARD T. DOHERTY, 2200 Grand Ave., Saint Paul, Minn.

WANTED — STEEL ARENA FOR CAT ACTS; also Props. Describe fully, stating size, weight and best cash price. BOX 1540, San Antonio, Tex. au9x

**At Liberty
Advertisements**

5c a Word (First Line Large Light Capitals)
2c a Word (First Line Small Light Capitals)
1c a Word (Entire Ad Small Light Type)
Figure Total of Words at One Rate Only
MINIMUM 25c OASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

**AT LIBERTY
BANDS AND ORCHESTRAS**

WELL KNOWN MIDWESTERN TERRITORY Band — Eleven men and girl. Styled, all special arrangements. Union. Anything considered, clubs, ballrooms, theatres, one-nighters or location. For details write ORCHESTRA, 247 Eighth, Murphysboro, Ill. au9

ATTENTION, BOOKING AGENTS, DANCE Managers, Nite Club Operators. Well organized Four Piece Old Time and Modern Orchestra. Radio, stage dance. Have been playing present territory and on this radio station for the past two years. Feature Girl Saxophonist. On personal appearances band dresses in original Dutch uniforms, including the wooden shoes. Have fronts, lights, and P. A. system. Available after September 1. For bookings and information write or wire DUTCH BOYS, WJMC, Rice Lake, Wis. au9

CLUB OWNERS NOT PAYING \$200 UP, save your time and ours. Have A-1 Dance Unit; 6 men, organized '36. Pla-Mor, Rochester, Minn., new contract in same spot as per last ad but desire change to live spot. Want only 6 nights, play shows. Trumpet, 2 Saxes, 3 Rhythm, Drummer doubles Tenor, Bass, good Trumpet and Violin. Two Solo Vocals, plenty gang sing. Write for pictures, details. JOHNNY GILLRUP'S SINGIN' BAND, Box 133, Winona, Minn.

Armond Jackson Orch — Available for night clubs, hotels, taverns, resorts, ballroom, theater units. Furnish 3 to 12 pieces. Union. Will take anything. All colored talent. 4819 S. Dearborn, Chicago, Ill.

**AT LIBERTY
DRAMATIC ARTISTS**

YOUNG JUVENILE ACTOR — WORKING IN summer stock, at liberty after September 1. Age 19, 5' 6" tall, good appearance. Desires work in stock, rep show, or radio. Would consider joining up with someone to work an act for vaudeville unit, hotels, and nite spots. Have two years' experience dramatic work, comedy dancing, and eccentric singing. Appeared on independent radio stations. Willing to go anywhere. Also appeared in expose show with carnival. Would like to contact someone in New York near my own age and in show business. State all in first. Salary secondary. DICK SAVITZ, Ivoryton Playhouse, Ivoryton, Conn.

**AT LIBERTY
MISCELLANEOUS**

At Liberty — Upholstering. We Upholster furniture, trailers, rides, theater seats. All kinds of pillows and cushions. For particulars write Burton's Upholstering Shop, Huntington, Ind. au9

Clubs, Fire Companies, Veterans—Sponsor "Boom Boom," world's greatest little show. Local cast of 40, one rehearsal, great exploitation features. A positive money maker. Small guarantee plus easy percentage or guarantee. One week engagements. Present time in Mid. East rink. Box C-187, Billboard, Cincinnati, O.

Professional Roller Skater — 10 years' experience. Teaches all the new dance and figure routines. Specializes in large group instruction. Rink managers interested in holding present patronage and attracting new skaters, write now for fall season. Will work percentage or guarantee. One week engagements. Present time in Mid. East rink. Box C-187, Billboard, Cincinnati, O.

**AT LIBERTY
MUSICIANS**

BAND DIRECTOR — EXPERIENCED, competent. Municipal, civic, industrial. Library. G. H. LOCKWOOD, 1005 West St., Utica, N. Y. au2

DRUMMER — YOUNG, single. Go anywhere. STUART THAVES, Burt, Ia. au2

MODERN DRUMMER — Steady, solid rhythm or sweet. Sober, reliable. New black gold outfit. Distance no object if job good. Draft exempt. Non-union, will join. State particulars in first. Don't bother if not reliable. Few days' notice desirable. JOHN KIRBY, 205 Headland Ave., Dothan, Ala.

ALTO, TENOR, BARITONE — READ, RIDE, fake, wants fall-winter dance work Southern hotel. Fifteen years top outfits. Fourth chair okeh. No panics, tell all. DOUG CAMERON, Topsfield, Mass. au2

ALTO SAX — DOUBLE CLARINET. AT LIBERTY in two weeks. Just closing semi-name. Draft exempt, experienced, appearance, all essentials. Must be a reliable band. Write, don't wire. Allow time for forwarding. BOX C-184, Billboard, Cincinnati.

BAND LEADER — INDUSTRIAL, MUNICIPAL, or school bands. Trumpet. Will accept other employment. WILLIAM BROOKS, 831 Union St., Hudson, N. Y.

BANDMASTER — EXPERIENCED, COMPETENT. Like to hear from schools, municipal, industrial bands. LEONARD DOTO, Iron Mountain, Mich. au16

DRUMMER — BEST OF EQUIPMENT. EXPERIENCED all styles. Draft free, union, young, single, sober. Semi-name references. Cut or no notice chance at good job. GRADY BARNES, General Delivery, Pensacola, Fla.

GIRL DRUMMER — UNION. LOCATION PREFERRED. Available. RITA SENARD, 101 Cherry St., Punxsutawney, Pa. au2

SAX — ALTO, TENOR, BARITONE, AND Clarinet. Good reader, fake. Sober, no draft, union. Prefer 3d or 4th chair. GLEN RUSSELL, Box 258, Brunswick, Ga.

SAX MAN — ALTO, TENOR AND CLARINET. Play any chair, thoroughly experienced. Big tone, read well, take off. Union, married, age 27. Prefer location. Write or wire MUSICIAN, 115 N. Chandler Ave., Denison, Tex. x

STRING BASS — ALSO VIOLINIST. UNION, arrange, name band experience. Can go anywhere. Reliable. Write, wire MUSICIAN, 1845A N. 3d St., Milwaukee, Wis.

AT LIBERTY PARKS AND FAIRS

A HIGH SWAYING POLE

Act well known for its crowd pulling powers has a few late weeks open following park and State fair route. Unusual rigging assures greatest possible sensationalism and attention. Wire or write BOX C-181, Billboard, Cincinnati, O.

AERIAL COWDENS —

Three Snappy Acts. BILLBOARD, Cincinnati, O.

AERIAL FREE ACT — BOB

FISHER'S FEARLESS FLYERS, Billboard, Cincinnati, O.

BALLOON ASCENSIONS

furnished with one to six chute drops. Girl or Gent Parachutist. Modern equipment. HENDERSON BALLOON CO., Haskins, O.

BALLOON ASCENSIONS—

Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind.

BINK'S FOUR CIRCUS

Acts. Route One, Cudahy, Wis.

CRIPPLED — WANTS PERCENTAGE JOB WITH

parks, fairs, celebrations, carnivals selling novelties. R. H. BROWN, 722 Amapolo Ave., Torrance, Calif.

HIGH POLE THRILLER —

World's Highest Aerial Contortion Act. Two different acts. Reasonable price and literature on request. BOX C-75, Billboard, Cincinnati, Ohio.

ATTENTION, PARK AND CARNIVAL MANAGERS—

Designer and Operator of Shooting Galleries will work on your terms. Have some guns. Anywhere. Ticket refunded. No boozer. VAN, 38 Cornelia Ave., Mill Valley, Calif.

BALLOON ASCENSIONS, PARACHUTE JUMPING

furnished for parks, fairs, celebrations. Established 1918. Experienced operators. References furnished. OSCAR E. RUTH'S BALLOON CO., 1021 Collier St., Indianapolis, Ind.

DEAR SEC. — I'VE JUST LEARNED THAT ONE

of the best known acts in the business, certainly a "thriller-diller" if there ever was one, is available for a few more late dates this season. Why don't you get him for our fair? The address is BOX C-182, Billboard, Cincinnati, O.

FRED'S KIDDIE CIRCUS — TRAVELING PET

Zoo. Different, reasonable. Syracuse, Ind.

JAMES COGSWELL — CLOWN COP, UNCLE

Sam, presented on high stilts. Committees, write. 1433 Rose St., Lincoln, Neb.

RINGLING BROS., BARNUM AND BAILEY CIRCUS

Feature at Madison Square Garden, New York City. Miss Ora, world's only Lady Horizontal Bar Artist. Why not you? For open time write or wire JERRY D. MARTIN, Billboard, Cincinnati, O.

STEVE FARKAS, STILT WALKERS—FOR FAIRS,

Celebrations, Parades. 452 W. 36th St., New York City.

THE GREAT CALVERT — STAR HIGH-WIRE

Act of the 1940 New York World's Fair. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y.

TRAINED HORSES AND ANIMALS — BARE-

back Riding Girl, Dancing, Singing, Concert. MUSICAL MILLERS, Wilton, Wis.

Aerial Cowdens — Lady, Gent. Three snappy Free

Acts. Double Trapeze, Comedy, Revolving Ladder, Swinging Ladder. Flashy appearance. Literature, price on request. Address Billboard, Cincinnati, O.

Charley Delps — Today's outstanding crowd producing, thrill merchant. 12 new sensational thrilling acts 110 ft. in the air, climaxed by a spine tingling 500 ft. suicide slide with crash thru fiery tunnel and blazing board wall. Two of the finest dare-devil stunts ever created. Superb showmanship. World's Fair performer. Hollywood stuntman. A guaranteed star outdoor attraction exactly as stated. Two acts that are rated tops for parks, fairs, celebrations. Charley Delps, 841 Selty Ave., St. Paul, Minn.

Charles La Croix (In Person)—Original, Outstanding Novelty Trapeze Act. High class platform free attraction. Available for celebrations, street fairs, etc. Very attractive equipment. Special large mobile advertising posters free. Wonderful act, elaborately costumed, big drawing card. Platform required. For full particulars address Charles La Croix, 1304 South Anthony Blvd., Fort Wayne, Ind.

Dashington's Animal Circus — Dogs, Cats, Monkey; two distinct acts. One in clown makeup. Go anywhere. Address 429 16th Ave., Moline, Ill.

Free Acts for Parks and Celebrations—Four separate Acts. Slack Wire Act, Comedy Juggling and Balancing Act, Comedy Trapeze Act, and outstanding Dog Act. Chester Huber, Wabasha, Minn.

Guthries, Fred and Marie—Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze, Lady and Gent. Beautiful wardrobe. Reasonable. 201 W. 9th St., Cincinnati, O.

Ike and Mike—2 Acts. Comedy Acrobatic, Rube Act, Matelidia and Hiram. Rubing streets or midway. Price reasonable. 1918 Smith St., Ft. Wayne, Ind.

Pamahasika's Society Circus—Dog, Pony, and Monkeys, featuring the Act Beautiful, the Famous White Cockatoos, Military Macaws. Presented by the only original Prof. Pamahasika. Address Circus Headquarters, Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536.

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AT LIBERTY VAUDEVILLE ARTISTS

At Liberty After August 2 — a-1 Black or White-face Comedian for platform or tent show. Not afraid of work. Singing and Talking Specialties and Acts for two weeks. Not in the draft. You tell all. Salary? You name it. Jolly Bert Stevens, General Delivery. Grove City, Pa.

SUMMER NE MEET

(Continued from page 48)

dress on how parks and army officers can co-operate to mutual advantage.

Park's Definite Place

The army, officers especially, are well aware of the advantages the amusement park has over other fields of amusement opened to soldiers, Lieutenant Harkness said. In his capacity as recreational officer, he told members and guests he has found that the amusement park has a definite place in the field of relaxation for soldiers, with a decided advantage over movies and other forms within the

price range of the soldier.

The soldier who spends 25 or 30 cents in the average movie house is only getting three hours of entertainment at most and when he comes out he has seen a pictorial of life that is far different from the one he is leading, the officer said. If the soldier goes to a bar or cafe, he drops more money than he can afford on his meager salary and has only a headache to show for it, he went on. But the man who goes to a near-by amusement park gets a chance to enjoy himself in a wide range of entertainment and at the same time is out in the fresh air, away from street corners and is enjoying himself among his fellow army men, the lieutenant pointed out.

Lieutenant Harkness told members he well appreciated the problem that enlisted men had been to some park owners at different times. He mentioned fighting as the biggest problem, but pointed out that operators must realize that men in the army are being taught day in and day out to fight side by side and that when one soldier gets involved in a "battle" with a civilian it is not only natural but commendable, from a morale standpoint, that the other men give him a hand. This problem can be overcome, he said, thru co-operation of army officials.

Suggests Cut-Rate Days

Military police will be assigned to patrol parks if owners so request and the lieutenant gave his solemn promise that the sight of an M. P. would bring any soldier up straight and would insure peace in a park. This point gave the officer the opportunity he had been waiting for to point out the way in which park owners could co-operate with the army and do their share for national defense. He suggested cut-rate days for army personnel, turning over of picnic groves on certain days to some particular army group to give soldiers a chance to relax away from civilians, and other means of co-operation that park operators could think of.

A policy of this type, Lieutenant Harkness said, will in the long run prove advantageous to any park, because the men would get to know and appreciate the opportunities for enjoyment a park offered and it would also do a great deal for building up morale of the men. Lieutenant Harkness said Mountain Park, Holyoke, Mass., had been more than generous to the army, allowing the Westover base to run its own dances at the park casino and when it was no longer feasible for the post to do so, giving officers free tickets to distribute to the men.

In a question period after the address, members showed much interest in plans of the United Service Organizations. One delegate asked the lieutenant what the organization planned to do, if anything, after it finished collecting money. Lieu-

tenant Harkness replied that the money would be used to build and staff recreational places for the men to spend their off time and also give them places to which to bring their parents, friends and other visitors. He was emphatic in saying, in answer to other questions, that the USO would not be in competition to the amusement parks in any manner.

Jones Relieves Clare

Wallace St. C. Jones, Boston, who presided as toastmaster in absence of President John T. Clare, Providence, R. I., who had to return to Crescent Park before dinner was finished, then called on Secretary Hodge, who briefly sketched some of the problems that are busying NAAPPB officers.

The officers were on the job in Washington, he said, and were optimistic about tax legislation as well as about their ability to cope with the "gasless Sunday" situation if it arises again. He commented on the defeat ASCAP took from the State of Nebraska in the Supreme Court and told delegates that, while all the information he had at present was a telegram notifying him to that effect, it may be the beginning of a campaign that will prove to be profitable to the association. The officers were working on plans for the annual Chicago convention, he said, and he also reported that the officers were sure they had perfected a new fire insurance plan but that no details were ready at present. He declared that what members needed was more optimism and less pessimism. Everybody in show business ought to be optimistic, he said, and worrying over what the next 5 or 10 years might bring was foolish. His advice was to keep going, for five years was a long time, and no matter how bad things look now, they might be entirely different in five years.

The delegates, due to register from 10 a. m. on, straggled in till after 1 p. m. Early arrivals put their time to good use, however, enjoying Host Edward J. Carroll's "Desire Under the Elms," a well-stocked bar with everything on the house. Late start canceled plans for a softball game between Prexy Clare's Cyclones and Wally Jones's Boy Bandits. Immediately after a buffet luncheon, majority of members and guests left by bus for a tour of the Westover air base. There they were met by Lieut. J. L. Baum, of the 26th air base group, and Lieut. T. H. Edmands, S-2, base headquarters, who conducted the visitors around the field, pointing out all spots of interest, answering questions on the billion dollar plant now under construction and giving the men and women a much appreciated chance to see what Uncle Sam is doing. On the way out of the picnic grounds to the fair base it was discovered that the fully-loaded (See SUMMER NE MEET on page 63)

LETTER LIST

(Continued from page 56)

- Hall, Roy Payton, Charles D. Pendleton & Saunders
HARRISON ELBERT ERNEST
Peters, Stephen Ray, B. E.
Reed, James A.
Reynolds, J. D.
RHODES, JAMES ALDEN
Rose, Bert
Ryan, Mr. & Mrs. Georges & Nanette
Sabotic, Gimmie Screbnoff, Wm. (Bill)
Sheasley, George Snyder, Tommy
Bozo
Spencer, Slim
Teeter, Virgil
Thomas, R. D.
Thompson, Mac
Thornhill, John J.
Tinsel, Frank
Tucker, Billy
Valdare, Jim
Van Der Burg, Prof.
VAN, JOSEPH ROBERT
Varnadore, Varnie
Wagner, Frank
Webb, Frank and Grace
Williams, Dick
Winehill, Cliff
Winston, Harry
Wright, Arthur
Wright, Earl
Justice, Mrs. Lois
Kearns, Mrs. Paul
Keyes, Mrs. Lois
Kinney, Mrs. Ruth
Kyle, Bee
Leonard, Mrs.
Loman, Dot
McKenzie, Christie
Maye, Mrs. Ruby
Nielsen, Lolita
Perez, Mrs. Mary
Petersen, Hazel
Rae, Mrs. Thelma
Raymond, Marie
Rosania, Patsy
Sayre, Anna Bell
Smith, Mrs. Jack (Marie)
Sorber, Mrs. Geo.
Thompson, Mrs. R. H.
Townsend, Mrs. B.
Williams, Dorothy
Williams, Loretta
Wilson, Mrs. Anna L.
Wilson, Mrs. Tom
Zimmer, Florence
O'BRIEN, JAMES JOSEPH
Patrick, E. L.
PETTY, ROY BRADLEY
Ramirez, J. M.
Ray, Ralph (Ky)
Reeves, George Leon
Reeves, Stanley
Rinehart, S. W.
Roach, Chas. J.
Rohn, T. W.
Romig, Carl A.
Rooney, Jack
Screbnoff, William
Scott, C. B.
Sells, Virgil
Servis, Eddie
Shallow, Alonzo
Thomas
Sharp, Joe
Shepard, Chad Earl
Shields, Roy
Shoemaker, Floyd
SIOEMAKER, JOSEPH
MARTION
SHUFFELT, FRED
Smiley, L. R.
Smith, H. Norman
Snow, W. G.
Spain, Lee
Spheeris, Andrew
Stacey, Michal
Stanley, Clipper
STANLEY, JOHN B.
Stanley, Lazie
Suddarth, Harvey
Tarkins, Tommy
Tarrington, Blacky
TUBBS, OTIS EDWARD
Tucker, W. J.
Vreeland, Jack
Waldrop, Robert W.
WALKER, GEORGE EDWARD
Wells, Earl
WHISHER, LAWRENCE H.
WHITE, WILLIAM CHARLES (BILL)
Willard, Chi
Williams, Buck
Ernest
Wilson, Tom
WILSON, ROBERT C.
WILSON, WILLIAM MAX
Wright, Ronald
Abbott, John W.
Adams, Blackie
Adams, C. R.
Alexandra, Pasha
ALFORD, ZED TALMADGE
Baer, John (Canadian)
Bales, Pete
Banard, B. W.
Berg, C. A.
Boegeman, Robert
Boelke, E. J.
BELL, ADRON ELZIE
Boyd, Harold
Boyer, Eugene
Bryer, Ollie
Bumps, Bobby
Burdick, Ira
Carpenter, Clifford
Roy
CARROLL, BURNELL
CHAFIN, CECIL HERBERT
Chafin, Cecil Herbert
Clark, Brownie
CLARK, JAMES HARLEY
Conyer, H. D.
Crowell, H. W.
Cunningham, J. (Mickey)
Lester (Red)
DeVeer, Ray
DeWitt, T. R.
Dean, Al
Dillon, Jack
Drake, Bob
DUFFY, ROY THOMAS
Dunn, Jeff
Emerson, S. C.
Engine, Gene
Fisher, A. H.
Fitze, C. H.
Forster, Gus
Fry, Orval L.
FRID, ROLAND EDWARD
Gordon, Lew
Hammans, Cherokee
Hiansen, A. H.
Harrison, Frank
HENDERSON, Lester HENLEY
ALFRED CLIFTON
Hodgins, Joe
Hodgini, Ted
Hutcherson, Jack
Jones, Al
Johnson, A. A.
Johnson, Jerome
KIRK, TED R. KIRK, DEUARD ARTHUR
Knapp, Wm. J. Doc
KUPIEC, ADAM
Larson, Joe
Latham, L. S.
Luzow, Lawrence
Litts, G. F.
McCall, Jack
McCoy, T. F.
McGinnis, Cleavure
McKee, John
Mansion, Francis
Mansur, Shady
MARBLE, CHARLES W. MARQUETTE
ALFRED
Martin, Terry
Merrill, Frank
Miller, Bobby
Mitchell, Fred
Morano, Louis
Morris, Roy
Nottingham, B. B.

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Crowell, Mrs. H. W.
Devine, Ann
Devine, Mrs. Helen
Dutcher, Jeanne
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Hughes, Lillie
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Justice, Mrs. Babe

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Boardwalk Bingo Spots Shut Indefinitely by A. C. Dads

Commission Director Joseph Altman favors renewal—resort faces annual tax loss of \$20,000—many letters of protest mailed by players

ATLANTIC CITY, July 26.—Boardwalk bingo parlors here have been closed, and the city officials profess no knowledge of when the necessary mercantile licenses will be issued to operators, it was learned that one member of the city commission has come out in favor of renewing bingo licenses. "I'm in favor of renewing the bingo licenses," stated Commission Director Joseph Altman. Moreover, Finance Director Bader, who issued the original closing order, said he was studying the public reaction to the edict. It was admitted that many telephone calls, purportedly from visitors, were being received in protest to the closing. Bader has refused to commit himself in saying whether the licenses would be withheld permanently and denied that any plans had been made for a meeting with operators.

In the meantime operators of the Boardwalk's six dark bingo parlors having lost the July 4 holiday business and that of the succeeding two week-ends were wondering whether they would be able to open this month. Some of them recently renewed leases, while property owners are on edge over the possibility of losing tenants so late in the season.

The Jersey resort faces a loss in annual taxes in excess of \$20,000 thru failure to renew licenses. License fee was \$3,000 a year for places up to 100 chairs, with an extra charge for each additional chair. Just what this additional fee per chair means is seen from the fact that one of the bingo parlors with 172 chairs paid a fee of \$5,900 for the year. Last year the six bingo parlors paid \$24,840 in fees.

Operators hit are Joseph Levin, Max Woldar, George L. Ruty, Daniel Moran, James T. Stewart, and Daniel Hildreth. They pointed out that the city has an ordinance which authorizes the licensing of bingo parlors providing there is no gambling. What has operators further vexed is the fact that Boardwalk auction houses, whose mercantile licenses have not yet been renewed, were permitted to remain open as were the two mouse games, a game often placed in the same category as bingo but licensed at \$1,000 a year because the players stand up.

Sun Radio Company, one of the oldest radio organizations in New York, announces expansion of its public-address department with the leasing of the second floor at 210 Fulton Street, adjacent to the company's building. Firm will display and demonstrate latest sound systems and associated accessories. Readers with sound problems are invited to address inquiries to the firm for free analysis and recommendations by technicians.

lic as any other group of business men. They understand that the only way to build a substantial operation is to play square with the worker of the card, with the location, and with the men and women who shell out their nickels and dimes. As soon as they do otherwise they're thru. But that isn't all. Because of the very nature of the business public officials often blow up beyond all fairness a slip made by an isolated member. When that happens the situation is loaded with dynamite for everyone in the territory in which the slip was made. It is for that reason that we should all try to do what we can to keep the business clean. A little missionary work is very much in order whenever we run into an operator who thinks he can get away with a fast one.

Reports received from fur coat manufacturers and distributors indicate that earlier predictions of a big fur season this year will in all likelihood pan out.

HAPPY LANDING.

Tax Proposed For Mass. Bingo

BOSTON, July 26.—The House Ways and Means Committee gave a hearing on the taxation committee's recommendation that bingo be taxed 3 per cent to help provide funds for old-age assistance. Three bills were in hearing: One for old-age aid, a second for an outright 10 per cent to be collected by the State for the same purpose, and the third to impose a \$5,000 tax on all professional operators plus a 3 per cent tax on gross profits.

"We are short of funds for old-age assistance," said Senator Donald W. Nicholson, Wareham, "and here's a chance to tax something that has never been taxed before. Beano has been running in Massachusetts 8 or 10 years, and it's about time we got some money out of it."

Representative Adolph Johnson, Brockton, contended that "millions are being invested in beano and the tax yield will be considerably more than the estimated \$100,000."

Representative William R. Gilman, Malden, said that in his city four beano operators have to report to city hall every Monday to get a weekly permit for \$100. Malden, he said, gets \$20,000 a year in beano revenues in this way.

Representative John E. Powers, South Boston, supported his bill for the \$5,000 license plus 3 per cent tax saying, if the cry of racketeering is to be stopped the game must be under State control. He spoke of honest beano operators, who need not fear State control. Games operated by churches or charitable organizations would not be taxed under his proposal.

Slum Moves In Resorts

Crowds flocking to beach resorts buy staple slum items

NEW YORK, July 26.—Concessionaires, souvenir dealers, and pitchmen report that slum has come in for considerable play during recent week-ends. With large crowds turning out at various metropolitan shore points, workers have reported substantial increases in business.

Outside flying birds, balloons, chinese snakes, fur monkeys, tinsel head batons, and fur tails are some of the items that have been selling well. A number of new creations have been pushed by concessionaires and attractive displays are used to attract the attention of throngs. Miniature straw hats, coolie hats, feather dressed dolls, kiddie and adult swagger canes are some of the other items which, tho staples, are chalking up new sales records.

Novelties are very much in demand, including roley poley clowns, bears, Scotty dogs, Popeyes, and other characters. The squeeze-me type of dolls that squeal when squeezed appeal strongly to children. Large china novelties consisting of birds, monkeys, and vases have also captured public fancy.

Novelty Jewelry Items Popular

NEW YORK, July 26.—Novelty jewelry, staple item for pitchmen and resort concessionaires, is enjoying increased demand this season. Always a favorite with the girls, the strong interest in military novelties this year has boosted sales for these items. It is reported.

Identification bracelets, lockets, pendants, and rings, all with an insignia of some branch of Uncle Sam's armed forces, lead the sales parade in beach and mountain resort spots. Workers near the army camps report that trainees buy novelty jewelry for sweethearts and relatives.

Engraved jewelry is also popular. Here, too, the military motif is at once apparent. Manufacturers have produced plenty of diversified merchandise with a wide selection of styles.

Pitchmen report the demand for charm bracelets and lucky charms still strong. Originally a jitterbug fad, charm bracelets have become an accepted jewelry accessory.

parties in May, with total attendance of 299,932 and gross of \$205,459.66.

THE EFFECTIVENESS of bingo as a fund-raising promotion is well known. In Louisville, Ky., Banner Council No. 39, J. O. U. A. M., a strictly benevolent organization, acknowledges the effectiveness of bingo. But they have a mix-up with the U. S. Tax Board of Appeals, which seeks to collect \$361.20 in 1938 taxes from the Banner Building Company, property holder for the council.

It seems the council was running behind in meeting upkeep bills. Its building was not taking in enough revenue, and the building needed repairing. The council tried picnics and dances, but they didn't work so well. Then they tried bingo and ended the year with enough net earnings to make the building company, subsidiary of the council since it cannot hold property, liable for the \$361.20 income tax bill. The council kept accurate records and it claims exemption on grounds that it has never made a dollar profit and rarely had sufficient revenue to pay its costs.

DEALS
A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.
DEALS

By BEN SMITH

It is rather surprising, but some operators will still attempt to offer cash to the worker of a card rather than one of the major awards. These men are sticking their necks out needlessly, for the major award is usually worth more to an individual than cash that could be given in its stead. That is, if the worker went into a store to buy the premium he would have to spend more than he could get from the operator for running off the card. When proper care is taken in the selection of merchandise offered, the worker's desire to obtain one of the major awards will be incentive enough for him to complete the deal.

A. E. of Denver writes:

"Will you be so kind as to explain the difference between a salescard and a salesboard? By the former do you mean a card which is left with a storekeeper and when a customer buys \$5 worth of merchandise he may buy one of the premiums for 99 cents or more? Or is this called a trade stimulator?"

There is no basic difference between the salescard and the salesboard. The former is used ordinarily when a deal requires 100 sales or less. Over that number a board is more practical. However, the card which is left with a storekeeper on the 99-cents-or-more plan is called a trade card or trade stimulator card and should not be confused with a salescard or salesboard.

The trade-card stimulator deal differs from the salescard deal in that the first affords a customer the privilege of buying a valuable piece of merchandise at its low wholesale cost. A salescard deal offers a customer a chance to win that merchandise. There is a sharp distinction here, and methods of operation are therefore necessarily different.

As a group salesboard operators are as honest in their dealings with the pub-

BINGO BUSINESS
By JOHN CARY

OPERATION of bingo was defended in the ruling of Justice David Diamond, Buffalo, N. Y., which restrains police from interfering with operation of games pending trial of indictments against the operators on charges the game is an alleged violation of the criminal law. Justice Diamond called attention to the fact that there has been no adjudication by our highest courts squarely on the question of bingo insofar as the penal law of New York State is involved.

"Whatever one may think of games like bingo," states the ruling, "must it not be admitted that great numbers of respectable citizens find what is to them enjoyment in partaking of this streamlined version of what used to be known as the game of lotto?"

ANOTHER REPORT from Buffalo states that former Mayor Frank X. Schwab has announced he will enter both Republican and Democratic mayoralty primaries September 16 on a "Bingo for Buffalonians" platform. His nominating petitions will be circulated by several thousand bingo players, he said.

BINGO GAMES dropped numerically and financially in June in Cincinnati as compared with May, according to report of Police Chief Eugene T. Weatherly. Average net cost per player was practically the same, it was stated. Returns from sponsoring organizations show there were 234 parties in June, with total attendance of 283,143. Gross receipts were \$194,881.35 (with prizes \$46,798, leaving net of \$148,083.35 for sponsoring organizations. Comparatively, there were 262



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Neckwear

Workers handling a new line of ties offered by Philip's Neckwear are reported to be making good profits. The line is made up of popular designs that are said to break down sales resistance. Ties are silk-lined and workmanship is comparable to more expensive items. A complete selection is offered, including slyed-on, custom-made, and hand-made ties. Free catalog is available.

Badgeboards

A completely different line of buttons, badges, and novelties has been prepared by Epstein Novelty Company. Badgeboard workers have always made money with items introduced by this firm. The current line includes buttons and badges for conventions, parades, circuses, and celebrations. A number of new military buttons, with appropriate insignia, are also offered. A new illustrated catalog will be mailed without charge on request.

Military-Patriotic Banners

Camp workers have been making fast sales with a line of up-to-the-minute military and patriotic banners offered by Rusco Specialties. New designs and ideas are featured in 10 flash numbers produced by the firm. There is exceptional demand for military and patriotic banners, according to the firm, not only near army camps but all over the land.

Leather Goods

Key cases, billfolds, and change purses are staple items that have made profits for workers thruout the country. Neces-

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CLIP COMBS—Colored or Black, Gross	2.50
POCKET COMBS—Colored or Black—Bulk Gross	1.60
ARMY RINGS—Gold or Silver Finish, Gross	7.50
HANDKERCHIEFS—Colored Border—15"x15", Gross	3.00
ARMY & NAVY NEEDLE BOOKS, Gr.	2.50
POCKET WATCHES, Ea.	.75
NOVELTY JEWELRY—12 Asst. to Display Card, Doz.	.70
HAND-STRIPS—8 to Package, Gross Packages	1.60

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CANES

B15N100—Pennant Canes (for Dolls, Pennants, etc.)	PER 1000\$6.35
B18N137—Curved Handle Bamboo Kiddle Cane	PER 10068
B18N70—Bamboo Cane, Crook Handle.	PER GROSS 4.00
B16N122—Men's Bamboo Walking Stick.	PER GROSS 4.25
B18N132—36-Inch Chesterfield Cane, Brown Dowel.	PER GROSS 8.00
B18N139—36-Inch Chesterfield Cane, Assorted Colored Dowel.	PER GROSS 9.00

CHINA HEAD SWAGGER CANES

B16N130—Kiddle Swagger Canes, Cartoon Character Heads.	PER GROSS\$5.40
B18N131—Adult Swagger Canes, Assorted China Heads.	PER GROSS 7.20

BALLOONS

Per Gross

B85N83—No. 9 Favorite Asst.\$2.40
B85N84—No. 11 Favorite Asst. 2.80

OAK BALLOONS

Per Gross

B85N56—No. 9 National Colors\$2.75
B85N57—No. 9 Patriotic Salute 3.60
B85N55—No. 9 Circular Stripes 3.60
B85N49—No. 9 Scenic Prints 4.25
B85N85—No. 10 Mickey Mouse Heads 3.25
B85N94—No. 12 Mickey Mouse Heads 4.25

FUR MONKEYS

B38N255—6 1/2" high. \$3.60
Per Gross
B38N82—8" high. 6.00
Per Gross
B38N235—12" high. 12.00
Per Gross

MINIATURE STRAW HATS

4-in. Nest. Colored Feather.
B45N9 — Per Gross Hats \$3.50

6-Inch Hat. Duplicate of real straw hat in everything but size.

B45N13 — \$4.50
Per Gross ..

COOLIE HATS

B45N15 — 12 Inches Wide. \$9.00
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B45N14 — 16 Inches Wide. 12.00
Per Gross

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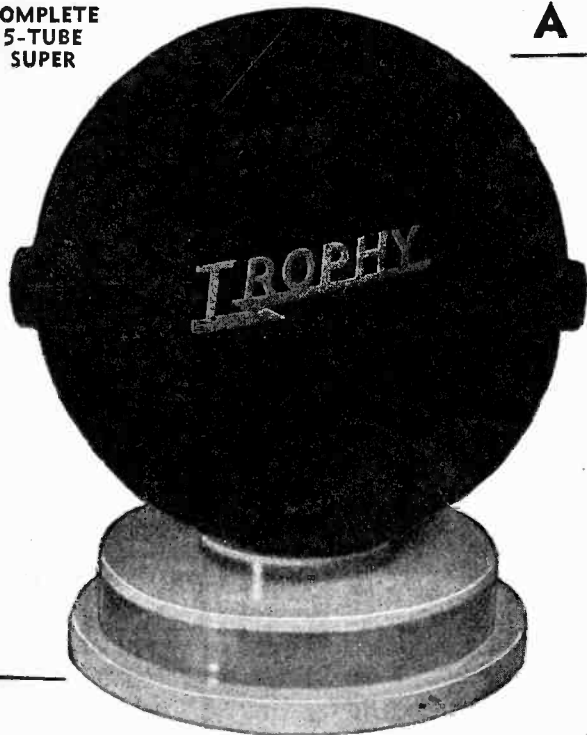
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The bowlers trophy—appeals to every sportsman. Authentic replica of bowling ball, 11 inches high over all—8 inch ball—7 inch base.

Has complete built-in 5 tube Superheterodyne Radio—gives 7 tube performance. Supersensitive with wonderful tone and ample volume.

Will pep up your slowest locations. It gets instant action wherever "he" men congregate.

Base in rich ivory plastic, polished gold metal bands. Bowling ball in black with radio built in.

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\$13.95

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Grand Piano Radio—It's a honey. Looks like three times the money. Special \$16.95.

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809 W. MADISON ST., CHICAGO, ILL.

sary for everyday use, the items are always in demand. Smith's offer a variety of items at bargain prices. Key cases come in screw or six-hook style. Billfolds and change purses are offered in smooth leather. The Tit-Wad billfold is said to be very popular.

Convertible Pen, Pencil Set

A complete pencil and a serviceable fountain pen that may be easily converted into one unit is being well received, according to premium workers. Pen has an unusually large ink capacity and transparent sac. Pen and pencil are each three and one-half inches long and come in a split leather case. By a simple interlocking of ends the pen and pencil may be converted into a single-unit combination. Product of U. S. Victor Fountain Pen Company, Inc.

Jumping Beans

Prospects are good for a crop of lively Mexican jumping beans this year, reported officials of Riley's Specialty House. The firm had no beans on the market last year because of a crop failure. Beans come packed in counter displays, each package containing six beans and retailing for 10 cents. A historical chart accompanies the packages. This method of sale is said to have appeal to many retailers, as it eliminates the disadvantages of handling loose beans.

Timely Sticker

The Russo-German campaign has created tremendous demand for the Hell With Hitler windshield and store-window sticker, it is reported. Agents are finding them greatly in demand by stores, cafes, barbershops, filling stations, and army camp towns, where soldiers buy them to mail to the home folks as souvenirs. Product of Southwest Sales.

MINN. AQUATEN

(Continued from page 43)

Wirth Lake and the Dixie Showboat showing *Only an Orphan Girl*. *Follies* cast, headed by Buster Crabbe, Hopkins Twins, and Charlie Diehl, was reinforced by several other acts this week, with Richard Gordon succeeding Morton Downey as emcee. Showboat has been playing to capacity houses each night.

During the regular run of the Aquatennial the *Follies* drew 63,000 and during the extended run has been averaging 3,500 nightly at reduced prices ranging from 50 cents to \$1. Attendance figures for other features include 250,000, Rubin & Cherry Exposition; 89,000, championship rodeo; 51,000, Auditorium stage revue, *Summertime*; 2,700, Dixie Showboat (300 capacity), and 240,000, *Aquacavalcade*.

Climax of activities was the election of Tom Hastings, president of the Minneapolis Aquatennial Association, as general chairman for 1942. He succeeds Win R. Stephens. Proceeds of the festival will be contributed to the Community Fund.

Penny Event Is Successful

SAXONBURG, Pa., July 26.—Highlighted by a parade of 42 fire companies, 10th annual Saxonburg Firemen's Celebration on July 14-19 was one of the most successful in recent years, said Johnny Duke, general chairman. Parade attracted about 15,000. Midway included five R. H. Wade rides, Larry Fallon's 20 stores; Lester Rodgers, peanuts; Richardson's photo gallery; Tommy Beddel, candy floss; Cecil's novelties; Ankrim's pennants; T. D. Berry, lead gallery and striker; J. T. Crawford, pony ride; Sander's popcorn, and Papp's Ranch Cowgirls and Life Show. Streets were decorated and events were broadcast over KDKA. Great Albanias, high free act, booked thru George A. Hamid, Inc., was offered nightly. Lester Rodgers and Larry Fallon entertained friends Saturday night. There was rain Friday night.

"Bundles" to Carr, Giroud

NEW YORK, July 26.—W. J. Giroud and Jack Carr, Mayfair Productions, are supplying the midway for a summer fete carded for Bayshore, L. I., by local Bundles for Britain organization. An Indian Village is announced for inclusion in the layout.

R. H. WADE rides have been booked for the three-day ninth annual Ashtabula (O.) Street Fair, said Chairman John Porter. There will also be shows, concessions, and free acts.

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5-IN-1 COOKER, 2+1/2 Qt. Size. \$4.95
8 Qt. KETTLE with Cover. Dz. 4.75
17 Qt. RD. DISH PAN (Largest). Dz. 3.90
6 1/2 Qt. MIXING BOWL (Orange). Dz. 2.35
4 Qt. SAUCE PAN with Cover. Dz. 3.50
6 Cup PERCOLATOR, Chrome Cover. Dz. 4.50
4 Qt. TEA KETTLE. Dz. 4.75

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MID-SUMMER SPECIAL ON PARADE AND WALKING CANES



Maple Finish Walking Stick or Parade Cane, made in U. S. A. Polished metal ferrules. Length overall 36".
No. B15N8—Per Doz. \$ 1.50
Per Gross 17.50
Bamboo Walking Sticks. Made of bamboo, burnt joints with metal ferrule. Crook handle. Length overall 36".
No. B15N2—Per Doz. \$.80
Per Gross 9.60
Imported Walking Cane. Mahogany color tapered dowell, black lacquered crook handle, nicked band and metal ferrule, 36" long.
No. B15N6—Per Doz. .68
Per Gross 8.16
Mention your business—we do not sell retail. 25% deposit required on C. O. D. orders.

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"IN THE SERVICE, FOR DEFENSE"
Every Patriotic American Will Proudly Display This American Banner
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WE WILL DO OUR PART"
On Beautiful Rayon, with Gilt Spears, Cords and Golden Tassels.

9x12—\$18.50 Gr., \$1.50 Dz.—Sample 20¢.
12x18—\$22.50 Gr., \$2.00 Dz.—Sample 30¢.
Same as above but with Gold Fringed Bottom.
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FLASH
ASSORTMENT
\$2.00
CASH

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Very Flashy
WHITE GOLD COLOR chromium plated case with metal link bracelet to match. 10 1/2 ligne size. Guaranteed jeweled movement. Gift boxed. Looks like a \$10.00 watch.
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YELLOW GOLD COLOR case with chromium plated back. Metal bracelet is yellow gold color. Otherwise same as above.
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Complete outfit costs about \$60. That's all you require to start This Big Money Business.

LOOK!

Joe Hoy, Ark., writes: "Crossed \$39.20 Saturday." Zeller, Mass., says: "Did \$20 Sunday with P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 photos in 2 days."



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Nudies, Patriotic, Midget, Hunting, Jackmaster. 12 to Deal with 1c to 39c Card. Per Deal \$1.80
BIG PROFITS: DRUG ITEMS, GOGGLES, NOTIONS, LOTIONS, CARDED GOODS, SIDELINE MDSE., CLOCKS and LAMPS.

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NOTES from SUPPLY HOUSES

Seymour Mittleman, National Camp Supply Company, has been inducted into the army. Seymour has made a transition from supplying camps with equipment and novelties to supplying them with personnel.

The Veterans' Service Magazine celebrated its 25th anniversary last month. William S. Bremer, editor, said several of its salesmen have been selling the publications 25 years and are still going strong. As an anniversary special the firm has issued an illustrated booklet, *In the Army Now*, covering fun and facts about the service, and it is expected sales will be large.

John Bieler, Abe Levine, and Mannie Dubinsky, well known to concessionaires for years, have embarked on a merchandising venture under the name of Bieler-Levine, Inc. Bieler, known to many in the low-priced jewelry and novelty field, was in charge of Pakula branch offices at expositions in San Diego, 1935; Dallas, 1936; Cleveland, 1937, and the New York World's Fair, 1939 and 1940. Associated with Bieler in New York was Dubinsky. Levine was in charge of Pakula's San Francisco branch during the Golden Gate International Exposition in 1939 and 1940. Extensive lines of engraving and military jewelry, novelties, rings of all kinds, and zircons are among the items carried. Same-Day Service is offered.

SUMMER MEET

(Continued from page 59)

bus was too heavy for one of the wooden bridges recently built. Half the passengers had to disembark and walk over while those lazier or braver ones stayed aboard and kept up their courage by singing *God Bless America*.

After the evening clam bake members were shown outdoor color movies by Don Jose Browning, well known locally for his camera work. Some of the guests took a busman's holiday and enjoyed the rides along the midway, getting a professional kick out of seeing the way Owner Carroll has built this park up in two years after eight years of idleness. From the armloads of dolls, cigarettes, and hams that delegates were seen carrying later in evening, it was evident that their long association with parks had shown them how to play concession games.

Leonard Traube, who has been present at nearly all of the other sessions to cover them for *The Billboard*, was missed by many delegates. A few hazarded the guess that the boat trip last year, which was reported to have upset his stomach, might have been the reason for his taking his vacation this year just when the annual session was held.

Names of Registrants

Registration of visitors: Charles Paige, Middletown, Pa.; Mary Rooney, Dayton, O.; A. R. Hodge, Chicago; Roy Lusse, Lusse Bros., Philadelphia; Mr. and Mrs. Edward J. Carroll, Riverside Park; Mr. and Mrs. Albert J. Zack, The Billboard; Lena Keeney, Elliott Ticket Company, Springfield, Mass.; Mr. and Mrs. Daniel E. Bauer, Acushnet Park, New Bedford, Mass.; Mr. and Mrs. Herbert Kray, Hook's Milk Company, Mr. and Mrs. Clifton Phillips, Springfield; R. S. Uzzell, R. S. Uzzell Corporation, New York; H. Martinelli, Mountain Park, Holyoke, and Riverside Park, Agawam; Mr. and Mrs. N. G. Sabbagh, Cyclone Coaster, Revere Beach, Mass.; Sam Hamid, Henry Robinson, and Louis Charles Nasif, William Marquit, Mr. and Mrs. Albert Dowans, Kenneth Hunt, William G. Fadette, Merilyn Kirk, White City Park, Worcester, Mass.; Mr. and Mrs. William Rabkin, Albert Blandow, International Mutoscope Reel Company, New York; Lionel Potvin, Riverside Park, Agawam; Edward Tracy, Robert and Edward Fleming, Mountain Park, Holyoke, Mass.; H. D. Gilmore, Walter Quinn, Andrew and Barbara Stone, Nita Michon, Whalom Park, Fitchburg, Mass.; Mr. and Mrs. Wallace St. C. Jones, William Berry Company, Boston; Mr. and Mrs. Herbert P. Schmeck, Philadelphia Toboggan Company; Mr. and Mrs. Louis D. Pellissier Jr., Mountain Park, Holyoke; Mr. and Mrs. Fred L. Markey (he is secretary of the section), Kay Markey, Lavinia Hume, Dodgem Corporation, Exeter,

N. H.; Cy D. Bond, Dodgem Corporation, Salisbury Beach and Exeter; Clinton S. Bradley, Orange Crush, Boston; Joseph E. Drambour, construction engineer, New York; Mr. and Mrs. J. Kelley, Mr. and Mrs. P. J. Healey, Mr. and Mrs. D. J. Carroll, Leo Pappas, Boston; John Logan Campbell, Baltimore; Mark I. Polakewich, Gene Buzzell, Desert of Maine, Freeport, Me.; Charles E. Sanford, Mountain Park, Holyoke; Mr. and Mrs. George F. Pyne, Mr. and Mrs. Ronald Redman, Lake Niponic Park; Mr. and Mrs. Frank Terrell, Savin Rock, West Haven; S. Swan, George Terrell, Savin Rock, Conn.; Mr. and Mrs. F. E. Mason, Louis D. Pellissier Sr., Mountain Park, Holyoke; John T. Clare, Charles Kronson, Paul Haney, Charles Weygand, Phil Gladue, John Shackford, Crescent Park, East Providence, R. I.; Randall Harrington, Thomas Sheehan, E. E. Moss, Rocky Point; M. McCormick, Brooklyn; D. Muldoon, New York; J. H. Norton, I. E. Pierre, Lake Compounce, Bristol, Conn.; Mr. and Mrs. George A. Hamid, New York; James P. Smith, president, Chamber of Commerce; J. Andrew Walsh, superintendent of State reservation, Lew Sweeney, Salisbury Beach; Mr. and Mrs. Andrew A. Cassassa (he is treasurer of the N. E. Section), Revere Beach; Charles C. Gilbert, Globe Ticket Co., Springfield; F. F. Tische, Hoyt Company; A. S. Davis, Davis & Cutler, Boston; Fred Fansher, Fansher Amusement Devices, New York; Charles A. Nash, general manager, Eastern States Exposition, Springfield.

SHORTS

(Continued from page 43)

er, president of the sponsoring committee, will feature crowning of a queen, exhibits, street parade, dancing, and a midway on downtown streets during the three days.

RAINED out on opening night, annual South Zanesville (O.) Home-Coming and Carnival got under way on June 8 with a parade. Weather for remainder of the week was okeh. Nolan Amusement Company provided rides and concessions. There were contests and special attractions. Proceeds went to the volunteer fire department.

BYER Bros.' Shows have been set for four-day Lamar (Mo.) Farm and Industrial Exposition, reported Manager Bud Moore. Colonel Wilbur and Juanita and Miller Bros.' Circus will be free attractions. Livestock premiums amount to \$1,000.

ENTERTAINMENT plans for seven-day Hamilton-Butler County Sesqui-Centennial Celebration on Butler County Fairgrounds, Hamilton, O., include a John B. Rogers historical spec under direction of Charles S. Hooker with 1,800 taking part, midway, free acts, name bands, defense and industrial exhibit, and two parades. Alexander Thomson is general chairman. It is being sponsored by Hamilton Chamber of Commerce and city and county officials.

CONVENTION SHOWS have again been awarded contract to furnish amusements for the 10-day Buffalo Charity Circus and Festival under auspices of Polish Charities. Clay Mantley, director of Convention Shows, will present a 40-minute free act program before a grandstand and there will be fireworks and parades.

SEVEN rides have been booked for the four-day silver anniversary celebration in Crestview, Fla., commemorating the founding of Okaloosa County, reported M. Martin, commander of the sponsoring American Legion Post.

LARGE CROWDS attended the annual Toronto (O.) Home-Coming on July 14-19 under auspices of volunteer firemen. On the midway were Gratziano and Carlin rides; Lester Rodgers, peanuts, and Von Black, floss. Weather was good and there was a parade of fire trucks, bands, and marching units.

SUNNY SUE, radio act, and Prof. George J. Keller's animal circus were features at the recent successful six-day Orangeville (Pa.) Firemen's Carnival. Event grossed over \$1,000, said Treasurer Carl Davis.

FIVE J. R. Edwards rides, along with 25 concessions, Leon Wyant's Princess Marguerite Show, Bower's Penny Arcade, and Eddie Weekly's cookhouse, were on the midway of the Clyde (O.) Cherry Festival under auspices of the Volunteer Fire Department and American Legion Post on July 7-12. Contests were nightly attractions.

OLEY Fire Company, Reading, Pa., is sponsoring a series of programs on the

company grounds. Jolly Jesters were presented at the opening on July 19. Others to follow are Willis Meyers and Bax X Ranch Boys, Lone Star Cowboys, and Texas Rough Riders.

ABOUT 40,000 attended the seventh annual Madison (Wis.) South Side Golden Jubilee Frolic sponsored by the Business Men's Association on July 9-13. Entertainment included the Bernice Kelly Animal Circus; Baron Brothers, high pole; Dick Burns, xylophone and marimba; Saddle Pals, WIBA act, and Rena and Dolly from WCCL. Chairman Ray Felt said attendance was largest in history.

C. A. KLEIN reported he will furnish free acts for the three-day annual Freeport (O.) Home-Coming.

MIDWAY, free acts, and Bob Hall's orchestra will be featured at the three-day 10th annual Dresden (O.) Home-Coming, said Chairman James Lacy. Volunteer firemen are sponsoring.

SEVENTH annual three-day Shadesville (O.) Home-Coming under auspices of Mr. and Mrs. Dean Bryson, owners of Brysonian Dance Pavilion there, will have Tim J. Nalaus's rides, concessions, and Rhythm Jesters in the pavilion for dancing.

UNITED COUNCIL of CIO, Pontiac, Mich., plans a three-day thrill show to raise funds to finance a Labor Day picnic, reported Executive Chairman Lee B. Evans. Council membership exceeds 22,000.

WILLIAM HOFFNER Amusement Company and Ellman Shows have been booked to furnish rides and shows for 29th annual Forreston (Ill.) Sauerkraut Day, and the Joe Cody Agency holds a contract for free acts, reported Bill Moss, city secretary-treasurer.

TOMMY SACCO has booked the John R. Ward Shows for Wabash County Colt Show and 4-H Fair, Wabash, Ind.

SATISFACTORY season to date is reported by Mr. and Mrs. J. D. Wright Jr., special event promoters. They worked the recent Livingston County Firemen's Convention Queen Pageant, Lima, N. Y., played by Al Boxall's concessions and Ferris's rides. Herman Meyers headed

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- in one serial
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the committee. Town has population of 1,000. An estimated 20,000 witnessed a two-hour parade one night.

Ohio Annual Winner in Rain

NAVARRE, O., July 26.—Sixth annual Home-Coming here on July 14-19 under auspices of the Volunteer Fire Department ended successfully despite much rain. Event opened with a crowded midway. J. R. Edwards Shows provided attractions, including five rides, Leon Wyant's Princess Marguerite Show, Bower's Penny Arcade, and about 30 concessions. Kettel Sisters, swinging ladders, were free act. Five-cent gate was on and prizes were awarded nightly. Despite rain Saturday night the parade of visiting fire trucks and marching units was held and the night was a good one for the midway.

1941 FAIR DATES LISTS FOR SALE

List Brokers charge and get \$10 a thousand names for lists of Fairs WITHOUT DATES.

The following lists were published in the July 26 issue. The number of Fairs listed is almost double the number carried in the Spring Special. This is the largest Fair List published or sold anywhere.

- 2,175 Fair Dates with names of secretary
- 300 Coming Events (Next 5 weeks)
- 41 Frontier Contests (Rodeos)
- 19 Dog Shows

The Billboard
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Cincinnati, Ohio

Enclosed is 25c in coin or stamps for which please send a copy of the July 26 issue, which carries the largest list of Fair Dates published this season.

Name

Address

City State

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- RED, WHITE AND BLUE LAPEL INSIGNIA. Wonderful advertising stunt as a free Give-a-Way. (Bulk, \$3.50 per 1000; Carved, \$7.50.) 100 Cards **\$.80**
- ARMY RINGS. Gold or Silver Finish. Superior to others. Sells fast at 50¢. Dozen 75¢. Gross **8.50**
- BILLFOLDS, With Army Insignia. Gross \$7.92. Dozen **.72**
- JEWELRY ASSORTMENT, Military Motif. Gross **7.92**
- PENDANTS, LOCKETS, NECK-LACES. 3 Price Assortments. Big Values.
- Dozen 1.80, 2.40, **3.45**
- 60 PAGE BOOK. Story of the Unknown Soldier. A 25¢ Pass-Out. Limited Quantity. 100 Books **3.00**
- SET OF 8 BOOKS. Etiquette and Charm. \$1.00 Value. Limited Quantity. 100 Sets **6.00**
- SET OF 7 BOOKS. On Finance. \$1.00 Value. Quantity Limited. 100 Sets **6.00**
- ELECTRIC RAZORS. What a big value. Each **.90**
- WALL PLAQUES, Convex Glass Covered. Very attractive and a fast seller. Dozen **3.00**
- CANDID TYPE CAMERAS. An excellent make and value. Dozen \$9.00. Each **.77**
- DOLLS, our famous, lovable, sleeping, Lazy Baby Dolls. What a seller. Each 70¢. Dozen **7.50**
- PLUSH STUFFED ANIMALS. A marvelous value assortment. Dozen **7.80**
- PLUSH \$3.00 STUFFED PANDA, Bear, Monkey, etc. Giant 26 Inch Size. Each \$1.35. Dozen **15.00**
- CHRISTMAS FOLDERS With ENVELOPES, 10 sets to a box. Quantities. Box **.06**
- CHRISTMAS FOLDERS With ENVELOPES, 21 sets to a box. Quantities. Box **.13**
- FIRST QUALITY GOOD BLADES. 5 in a package. 1000 Blades **3.25**
- WORLD'S FINEST BLADES. 5 in a package. 100 Blades **.70**
- SHAVING or DENTAL CREAM, large tubes. Individually boxed. Doz. **.54**
- FIRST-AID STRIPS, 8 in a cellophane window package. The better kind. Gross **1.79**
- 2 DOUBLE CAKES. High quality perfumed soap by Colgate with Pencil in cut-out display box. Gross Double Cakes complete, \$3.24. Dozen Boxes **.60**
- 3 DOUBLE CAKES. High quality perfumed soap by Colgate with Ruler in cut-out display box. Gross Double Cakes complete, \$3.24. Dozen Boxes **.90**
- SEWING MERCHANDISE, 100% guaranteed. A large profit item. Gr. **1.45**
- ATTRACTIVE MATCH CASES, fancy design. Dozen **.33**
- PERFUME, Real Value. **4.20**
- 100 ASPIRIN TABLETS, 5 Grains, in Bottles. Dozen Bottles **.80**
- PETROLEUM JELLY, #2 Size. Labeled bottles with caps. Gross **3.20**
- MINERAL OIL, Finest. Extra heavy grade. Pints. Dozen **2.15**
- REBBIING ALCOHOL, Pints, 70%. Gross \$11.50. Dozen **.98**
- SUN GLASSES. Dozen on a card. Retail to 25¢. Gross **8.45**
- TOOTH BRUSHES. Made by Prophylactic Brush Co. Special. Gross \$7.95. Dozen **.69**
- POCKET COMBS. A Real Buy. **1.60**
- MEN'S or LADIES' DRESSING COMBS. Bargain. Gross **3.60**
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Red-Hot 10¢ Windshield Stickers! Sweeping America and Canada like wildfire! 50. \$1 postpaid. Sample 10¢.
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798 COLLEGE BEAUMONT, TEXAS

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

JACK ANTHONY
and Jimmy Cain motored from Kansas City, Mo., to Saxonburg, Pa., to make the annual Firemen's Street Fair and Celebration there with coins. They report the spot one of their best this year.

THERE'S always the chance to get well at the fairs. Are you ready for them?

SIDNEY DUBIN
was working shells in Moodus, Conn., last week.

W. D. COOPER
pipes from Pine Ridge, Ark., that there is a picnic of 40-milers around there. Money is scarce but fishing is good, he says. Red O'Day is asked to pipe in.

JERRY THE JAMMER SEZ: "A neatly dressed pitchman is never an eyesore to the natives."

JACK LA DIEUX
is spending a few days at his old home-stead in Volcano, W. Va., and says he hasn't forgotten how to plow.

LITTLE JIMMIE
after having a successful spring and summer so far on red wood, has a new item and plans to stay in Baltimore another month.

WHY DO SOME pitchmen take such delight in saying everything is all wrong?

WHAT HAS BECOME
of Tom Sigourney, Al and Ann Decker, Jack and Berta Currant, Skippy Davis, A. L. (Needles) Richards, Glen Bernard, Doc Coy Hammock, Doc Tom Neely, Doc Colby, Slim Rhoades, Leonard Rosen, Chet Wedge, Billy Barlow, and Gale (Red) Gammon, queries Bob Posey from Paris, Ill.

PHIL LANDEAU
and Bob Wilson are reported doing nicely with sea shell name brooches in Milwaukee.

IT DOESN'T take much more effort to make your business Big Business!

CHARLIE MASON
who has been in the Northwest for two months, tells from Glasgow, Mont., that business is only fair on the leaf. He has seen few pitchmen and sheet writers. Mason met Slim Murphy and Fat Boy Drake at Helena, and they reported good biz. At Hot Springs, Mont., he saw Curly Gates, who was there for his health.

FRANK WHYTE
son of J. A. Whyte, has booked spots in Ionia, Mich.; Hamburg and Syracuse, N. Y., and Bloomsburg and York, Pa.

GIVE THE PITCHMAN an even break. That's all he ever asks.

SEA SHELL WORKERS
are grossing big dough, according to J. A. Whyte, of J. A. Whyte & Son, importers of sea shells and native curios. Whyte enclosed telegrams from pitchmen who had wired him recently for large shipments of sea shells. The wires disclosed that shipments of sea shells were sent to Dick B. Seydel Imperial Shows, Logansport, Ind.; Ray King, Klamath Falls, Ore.; Allen C. Peterson, Garretson, S. D., and to W. M. Quinn, Fitchburg, Mass.

SAM PROVENZANO
was doing big business with brooch shells in Chicago last week.

BEST WAY to reap a harvest is to have your pitch layout in the best possible condition.

HARRY BUSCH
from Williams Grove Park, Mechanicsburg, Pa., that he's been up there in Pennsylvania for the last six years and is doing okeh with horoscopes, working under the billing of Madam LaVou and Assistant.

WILLIAM A. FAUX
the engraver, who piped from Anaconda, Mont., last May, has moved into Pittsburgh territory on account of having

taken unto himself a bride who is a native of Glenwillard, Pa. He is pitched with his engraving at Druga's Roller Palace at Croton, Pa., and is enjoying fine biz.

A SPOT highly touted by one pitchman may mean just another larry to another tripe and keister worker.

KEY CHECK HARRY HISCO
who is making his headquarters in Natchez, Miss., pens that his business is some better. Key Check is trying to turn July into December by taking orders now for yuletide greeting cards in Natchez. He still finds time to attend to his dog collars, breast pins, and novelties and makes week-end trips to near-by places to sell his wares.

FRED SEXTON
infoed from Logansport, Ind., that he was clicking with sea shells.

ADVICE FOR THOSE who are sold on the hard-boiled way of talking: When you want to get tough—think!

T. E. (DOC) GLOVER
who has been in South Louisiana for some time, pipes that he has moved to Bunkie, La., where he has his mug layout at the Boogie Woogie Tavern. Business has been okeh and he expects to stay in Bunkie for some time.

FAMOUS LAST WORDS: "I do all tricks that no other magicians do, and change my act completely every night for a week."

Another Old-Time Med Showman
By E. F. HANNAN

ANOTHER old-time med show operator was Doc Dan J. Siss. Siss was a dentist by profession and got his early med experience with Healy & Bigelow's Kickapoo Shows. Siss's fingers were so strong that he often extracted children's teeth without forceps, merely using his bare hands. He used the same method, in many cases, with adults when the tooth was loose or not too difficult to get. Having an inventive mind, Siss worked out several patterns of dental forceps that were designed to extract the various types and kinds of teeth and sold many of these to practicing dentists.

He claimed to have extracted more teeth than any other man, and while this may have been self-exploitation, it was said by old-time performers on the various shows with which Siss was associated, that it was a poor night's show when the Doc had fewer than a dozen patients. Once while working at the Saint Johnsbury, Vt., fairgrounds, Siss was called to see a trotting horse in the stable of Frank Lang, then one of Vermont's leading horse trainers. A local veterinarian had been trying to extract one of the horse's teeth, but was having poor luck, and Siss finished the job mounted on the horse's feed box, thus creating a wide stir all over the grounds. He could also do a good job as straight man in med acts and in various other ways he had plenty on the ball.

Pitchdom Five Years Ago

Chief Rolling Cloud and the missus had been playing to fair returns in Missouri and Illinois with a flashy painted show. Roster included Rufus Armstrong, Frank Bartlett, Harry Reach, Smokey Miller, Norma Royster, and Peggy Ather-ton. . . . Buster Williams and gang were kicking along to good results in West Texas. Show included Walter Mars, piano and straights; his wife, parts; Little Jimmie Steve, taps and bits; Lena and Bennie Reinhart, hot music, black, and lecturing, and Buster, part-time black and lecturer. . . . Johnny McLane was in Buffalo, which had several lots available. Things were booming there, but McLane seemed to have the town to himself. . . . Andy Stenson was working

BOMBER NOVELTY
A fast seller at all locations. Assorted color balloons decorated in two colors. Sold with or without cardboard propeller, and in flashy package or in bulk. Big attention-getting demonstrator available.
Ask your jobber.
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OAK RUBBER CO. RAVENNA, OHIO.

NEW MILITARY SAMPLE LINE
★ NOW READY ★
SEND \$5.00 NOW! 25 Numbers—Retail Value \$22.50.
A complete assortment of Army Souvenir and Gift Numbers, consisting of Wallets, Compacts, Rings, Brooch Pins, Key Chains, Lighters, Bracelets, Pendants, Fountain Pens, Cigarette Cases, etc.
Big money being made handling our new and up-to-date line. You can't beat it.
Send full Money Order for immediate delivery.
IMPERIAL MERCHANDISE CO., Inc.
893 Broadway NEW YORK CITY

NEWEST, FAST SELLING JEWELRY
FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, Etc. FAST SERVICE!
Send \$3.00 for samples or write for free catalog.
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FOUNTAIN PENS
Now! New Winchester line. Push-Button, Lever-Fill Combinations. Ideal for pitchmen and fair workers. Write for new summer specials.
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500 N. Dearborn, Chicago

ELGIN & WALTHAM REBUILT WATCHES \$1.75
7 Jewel, 18 Size, in S. H. Engraved Cases, at
Send for Price List. Money Back If Not Satisfied.
OREGENT CITY WATCH MATERIAL CO.
118 N. Broadway, St. Louis, Mo.

SLUM JEWELRY \$1.00 Ass't'd Gross
ARMY, NAVY & AVIATION RINGS— \$1.50
14k. Finish Doz.
CROSSES, with Stones, fast sellers. Dozen \$1.00, \$1.25, \$1.50, \$1.75. **RINGS**, hot numbers. Dozen 75¢, \$1.00, \$1.25, \$1.50. **LOCKETS**, popular numbers. Dozen \$3.00 and \$6.00. 25¢ Deposit, Balance C. O. D. Include postage with order.
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Slum Items, Metal Whistles, Spinning Tops, etc.
10¢-15¢ Retailers, Mechanical Toys . . . 5.90 Gr.
25¢-39¢ Retailers, Mechanical Toys . . . 10.50 Gr.
Face Powder, Chain Store 10¢ Retailer . . . 2.88 Gr.
Men's Socks, First Quality 64 Doz.
Brooch Pins Jewelry, Worth \$7.20 Gr. . . 2.88 Gr.
Men's Ties, 4-in-Hand, Ass. Colors . . . 3.80 Gr.
Also Salesmen wanted. Ask for Special Catalog.
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a legit auction at Baltar's Gallerie on the Boardwalk, Atlantic City. Others on the Boardwalk were Henry Mitnick, Joe Gregory, Louis Colmes, Joe Silverberg, Maxie Goldenberg, Mitchell Milnick, and Si Schrier. . . . Bob Posey was in Mayfield, Ky., and found crops in that vicinity the best in history. . . . Cy Ullman and Murphy were doubled on the leaf, making fairs. . . . Hot Shot Austin was in Chickasha, Okla. . . . R. G. (Doc) Darling, veteran med worker, was manager of Tidewater Inn at Morgans Point on the Houston Ship Channel, near La Porte, Tex. . . . Boys making the Indiana fairs were Paul Houck, Jack Scharding, Eddie Gillespie, and Bill Westfall. . . . Paul Beckley and Slim Elam were in Indianapolis. Between pitches on scales, pens, and ballracks, they were wielding the brushes and collecting the long green. . . . Sammy Smith, the resurrection plant worker, said the heat had kept the boys from working during the day in Kansas City, Mo. . . . Bill Lockhart, with novelties, and William Thornton, with razor blades and sharpeners, had been in Dayton, O., for a long time and were holding their own. . . . Pat Dana and wife had been roaming in Texas for seven months, making trade day spots to good results. . . . Stanley Naldrett was vacationing north of Regina, Sask. . . . That's all.

Events for Two Weeks

- July 28-August 2**
- CALIF.—Coronado. Dog Show, 3. Los Angeles. Gift & Art Show, 27-Aug. 1. Los Gatos. Trail Days, 1-2.
 - COLO.—Monte Vista. Stampede, 30-Aug. 1.
 - ILL.—Cuba. Soldiers, Sailors' Reunion, 31-Aug. 2.
 - Dundee. Firemen's Festival, 30-Aug. 2. Morrisonville. Home-Coming, 30-31. Mt. Auburn. Farmers' Picnic, 1-2. New Berlin. Home-Coming, 28-Aug. 2. Palmyra. Soldiers' Reunion, 30-31. Salem. Soldiers, Sailors' Reunion, 28-Aug. 2.
 - IND.—Butler. Centennial, 30-Aug. 2. Brownstown. Soldiers' Reunion, 28-Aug. 2. Cloverdale. Home-Coming, 31-Aug. 2. Farmersburg. Old Settlers' Picnic, 30-Aug. 2. North Salem. Home-Coming, 31-Aug. 2.
 - IA.—Grissold. Soldiers' Reunion, 29-31.
 - KAN.—Lenora. Baseball Tournament, 30-Aug. 1.
 - KY.—Louisville. St. Agnes Carnival, 1-2.
 - MD.—Bladensburg. Outdoor Carnival, 21-Aug. 2.
 - MICH.—Barryton. Home-Coming, 2.
 - MO.—Alton. Old Settlers' Reunion, 28-Aug. 2. Cuba. Home-Coming, 31-Aug. 2. Humansville. Legion Reunion, 29-Aug. 2.
 - MONT.—Bozeman. Round-Up, 1-2. Helena. Race Meet, 26-Aug. 2.
 - NEB.—Blue Hill. Home-Coming, 31-Aug. 2. Ravenna. Ann-E-Var Celebration, 31-Aug. 2. Trenton. Powwow, 31-Aug. 3.
 - N. J.—Bordentown. Firemen's Carnival, 25-Aug. 1.
 - N. M.—Las Vegas. Cowboys' Reunion, 1-3.
 - N. Y.—Kenmore. Celebration, 2. Hilton. Fire Dept. Carnival, 30-Aug. 2. Savona. Firemen's Celebration, 29-Aug. 2.
 - O.—Evesville. Home-Coming, 29-Aug. 2. North Industry. Firemen's Home-coming, 29-Aug. 2. New Waterford. Firemen's Fair, 30-Aug. 2. Salineville. Home-Coming, 28-Aug. 3. Sycamore. Home-Coming, 28-Aug. 2.
 - OKLA.—Custer City. Rodeo, 30-31. Hinton. Rodeo, 30-Aug. 1. Yale. Home-Coming, 28-Aug. 2.
 - PA.—Hyndman. Home-Coming, 28-Aug. 2. Hooversville. Community Club, 28-Aug. 2. Knox. Firemen's Celebration, 31-Aug. 1. New Galilee. Firemen's Carnival, 28-Aug. 2. Mt. Pocono. Dog Show, 2. Philadelphia. Thrill Circus at Stadium, 30-Aug. 2. Shade Gap. Picnic, 27-Aug. 2.
 - R. I.—Woonsocket. K. of C. Circus, week July 28.
 - S. D.—Custer. Gold Discovery Days, 28-29. Brookings. 4-H Round-Up, 31-Aug. 2. Sturgis. Black Hills Motor Classic, 1-3.
 - WASH.—Seattle. Potlatch Celebration, 29-Aug. 3.
 - WYO.—Dubois. Rodeo, 2-3.

Truck and Trailer Legislation

HOUSTON, Tex., July 26.—A motor vehicle reciprocity agreement has been signed between Texas and Louisiana, Nebraska, Ohio, New Jersey, Oregon, Washington, Idaho, and Arkansas; and about a dozen other States have answered favorably in reply to a request to all States to negotiate with Texas officials for a nationwide agreement. D. C. Greer, State highway engineer, said that in the case of Arkansas, the agreement did not apply to carriers for hire, but only to privately owned commercial vehicles. The agreement applies only to the requirement for licensing of vehicles and mileage fees and does not relieve any class of non-resident trucks from complying with all rules and regulations exercised by either State under their respective statutes for common and contract carriers, Greer said.

Ind. Shrine Sets Big Doings

KOKOMO, Ind., July 26.—Officials of the Shrine Club here reported that plans are under way to present a large array of attractions, including numerous rides and shows, at their six-day Fall Festival, to be staged as a fund-raising medium for underprivileged children next Christmas. Except that it will be on a considerably larger scale, the festival will follow the general pattern of the 1940 fall festival staged in Foster Park under auspices of the Chamber of Commerce. Officials have received assurance from Murat Temple, Indianapolis, that it will send for the opening all its uniformed bodies to take part in a parade and present exhibitions on the grounds.

New Canvas for Motor Fair

CANTON, O., July 26.—An order for about \$35,000 worth of new canvas, to replace the two tents being used on the current tour of the Plymouth Motor Fair, an exhibit sponsored by the Plymouth division of the Chrysler Corporation, was placed with the United States Tent & Awning Company while the attraction appeared here, officials in charge re-

vealed. Delivery has been promised for September 1. New poleless top will be permanent.

FOR the eight-day fourth annual Jackson (Mich.) Cascades Festival a stellar bill has been set by the sponsoring Greater Jackson Association, including the *Cascades Star Follies*, with a symphony orchestra, glee club, ballet, Lester Cole and His Debutantes, Two Eileens, Hollywood Dogs, Smith-Rodgers and Eddy, 12 Aristocrats, Reynolds-Donnegan Skaters, Ainsworth Dancers, Grisha and Brona, Juvelys, Armando and Lita, Three Freshmen, Jeanne Bernhardt and wall-scaling Zouaves.

AMERICA'S LATEST CRAZE

YOUR NAME

In Raised Coral Colored Letters on a Genuine Tropical SEA-SHELL BROOCH

Flash—Color—Plus Name Appeal. California Redwood was big. Shell Name Brooches are Tremendous. Beautiful Sun Set Shell, running a gamut of colors, and Coral Letters. Knocks them cold! Truly Nature's most gorgeous creation. The fastest selling novelty in years. Costs 2 1/2¢ complete with printed brooch card. Easy to assemble with Duco cement—takes half a minute. Getting a very fast 25¢ at Fairs, Conventions, Celebrations, Homecomings, Beaches, Amusement Parks, Carnivals, and by independent demonstrators at Grant, Kress, Kress and McCrory Stores, Hustlers' Demonstrators' Pitchmen! Novelty Workers! Act Now while it's NEW.

PRICE LIST: Gross Thousand Sun Set Shells . . . \$1.75 \$10.00 Jeweler's Brooch Pins . . . 1.50 10.00 Printed Brooch Cards60 4.00 Coral Colored Letters, 50c a pound. Samples, postpaid, 15c. 50% deposit with order, balance C. O. D. Use Air Mail, Special Delivery or Western Union for fast One-Day Service.

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Sample 25¢ WITH FLASHY CARTON

Sample 10¢ Write for prices

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Retails complete with Leather Case, \$1.00.

Sample Dozen \$7.50 Prepaid

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ROLLED GOLD PLATED WIRE (Gold Filled)

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New! ENGRAVING PINS

New Catalog Ready Aug. 1st

Plenty of Stock New Styles

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 — so "get set" with our new 1941 line . . . and you will have your "biggest season!"

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FLUORESCENT

Sensational New Fixtures!

Screw them in, or plug them in, at any socket—just like changing a bulb. Light them at once. No wonder these simplified Fluorescents have swept the market. Each is sold complete WITH Lamp, at a price so low it makes people buy on sight. Orders for three, five, and even ten, to one place not unusual.

WHIRLWIND SALES TO STORES AND HOMES

Thousands who thought Fluorescent too costly, or too troublesome, now buying. Homes install in bath, kitchen, hallways, living rooms, and as bed lamp. Stores install in scores of places. You never saw such sales.

COMPLETE LINE Part of amazing new low-price line that is making competition worried—making amazing advance commission sales for agents and salesmen on C. O. D. order plan. Get demonstrator sample. Rush name for pictures, prices, profits on these, and twenty other amazing fixtures. All information Free.

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RUSH NAME Wire, airmail, or write today for free offers. Get your demonstrator at once. A whirlwind profit-maker for agents. Send name at once. Costs nothing to investigate.

LOOK AT THESE FAST SELLERS BEFORE YOU BUY!

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—25¢. Vitex-Glas Juicer—10¢. Iron-Plas Knife—25¢. All Three—50¢.

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Peace ■ ■ ■ Two worthy ideas that may aid the return to sound business and world trade

To understand what is going on in the world today and what may be the final effects on our business and all other industries, it is necessary to watch carefully all the ideas advanced about "peace."

Aggressive dictators learned several years ago that one of the most effective ways to overcome unsuspecting nations was to finance "peace" movements and to keep up organized peace movements in such countries as France, England, and the United States. In the United States, for example, a national peace organization was getting along fine in promoting the preaching and teaching of "peace" sermons in churches thruout the country until federal agents raided the national headquarters and revealed that Japanese money was financing such organizations.

Millions of Americans listened to fine peace sermons and lectures and became pacifists, totally unaware of how they were being duped by propaganda of the most subtle kind.

But there are at least two moves for peace now being made that deserve the thoughtful sympathy of all people who would like to see the world return to peaceful trade and business as soon as possible.

One is a series of radio appeals to be made direct to the German people and the plan is being directed and financed by people of German origin in the United States. This plan calls for a direct appeal to the German people to drop the idea of dominating other nations by military conquests and to devote their talents to industry and trade and commerce.

This plan is a direct challenge to the isolationists, pacifists, and other groups in the United States that are obstructing and delaying our national defense program with high-powered propaganda machines. If all the speeches, time, money, and effort spent by these groups in bombarding Americans with defeatist ideas were spent in bombarding the only two military regimes left in the world, then it might do some good.

The American people are for peace and they are against war, but they have always shown their ability and willingness to defend their nation by taking the offensive against any enemy that threatened them. For the first time in the history of the nation, the American people

are faced by strongly organized groups on the inside, backed by powerful propaganda machines, that are spreading confusion and defeat among the people. This situation is more serious than any outside enemy or threat of invasion could ever be.

Every American knows that we are woefully unprepared but in order to prepare we need to be protected from defeatism and confusion.

A second peace plan which deserves the attention of all people who would like to be able to return to normal business and trade is that plan being championed by Wendell Willkie, an American citizen of German origin.

The plan which Willkie advocates is that of a united nation throwing its full weight and power into the thick of the fight and helping the peaceful nations of the world win a complete victory. There are only two militaristic regimes left in the world today and perhaps the only way to restore good business, peaceful trade and hope to the world is a complete defeat of those two militaristic regimes.

In any case, one thing is certain and about it there can be no argument. Those people who weakened Norway, Sweden, Denmark, Belgium, France, England, and

all the others by their "peace" propaganda should have spent their time and money in peace propaganda directed toward the dictator nations. If they had done so, the dictators might not be so strong today.

The same applies to the United States. If all the people who are appeasers, or pacifists, or have "peace" propaganda, would direct it toward the dictator nations and militaristic peoples, then the war might soon come to an end. But to direct their "peace" efforts toward England, Canada, Australia, China, and the United States is to give direct and powerful aid to the dictators. The dictators have made it very plain that they count on the pacifists, appeasers, "home defenders," and others to help them win the domination of the world.

People who want to stay in business, or follow the peaceful pursuit of a job, will have to face these simple facts, as unpleasant as they are, and decide whether they will give aid and comfort to the enemy, or give intelligent support to the cause of their own country.



BUSY DEFENSE INDUSTRIES keep the flag waving and bring smiles to Uncle Sam. (Cartoon by Temple in New Orleans Times-Picayune.)

"Batting Practice Staple"—Distrib

NEW YORK, July 26 (MR).—"It's a wonderful feeling to have one of your firmest convictions borne out by someone who should really know," said Max Levine, president of Scientific Machine Corporation, manufacturer of the popular Batting Practice.

Levine has felt ever since the first Batting Practices were placed on test locations that the game was much more than an interesting novelty machine and that it would soon come to be recognized by operators as a staple machine which would make money for operators for years and years.

Proudly this week Levine quoted a letter from Ben Robinson, of the Robinson Sales Company, Detroit, distributor for Scientific. Robinson's letter said, in part:

"... When someone asks me what's doing in the novelty line of machines, I refuse to mention Batting Practice, as I regard your baseball game as a staple product comparable to cigarette machines, music machines, and the like.

"Batting Practice is the type of game that combines amusement with the real athletic thrill that comes from swinging a bat, and the public will go for this machine for years to come—as a matter of fact, as long as people like to slug away at a baseball."

"Ben Robinson has been one of our most active and successful distributors," says Levine, "and to have a man who has actually sold many Batting Practices and who has had the operators' reactions to the game tell me that he believes that the game is definitely a staple machine is certainly good news."

Production on the popular baseball game continues at a fast clip, and demands of operators for it from all parts of the country are being met with Scientific's usual speed.

Groetchen Wings Coinmen's Favorite

CHICAGO, July 26 (MR).—"Wings, our five-reel cigarette counter game, is a favorite with coinmen, and we are delivering it to distributors in quantities to fill orders," reports Ed Hanson, of the Groetchen Tool Company.

"Wings has top-notch playing action appeal," declares Hanson. "Its five cigarette reels hold the promise to players of three tempting awards; Three-of-a-kind wins one pack of cigarettes, four-of-a-kind wins five packs, and five-of-a-kind wins 10 packs.

"The potential of getting 10 packs of cigarettes for one penny is a powerful appeal and is resulting in continued play on the counter game in all locations. Wings is one of the finest games on Groetchen's great line of machines being offered at present.

"Placed on thousands of counters over the country, reports of its earnings have come back to us time after time. To say the least, operators are very well satisfied with this great little machine."

More Coins Needed

WASHINGTON, July 26.—The facilities of the three existing United States mints are being enlarged more than a third and a bill has been introduced in Congress for the construction of an additional mint to meet the growing demand for coins. This demand is attributed to preparedness spending and taxes, in addition to the need for coins for use in juke boxes, pinball games, and vending machines.

In 1940 a total of 1,209,478,982 coins was turned out by the three mints. This was an all-time record, but it is expected to be exceeded greatly this year, judging from the fact that production for the first five months this year has run almost 50 per cent ahead of last year.

The three mints at San Francisco, Denver, and Philadelphia are working three shifts, seven days a week.



IS BUSINESS GOOD? "Just look at these two new additions to the Davis Sales Company fleet of trucks," say company heads. Seeburg music system installations have increased so rapidly that even added service facilities are being worked overtime, the Syracuse, N. Y., distributor reports. (MR)

Reunion for Ex-Servicemen

CHICAGO, July 26.—Mac Churvis, of Grand National Sales Company, who was one of President Wilson's personal radio men on board the U. S. S. Washington, has sent out a call for all ex-servicemen now in the coin machine business and who crossed the Atlantic on the Washington during World War I to get in touch with him at once. He is planning a big surprise at the American Legion convention next September.

Churvis is all het up over the idea and is planning a real get-together for these vets. "I have an idea," he said, "that a number of the fellows who went 'over there' and came back on the old Washington are now in the coin machine industry in one capacity or another, either as manufacturers, operators, distributors, or mechanics. I think it's about time we had our own private reunion, and so I hope they will all get in touch with me right now. I promise them the swellest party at the convention they've had since the old days."

Baltimore

BALTIMORE, July 26.—The stage appearance of Dinah Shore, singing star at the Hippodrome Theater here has created a run for her recordings, reports W. W. Richardson, manager Dixie Coin Machine Company.

The movie *Intermezzo*, now in its third week here has stimulated demand for *Intermezzo* recordings including those by Guy Lombardo, Benny Goodman, Wayne King, and Woody Herman.

Louis Weisblatt, general manager of the Plissner-controlled enterprises, has plans for an arcade at Fort Meade.

Irving Levy, Giant Sales and Vending Company; Joseph (Skelly) Garfink, manager Baltimore branch of Simco Sales Service; David Davison, head of the Davison Candy Company, and Ralph J. Klotzbaugh, head of Josselyn's, candy manufacturing firm, were among those who attended the annual summer outing of the Maryland Wholesale Confectioners' Association at Annapolis Roads Club.

Dave Davison, Franklin Coin Machine Company, plans to leave August 1 for a two-week summer holiday in Jacksonville, Fla.

Fair Grounds, Inc., has extended its operations to include another Penny Arcade, which has been opened at the Lincoln Arcade, 1306 Pennsylvania Avenue.

Installation of Buckley Music Systems has resulted in a sharp increase in returns, states Aaron Folb, head of the Phoenix Novelty Company.

Summer operation is shaping up well, states R. M. Cate, Union Vending Com-

pany. "There is a definite current trend to consoles in city locations," he stated, and added that among those favored are Mills's Bells, Bally's High Hand, and Jennings's Totalizer.

"Our summer operations are registering a substantial increase over the corresponding season of last year," states Morris M. Silverberg, Merit Music Service.

Milton Coplon, manager of the new Lincoln Arcade, comes to the coin machine field via the motion picture industry.

Arbee Vending Company, Inc., is a new firm organized by J. Fred Birkmeyer solely for the purpose of vending NAB Diners. Quarters are at 870 West Baltimore Street.

The inability to deliver Seeburg phonos continues, states Art Nyberg, head of the Calvert Novelty Company. A shipment of the new Bally Whirl Pool has been received by the company.

"The demand for Rock-Ola phonos continues to soar and demand continues to exceed supply," states Aaron Goldsmith, of the Hub Enterprises. Ernest E. Waldrop, vice-president of Hub, states games sales are showing an impressive gain.

The Eastern Penny Arcade has been opened at 3306 Eastern Avenue. A wide range of free-play penny games is included in the equipment offered for amusement.

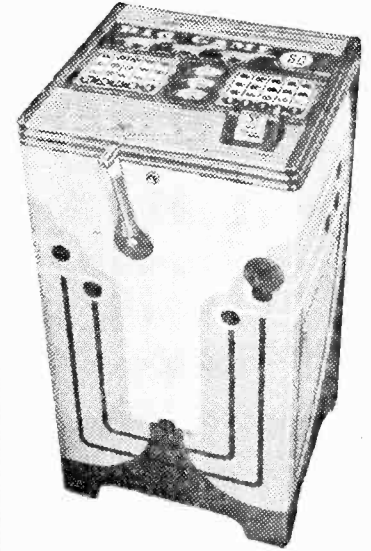
Gottlieb's Spot Pool is selling well according to Irvin Blumenfeld, General Vending Service. "Our only trouble to date," he says "has been getting enough of these to fill orders on hand."

Mills's Bells are moving in an ever-increasing volume, states William J. Claire, Keystone Novelty Company. Packard's Pla-Mor is as popular as ever, says Claire.

There is a very definite demand for consoles according to Roy McGinnis. Jennings's Silver Moon is a fast mover, he reports.

Dispensers, Inc., has just completed installation of a Frigidrink in each of 10 Acme Super Markets.

Revco ice cream venders are now being installed in many new locations by Simco Sales Service, Baltimore branch, operators of these units in this territory.



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MUSIC MERCHANDISING

PHONOS MAKE MORE BANDS

Operators Say Patrons Ask For More Variety On Strips

NEW YORK, July 26.—One of the outstanding trends to take place in the past year in the music machine industry is the expansion in the number of recording artists and tunes used from week to week on coin phonographs. This expansion has made the phonograph a medium for more bands and tunes than radio, movies or any other channel of music.

Many factors have contributed to this expansion. Varying tastes in music in various sections of the country has been one. The facility which the automatic phonograph offers for wide selections of bands and tunes has been another. Publicity, promotion, and personal contacting of the operators by band leaders, music publishers, and the recording companies are also linked up with this trend. This latter activity has been manifested in a concentrated way by *The Billboard's* annual Talent and Tunes on Music Machines supplement which, in its third edition coming out in September, will prove even more conclusively the growth and expansion taking place now as a result of the merchandising job being done by operators on their phonographs.

The automatic phonograph has far outgrown the novelty stage. Patrons of the music machines recognize them as a legitimate and necessary outlet to please the music demand. As a result the nickel-droppers have become more discriminating in their tastes. Individual meters on the machines show operators today that it is not just one or two records that have received all of the play, but that all have come in for a fair percentage of what's in the coin box.

The recording companies have been quick to recognize this, too, and are steadily signing more bands and other recording artists to fill the demand.

The Billboard has seen this trend taking shape and, thru its news columns and advertisers, has shown its growth. However, in the interest of its readers *The Billboard* last week checked with operators in every section of the country to find out how conscious they were of the ever-expanding music machine business and how they were keeping pace with it. Following is a cross-section of that survey:

Cleveland

Jack Cohen, of the J. O. Novelty Company, says: "We are using a wider selection of records on our machines this year than formerly and expect this trend to continue. Among bands that are very popular are those of Jimmy Dorsey, Sammy Kaye, Clyde Lucas, Bobby Burns, Lawrence Welk, and Bill Carlson. There are others springing into popularity right along, and we find that style bands are starting to go over big. We notice that some of the older bands which were not outstanding in popularity have one or more numbers now that appeal to the public, and this is bringing them to the front as shown by the many calls we have for these records."

Sanford Levine, of Atlas Music Company, says: "We are using a greater number of bands than we formerly did. Among popular artists are Teddy Powell, Freddy Martin, Al Donahue, Les Brown, and others. People get tired of hearing the same band constantly and want a change. The band that can make a better recording of a hit tune than others do is the one the public wants to hear. The public is always looking for something new and different, and demands a wider and more diversified program. We do our best to furnish it."

Buffalo

James D. Blakeslee, of Iroquois Amusement Company, gives out with the following: "In the past year we have found a raft of newcomers on the records who looked promising, and who, with a little promotion, made good. At the same time several name bands which never

meant much in the music boxes came out with one or more disks that assured them of plenty attention from operators and nickel spenders. For example, Guy Lombardo, who socked his way into success with *And the Band Played On* and *Intermezzo*. Sammy Kaye's *Daddy* brought this maestro to the top in the operators' estimation. Joe Reichman sold himself on the merit of *Wise Old Owl*. The same goes for Leo Reisman, who won fame here via his *Down Argentine Way*.

"I believe that a change is occasionally desired by patrons. They occasionally go for something entirely new."

Baltimore

Phono operators in Baltimore find that patrons at locations in which they have or operate machines prefer a variety of recordings. They point out that recordings of Glenn Miller and Tommy Dorsey are tops, but recordings by other artists are coming up strong for a bid for top place.

Aaron Folb, head of the Phoenix Novelty Company, says: "We are using a greater variety of artists than heretofore. We are doing this because we find that patrons prefer a more diversified line-up of artists."

"We use recordings by all good artists," states R. M. Cate, member of the Union Vending Company. "We do not limit the offerings in the machines to a few artists, but endeavor to include as wide a range as possible. New talent is desired, as this tends to promote greater use of recordings, which benefits us as well as the managements of locations."

"We certainly do use a varied line-up of recordings, because we find a wide range of selections helps boost the intakes," states I. Schwartz, head of the Fallsway Coin Machine Company. "The recordings by Glenn Miller and Tommy Dorsey are still tops at the spots in which we operate, but we also find that many patrons like to hear recordings by many other artists."

W. W. Richardson, manager Dixie Coin Machine Company, states he finds a definite demand for a diversified line of talent. "What is popular in some locations is not so hot in others, and for this reason we find that a very diversified line-up is good business," he points out. Richardson says that often the

first artist's recording of a popular number is the one that sticks and gives his future recordings an edge.

Oklahoma City

Lloyd Barrett, Sooner Novelty Company, Oklahoma City, says: "We are using records by many more bands than we formerly offered on our machines. Several factors are responsible for this. For one thing the general level of orchestra quality is higher and more orchestras are good enough to demand public favor. The competition among orchestras has increased manifold during the last few years. Radio is in a large measure responsible for this since it needs a great number and variety of bands to meet its requirements of time and changing tastes."

"Bands also are emphasizing arrangements more than ever in seeking public favor, and this tends to make individual bands stand out in the minds of listeners. Where formerly there were only a few 'stylist' bands, now there are dozens. Also, bands are making more personal appearances, getting around the country more often, meeting more people, and gaining in 'personal-contact' popularity. You feel you know an orchestra better if you've seen it in person and liked it."

"Some of the groups that have risen fast in the public favor, as reflected on our phonographs, are Mitchell Ayres, Lawrence Welk, Teddy Powell, Johnny Long, Jack Teagarden, Vaughn Monroe, and Erskine Butterfield. Of course there are many others, but these are some that come to mind readily."

L. W. Rice, of the Rice Music Company, Oklahoma City, says: "We notice the increase in number and variety of artists and orchestras in public favor as much on our telephone music system as on locations without it. In my opinion this increase is due chiefly to public demand."

"By this I mean that the public is now more music-conscious than it has ever been. It knows more about the artists who perform, is more demanding of them, and finds a place for new favorites all the time. At one time our locations would ask for a record of *Stardust*—just the record. Now, however, they ask for *Stardust* by such and such an orchestra—and even for a particular vocalist to do the singing."

"This relation between public and performers is retroactive. The public builds up favorites by learning about them and listening to them at every opportunity, and the performers in turn compete strongly for that favor and as a result we have more top-notch artists and a higher type of performance generally."

Detroit

Victor P. Rosasco, who operates a music machine route in Detroit, reports: "Even taking a tune by another band and putting on a recording by a different band pays. Alvin Rey is coming up well in some locations. Vaughn Monroe is another band that is coming up nicely. These are just typical of the newer bands. Harry James ranks about next among bands that are definitely on the way up."

"People playing machines, I have observed, like to shop around and try out recordings by different bands, and I change them in a location after a couple of weeks for just that reason."

"We are definitely using recordings of more bands than we were a year ago," says Joseph Borison, in charge of the records department of the Brilliant Music Company. Vaughn Monroe is one of the newer bands that is coming up nicely in this territory. Others are Art Jarrett and Joe Reichman.

"One reason is the trend toward sweet music today. There have been a lot of small bands playing that kind of music and now the big ones are falling in line. People are getting to appreciate all the different kinds of music more."

Minneapolis

"We are using many more new names this year than we have in the past," Charles Loftus, in charge of phonographs for Automatic Sales Company, declares. "While the older name bands are still popular favorites, they are finding the newer names are giving them a strong run for their money. Such artists as Charlie Spivak, Alvin Rey, Freddie Martin, and the King Sisters have come ahead very fast in the past year to crowd the Dorseys and Millers plenty. I find that locations on our route here in Minneapolis play the phonographs considerably more when our line-up contains a number of different artists."

"The new artists," says Leo Landsberger, who heads the automatic phonograph division for Minnesota Automatic Machines Company, "have served to add new life to automatic phonos. We have found that by installing records by the newer orchestras and singers our boxes are taking in a greater amount of money. Our locations, in many instances, have commended us on the fact that we offer a variety of names for their customers to choose from. Among the newer musicians who have come to the fore in the past year have been Alvin Rey, the King Sisters, Charlie Spivak, Una Mae Carlisle, Freddie Martin, to name but a few. The list is, of course, much longer, but those mentioned should suffice to indicate the popularity of new names over a year ago."

Cincinnati

That music machine operators in Greater Cincinnati in particular, and the Southwestern Ohio sector in general, are using more recordings by a greater number of artists this year than for the same period in 1940 was amply proven this week from reports garnered from the various operators in this section. Almost without exception the reports indicated that operators this year are using more and more disks featuring the lesser names in the band and orchestra field along with those cut by the Millers, the Dorseys, the Tuckers, and the Crosbys, which not only held the top spots but most of the other slots in the boxes during 1940.

Operators for the most part credited *The Billboard's* Record Buying Guide section with playing a big part in making the hike in new names possible in the boxes because of the increased mention of the lesser names in the department each week. Also credited with helping the change of the music box picture was *The Billboard's* Talent and Tunes issue of last fall, increased advertising of ork leaders and music publishers of new recordings by lesser known artists and increased promotional efforts of recording companies, band managers, etc., to enlist phono operators' aid in boosting the popularity of the various bands.

Representative of the comment re-



MORE ORDERS FOR COMMERCIAL MUSIC COMPANY. Burr Davis, manager of Dallas office of Commercial Music Company, Wurlitzer distributor, and two music merchants who arrived simultaneously to order more Wurlitzers. They are Mrs. Frankie and Travis Richardson, both of Longview, Tex. (MR)

ceived from the various operators is the following from Jack Hudnall, manager of the music division of Ohio Specialty Company, here: "We've been using many more recordings by a much larger number of artists than in 1940. There's absolutely no question in our minds as to the big part *The Billboard's* Record Buying Guide has played in making this increase possible. We are of the opinion that the phono operators' help in boosting the popularity of the various bands is paying big dividends to orchestras, as witness the cases of Alvin Rey and Tony Pastor, among others."

Boston

Bert Klapper, of the Bay State Automatic Music Company, reports his machines are now stocked with a larger variety of artists than ever before. "Vaughn Monroe is one of our best bets now," Klapper declares, "and other comparative newcomers to the field also are doing well. For this reason the machines are stocked with at least one recording

by as many bands as possible. We have found Bobby Byrne and Jimmy Dorsey well up among the money-makers, in addition to Monroe and the stand-bys of years gone by." Another interesting point revealed by Klapper was that, where machines once stocked three records apiece of the conceded top bands, one apiece is now sufficient if the public is offered enough recordings by other good bands. Klapper said the reasons the change had been made were based on public reaction. Constant air plugging for a band creates a definite impression in the mind of the public, which is more inclined to be interested in the recordings of a band heard on the air. This was regarded as the main reason for the early success of Monroe, whose top spot now results from the high caliber of his releases.

Other coin machine operators were of the opinion that the public is always on the alert for new talent and when a good, new band is found, will back it solidly. One operator reported that every time a recording by some new band is placed on a machine it gets more than a proportional play. If the band is well liked, the location owners sometimes get requests for more recordings from this band. The initial recording always does well, however, as a great many people will try it out to get an idea of the style of the artist.

Charles Foote, of the Charles R. Foote Company, Inc., reports that Vaughn Monroe, Claude Thornhill, Bobby Byrne, and the Jesters are among the more important newcomers to the phono field. "They set themselves with the public," Foote says, "as a result of one novel or standout selection. The rest of their releases must, of course, maintain the standard they set in the first one. But for the most part, if the original release is good, there will be a certain amount of public interest anyway, regardless of the caliber of the later recordings. We are using a much larger variety of recordings than before, mainly because the public wants to hear as many different styles as possible. They become either interested or disinterested after hearing one recording, but the first one will do business. So we keep as big a variety on the machines as is possible. You never know when you're going to uncover another artist who is going to turn into a standout."

Los Angeles

Influx of out-of-towners here in defense projects as well as in the armed forces has caused music machine operators to be on their toes with new talent to cash in on the steady flow of nickels that go into the machines. While the czar of music machines, Glenn Miller, still gets top-flight play, he and Tommy Dorsey, Orrin Tucker, and Benny Goodman, who once held the stage, are finding their popularity crowded by the new harvest of bands.

According to Les Lorden, music machine operator and one-time musician, the other band leaders are headed for a heyday, part of which they are enjoying at the present time. Jack Teagarden recently closed an engagement at the Casa Manana and finished a film, *The Birth of the Blues*, and his personal appearance on the Coast has netted him

many fans. His rendition of *St. James Infirmary* is on a good number of machines. Also in the new crop of band leaders is Alvin Rey, who has come to the fore on the West Coast with his *Nighty Night*. This orchestra, with the King Sisters, is definite a favorite. Johnnie Long, according to Lorden, is doing a good job with *I Take To You* and *Blue Skies*. Jimmy Dorsey has waxed some excellent arrangements that have put him in the spotlight. He started off with *Amapola* and repeated with *Maria Elena*, a number that has headed the popularity list for several weeks. *Green Eyes* is also a number on the Dorsey list that is coming up fast.

Charlie Barnet is here for a stay at Casa Manana, and his records are expected to step into the "10 best" for the West Coast. This is Barnet's first trip to the Coast in about a year.

Saul Hanlin reports that never before has he used so many different artists on machines. He explains this by saying that he is getting calls from location owners for numbers by up-and-coming band leaders. Chuck Foster recently completed a cutting session in Hollywood. His number, *I've Been Drafted*, has been getting much publicity over the air, and many calls for it have come in. Dick Jurgens, on a broadcast from Santa Catalina Island, brought his music to the attention of music-box patrons, and now he is getting a strong play on the music machines. Tony Pastor is a favorite, as are Bob Chester and Eddie Duchin. Freddy Martin, currently at the Coconut Grove of the Ambassador Hotel, by means of his broadcasts has shown music-box operators that *Hut-Sut*, *Intermezzo*, *Till Reveille*, and *You Mean So Much to Me* are musts.

Sam Ricklin, of California Music Company, has brought many band leaders to the attention of music machine people taking chances on new artists. He contends that inasmuch as it is rather difficult to tell just what will click, he puts them on and watches the tabulator picture the situation as it really is. Band leaders who have brought in good returns include Teddy Powell and Alvin Rey; Fats Waller's *Your Feet Too Big* and *I'm Gonna Salt Away Some Sugar* are among the money-makers, and Lawrence Welk is rapidly coming to the front with *You Are My Sunshine* and *Canadian Cappers*. Tiny Hill's record of *Angry* still remains on the lists sent in by location owners.

Since Will Bradley made *Beat Me Daddy*, his numbers are musts for machines. Charlie Barnet did such a swell job on *I Hear a Rhapsody*, *Pompton Turnpike*, and *Cherokee* that those who put nickels in machines are scanning the lists to see what his offerings are. Johnny Messner has a record of *Daddy* that already looks like it will wind up in the top brackets. Tommy Tucker established a top reputation with the *Man Who Comes Around*. Dick Kuhn, an Eastern band with a Western reputation, is doing a swell job with *Window Washer Man* and *Bedelia*.

Other orchestras that seem headed for the top in this section include Al Donahue, Sonny Dunham, Leo Reisman, Glen Gray, and Terry Shand.

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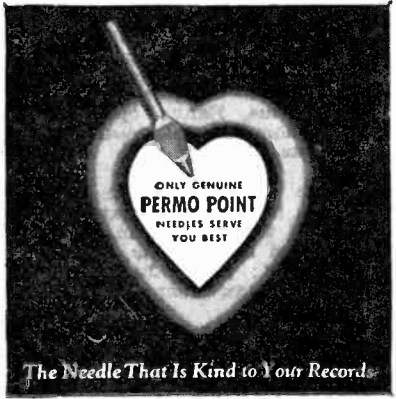
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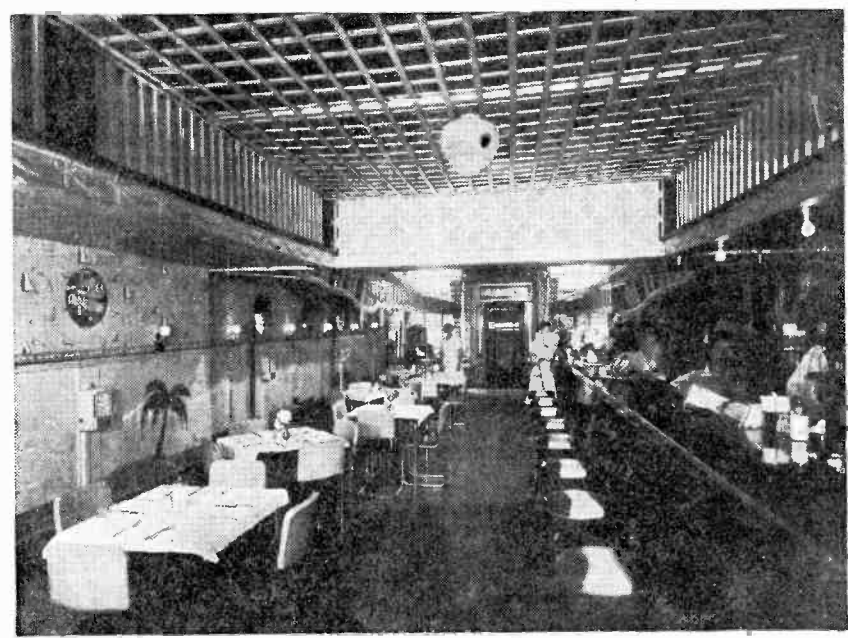
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ALONG THE WABASH: A Seeburg music installation in a popular Wabash, Ind., eating place is doing a fine job for its operators, Medcalf Amusement Company, of Huntington, Ind., they report. (MR)

Mini-Movie Reviews

CHOP FUEY, released by Minoco. Film features the Four King Sisters and the orchestra of Alvino Rey. Gives sufficient close-ups of the Sisters who are in the limelight at this time because of their hit, *Nighty Night*. Pictorially good. Sound, okeh. Reviewed on Panoram machine. Location, Dave Myers Tavern. Conditions, fair.

BLUE TAHITIAN WATERS, released by Featurettes. Vocal duties handled by Louella Jorand with the dancing by the Theodores and the Featurettes Dancing chorus. Lyrics and music are by Louis Herscher and Roy Newell with Benito Moreho's orchestra coming in for a good part. Story is produced to the best advantage. Reviewed in RCA laboratory. Conditions, optimum.

WITH A TWIST OF THE WRIST, released by Minoco. In this film Grace McDonald and Wesley Adams are featured. Miss McDonald handles well the vocals of the tune by the same name.



WATERBURY AMUSEMENT COMPANY, of Waterbury, Conn., has just purchased the truck shown above for use in installation of Rock-Ola phonographs and equipment. In the picture, at the left, are I. F. Webb, Rock-Ola vice-president, and Joe Naclareo, head of Waterbury. Other five persons are members of Waterbury's staff. (MR)

Adams does a little magic with Miss McDonald coming in for a series of fast rhythm taps. Pictorially good. Sound, fine. Reviewed at Dave Myer's Tavern. Panoram machine. Conditions, fair.

WHEN A GYPSY PLAYS, released by Featurettes. Muriel Lang, violinist, and Katherine Capuana, dancer, featured in this film. Music and lyrics by Louis Herscher and Roy Newell. Orchestra under the direction of Lou Halmy. A good bet for a cocktail lounge in a top hotel. Reviewed RCA laboratory.

CONCERTINA MAN, released by Featurettes. With Warren Jackson as the concertina man; Ralph Peters, policeman; Gloria Day, girl, and Shirley Adams and Roy Lester, dancers. Featurettes has the making of a hit here. Clarence Bricker, able director, was in charge of production and has done a swell job. Marvin Hatley's orchestra is heard. Pictorially good. Sound track, above average. Reviewed in RCA laboratory. Conditions, optimum.

BORN TO SWING, released by Minoco. In this film Ginger Harmon, a very personable singer, warbles the tune of this name. Six dancers take the stage for some routine steps. Reel has plenty of action, plus good music and singing. Pictorially good. Sound, okeh. Reviewed at Dave Meyer's Tavern. Panoram machine. Conditions, fair.

A SHOW OF OUR OWN, released by Featurettes. Whenever Clarence Bricker turns out a number, that's already two strikes for its being good. In this film are heard Doreen Wilson, Gene Dorian, and the Featurettes chorus. Marvin Hatley and his orchestra also heard. Pictorially fair. Sound, fair. Reviewed RCA lab. Conditions, optimum.

JUNGLE JIG, released by Cameo. Vivacious, attractive, and peppy Dorothy Dandridge is featured in addition to Cee Pee Johnson, hot drummer. It is okeh all around. A good bet for the West Coast with Miss Dandridge now featured in *Jump for Joy*. Reviewed Mills showroom. Panoram machine. Conditions, good.

A NIGHTINGALE SANG IN BERKELY SQUARE, released by Minoco. While this tune was on top a few weeks ago, this film will suffer none of the consequences of being put out by operators at this time. With exotic Tamara singing the number and backed by some good photographic work, it will be played by all who want to hear a good number done in a swell fashion. Reviewed Mills showroom. Conditions, good. Panoram machine.

GEORGIE PORGIE, released by Featurettes. This number has vocals by Lorraine Elliott with dancing done by Patti Lacey and Ray Hirsch. Louis Herscher, Roy Newell, and Nat Simon did the lyrics and music. Lou Halmy and his ork are heard. Ruby Burnbridge takes the part of Mammy. Performers work alright, but story is a bit amateurish and not up to the standard of this company. Pictorially not up to snuff. Sound track a bit better. Reviewed in RCA lab. Conditions, optimum.

NOTHING BUT ROMANCE, released by Featurettes. Viola Vonn has a good voice that is used to an advantage in this film. Dick Dennis adds his vocal ability to those of Miss Vonn. Lou Halmy and his orchestra are heard on the lyrics and music by Louis Herscher and Roy Newell. Clarence Bricker directed. Sound track is superior to pic-

torial quality. Film recommended for the better spots. Reviewed RCA lab. Conditions, optimum.

LILY HOT FROM CHILI, released by Minoco. Eton Boys, up to their standard of singing, are heard in this fast number. Pictorially good. Sound, okeh. Reviewed Mills showroom. Panoram machine.

SINGING TELEGRAM SONG, released by Cameo. This number is the work of Sam Coslow, whose name has long been associated with the songwriters' field. In composing it he evidently had soundies in view. It lends opportunity for production of which the technical staff has taken advantage. Johnny Downes handles vocals and is featured with Ethelreda Leopold. Good pictorially and in sound. Reviewed Mills showroom. Conditions, good. Panoram machine.

BOOTS AND SADDLES, released by Techniprocess. Rudy Vallee with the Musketeers are featured singing the number by the same name. Vallee is tops in this film. Pictorially good; sound, okeh. Reviewed RCA lab. Conditions, optimum.

SAMOA, released by Techniprocess. For those who like sepia talent, this is the number for it features the Shadrach Boys in a pirate's den locale. (They're current the Pirates' Den in Los Angeles.) Boys know their stuff. Will Jason directed this production by Marlo Castagnaro. Pictorially good. Sound, good. Recommended for any type of spot. Reviewed RCA lab. Conditions, optimum.

YOU'RE A GRAND OLD FLAG, released by Minoco. This film is based on the song by the same name and written by George M. Cohan. Coming on the market at this time it should net operators a pretty penny. It has martial music, waving flags, and shots of Pennsylvania Avenue and the Capitol Dome that add to the inspirational qualities of the reel. Male trio is tops. Reviewed Dave Myer's tavern. Panoram. Conditions, fair.

Oklahoma City

OKLAHOMA CITY, July 26.—A sizzling mid-July sun in this area has sent temperatures soaring, but unfortunately hasn't had quite the same effect on the coin machine business. Operators lament that potential customers are turning to picnics and other outdoor entertainment, but since the summer lull is both a natural and an annual reaction to the heat, it causes no undue anxiety among the men affected. Business has taken no quick or plunging drop; it merely has slowed up a bit, and operators and distributors expect a pick-up when the sun lets up.

Mrs. T. G. Wolfe, wife of the head of Sooner Novelty Company, and their two sons, Bryce and Tommy Jr., have returned from a two-week vacation at Hot Springs, Ark.

Oklahoma operators were shocked and saddened by the news of the accidental death of Mr. and Mrs. Joe Williams of Dallas. Operators who attended the funeral at Dallas July 18 included Jack London, of the London Music Company, and Jack Coil, both of Oklahoma City, and Ben Hutchins, of Lawton. B. H. Williams, brother of Joe and head of the

Oklahoma City office of Commercial, and Jewell Reddick, office girl, have returned from Dallas, and B. H. has announced he will remain as head of the local office, with leadership of the firm being taken over by R. B. Williams, another brother.

One effect of the hot season and of vacation schedules apparently is the comparative scarcity of Oklahoma City visits by out-State operators. Offices here report the last few weeks have seen more operators telephone their business and fewer of them pay personal visits. One of the most conspicuous by his absence this week was Bob Lester, Duncan operator, who missed his "regular" visit for the first time in weeks.

E. C. Sheriff is now working with the Rice Music Company.

Jim Boyle, head of the Boyle Amusement Company, left here July 15 on a business trip to Memphis, Tenn., and Little Rock, Ark.

Don Law, Dallas, district manager of the Columbia Recording Corporation, was a recent visitor here at the office of the Miller-Jackson Company, State distributor for Columbia records.

H. B. Dacus, Hanna operator, has moved his home and his business office to Henryetta, Okla.

Patterson Spangler, Oklahoma City operator, is back from an extended vacation thru the South and Southwest that included such points as Carlsbad Caverns, N. M.; Texas; Juarez, Mexico; Louisiana, Florida, Tennessee, and Arkansas.

Norman Hickman, Oklahoma City operator, has sold his Hickman D-X Service Station at Northwest Third Street and Walker Avenue and announces he will confine himself to his coin machine interests.

John Burns has been appointed new Southwestern credit manager for Wur-litzer, with offices at Dallas.

Mack Phillips, Garber operator, was a visitor here this week for the first time in three weeks and reports business has picked up a little in his territory.

Powell Markwith, mechanic for the Boyle Amusement Company, has returned from a week's vacation in the southeastern part of the State.

Roy Staton, owner and operator of Springlake Amusement Park here, said this week the Penny Arcade at the park is having one of its best years. Four new film machines were added at the start of the season, he said, and all are getting a good play.

Scott London, brother of Jack London and formerly associated with the London Music Company, was here this week on a 10-day leave from his army duty at Camp Shelby, Hattiesburg, Miss., where he was recently stationed. He left Wednesday to return to camp, whence he will go to Louisiana for the army's forthcoming maneuvers.

Operators who have visited recently at the Sooner Novelty Company include Boyd Dickson, Shawnee; R. B. Gooch, Stillwater; W. D. Atkins, Oklahoma City; Bob Lester, Duncan; R. E. Mossman, Perry; Marvin Siler, Wewoka, and Jack Coil and E. E. Settlemyer, Oklahoma City.

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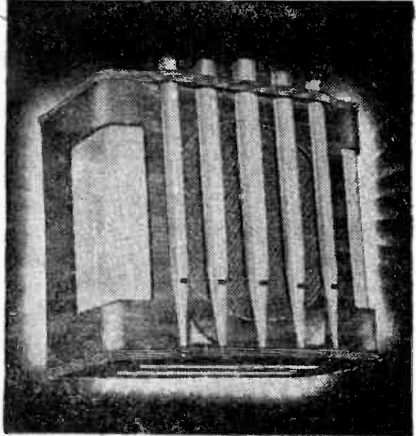
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Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

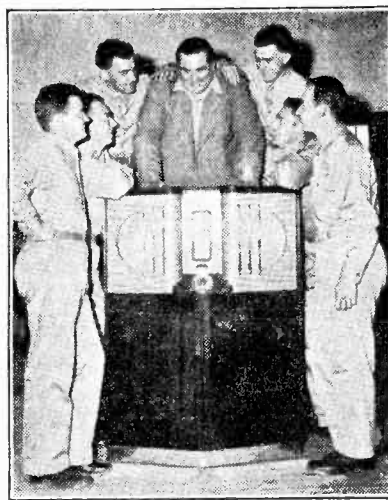
Jack Leonard, ex-vocalist for Tommy Dorsey, received an okeh from the army (of which he is now a member at Fort Dix, N. J.) to record for Columbia during his year's stint with Uncle Sam. Leonard expects to have his first recording session in the next couple of weeks in New York. . . . Bea Wain will team up with the Deep River Boys to do her first batch of spiritual recordings for Victor. "Sometimes I Feel Like a Motherless Child" and "God Bless the Child" will be the first. . . . The Andrews Sisters will sing their Decca recorded version of "Aurora" in their Universal film being released August 8 with Abbott and Costello. . . . Horace Heidt just re-signed with Columbia for another two years. The maestro is now at the Edgewater Beach Hotel in Chicago. . . . Music machines got a plug last week at the Atlantic City Steel Pier's Music Hall Theater where the Ben Yost Singers are working. Boys give their impressions of various favorites on the coin phonographs—mentioning them as such.

Jimmie Lunceford and his band stopped off in New York for a couple of days this week to make some more records for Decca. . . . Count Basie is set to lecture on American jazz at a string of colleges this fall. He will illustrate his talks with six of his band men doing the tootling. . . . June Frazee and the Merry Macs will appear in Universal's "Moon-

light in Hawaii," which is scheduled to be released October 3. . . . Glenn Miller's 20th-Fox film, "Sun Valley Serenade," will hit the country's theaters on August 29. . . . Bob Allen, ex-singer with the late Hal Kemp's band, has organized his own outfit in Cleveland, and will start playing dates in a couple of weeks. No recording contract yet. . . . Anson Weeks has completely recovered from injuries in his recent automobile accident and is now touring the band thru the Midwest territory. . . . Artie Shaw is planning a theater tour before taking on a 52-piece band for concert work next fall.

The Industry

The coin phonograph industry, its developments, and future outlook will get one of the most complete treatments ever written when *The Billboard's* forthcoming third annual edition of Talent and Tunes on Music Machines makes its appearance. Every band leader, phonograph operator, music publisher, and all others connected with the industry will be covered in the many articles set to appear in the new supplement. Besides the articles dealing with all the new developments taking place the past year, the issue will have column after column of information on bands and other recording artists which will prove a valuable reference for operators thruout the next year. The Talent and Tunes supplement is the only publication of its



TINY HILL surrounded by Fort Sheridan (Ill.) army trainees after he had presented the automatic phonograph to them for use in their recreation center. Tiny's bandmen donated records for the machine. A similar presentation of a phonograph and records, as well as 150 music arrangements, was made to Camp Grant (Ill.) recreational center.

kind anywhere which deals so conclusively with an industry that is fast taking its place with movies, the theater, and other big forms of entertainment in the United States.

Release Previews

Jose Morand's latest Decca session had the maestro cutting "African Lament," "Tu Ya No Soplas," "Noche Azul," and "La Triganita." . . . Victor comes out next week with Artie Shaw's revival of "Beyond the Blue Horizon." . . . Mitchell Ayres' newest Bluebird number is "Mexicali Oomph." . . . Johnny Long and band, who are now working on a holdover at the New Yorker Hotel in New York, just recorded "Kiss the Boys Goodbye" for an early release from Decca.

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:

KNOXVILLE, Tenn.:

The Worm Who Loved the Little 'Tater Bug. Vaughn Monroe.

This record had not been in the distributors' hands two days here before it was a sellout. Operators report that the reason for all the advance requests their locations had given them for it is the workout the tune has had in their territory over the radio by transcriptions. It's a novelty number, and with the reception it has already received here it seems destined for more widespread fame.

DES MOINES, Ia.:

Elmer's Tunes. Dick Jurgens.

A comer in this Midwest territory, operators report that they are expecting a lot of nickels from this fairly recent Jurgens' record. The maestro is a mainstay in this section of the country especially, and his name on the title strip is an asset for that reason. This particular disk is a good commercial number, too.

HARRISBURG, Pa.:

The Muffin Man. Ella Fitzgerald.

This swing novelty has been out for some time, but has this past week shown signs of real life for operators in this town. It's a nifty tune for swing lovers and the Fitzgerald band makes it hop. Miss Fitzgerald does a vocal in the low-down Harlem vernacular during the unwinding of the record.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended July 26 and the week before, ended July 19, see the Music Popularity Chart in the Music Department in this issue.



BING CROSBY 'Til Reveille
My Old Kentucky
Home (w. King's
Men) 3886

JIMMY DORSEY Blue Champagne
All Alone and
Lonely . . . 3775

ANDREWS SISTERS Daddy
Sleepy Serenade
. 3821

BING CROSBY Be Honest With Me
Goodbye, Little
Darlin', Goodbye
. 3856

GUY LOMBARDO Ma! I Miss Your
Apple Pie
Boo-Hoo . . . 3822

ANDREWS SISTERS Sonny Boy
Gimme Some Skin,
My Friend . . 3871

MILDRED BAILEY Ev'rything Depends
on You (w. Delta
Rhythm Boys)
All Too Soon . 3888

JIMMY DORSEY The Things I Love
Once and for
All 3737

MERRY MACS The Hut-Sut Song
Mary Lou . . 3810

WOODY HERMAN Night Watchman
Hey, Doc . . 3889

DICK ROBERTSON Goodbye, Dear, I'll
Be Back in a
Year
Be Honest With
Me 3791

JIMMY DORSEY A Rose and a
Prayer
Be Fair 3812

BING CROSBY Pale Moon (w.
Merry Macs)
Who Calls? . . 3887

JIMMY DAVIS On the Sunny Side
of the Rockies
Sweethearts or
Strangers . . 5902

JAY McSHANN Confessin' the Blues
Hootie Blues . 8559



DECCA RECORDS, INC., N. Y.
Canadian Distributors
THE COMPO CO., LTD.
Lachine, Montreal, Quebec



DON'T MISS THIS HIT!

MA, I MISS YOUR APPLE PIE

Dance Arrangement by Paul Weirick

Recorded by —
GUY LOMBARDO

ON
DECCA record 3822



The Billboard says:

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 song the boys will keep singing—regardless!" GOODBYE, DEAR, I'LL BE BACK IN A YEAR

THE BILLBOARD SAYS

James D. Blakeslee, of Buffalo, reports—
"Goodbye, Dear, I'll Be Back in a Year
—the most promising of the newer disks."

HARRY HOCH, Professional Manager

COAST TO COAST MUSIC CORPORATION
8 W. 49th St., New York City

ON COLUMBIA RECORDS
Horace Heidt—36148

ON DECCA RECORDS
Dick Robertson—3791

Adding to the record list—
ON BLUEBIRD RECORDS

Mitchell Ayres—B11234



Coin Catchers
on
VICTOR and
BLUEBIRD
RECORDS



Mazuma
Makers!

*I Guess I'll Have To Dream
the Rest
Loose Lid Special
Tommy Dorsey-27526

A MUST!

Piano Concerto in B-Flat
"Why Don't We Do This More Often"
Freddie Martin-B-11211

A DILLY!

*I Found You in the Rain
*\$21 a Day Once a Month
Tony Pastor-B-11231

SUPER!

*Foolish
*Shepherd Serenade
Art Jarrett-27527

*Vocal Refrain

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ORDER TODAY FROM
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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

INTERMEZZO (9th week)	BENNY GOODMAN (no vocal) CUY LOMBARDO (no vocal) WAYNE KING (no vocal) WOODY HERMAN (Woody Herman)
MARIA ELENA (8th week)	JIMMY DORSEY (Bob Eberly) WAYNE KING (no vocal) TONY PASTOR (Dorsey Anderson)
DADDY (8th week)	SAMMY KAYE (Ensemble) ANDREWS SISTERS
THE HUT-SUT SONG (7th week)	HORACE HEIDT (Donna and Her Don Juans) FREDDY MARTIN (Eddie Stone and Ensemble) KING SISTERS THE JESTERS
JUST A LITTLE BIT SOUTH OF NORTH CAROLINA (5th week)	GENE KRUPA (Anita O'Day) MITCHELL AYRES (Mary Ann Mercer) DICK TODD
GREEN EYES (2d week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell)

COMING UP

GOODBYE DEAR, I'LL BE BACK IN A YEAR	HORACE HEIDT (Ronnie Kemper-Donna Wood)
---	---

Still maintaining the progress it exhibited last week, but not managing
to show enough push to climb into "going strong," this Heidt record
continues to pull in a very satisfactory flow of nickels, stronger in some
locations, and less so in others, but with a good general average.

THE THINGS I LOVE	JIMMY DORSEY (Bob Eberly) BARRY WOOD
--------------------------	---

Also continuing along profitable lines, but also failing to show the
strength necessary to boost it, any higher, at least at the moment, this
particularly melodic ballad is being carried along by Dorsey and Wood,
with the former having a considerable edge over Barry's vocal disk in
all-round popularity. This is more likely than *Goodbye Dear, I'll Be
Back in a Year* to work its way up into the section above this.

YES, INDEED	TOMMY DORSEY (Sy Oliver-Jo Stafford)
--------------------	---

Leveling off this week after a nice spurt forward a week ago, this swing
number ought to be bigger than it is, but for some reason it hasn't
quite caught on in the same proportion to its intrinsic merit as a coin
phono item. That isn't to say that it's not a substantially good thing
for operators, but it should be a lot better.

BLUE CHAMPAGNE	JIMMY DORSEY (Bob Eberly)
-----------------------	----------------------------------

Only doing fairly well at the moment, this, too, has eased off somewhat
after a most promising start a few weeks ago. Probably the greatest
single factor against its being bigger now than it is, is the fact that
Dorsey is represented by so many other hit and near-hit recordings on
the phonos, with the nickel-droppers having a tough time making up
their minds which particular one to go for unanimously.

'TIL REVEILLE	KAY KYSER (Harry Babbitt)
----------------------	----------------------------------

Climbing in a satisfactory manner, this Kyser ballad is justifying the
predictions made for it when it was first released several weeks ago.
Its progress hasn't been sensational, but it's been slow and reasonably
sure, with pretty fair indications that it may reach the blue ribbon class
in another couple or three weeks.

BOOGIE WOOGIE PIGGY	GLENN MILLER (Tex Beneke-Modern- aires)
----------------------------	---

Lazying along in a way that doesn't indicate true hitdom for it unless
it suddenly shows more energy, this combination novelty tune and
swingeroo is not doing as well as it figured to do when it emerged from
the realm of "possibilities" a couple of weeks ago. It's the first Miller
number in months to hit the machines in any sort of a way, but it still
is far under the average phono click that Glenn kept turning out a
year ago.

KISS THE BOYS GOODBYE	BEA WAIN TOMMY DORSEY (Connie Haines)
------------------------------	--

Dropping a bit in music machine patron interest this week, this picture
song isn't displaying the proper amount of strength at the moment to
give promise of anything important to operators, at least not unless
it takes a sudden turn for the better.

Songs listed below are those which have appeared in "Coming Up" for four weeks
or more, and which are still being mentioned on enough reports to warrant their inclusion
in the Guide, even tho they most probably will never climb into "Going Strong."

AURORA (10th week)	ANDREWS SISTERS Still managing to hang on.
------------------------------	--

EVERYTHING HAPPENS TO ME (10th week)	TOMMY DORSEY (Frank Sinatra) WOODY HERMAN (Woody Herman) Practically thru.
--	--

Names in parentheses indicate vocalists.

Double-meaning records are purposely
omitted from this column.

PART TWO of the Record Buying Guide, discussing Possibilities and the
Week's Best Releases appears on another page in this department.



GENE KRUPA
DRUMS UP
A BIG
MONEY-MAKER

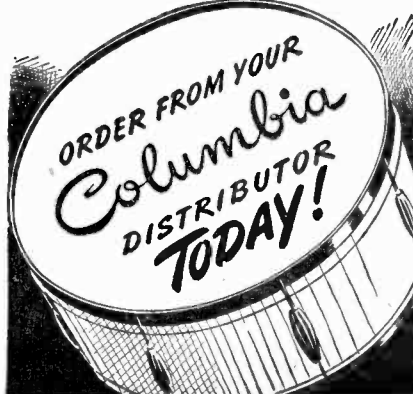
ON **Okeh**
RECORDS
GREEN EYES

Here's that "Ace Drummer Man" swing-
ing right into a red-hot hit that will
drive the fans wild. It's got everything
... a torrid rhumba rhythm ... a
swell vocal by Anita O'Day and Howard
DuLany ... and the one and only Gene
going to work on those drums to beat
the band. Put it on your machines, and
listen to the nickels clatter! (Flip-over,
sweet and smooth "Throwing Pebbles in
the Millstream.")

HERE ARE 16 MORE
KRUPA LUCKY NUMBERS
EVERY ONE'S A HIT

- 6278 AFTER YOU'VE GONE
KICK IT
- 6266 THE COWBOY SERENADE
'TIL REVEILLE
- 6255 LOVE ME AS I AM
AFRAID TO SAY HELLO
- 6210 LET ME OFF UPTOWN
FLAMINGO
- 6198 DON'T CRY, CHERIE
SIREN SERENADE
- 6187 WHERE ARE YOU?
I TAKE TO YOU
- 6165 MARIA ELENA
A RENDEZVOUS IN RIO
- 6154 FOOL AM I
SLOW DOWN
- 6143 THE THINGS I LOVE
LITTLE MAN WITH A
CANDY CIGAR
- 6130 LET'S GET AWAY FROM IT
ALL
JUST A LITTLE BIT SOUTH
OF NORTH CAROLINA
- 6118 GEORGIA ON MY MIND
ALREET
- 6106 HAMTRANCK
WIRE BRUSH STOMP
- 6070 SWEET GEORGIA BROWN
DOWN BY THE OLD MILL
STREAM
- 6046 DRUM BOOGIE
HOW 'BOUT THAT MESS
- 6034 BOOGIE WOOGIE BUGLE BOY
THE BIG DO
- 6021 THERE'LL BE SOME CHANGES
MADE
THESE THINGS YOU LEFT ME

Trade Marks "Columbia" "Okeh"
Reg. U. S. Pat. Off.



On the Records

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

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

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

(CONTINUED FROM PAGE 12)



FORCE AT THE ESQUIRE MUSIC COMPANY, Los Angeles. Reading from left to right, Paul Simone Jr., Jane Carico, Louie Petteruto, Stanley Turner, Mrs. Jack Gutshall; Jack Gutshall, owner; W. E. Simmons, Western regional manager Packard Manufacturing Corporation; Gene Crowley, Mac McDowell, Smoky Leinart, and Gene Dixon. (DR)

LES BROWN (Okeh 6293)

Funiculi, Funicula—FT. *The Procession of the Sardar*—FT.

Ben Homer has made two colorful and inventive arrangements for the Brown band out of these familiar themes. Side A is bouncy, replete with standout solos, and topped off with an ensemble ride-out that really rocks. The reverse, adapted from *Caucasian Sketches*, has a slow, compelling beat, some fine sax work, and imaginative writing all the way thru. Les has been turning out some exceptionally fine recordings lately, not too commercial in every instance, perhaps, but nonetheless musically excellent, and these sides continue the good work.

The A side, because of its widely known melody and title, might have a chance in the phonos, altho it's scored in a way to appeal more to jazz lovers than the average music machine patron. The companion piece is arranged better for machines, but its title isn't the best kind to have on an identification slip.

SHEP FIELDS (Bluebird B-11225)

Don't Blame Me—FT. *Hungarian Dance No. 5*—FT.

Fields uses a similar selection set-up to his last record in this new double, coupling an oldie with a swing adaptation of a classic. His new all-reed band sounds even better on these sides than it has on the several previous disks he has turned out with it, and there was nothing wrong musically with those sides. The drive and power of the Brahms adaptation (arranged by Lew Harris) on the B side is surprising, in view of the fact that there is no brass to push it along. From the fine swing intro to the same theme ending, this side rocks beautifully, both in ensemble and in some excellent solos. The first side, scored in medium tempo, is likewise highly listenable from start to finish, and the variegated reed and woodwind tonal effects the ork achieves are something to hear again and again.

The average disk addict is certain to remember "Don't Blame Me," a hit of several years ago, and that being the case this side could garner its share of nickels in the machines. The reverse is over the heads of the general run of nickel-droppers, the title alone being enough to frighten them away.

WILL BRADLEY (Columbia 36248)

All That Meat and No Potatoes—FT; VC. *Get Thee Behind Me, Satan*—FT; VC.

Bradley has been getting away from too much boogie-woogie (the type of rhythm that originally gave him his biggest push forward, but that he began to overdo before long), and sides like these will fortunately do the band more good. Ray McKinley's inimitable vocal style takes the Fats Waller song on the A side for an amusing ride, with the band accomplishing some equally entertaining things, particularly in the solo department. The companion ditty is an Irving Berlin tune from the score of the Fred Astaire-Ginger Rogers *Follow the Fleet* movie of a few years back, and it's nicely played in a slow tempo, with Terry Allen's smooth baritone round-

ing out a good ork performance paced by Bradley's pretty trombone.

"Meat and No Potatoes" seems to be attracting the attention of the music trade, with a number of bands making up arrangements of it. The same interest may be engendered in the public, and if so, this disk of it is a natural for the phonos. The reverse song probably won't mean too much, but side A has its chances.

TOMMY DORSEY (Victor 36399)

For You—FT; VC. *Swing Low, Sweet Chariot*—FT.

This is the second 12-inch record to come from Dorsey during the past couple of months. Modeled along the lines of the first, this combines an old hit tune of about 10 years ago with a fine jazz version of a well-known Negro spiritual. Whereas the first disk had a Sy Oliver arrangement, this one boasts scoring by Deane Kincaid, and where the other record had Frank Sinatra for the ballad vocal on the other side, this one finds Jo Stafford doing a splendid job on the *For You* words. The latter number is scored beautifully, especially in its first chorus, and Miss Stafford, whose vocal ability is of the very finest, has never sounded better than she does here. The B side swinger gives full rein to a number of hot solos and some typically cogent Dorsey full band playing.

The 12-inch size of this disk obviously renders it null and void for music machines.

Band leaders, recording companies, music publishers, and particularly operators of coin phonographs are looking forward with increasing interest to the third annual Talent and Tunes on Music Machines Supplement of *The Billboard*, due at the end of September. Everyone connected with records knows the information of value that has been contained in the two previous Talent and Tunes Supplements, and this year's is being awaited more eagerly than ever before because the trade can be sure that it will be more informative, more interesting, and more comprehensive than ever. The trade is right—it will be!

GLENN MILLER (Bluebird B-11219)

Under Blue Canadian Skies—FT; VC. *Adios*—FT.

Miller's version of the U. S.-Canada "official" good-will song is done in his

usual thoughtful, smart, precise style, complete to the customary reeds, brass, and astute shading. Ray Eberle is alone on the vocal this time, and as in several recent records his voice shows constant improvement. Plattermate is a four-four arrangement of Enric Madriguera's familiar tango, with the reed section carrying the melody line, punctuated by typical Miller brass breaks. This side offers a particularly pleasing three minutes of smart, modern dansapation.

As mentioned above in commenting on the Sammy Kaye version of "Blue Canadian Skies," the song is achieving prominence, and this recording of it has a natural chance of clicking on the coin phonos because of Miller's name and because of the excellence of its treatment here. The reverse is not apt to do anything much under the needles, however.

GUY LOMBARDO (Decca 3890)

Sweethearts on Parade—FT; VC. *After the Ball*—W; VC.

Lombardo has been turning to old songs for some of his present recordings, and here is a pair that go pretty far back, particularly the old-timer on the B side. The Royal Canadians do the latter in its original three-quarter tempo, with Kenny Gardner and the Lombardo Trio handling the wordage. Reverse has a Carmen Lombardo vocal, and both sides are scored in the typical Lombardo manner.

For locations with an older patronage, these sides are perfect. And even in general spots, what with the successful revival of things like "The Band Played On," either number has its possibilities for the boxes, because they're highly commercial in song, title, and performance, as well as band name value.

HORACE HEIDT (Columbia 36245)

Seven Years With the Wrong Leader—FT. *Where Is Our Love?*—FT; VC.

Altho the A side title would lead listeners to believe that this is another one of the Heidt brand of novelties, actually it's a swing thing with surprisingly good solo work from a couple of the band boys, and with no lyrics and no attempt at comedy. Buddy Saffer, clarinetist, and George Dessinger, tenor sax man, are featured on the side, and

their heated soloing is excellent, particularly so since it comes from sidemen in a band whose forte has never been righteous jazz. Flip-over is a slow ballad that is mostly Larry Cotton's vocalizing. Slinger leads off the side, backed by effective guitar pickings, and stays in the spotlight thruout most of the rim-to-label surface.

The A side title may attract attention on identification slips, but the nickel-droppers are apt to be disappointed when they hear the disk, because instead of being a clever novelty song, as the tag would seem to indicate, it's an out-and-out swinger, starring a couple of hot instrumental solos. B side is ordinary, and therefore doesn't figure to mean very much.

(See ON THE RECORDS on page 76)

XXX

VAUGHN MONROE

and His Orchestra

Top New Bluebird Records
A ROSE AND A PRAYER . . . B-11207
DADDY B-11189

Currently on Theatre Tour

Direction
WILLIAM MORRIS AGENCY, INC.

TALENT AND 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 AND TUNES
ON
MUSIC MACHINES



"HI, FOLKS" WAVES SAMMY KAYE, band leader, who has been doing a week's stint of "swinging and swaying" at the Chicago Theater, Chicago. Machine is the Mills Panoram on which the three-minute soundies are shown. (MR)

XXX

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.

Phono Men's Opinions Aid Diskers, Pubs

NEW YORK, July 26.—Music machine men are "opinion barometers" for record firms, music publishers, and transcription firms, it is reported after an investigation by a staff member of *The Billboard*. This has resulted, it is said, because of a shortage of trained music experts in the recording and transcription fields.

It is reported that the past year has found operators being consulted more and more as to what tunes are likely to meet a favorable reception from John Q. Public, because it is felt that operators are closer to the public and have a very good idea as to what will be accepted.

Music machine operators have cooperated heartily because it means a greater harvest of good records and consequently more business on the machines if they prove themselves experts. It is reported to be a very common thing in New York for phonograph operators to regularly send lists of tunes and artists which they feel will click to the record companies. Most of these tips are said to be eventually filled. In fact, it is declared that record companies now solicit the opinions of operators.

Cited as examples of astute judgment by operators are several well-known cases. Charles Engelman, New York operator, persuaded Decca to revive *Maybe*, using Dick Robertson's band. It was a hit on the music machines. Artie Shaw made *Beyond the Blue Horizon* for Victor on Engelman's recommendation; it will be released shortly. Recording company executives also report other operators who can be relied upon to pick good ones every time.

Another suggestion by operators is that a disk of *Aurora* would be bought in heavier quantities if it were backed up by a stand such as *St. Louis Blues* rather than by a new, untried tune. It is claimed that in this way they could always cash in on the latter, a standard, should the former fail to click.

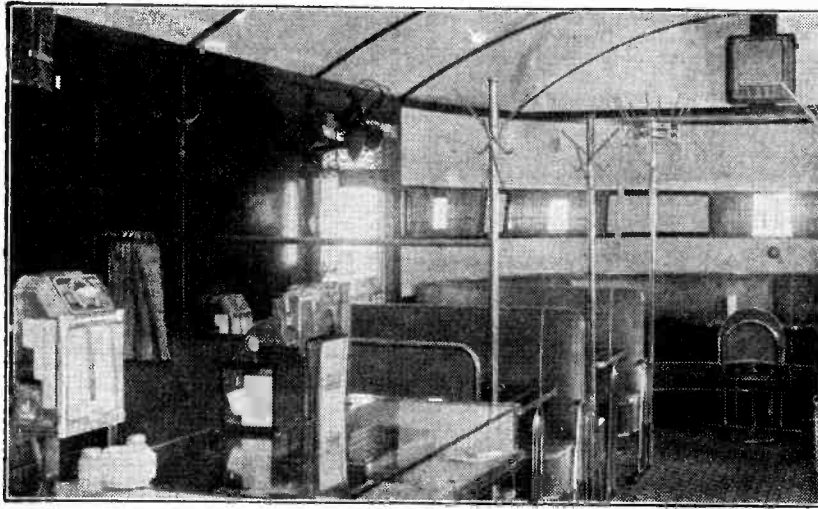
Music machine operators also receive credit for tipping off record companies on some of the bands which are now "up and coming" on the disks. Shrewd operators, watching radio programs and one-nighter dates, have spotted good bands and have lost no time in reporting the fact to record firms.

Song contractors, recognizing the fact that operators are very close to the music business, have included many operators on calling lists, figuring that if operators like it that it's as well as recorded. Only complaint is in contacting operators—the nature of the complaint being that operators are a busy group very seldom in their offices. Too, they are unable to find time for cocktail get-togethers with those who seek their advice.

Many operators have refrained from making suggestions because of perplexity as to whom to give information. In the case of information or requests regarding a particular band they can easily call the recording firm holding the band's contract—if it's a matter of getting a tune recorded, the puzzle is which recording firm to call.

New Disk Distributor Set Up in Buffalo

BUFFALO, July 26.—Distribution of Columbia-Okeh label here has been taken over by the Westinghouse Merchandising Company, Inc. Lee Wells is general manager of company, while



EAST AVENUE DINER IN ROCHESTER, N. Y., is equipped with a new Buckley Illuminated Music System. The installation, one of many in the Rochester section, was made by the A-1 Amusement Company of that city. (MR)

Frank McCarthy heads the record division. Bernie Loncto is chief among local salesmen.

Joe Lucas, district sales manager for Columbia, praised the new outlet, pointing out the unusually large space available. Large modernistic display window, facing the street in most convenient downtown sector, makes shopping a pleasure for music merchants. Parking facilities are located next door.

Personnel at present includes Emery Vaughn, Robert Scarem, and John Heisinger, salesmen on the road; Eleanor Seal, special clerk; Don Abwender, Bob Evans, and Joe Wagner, counter salesmen.

Pittsburgh Hails Wurlitzer Distrib

PITTSBURGH, July 26 (MR).—Celebrating its appointment as Wurlitzer distributor in Pittsburgh, Mayflower Distributing Company staged an elaborate party recently for the music merchants of the Pittsburgh area.

Under the guidance of President Sam Taran, Sales Manager Art O'Mealia, and Manager Jackie Fields, the guests inspected the unusually complete quarters of the new firm and were later entertained by the officials of the company. All left convinced the Mayflower had a real set-up, was staffed and equipped to render typical Wurlitzer sales and service, it was said.

Buy a Bond and Drop a Bomb!

—By JAMES MANGAN, Mills Novelty Co.—

Your airdrome is any bank or post office. Get over there on the double-quick! Take off at the counter marked "Defense Bonds," get up to top speed, fix your sights—buy a bond and drop a bomb!

Buy a bond and drop a bomb! When you buy a bond you're not merely playing at the "game" of bombing. You're actually dropping bombs, real bombs that go off with a roar of deafening thunder, their splinters flying in all directions and informing the world that one more American is now in action. Buy a bond and drop a bomb!

You don't buy a bomb to kill anyone; you don't drop that kind of a bomb when you buy a bond. The bond-bomb, however powerful and dangerous, is still a wholesome, healthful, "plus" kind of a bomb—the bomb that saves America by making your country's defenses stronger.

Buy a bond and drop a bomb! There's only one side to this kind of a bomb—the American side. It's all for America, all for proving once more what's been proven a billion times already—that America is the greatest nation in the world and intends to remain so.

Interventionists—buy a bond and drop a bomb! You want action—here's plenty of it! In war, blood and money are what counts—blood makes the spirit, money makes the guns; and if you can't shed any of your blood you can shed your money—for bonds—real bombs that will do as much damage to your enemies as actual shot and shell.

Isolationists—buy a bond and drop a bomb! Don't just gloat over the strength and security of your county—make it stronger with your money! Back up the thing you prize so highly—for the best test of sincerity is money laid on the line!

Interventionists, isolationists, "all-outers," pacifists, warists, neutrals, patriots, critics—may we suggest that underneath you're all the same people! Your hearts are in the right place! Your love of America is beyond reproach! You may disagree temporarily about how the country should be run in this world crisis, but all of you agree that there is danger in the world, that America needs defense right away, that the best defense is a good offense, and that the surest way to keep America No. 1 Nation in the world is to buy a bond and drop a bomb.

America and all Americans unite at the bond counter! Keep your individual views about war and peace, about intervention and isolation! But get together on this basis:

We have the greatest country on earth! No one—be he potential enemy or potential friend—will ever be allowed to disturb one grain of sand on an American shore or one hair on an American head! And guarantee that America will remain America always all 140,000,000 of us will each

Buy a Bond and Drop a Bomb!

a definite let-down in the city on music machine locations, but made it up with the big takes in the country spots.

Theodore E. Phillis, well-known digger-machine operator, reports summer biz good, and mentions that same goes for Messrs. Snyder and Ferguson. Phillis, who is secretary of the Frontier Cigarette Machine Operators' Association, is looking forward to a big general meeting to be held soon to discuss various important issues.

Boris Siegel, Acme Coin Machine Exchange, formerly of Detroit's Associated Coin Machine Exchange, is now in town almost one year. Siegel has been expanding right along and is now engaged in the jobbing business as well as in operating activities.

Lawrence Shankman, head of service department at Acme Coin Machine Exchange, is planning matrimony with a Detroit lass. Merging date is set for August 17. Couple will live in Buffalo.

Buffalo Electric Company, Victor Bluebird disk distributor, reports an increase in sales of race recordings due to increased employment among colored folk in defense industries here. Outside of the stand-bys such as Calloway, Fitzgerald, etc., Lil Green, Tampa Red, and Lonnie Jonson have been getting the call.

Jim Blakeslee, Iroquois Amusement Company, is busy commuting between his summer home at the shores of Lake Erie and his local routes.

Harry Winfield is considering handling Singing Towers phonos for this territory. He has some samples on the floor. J. H. Winfield Company is stocking Kicker-Catcher novelty game.

Royal Amusement Company has established new headquarters for its service department and storerooms, with only the executive offices remaining in the former location. Entire space there is being devoted to recreating store into de luxe retail record establishment by August 15.

Sam Taran, of St. Paul's Mayflower Novelty Company, is here in town supervising the first steps of his latest offspring, the Buffalo Mayflower Distributing Company, after launching a new Mayflower enterprise in Pittsburgh just a few weeks ago. Store location, which is headquarters of exclusive Wurlitzer outlet here now, on Delaware Avenue in downtown district, is attracting much comment among trade. Taran is assisted by Ray Peterson, who will be permanent manager of branch here, and total staff now numbers seven.

Marvin Spindelmann, a local operator, has been inducted into the army recently. Sanford Kulick, Ben Kulick's son (and pride and joy), has taken over Spindelmann's routes for scales, and is thus being initiated into his pop's business.

Ben Kulick, Atlas Phonograph Company, Seeburg outlet here, had a mighty pleasant surprise the other day, after he had played host to Phil Greenberg and Morrie Ginsburg of the allied Pittsburgh Atlas-Seeburg branch. While here, boys kept joking about the worn, rattling, crooked office chair behind Ben's desk and, lo and behold, after their departure there arrived a new red leather model to replace "old faithful."

Norman Scholton, Warren Amusement Company, was a visitor along coin machine row recently, and purchased several more Seeburg phonos. He praised the results of his new Seeburg equipment highly and said that business is picking up in Warren, Pa., oil sector, despite absence of defense industries.

Lew Wolf, Rex Amusement Company, and Harry Weiser, Amusement Operators' Association secretary, seen beefing about biz, but are cheerful enough despite complaints.

New office girl at Rex Amusement Company, replacing Shirley Gorman, is Eleanor Penke, nice-looking brunette, assisting Irene Snyder, secretarial boss.

Lew Wolf's stepson Carl is in town for his 17th birthday celebration. He is lending Lew a hand these nights with his new record store. Mrs. Wolf and Lew just returned from a brief vacation at Lew's home town, Hillsdale, Mich., where his folks still reside.

XXX
COUNT BASIE
and His Orchestra
Top New Columbia Records
9:20 Special . . . 6244
Down, Down, Down . 6221
Currently
SURF BEACH CLUB
VIRGINIA BEACH, VA.
Directed by
WILLIAM MORRIS AGENCY, INC.

Tiny Hill and Band Give Phonos, Disks To Military Camps

CHICAGO, July 26.—Tiny Hill, rotund orchestra leader, and his band members have purchased and given two automatic phonographs to Fort Sheridan and Camp Grant. In addition to the phonos, the band gave \$200 worth of records for use by men in the army training centers.

The phonos were given to the camps on Tiny's birthday. "Sort of a birthday gift from me to the boys," says Tiny. The machines were altered so that they would operate without the insertion of a coin and were placed in recreation centers in the two camps.

After making the presentation, Tiny Hill talked with musicians who have formed groups in the camp. "These musicians and guys in the camp need everything in the music line," he says. "The bands which furnish entertainment need amplification systems, arrangements, etc. I'd like to stir up interest among band leaders and musicians who are on the 'outside' yet and see if they couldn't do likewise for army camps all over the country."

After visiting the musicians, Tiny gave them 150 old arrangements which were said to have been needed by the bands. In telling of the inspiration that led to the presentation, Tiny related that he "and his boys" had conceived the idea as the result of the USO campaign and felt that it would be a way of helping. Tiny purchased two old phonographs while band members purchased the records.

Michigan Heralds Buckley Equipment

CHICAGO, July 26 (MR).—Jim Ashley, of the American Novelty Company, Detroit, reports that Michigan music operators are installing more and more Buckley illuminated music systems. Ashley has handled the Buckley line in and around Detroit since Buckley introduced the music systems.

Ashley says: "I believe that the music-system business broke in our State in just about the same way as in the other 47 States. Large city operators located in the same towns as distributors were the first ones to use the music system. These men were skeptical about earnings and once they learned that a music system really could double and triple music earnings, they went into the next angle, checked up on construction and service."

"Buckley started the manufacturing of music systems; Buckley pioneered its development, and Buckley introduced it to one good music distributor after another. With the great organization that Buckley developed, they introduced real design acclaimed by location owners as a big attraction, illuminated and positive touch-to-touch operation, all of which means big and steady profits."

"This year I am selling operators from one end of the State to the other. With the 1941 model equipment, it doesn't make any difference whether routes are located within a few city blocks or spread over several counties. This new equipment is what the operators need and want for real service."

Operators Meet Ork Leader Tony Pastor

DETROIT, July 26.—Bliss Strawn Distributing Company, record distributor, was host to Detroit music operators, their families, and friends Thursday night (24) at a party at Eastwood Gardens in Eastwood Park.

Co-starred as guest of honor was Tony Pastor, recording artist, whose band was closing that night at the spot. This is the second such event held at Eastwood this summer, with the first being a reception by Bob Chester. Al Switzer, music operator, was chairman of arrangements for the United Music Operators.

Correction

In a recent story on use of patriotic and semi-patriotic tunes in automatic phonographs, *The Billboard* erred in identifying recordings of *I'll Be Back in a Year, Little Darlin'*.

Bell Music Company, tune publisher, in calling attention to the mistake mentions that the tune has been recorded by Red Foley, Texas Jim Robertson, and Bill Boyd.

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)

Mentioned here last week, this bouncy Lombardo recording has been attracting more nickels in the intervening seven days, and if it continues to be played as it has been it will undoubtedly wind up in Part One of the Guide very shortly.

PARADISE ISLE..... BING CROSBY

This has been listed here for several weeks, and it is necessary to call operators' attention to it once again. Still not showing sufficient signs to get itself into "coming up" in the Guide's first part, it nevertheless is showing itself on enough scattered machines to make its presence here mandatory.

YOU AND I..... BING CROSBY KATE SMITH

This song, by the West Coast radio program musical director Meredith Willson, has been getting increasingly popular, and the number itself is likely to break for a hit soon. Either of the above recordings is pretty sure to attract much attention under the needles, particularly the Crosby version.

LET ME OFF UPTOWN..... GENE KRUPA (Anita O'Day-Roy Eldrige)

This was suggested to operators in this section several weeks ago, and the hint has finally apparently borne some fruit. Several operators this week mention the record as doing pretty well for them, and if the feeling becomes more widespread, as is likely, this may very possibly be an item that all operators can not afford to overlook.

SONNY BOY..... ANDREWS SISTERS

This comedy record, an oddity for the Andrews trio because of its out-and-out comic nature, has more than an even chance to make a career for itself along the phono network. Firstly, the girls' name is a magic draw on an identification slip, and secondly, they have here a disk that is different than any they have ever made before. Nickel-droppers should go for the humor and amusement of the second half of this one.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

WHY DON'T WE DO THIS MORE OFTEN?..... KAY KYSER (Harry Babbitt-Ginny Simms)

Not only is this a song that looks good for future hitdom but as done here it makes even better listening. The vocal work of Babbitt and Miss Simms is what will make it attractive to music machine audiences, and despite the fact that some of the interpolated remarks from the singers may be a little hard to understand on some phonos, this disk has plenty of potentialities for operators.

PALE MOON..... BING CROSBY and the MERRY MACS

Still another Crosby pressing that has not only the usual quota of possibilities for machines, but even a little more than usual. Latter fact stems from the Merry Macs and the backing of Bob Crosby's Bob Cats, who combined with Bing to produce the highly successful music box item, *Dolores*. Here again the same quality is discernible, and altho the song is an adaptation of a light classic rather than a movie song, as was the previous hit, it's still a familiar melody, the title is attractive, and the Crosby name, of course, is magic.

UNDER BLUE CANADIAN SKIES.... SAMMY KAYE (Tommy Ryan)

This number has received considerable publicity due to the fact that it is being designated as the "official" good-will song for the United States and Canada. It should also receive considerable radio plugging as such. Kaye's record is highly listenable, and his music machine success with *Daddy* has made his disks increasingly important to operators.

ADIOS..... GLENN MILLER

A particularly beautiful Miller recording has always proven of decided advantage to operators, altho less so lately than at one time, and with Glenn's *Boogie Woogie Piggy* carrying his standard in the boxes, this makes a good follow-up. Arranged in typical Miller fashion, with the usual lovely reeds and precise brass breaks, it's a dance version of Enric Madriguera's well-known tango.

LOVE ME A LITTLE LITTLE..... VAUGHN MONROE (Marilyn Duke)

As a song, this tune is apt to go pretty far in popularity, and if that happens, as seems so likely, Monroe's version of it is unquestionably going to be pretty big in the machines. He doesn't sing this one, but Miss Duke does her usual excellent vocal job, and the band has all the solidity that has helped to lift it to its present position of prominence. Judged from every phono standpoint of artist's name value, song, title, performance, etc., this looks good.

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.

9th 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—Marie Green (vocal)
- No. 35886—Vladimir Selinsky (violin)

INTERMEZZO

on VICTOR RECORDS

- No. 27355—Enric Madriguera (dance)
- No. 4458—Toscha Seidel (Souvenir de Vienne) (violin)
- 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



RAYMOND SCOTT

AUTHOR AND
COMPOSER ★
BAND MAESTRO

GOES TO
TOWN

IN A SUBWAY FAR FROM IRELAND

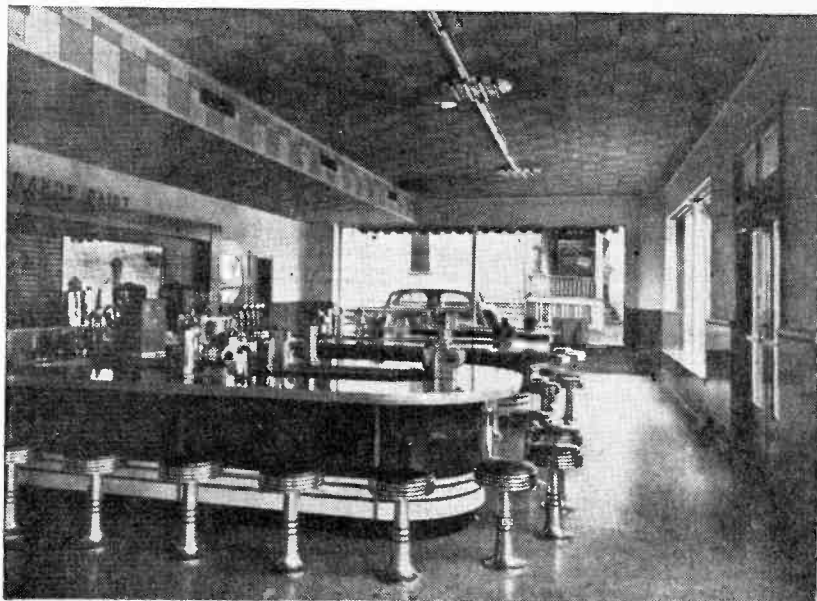
COLUMBIA RECORD 36211

Words and Music by Raymond Scott

★ **HERE'S
WHAT THE BILLBOARD SAYS
ABOUT SCOTT'S GREAT NOVELTY
HIT—**

"An unusual novelty number, this one comes from Scott's writing pen and boasts, as its attractions for phono fans, an intriguing title, a melody with a lilt, some amusing lyrics, and the unison band chorus singing currently popular."

ORDER FROM YOUR
COLUMBIA DISTRIBUTOR



DANDY DAIRY WAS SO PLEASED with the appearance of Packard Pla-Mor remote control equipment that it insisted that an installation be made in its Dairy Bar in Detroit, it is reported. The installation was made by Angott Sales, exclusive distributor of Packard Pla-Mor equipment in Eastern Michigan. (MR)

Sugarman Sets Sales Record

NEWARK, N. J., July 26 (DR).—Barney (Shugy) Sugarman, of Royal Music Company, is reported to have set a new sales record for Tri-Way Products Company on its Illumitone and Ultratone speakers.

"When we first introduced this all-chrome speaker some months ago," explained Shugy, "we had our hands full trying to convince operators thruout this State that an all-metal speaker would bring them fine tone reproduction. We stressed the 360 degree coverage, the attractive appearance, and the fact that it could do the work of three or more auxiliary speakers.

"Since those first, early days, sales have come of themselves. Music operators have accepted the speakers. The sales record we have set for our State, according to Tri-Way, is an indication of this fact."

ON THE RECORDS

BOBBY BYRNE (Decca 3891)

Down, Down, Down (What a Song)—FT; VC. *You Started Something*—FT; VC.

A number of recordings of the Don Redman song, *Down, Down, Down*, have already been made available, but for sheer merit this is probably the best of the versions so far released. Byrne's tromboning is excellent, the arrangement and beat are out of the top drawer, and Dorothy Claire's and Stuart Wade's divided vocal is perfect. The latter facet of the side is the disk's outstanding asset, with the two singers doing a job that guarantees the number's listenability. Miss Claire has the vocal honors to herself on the reverse picture tune,

and does another fine piece of work. The ork is likewise excellent here, with an especially good trombone blend in one place.

"Down" is the sort of song to make a natural phono hit, but to date nothing has happened on it along those lines. There are any number of records of it that could distinguish themselves in the boxes, and from the standpoint of quality this version should have less difficulty than any of them. But Byrne isn't a strong machine name, and the song has yet to get started, so it's problematic as to how this might do from the commercial angle. Reverse has little chance.

VAUGHN MONROE (Bluebird B-11221)

Love Me a Little Little—FT; VC. *Sleepy Serenade*—FT; VC.

Another excellent performance comes from the Monroe band and the Monroe voice. On the A side it's good solid dance music in medium tempo, with Marilyn Duke supplying the vocalizing with as much life and solidity as the ork itself achieves. A melodic, lilting song helps to make this side very much worth listening to. The plattermate lazies along in the proper vein, with Vaughn singing one of the best vocal choruses he has done to date—which means plenty. There is a rightness and a polish to this band's waxed work that not every organization that sets up before a recording mike manages to effect.

"Sleepy Serenade" has thus far failed to catch on as a pop tune to any appreciable extent, and Monroe's version may find it as hard to push itself forward as some of the other excellent arrangements of it on disks. He has competition also on the other song, but his performance of it, along with "Serenade," can stand up with the best of them, and if either ditty does work its way into the general public's affection, this disk should carry their standard very nicely in the boxes.

MIND IF WE TAKE A BOW? ON "LAMENT TO LOVE" "VARIETY" (JULY 23, 1941) SAYS:

"Tune has all the earmarks of becoming a solid machine hit. Catchy ballad melody, fitted with impressive lyric, the tune seems to possess the requirements for wide commercial use." . . . "There will probably be more releases of the melody, however, it's a marked money maker."

HARRY JAMES—Columbia 36222
SONNY DUNHAM—Bluebird 11214
LES BROWN—Okeh 6258
LANNY ROSS—Victor

DEALERS:

"Lament" goes on the August best seller lists of all jobbers.

ROE ★ KRIPPENE MUSIC PUBLISHERS, INC.
NEW YORK 1650 Broadway CHICAGO Woods Theater Bldg. HOLLYWOOD 1509 Vine



OH BOY! JUST LISTEN TO BUCKLEY MUSIC SYSTEM'S BETTER TONE

AND YOU'LL KNOW WHY AMERICA'S LEADING MUSIC OPERATORS HAVE GONE "BUCKLEY" ALL THE WAY!



FOR DEFENSE



BUY UNITED STATES SAVINGS BONDS AND STAMPS

The gorgeous, fully illuminated BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION has lifted tone quality up to a new high . . . a perfect, uniform 360 degree sound coverage. It has removed the ugly distraction of old, worn-out, patched-up cabinets and, by replacing them with the beautifully attractive, fully illuminated Buckley Music System Wall and Bar Boxes, has actually DOUBLED AND TRIPLED PROFITS by calling greater attention to the "BETTER TONE" quality.

That's why leading music operators all over the country who are already bringing their locations "BETTER TONE" with BUCKLEY MUSIC SYSTEM are enjoying BIGGER, BETTER, EASIER AND STEADIER PROFITS!

By reconditioning their old mechanisms. By installing new pickups and adaptors. By adding higher, finer, more uniform sound coverage with new speakers. By actually creating a SOUND SYSTEM with the accessories furnished for BUCKLEY MUSIC SYSTEM they have insured themselves these BIG, STEADY PROFITS FOR YEARS AND YEARS!!

Pause a moment! Think how much "BETTER TONE" will help YOU!! WRITE, WIRE, PHONE US QUICK FOR THE NAME OF YOUR NEAREST DISTRIBUTOR—where you can comfortably listen to the "BETTER TONE" of BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION!!



BUCKLEY MUSIC SYSTEM, INC • 4225 W • LAKE ST • CHICAGO • ILL.

New Orleans

NEW ORLEANS, July 26.—Increased patronage at pin game locations at outdoor spots offsets an expected summer letdown in the downtown areas of the city. Music operators report a definite upturn in business, this week with approximately 12,000 Lions painting the town red, and music in demand 24 hours a day for the entire week. It's one of New Orleans' biggest conventions and for once the visitors are spending money lavishly. Niteries are jammed in the Vieux Carre (Latin Quarters) and most of these spots depend entirely on wall boxes for music needs. And the Lions are likewise playing the pin ball games.

Al Mendez, district manager for R. Wurlitzer Company, is back home after that harrowing occurrence in New Mexico which took the lives of Mr. and Mrs. Joe Williams, Wurlitzer distributors, at Dallas and San Antonio. Mr. and Mrs. Mendez escaped with only minor hurts, but they relate a terrible experience after the Williams car had turned over four times.

Bill Maris, manager of the Crescent Cigarette Service, is vacationing in Havana this week and writes friends here from Sloppy Joe's famous resort in the Cuban capital city. Maris will be gone about two weeks.

Formal showing of the Singing Towers, made by the Automatic Instrument Company and recently turned over for distribution in this territory to the J. H. Peres Amusement Company, is set for July 28-30.

Virgil Christopher, territory factory man for Bally Manufacturing Company, spent several days in New Orleans early this week before leaving for Mobile and other Alabama points, expecting to return here in about a week to 10 days. Christopher reports a good demand for pin games thruout the South-Central territory and believes that Bally will enjoy the best summer season in its history. Club Trophy and the new five-ball Speed Ball pin games are selling

briskly thruout the Deep South, Christopher says. This report is confirmed by Nick Carbajal, head of the Dixie Coin Machine Company, local Bally distributor.

Sterling L. Stanley, former Memphis distributor, now factory man in this territory for J. H. Keeney & Company, was in town this week calling on the trade in the interest of Keeney's new convertible pin game, Sky Lark.

Charles Wicker, Melody Music Company, is forced to remain at home this week on orders of his physician.

B. J. McNally, Crescent City Novelty Company, is off on a vacation in the East, accompanied by Mrs. McNally.

A demand that keeps up with ability to receive shipments of Rock-Ola speaker and remote units is reported by the Louisiana Amusement Company, State distributor for Rock-Ola. Melvin Malloy has just returned from a successful road trip in Louisiana.

F. A. Blalock, F. A. B. Distributing Corporation, reports the sale of 31 new Wurlitzer phonographs in a single day and looks for an unusually good summer demand for all models. Frank De Barros, sales manager for the F. A. B. company, left on a trip to North Louisiana.

It is reported that Dan Cohen, of the Pleasure Music Company, will devote his

full music operations now to wired service and that he has sold his phonograph route to the Melody Music Company. The transfer of machines to Melody is set for August 1.

The Dixie Coin Machine Company reports a continued good demand for several new pin games recently marketed by the big Chi manufacturers. Among the most popular games are Bally's Speed Ball, Keeney's Sky Lark, Stoner's Hi Stepper, Gottlieb's Spot Pool, Exhibit's West Wind, and Chicago Coin's Show Boat.



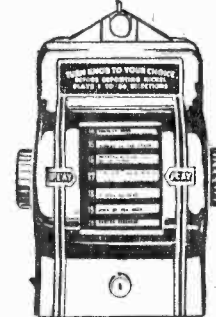
AT THE COON CHICKEN INN, Seeburg music finds an admirer in Judie McGirr, daughter of J. H. McGirr, operator, who says revenue from the Seeburg installation has gone a long way to "help buy shoes for his baby." (MR)

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.

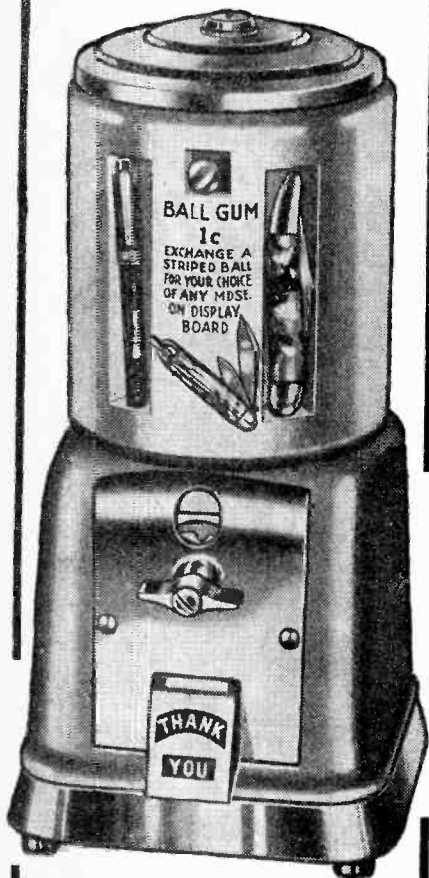
SPEAKERS and
STEEL
CABINETS.

ANGOTT SALES CO., Inc.
3166 Cass Ave., Detroit, Mich.

Eventually you'll use
Miracle Point Needles
Better start now.
M. A. GERETI CORP. 2947 NO. 36 ST. MILWAUKEE, WIS.

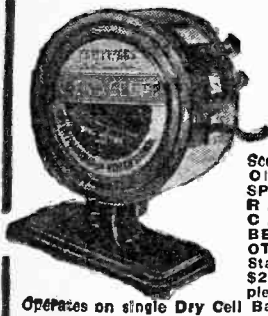
ESQUIRE PREMIUM VENDOR

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!

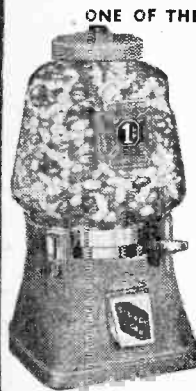
ENTIRE DEAL ONLY **\$12.50**
Rush Your Order Today!



VIEW-A-SCOPE

Shows Life-like 7-15 VIEW FILMS in third dimension. Scenic, Stage, Night Clubs, Children's SPECIAL SALLY RAND, EARL CARROLL'S BEAUTIES AND OTHERS. 35mm Standard Film Only \$29.95 Ea. Complete with 3 Films.

SILVER KING
\$5.50 Each in lots of 10

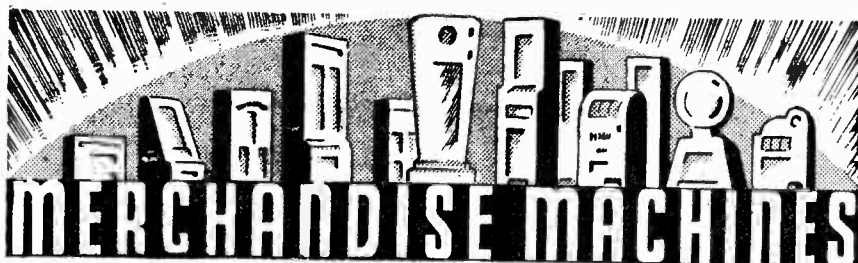


ONE OF THE 250 MODELS
5 Lb.
"SILVER KING,"
\$6.50
10 at \$5.50

1 SILVER KING
10 LBS. CANDY
1 GROSS CHARMS
ALL FOR ONLY **\$8.45**

Limited Time Only.
Rush Your Order Now!

TORR 2047A-SO. 68
PHILA., PA.



Buys Carload of Champion Venders

NEW YORK, July 26 (MR).—Burnhart "Bip" Glassgold, sales manager of Arthur H. DuGrenier, Inc., reports that Herman Saxon, Charlotte, N. C., operator, visited the firm's offices this week and left an order for a carload of DuGrenier Champion cigarette merchandisers.

"Saxon is expanding his operations by leaps and bounds," stated Glassgold, "and the Champion is doing its part."

"I have been operating Champions for some time," said Saxon, "and find that locations like them. They stand up remarkably well on active service, too. That is why I have chosen this vender with which to enlarge my present operation."

Vender Supply Notes

There is no evidence now that manufacturers will not be able to secure sufficient raw materials to produce most types of candies in consumer demand during 1941, stated Philip P. Gott, president of the National Confectioners' Association, in an address before one of the three candy conventions held at Atlanta, Ga., during the week of July 6.

"Candy sales will reach a new all-time peak in 1941, based on sales to date. The per capita consumption of 12 pounds in the 1920s will undoubtedly reach 19 pounds this year with a total sales volume of 2½ billion pounds," he said.

He added that since 1927 the manufacturers' average value per pound has been reduced from 23.2 cents to 15.1 cents. Penny goods, bars, bulk candies, and 5 and 10-cent packages other than

ars, with a manufacturers' average value of less than 15 cents, represent over 90 per cent of the total volume of business, according to available statistics.

Candy manufacturers who are contemplating introducing products with added vitamin B-1 or other vitamins or minerals will find two provisions in the proposed labeling regulations of the Food and Drug Administration of particular interest and importance.

The provisions are: (1) When a product is represented as for special dietary use, in either advertising or labeling, the label must bear a statement justifying such claim or representation, and (2) With certain exceptions, foods for dietary supplements must carry on their labels amounts of the common vitamins or minerals present in terms of minimum daily requirements for various age groups.

The Charms Company, prominent candy manufacturing company of Bloomfield, N. J., has acquired the business and assets of Tastyeast and affiliated companies, of Trenton, N. J., according to an announcement made this week. Last January, Tastyeast filed a petition to reorganize under the Federal Bankruptcy Act. Following this, Charms made an offer for the acquisition of the business. This has finally been accepted and approved.

Seven Up and other candy bars manufactured by Trudeau Candies, Inc., St. Paul, enjoyed increased distribution throughout the entire nation this summer, states Oscar Trudeau, head of the firm.

Agriculture Department report on the sugar import quota status for 1941 shows that 68 per cent of the sugar permitted to come into this country this year under import quotas was received during the first six months of the year. The report stated that the amount received was 3,428,551 short tons, raw value, leaving only 1,596,439 tons of the total import quotas to be filled during the last six months.

Imports during the first six months of 1940 totaled 2,396,057 tons.

A hearing on the price of peanuts was scheduled in Washington this week. Peanut growers want higher prices. The government favors a policy of higher prices for farm products generally. Retail stores and the vending machine trade are interested in preventing a too-rapid rise in prices. The vending machine trade had representation at the hearing.

Confectionery and competitive chocolate products sales by manufacturers were 4 per cent greater in May, 1941, than during the same month a year ago, according to the Department of Commerce. This statement was based upon returns from 215 manufacturers reporting sales of \$18,012,000 in May, 1941.

American Tobacco Company has canceled approximately \$750,000 worth of space in various magazines as a prelude to an entirely new copy technique for Lucky Strike cigarettes. Magazine schedules are to be resumed when the new copy is ready. Weekly mags are not included in the cancellations and will change to the new copy style as soon as possible.

On July 19 the U. S. Department of Agriculture announced a 502,002-ton increase in 1941 sugar marketing quotas in a move designed, officials said, to assure consumers ample supplies at fair prices. The quotas were increased from 7,125,561 to 7,627,563 short tons, raw value. Sugar control legislation established the quotas as representing the amount necessary to supply the country in the calendar year. Officials said it is necessary to raise the estimate of needs largely because of increased consumption due to defense re-employment and the fact that many consumers are carrying larger than normal reserves to avoid a possible shortage.

Cigarette Use Up in New York

ALBANY, N. Y., July 26.—The consumption of cigarettes is increasing in New York State. Receipts from the cigarette tax in the fiscal year ended June 30 amounted to approximately \$23,800,000, a gain of more than \$2,000,000 over the receipts in the previous fiscal year, according to Mark Graves, commissioner of taxation and finance.

Commissions paid to dealers for their services in affixing cigarette tax stamps amounted in the past fiscal year to \$1,250,000, about \$100,000 more than the dealers received in the previous fiscal year.

In June the cigarette tax receipts amounted to \$2,131,311, a gain of \$84,558 over June, 1940, receipts.

**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 operate, write for low subscription to THE NORTHWESTERN Full of photos, lists and news for vending machine operators.

Write today for information on our complete line of machines—our free trial offer—liberal financing and trade-in plan!

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET MORRIS, ILLINOIS

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.

ASCO WEEKLY SPECIALS

VENDORS		5/8" Ball Gum, 25 boxes	
1¢ Peanut 1 1/2 lb.	\$1.95	Pistachio Nuts, lg. lb.	.38
1¢ Peanut 5 lb.	2.95	COUNTER GAMES	
1¢ Hershey 40 bar	1.95	1¢ Criss Cross BG.	5.95
5¢ Hershey 54 bar	2.95	1¢ Bingo BG.	5.95
1¢ Stick Gum 2 col.	2.95	1¢ Imp. Cig. or Fruit	8.95
1¢ 400 B. Gum	2.95	1¢ Hole-in-One	11.95
1¢ Silver King 5 lb.	3.95	1¢ Splitfire BG.	11.95
1¢ Cigarette 2 col.	3.95	1¢ Home Run BG.	11.95
1¢ Everready 4 col.	3.95	1¢ Norris Target.	13.95
1¢ Adv. #11 Pnut.	3.95	Roll-a-Pack	12.50
1¢ Robbins 2 col.	4.95	1¢ Roover Name Plate	55.00
1¢ Master Porc.	5.45	1¢ American Flags	22.50
1¢ Snacks, 3 col.	7.95	Exh. P'card, 2col.	19.50
1/2 Dep., Bal. C. O. D.		Send for Complete List.	

ASCO, 140 ASTOR ST., NEWARK, N. J.



RECONDITIONED LIKE NEW!

WHILE THEY LAST!
50 6-Col. Adams Tab Gum Vendors, \$7.50 Ea.
5 for \$33.50.
Adams Gum, 43¢ per box.

ASCO
140 Astor St., Newark, N. J.

BUY A SHARE IN AMERICA
Buy U. S. Defense Savings Bonds and Stamps



Northwestern

MODEL 33
BALL GUM VENDOR
Sample

\$6.70

25 or More \$6.40 Each

Time Payments — 12 months to pay. Liberal trade-ins.

Send for literature of complete line. Immediate delivery on all models.

VICTOR
DISTRIBUTOR

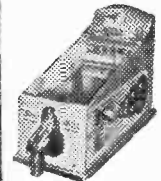
SAMPLES
ESQUIRE \$ 7.50
TOPPER 6.95
ESQUIRE PRE-
MIUM VENDER 12.50
ROLL-A-PACK .. 12.50

Immediate Delivery—Liberal Trade-In.

COUNTER GAMES

WINGS \$22.50
POK-O-REEL .. 22.50
KLIKS 22.50
YANKEE 22.50
CARTON OF 3 59.25
IMPS 12.50
CARTON OF 6 60.00

GROETCHEN
DISTRIBUTOR



A-B-T TARGETS
MODEL "F" \$34.50
BIG GAME 34.50
CHALLENGER 29.50
FIRE & SMOKE... 34.50

Lucky Smoke \$22.50 | Kicker & Catchers, 1¢ Play .. \$29.75
Amer. Flags . 22.50 | Lucky Strike . 14.75
Races 22.50

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.

Houston

HOUSTON, Tex., July 26.—Harold Daily, owner of South Coast Amusement Company, opened his country home on the bay July 20. A large number of friends attended the all-day open-house celebration.

Houston office of Commercial Music Company was closed several days, respecting the death of the firm's head, Joe W. Williams. He and his wife were both instantly killed July 15 when their car overturned near Berino, N. L. A multitude of friends in South Texas were shocked and grieved by the tragic accident. Raymond Williams, brother of the deceased, lives in Houston. Mrs. Harold E. Long, wife of Houston office manager, is the sister of the late Mrs. Williams. Distributors, operators, location owners, and others thruout the city extended expressions of sincere sympathy to Raymond and Mrs. Long.

H. M. Crowe, manager of R&A Distributing Company, left July 20 for an extended business and pleasure trip in Mexico City.

Chester Horseman, Decca office manager, started his vacation July 28.

Harry Kramer, former operator and since an inventor of note, has secured a patent on a machine that answers telephone calls. The device, compact and smaller than a table radio, automatically raises receiver when telephone rings and by means of a record conveys a message to the person making the call. There are no connections to telephone wires or set.

Sam Ayo, well-known local operator and distributor, is financially interested in the invention. He believes it will be a great help to operators whose business is not large enough to justify a full-time office girl.

Malcolm Dewees, son of one of the largest scale and vending machine operators in the Southwest, was examined last week for military service and figures that he is practically in the army now.

Anderson Sage, Seeburg salesman, attended the Electro Ball Company sales meeting held at the Adolphus Hotel in Dallas July 19-20. He was enthusiastic about the new hotel installation system inaugurated by Seeburg and shown for the first time in Texas at a hotel in Dallas during the meeting.

Stelle & Horton recently took over a building adjoining their plant and thus secured additional floor space for their repair shop.

Cleveland

CLEVELAND, July 26.—The Cleveland Phonograph Merchants' Association will hold its annual picnic on August 28 at Pineridge Country Club. Jack Cohen, chairman of the entertainment committee, states there will be separate golf tournaments for the men and ladies. A baseball game will be a feature and there will be many other picnic sports. Following dinner there will be a free bingo party and hundreds of dollars in prizes will be given the lucky players. There will be dancing during the evening.

The Cleveland Amusement Machine Operators' Association is having its offices completely redecorated. Machine manufacturers have sent large photographs of their newest models and these are being framed and will be hung on the walls.

Joe Solomon and Ben Mart, of the J. B. Novelty Company, are back from a Canadian trip.

I. Lesber took a few days off from business to visit New York and other Eastern points.

Harry Meldon does not need to tell his friends he has been on vacation, for he got badly sun blistered and it still plainly shows.

Abe Lyman sent the members of the Cleveland Phonograph Merchants' Association a souvenir crate of oranges from Florida and in a note to Leo Dixon ad-

A Masterpiece

U-NEE-A-PAK
MODEL 500

Created by Norman Bel Geddes, world famous designer, the new Macel 500 is sweeping the country with its beauty. Mail, wire or phone for details.

U-NEE-A-PAK PRODUCTS CORP.
135 PLYMOUTH ST. • BROOKLYN, N. Y.

Vending Mach. Ex. Offers Venders

NEW YORK, July 26. — The Vending Machine Exchange reports: "We are making an outstanding offer on the Stewart & McGuire dualway cigarette machines. We have become well known for rebuilding work on these venders. We use a new, improved mechanism which insures long lasting service.

"We also feel that when once operators place these eight-column cigarette venders on location they will find they have serviceable machines.

"In addition, we can guarantee rapid delivery. We are working hard to meet all orders and are shipping on time."

Washington

WASHINGTON, July 26.—The coin machine business is on the up and up in the nation's capital, according to reports from both distributors and operators.

Ted Snearly, general manager Washington division of the R. & S. Sales Company, is spending some time at the Marietta, O., headquarters of the R. & S. Sales organization.

Robert (Bob) E. Scott, district service manager for Wurlitzer, is now in Washington conducting a Wurlitzer remote-control service school.

Business is forging ahead, states J. Koutsos, Domestic Novelty Company. Sales, he said, now represent a gain of more than 25 per cent and are still going strong.

Gottlieb's Spot Pool has been a distinct hit since its appearance here, it is reported by the General Vending Service. Scientific's Batting Practice, Mutoscope's Drive-Mobile, and Ace Bomber continue to grow in popularity, it was reported by General.

Seeburg's music boxes are in such demand it has been impossible to get enough to supply the trade. Similarly Seeburg's wall boxes or remote control are in big demand, it is reported by Calvert Novelty Company.

"STEWART & McGUIRE"
8 COLUMN "DUALWAY"
CIGARETTE MACHINES
COMPLETELY REBUILT—BETTER THAN NEW!!
FORMER PRICE \$91.50
NOW ONLY \$39.
1/3 With Order, Bal. C. O. D.
VENDING MACHINE EXCHANGE
33 WEST 60th ST., NEW YORK CITY

vising him of the shipment signed himself as "Feed Box Freddie."

William Frielingsdorf, operator of Saddle Inn, Avon, O., ran a spike into his foot that laid him up. He is now able to get around again, however.

Ben Cohen, phonograph operator and the industry's largest member, is back on the job after being in the hospital for an operation.

Anthony Werner spent five days in hospital and has fully recovered. He is as busy as ever with his phonograph route.

Detroit

United Music Operators held their regular meeting Tuesday night (22), with Vice-President Lou Heilbronner in the chair. Regular meeting schedule was changed, with sessions to be the fourth Tuesday of each month for August and September only.

Barney Greenberg, manager of Atlas Automatic Music Company, gave a talk before the United Music Operators, as a guest of the organization. He talked largely on problems the industry faces in this period of changing conditions and rising prices.

James Ashley, American Novelty Company, left Thursday (24) for a trip to Chicago, Milwaukee, and St. Paul, and planned to visit the Buckley and Tilben plants, for both of which firms he is distributor.

Ed Carlson, music operator, and his wife are on a week's trip to Chicago to attend the wedding of a relative. They plan to visit the Seeburg and Buckley plants during their stay there.

Spokane

SPOKANE, Wash., July 26. — Arlie Stewart, who is in charge of the automatic phonograph department of Wellcome Music Company, put Daddy platters on all his machines this week, having become the papa of a nine-pound boy, Thomas Carl, July 19.

Local office of Harper-Megee, Inc., only wholesale record jobbers here, has closed.

Beulah M. Himelright, bookkeeper for Standard Sales Company, was married July 15 to Stanley Sager, local automobile man.

J. H. Rhodes, music machine operator, has returned from an extended business trip.

HOME RUN PREMIUM VENDOR

Newest, Most Outstanding Combination Amusement and Ball Gum Vendor!



Sample Premiums Actually Displayed in Vendor

Complete Unit Consists of the Following:

- 1 Home Run Premium Vendor.
- 1 Dozen Large Single Blade Knives.
- 1 Dozen Guaranteed Fountain Pens.

Machine filled with 1400 balls of gum, including 22 striped balls, ready to be set on location. **Entire Deal for Only \$21.50**

*Machine takes in \$14.00—Pay location 25% or \$3.50—Your NET return \$10.50. All prices F. O. B. Chicago. Terms: 1/3 Cash With Order, Balance C. O. D. Full Amount With Order Saves You C. O. D. Costs. BE FIRST IN YOUR TERRITORY WITH THIS PROVEN MONEY MAKER. MFG. BY

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

W. B.'S BARGAINS IN USED PIN GAMES

All American	\$49.00	Mills 1-2-3	
All Baba	25.00	O'Boy	\$45.00
Alps	17.50	Pick 'Em	24.50
Anabel	29.00	Roxy	17.50
Banner	17.50	Scop	25.00
Cowboy	17.50	Super Six	17.50
Flash	15.00	Topper	17.50
Fox Hunt	40.00	Twinkle	17.50
Lucky	17.50	Triumph	17.50
Majors	24.50		

All these Games have been thoroughly reconditioned and rechecked. Terms: 1/3 Deposit. With Order, F. O. B. St. Louis.

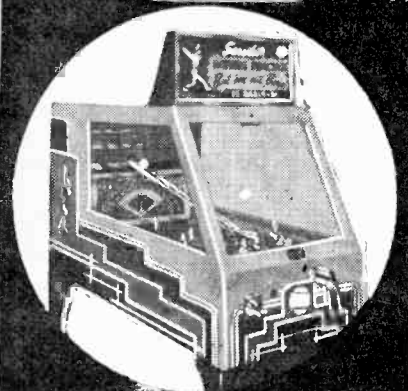
W. B. NOVELTY CO., INC.

1903 Washington Blvd., ST. LOUIS, MO.

WANTED JUMBO STREAMLINE CLAW MACHINE

MARYLAND COIN MACHINE CO.
4445 Belair Road Baltimore, Md.
Hamilton 4157

YOU NEED IT!



BATTING PRACTICE ORDER TODAY!

SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

Slugs for Defense—U. S. O. Benefits



WHEN CIGARETTE VENDING FIRMS of Ohio presented a ton of slugs to the Federal government, the United Service Organizations benefited. The sale of the metal, which will be used in defense industries, will credit the USO with a sizable contribution from the Ohio Cigarette Venders Association. Left to right are Albert Ture, Steve Bello, Max Minkin, Roger Pangello, and Lou Golden presenting the slugs to Herman Lind of the office of Production Management.

EASTERN FLASHES

NEW YORK, July 26.—If Coin Row can be used as a barometer the industry is certainly growing by leaps and bounds. New outfits spring up on 10th Avenue almost every week.

With Genco's Argentine chalking up new sales records, Sanford Warner, of Seaboard Sales, is a very busy man. Bert Lane is also doing a terrific job with Daval's counter games and Mutoscope's Ace Bomber and Drive-Mobile. Bert played host to Dave Gensburg at his shore home and Dave, seeing the Jersey shore for the first time, was greatly impressed. . . . Al (Monarch) Stern, of Chicago, on a recent visit to New York stood on Broadway watching the crowds go by, wondering where they all came from.

Hymie Budin says that Stoner's Hi-Stepper created a sensation with operators when he placed it on display. "The game is moving fast and I have many mail orders to take care of the used games coinmen are trading in," said Hymie. . . . Flash! Tony Gasparro was found in his office the other day, but only long enough to tell how well the new Exhibit game was going. . . . Jack Fitzgibbons reports a greatly increased business volume and expects to add to his sales force soon. Jack Devlin, Fitz's right-hand man, is excited about Bally's Speed-Ball.

Max Levine, of Scientific Machine Corporation, reports that a recent visitor to his office, just back from a tour of summer resorts, saw at least one Batting Practice on location in arcades he visited, with plenty of them on location in hotels, taverns, cigar stores, and other spots. . . . "The G. V. Corporation is filling all orders promptly," states Miss A. M. Strong. "Anticipating a possible shortage in materials we built enough machines to keep pace with the demand.

Al Sherry, too busy to take a vacation, manages to get away on occasional afternoons. Phil Gould and Al Koondel take care of business at Ambassador when Al's away. . . . Dave Stern, of Royal, Elizabeth, N. J., boasting about the big fish he caught, manages to include information about his special on games. . . . Bill Alberg, of Brooklyn Amusement, back from Chicago, is preparing operators for Evans' Play-Ball. Charley Aronson, finally able to get down to the beach over the week-end, never did get into the water, for he was cornered by several operators and spent the day talking shop. . . . Irv Mitchell is combining his vacation with a trip to visit some of his out-of-town customers.

OF MEN AND MACHINES
William Rabkin, president of International Mutoscope Reel Company,

claims Ace Bomber and Drive-Mobile are definitely the two biggest hits built by his firm with production way up and distributors still clamoring for more. Earl Winters, sales manager for the firm, has earned the respect of operators for his straightforward business methods. . . . Mike Munves has rearranged his showrooms on Coin Row, and now there's a little more room to transact business. Joe Munves, back from a New England trip, came back with many orders and reports arcade owners are preparing pictures for the Munves contest. Marc Munves, from his uptown headquarters, doing one of the biggest shipping jobs in the industry. Can use every type of machine to fill orders.

Ed, Jack, and Al Ravreby, of Owl Mint, Boston, working like beavers, frequently phone Chicago for additional machines. . . . Meyer M. Marcus, of Markepp, Cleveland, reports their new counter game, Flipper, has made a hit. One of the most simple games manufactured, it features a tricky amusement angle that gets a strong play. . . . Don't pass up Ace Vending's cool showrooms when in Newark. Jack Kay is a swell host. . . . Joe Ash, of Active, in Philly, sends word he can't take time off until around Labor Day. . . . Billy Ehrenberg, of Elizabeth, N. J., is challenging all coin golfers. He wanted to arrange a match with Abe Green but the game has to be postponed until Abe can spare a few hours away from placing machines.

Louis Goldberg, Amalgamated mentor, smilingly tells the trade he has everything under control. . . . George D. Moloney is due in town just as soon as he can clear up the jam of orders at the Bally factory. . . . Babe Kaufman is reported to be expanding her Jersey route which is rapidly becoming one of the best in the skeeter State. . . . DeWitt (Doc) Eaton, Eastern regional director for Buckley Music System, has a sheaf of reports to prove Buckley is doing a tremendous selling job. Willie Blatt and Barney Sugarman, New York and Newark distributors, verify Doc's statements. Pete Schenone, the firm's sound engineer, is in the Far West handling some work there. Meanwhile Hank Seiden is doing a splendid job as Buckley's special New York State representative. Firm also expects F. H. Parsons, executive vice-president, and his wife in town shortly.

HERE AND THERE
Art Nyberg, of Baltimore, disregarding the heat, goes about at such great speed operators have dubbed him "lightning." . . . Jack Berger, of Newark Coino, has trouble keeping his mechanic in his repair shop, for operators phone for him whenever a difficult problem arises. . . . Earle Backe, of National Novelty, is building a national reputation for the painstaking care he takes in reconditioning used phonographs. . . . George Ponsler's General Motors Building offices for Panoram are popular with coinmen anxious to get in on the deal. The newspaper ads in Jersey for the movie

machine have clicked big. Henny Bogner haunts Irv Morris at the Newark office to see if his order for more Panorams has been delivered.

Operators of counter games and vendors are advised to keep their weather eye open for the announcement by Al S. Cohen, of Asco. . . . Roy McGinnis is running one of his famous sales again this week. . . . Harry Block, of Block Marble Company, Philadelphia, reports his change-maker is popular among arcade owners. . . . Jack Semel has one of the sportiest of all swim suits since he lost weight. . . . Irvin Blumenfeld, of General Vending, Baltimore, made a profitable quick trip thru his territory. . . . Irving Orenstein, of Hercules, reports the rising demand for games makes it impossible for him to go to a ball game except in the evening, when he can't use his new camera. . . . Jack Mitnick claims he only works 21 hours a day.

L. B. McCormick, of Greenville, N. C., announces he is enjoying one of the greatest music years in his firm's history. . . . Eddie Corriston, of Palisades in Jersey, is doing a grand job with Bally One-Balls and Buckley. . . . Larry Sirlin, well-known Long Island music machine and cigarette operator, spent almost an entire day on 10th Avenue. Claims he signed quite a few contracts for additional equipment. . . . Dave Firestone, of Cent-a-Mint, is working hard on the road trying to fill orders for the firm's vender.

FAST FLASHES

I. H. Rothstein, of Banner Specialty, of Philly and Pittsburgh, states the firm has exceeded all previous records this year. . . . Les Purington and his wife skipped the big town on their drive back from Chicago, cutting off to Baltimore on their way home to Miami. . . . Tri Way Products Company, whose Ultratone and Illumitone speaker-baffles and their featherweight pick-up have clicked big, report the past 60 days' business exceeded that of the last six months. . . . Ernie Krancer and Harry Fraier, of Queens Sales, are kept on the go due to the demand for equipment. . . . Harry Wichansky, of Atlas, Elizabeth, N. J., is said to be contending for the No. 1 spot for music operations in the State. . . . Busiest man in Jersey is Art Segar, of Asbury Park. He supervises the Casino on the Boardwalk and other arcade spots, also has a music route and other routes to take care of. And that's a job.

Ben Becker, roadman for Western Distributors, left on a vacation with his wife. . . . Jack Marks, from Modern's Florida office, spent his vacation in New York City. Jack originates from the big city. . . . Ben Boldt, advertising manager for Rock-Ola, in New York for a few days. Ben dropped into the New York office of The Billboard to say hello, and is enthusiastic over the future plans of his company. . . . Lou Cantor, distributor for National cigarette machines, traveled all over his territory for the past month. Lou lost Al Horth,

5 MILLS FOUR BELLS

Animal Reels, excellent cond., with or without Check Separator @ \$210.00

4 Columbia Cigarette Reel, Front Payouts, Gold Awards @ 42.50

1 Columbia, Double Jack 40.00

25 Ten Pins & Ten Strikes @ 35.00

1/2 Deposit, Balance C. O. D.

Cleveland Coin Machine Exchange

2021 Prospect Avenue Cleveland, Ohio

For Big Profits

Groetchen's YANKEE

Price (subject to change \$19.75 without notice) 19

for immediate delivery

AUTOMATIC COIN MACHINE CORP.

340 CHESTNUT ST. SPRINGFIELD, MASS.

his manager, to the army some months back, and now his secretary leaves for California.

"High Speed" Beckerman, New York operator, just returned from a fishing trip, talks enthusiastically about the quantity and size of the fish he caught, but private information leads us to believe he did all his fishing in a pail. . . . Murray Sandow, head man around Simon Sales, claims business improved greatly this past week, and he has many used games on hand. Murray, by the way, spends considerable time out of his office seeing his customers. . . . Joe Fishman, Keeney distributor, is very pleased with the reception operators gave Twin Six. Joe states Keeney really turned out a winner. . . . Seymour Pilch, head of Ponser's game department in New York, raves over Gottlieb's Spot Pool. In addition to being one of the finest games sent into the city in years, the back-board showing the pool table, player, and ball rack ties up with the playing board.

Sam Scalleat, of Hazel Vending Company, operating the new U-Need-a-Pak Model 500 cigarette merchandiser in Hazelton, Pa., entertained Bill Wiener, the firm's Eastern representative, and his wife over the week-end. . . . Bip Glassgold, DuGrenier sales manager, returned from a swing thru Ohio and Missouri only to dash right out again for Pennsylvania, Baltimore, and Washington with Bobby Kline, the firm's Pennsy representative. . . . Mitchell C. Doumany, DuGrenier representative, visited the New York office this week, reporting tremendous activity in his territory.

PHILLY PHLASHES

Bill Gross, of the Lehigh Specialty, commuting daily to the seashore, where he has the family for the summer. Says business remains quite good. Al Gerry, operator of vending machines and counter games, has just purchased a new home. Rake Senior was home for a few days with a slight illness but is back on the job again and reports sales still keeping up. Jack Kaufman, of K. C. Novelty, is shipping out in large quantities and reports sales for the summer have been very good.

Atlas Branches Say Biz Good

CHICAGO, July 26 (DR).—"Business is good at all of the Atlas Novelty Company branches," reports Morrie Ginsburg, head of the firm, as he returned to Chicago after visiting all out-of-Chicago offices. "In Omaha Bob Van Weiss and Joe Kline have been solidifying relations with Nebraska and Western Iowa operators," he continued. "A great number of operators have been coming into or writing to this newest of Atlas offices for information on phonographs, free-play games, consoles, pay tables, and arcade equipment.

"Joe Kline has been taking several short trips thru Iowa and Nebraska, and his unflinching report from the Western end of the Atlas territory is, 'Business is good.' With every office reporting likewise, Atlas Novelty will probably set a new business record for this quarter."

Coast Film Exchange For Mini-Movies

LOS ANGELES, July 26.—What is believed to be the first film exchange for mini-movie reels was placed in operation here Monday (21) by Les Lorden.

Speaking of the new venture, Lorden, a music machine operator, said: "We intend to handle all films of merit and rent them on a weekly basis to movie machine operators. At present we have a nine-week supply of 108 subjects." Lorden is working in connection with Metermovies, Inc., and C. Walters, distributor of the machines.

In addition to handling the films and operating movie machines, Lorden plans to produce them. A deal between Neil McGuire for studio facilities has already been completed, Lorden said.

Soundie-Ize Mangan Tune

CHICAGO, July 21.—Jim Mangan's tune *We're All Americans*, recorded by the McFarland Twins, Kate Smith, and Dick Todd, now is heard on the latest Panoram Soundie reel. It is liberally illustrated by flashes of American men and women at work in factories, farms, and industries. A complete cross-section of American life being flashed across the screen in three minutes. The music and vocaling is handled by the Nationals.

Philadelphia Coinmen Score Legal Victory

PHILADELPHIA, July 26.—The local industry scored a double-barreled legal victory in Quarter Sessions Court here July 18. First of all, Judge Vincent A. Carroll ordered, in a test case, the return of a pinball machine to Harry C. Cohen, a director of the Philadelphia Amusement Machine Association, local association of pinball operators, which had been taken by police from a store location last March. Bernard Cohen, association counsel representing Cohen, argued that the machine was used for amusement only and not as a gambling device.

At the same time Judge Carroll ordered the police to also return merchandise valued at \$7,500 to Exhibit Sales Company. The merchandise was seized by

police during a raid on the Exhibit Sales showrooms last month.

Judge Carroll granted a petition of Samuel Mickelberg, owner of the Exhibit Sales concern. Thru his attorney, L. Wallace Egan, a city councilman, Mickelberg declared that the seized goods were "on the premises for the purpose of legitimate sale and that they were not connected with, nor in any way, part, or parcel, of any alleged gambling device." The merchandise included radios, cameras, and novelty merchandise.

It also was contended that the goods were not involved in any illegal activity nor connected with any law violation. Assistant City Solicitor James F. Ryan contended that the merchandise items were on the premises as part of sales-board outfits, either already assembled or manufactured, or in the process of being assembled.

In the raid salesboards were confiscated along with the merchandise.

New Personnel

John Burns, of Oklahoma City, Okla., has been appointed Southwestern credit manager for Wurlitzer, with offices in Dallas.

Shirley Gorman is new office girl at Rex Amusement Company, Buffalo.

Penn Coin-o-Matic Company, Philadelphia, Pa., headed by David Margolin and Joseph Eisen, has been reorganized, bringing in Bernard Margolin and Mortimer I. Eisen.

Buster Williams now associated with Seramac Novelty Company, Natchez, Miss.

Mac Mohr, West Coast distributor, named representative for H. C. Evans & Company and Baker Novelty Company on Pacific Coast.

Tommy Ayo is now employed at E. & A. Distributing Company, Houston, Tex.

In the Army Now

Marvan Spindelmann, Buffalo operator.

Milton Bainbridge, manager phonograph division, Benjamin Sterling Company, Moosic, Pa.

Serviceman Alfred Blair, of Wallbox Sales Company, Dallas.

Statistics

Cigarette consumption in New York State, fiscal year ended June 30, 1941, amounted to \$23,800,000, gain of \$2,000,000 over previous year.

In United States trade with Latin America during 1941, imports will exceed exports by \$250,000,000.

Coinage: The United States mints in 1940 turned out 383,709,520 pennies, 130,771,535 nickels, 102,683,321 dimes, and 43,268,795 quarters.

Philadelphia

PHILADELPHIA, July 26.—Like father, like son is the order of things at Penn Coin-o-Matic Company, Wurlitzer distributor in this territory. David Margolin and Joseph Eisen have reorganized the firm to bring in as active participants Bernard Margolin and Mortimer R. Eisen.

Paul Knowles, operator contact chief for Raymond Rosen Company, local record distributor, is off for a two-week vacation on a fishing expedition.

FOR SALE

- 1 DERBY
2 BALLY PIN GAMES
1 PREAKNESS
1 FLICKER
1 BOWLETTE
1 POPCORN MACHINE—
POPMATIC AUTOMATIC

MAKE ME AN OFFER.

HUGH HARPER

820 Lake Shore Drive Culver, Ind.

WE ARE IN THE MARKET

FOR A QUANTITY OF
1939 ROCK-OLA DELUXE
AND STANDARD PHONOGRAPHS

Must be in good condition and price must be right. Please communicate with Box D 93, care The Billboard, Cincinnati, O.

THE BEST BUY ALWAYS AT "LEHIGH"

Table listing prices for various items like Target Skill, Dude Ranch, '21', Formation, Major, Mystlo, Velvet, Crystal, Marvel, Blondy.

Wire Order and 1/3 Deposit—Mention 2nd and 3rd Choice.

LEHIGH SPECIALTY CO.

2ND & GREEN STREETS

PHILADELPHIA, PA.

Free Play Games—All A-1 Reconditioned

LOOK OVER THESE PRICES

Table listing prices for Sky Line, Gold Star, Metro, Fox Hunt, Mascot, Fleet, Power House, Line Up, Hold Over, Rotation, Short Stop, Big Town, Yacht Club, Raxy, Bally Beauty, Score Champ, Double Feature, Commodore, Headliner, Super Six, Lottafun.

Terms: One-Third Deposit With Orders, Balance C. O. D.

ST. LOUIS NOVELTY CO.

2718 GRAVOIS AVE. ST. LOUIS, MO.

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, July 26.—Coin machine business in the area continued strong with music machines and vendors doing the usual record trade. Jobbers report that sales are a bit off but the lull is expected at this time of the year. Music operators are busy putting in remotes.

Curly Robinson, managing director of the Associated Operators of Los Angeles County, Inc., left last Friday night for Chicago where he was skedded to address the manufacturers. Curly will take a much-needed vacation before returning to his desk. News from AOLAC is that Paul R. Walker, commander Sunshine Acres Post No. 477, American Legion, in Whittier, Calif., has seen fit to thank Curly for his help extended on the Fourth of July celebration. In a letter written to Curly expressing thanks, this paragraph was included: "Before the celebration we had some unfavorable comment on our decision to install the marble games, but since the thing is over we have had nothing but favorable reaction to our part in the celebration. We certainly want to thank you for all you did for us and to assure you that we will always be boosters for Associated Operators, Inc., and

if at any time we can be of any service to you, you have but to call on us." In addition to this letter Curly has received a citation for distinguished service from the American Legion Fourth Area. Award was made for "outstanding and noteworthy services to the Sons of the American Legion at their Third Annual Assembly and for his co-operation in all matters to their welfare." Citation is signed by William H. Clark, department vice-commander and commander, Fourth Area, the American Legion. Another citation from the Sons of the American Legion, Fourth Area, was also presented Curly. It is signed by Carroll Parish, captain, Fourth Area, Sons of the American Legion.

Saul Hanlin, popular music operator, reports that hillbilly tunes are going strong in many of his locations. He attributes this trend to the fact that many residents of Los Angeles hail from Texas, Oklahoma, and other States where this type of music goes strong all the time.

Mac Mohr is back in Los Angeles after a visit to Chicago. He reports that as factory representative of the Daval line he is receiving much praise for Lucky Smokes and Races. He brought back a sample of Rex and this game is being enthusiastically received, too. "This new game is most intriguing and the reaction is most gratifying," Mac says. Although the game will not be ready for delivery until about August 10, he has received orders already for a couple of hundred. While in Chicago, Mac visited the Baker factory. Speaking of the factory, Mac said, "It is the last word in coin machine business in factory layout. It is tremendous in size and has every engineering facility for turning out games designed to bring money for operators." Mac was named to serve as factory representative for the H. C. Evans line on the Pacific Coast. He thinks that he has pulled the plum out of Chicago by securing this territory, for the firm is one of the oldest manufacturers of coin-operated equipment in Chicago. Mac adds, "The Evans company enjoys an enviable reputation among coinmen. I am proud to be associated with it." When it was learned here that Mac would represent Evans, congratulatory messages flooded his office. He is also factory representative of the Tri-Way Products Company, maker of Ultratone and Ilumitone speakers.

Jean Minthorne is recovering from a summer cold that has kept him under the weather for a few days. He reports that Rock-Ola machines continue to click in this territory. Jean and Mrs. Minthorne expect to leave about the middle of August for a brief visit to Mexico City, where they will be the guests of Frank Navarro, popular music machine operator in that city.

Ben Strom, factory representative for Rock-Ola, is on the West Coast. He is working with Jean Minthorne and will be in this section for an indefinite time.

Cigarette machine business is reported on the up-grade by E. F. Stanton of General Venders. Firm also has book machines, and report is that these machines are doing fair. Cigarette machines installed in factories doing defense work

are going like a house afire. One location in particular, an airplane factory, is giving a play to the machines.

E. C. McNeil, of National Venders, was in town for a few days following a trip to the St. Louis factory. He is now on a swing around the territory that covers about 10 Western States.

Douglas Wiser, of Pacific Electro Products Company, is busy working on a new game. Has several concessions at Ocean Park and Long Beach, where the Derby is doing a swell job. Lite-a-Line is working up some swell profits for Doug, too. The Derby at Santa Cruz is among the top operations put out by the company.

Jack Gutshall, of Esquire Music Company, is suffering from a summer cold. Jack said that business is going strong. He received a shipment of Packard boxes and two days the supply was exhausted. Gutshall, known as the host of Pacific fishing parties, has another set for Sunday, August 3. Jane Carico, secretary at Esquire, is on the sick list.

Dany Lipson, serviceman, is in his 10th year with the Mac Mohr firm.

Bill Love is doing a good job with remotes. He recently installed a 10-box job at the L. & L Cafe in Burbank. "There is nothing like Pla-Mor boxes for increasing profits," Bill said.

Coin machine operators are backing the sale of Defense Bonds and sales to those in the industry are mounting. In some instances, bonuses to employees have been made with the bonds.

Gene Crowley, a member of the Esquire staff, is enjoying his annual vacation in San Francisco.

Many friends of Paul Simone, Jr., serviceman at the Esquire Music Company, are glad to hear that his 3½-year-old son, Albert, is getting along so well following an operation for appendicitis at Glendale Sanatorium, July 20.

W. E. Simmons, who represents Packard Company on the West Coast, is a busy man, reports coming here indicate. He recently flew from Los Angeles to Indianapolis to visit the factory. Since that time he's made trips to Detroit, Chicago, and back to the factory. He is expected to return to the Coast in a few days.

George Joyce and Earl Fraser are on a vacation trip that will include Seattle and Reno. This is their annual vacation, but the first time they've made this trip. Traveling by automobile, they're taking time out to visit friends in the coin machine business and see the sights.

Margie Morgan, secretary at the Southwestern Vending Company, is in Alabama enjoying her annual vacation. News along coin row is there is something serious going on between Miss Morgan and a boy in the home town. The local boys say she was all a-jitter the week before she left.

Barney Kaplan, of American Novelty Company, is busy putting machines in new spots. Barney is also sporting a new car.

L. C. Spencer, of the Spencer Amusement Company in El Paso, Tex., is doing a landslide business, letter received here reveals. Spencer goes strong for arcade equipment, which is a big item in that vicinity.

Assn. Workers

CHICAGO, July 26.—The Chicago trade this week was pleased to greet three coin machine association workers who have made excellent records for association activities. Curly Robinson, secretary-manager of the Associated Operators of Los Angeles County (Calif.), came on a visit of a few days to confer with manufacturers on plans for getting amusement machines properly classified under the federal excise tax proposals. The Los Angeles group has suggested four classifications, with varying rates for each class according to its earning power. The four classes are: 1. Slot or bell machines. 2. Payouts and consoles. 3. Novelty games. 4. Counter machines.

Don Leary and Phil Moses, of the Minneapolis Amusement Games Association, Minneapolis, were also in the city for a few days. They represent one of the important market areas and were interested in getting late information on the prospect of federal taxes. They also called on manufacturing firms to see the latest products.

Badger Lines Up With Defense Aims

MILWAUKEE, July 26 (DR).—"Success in any field requires the very same principles used in the defense program; namely, to be alert, keen of mind, and in step with the parade to meet the best in competition. So it is the Badger Novelty extends its undying efforts in the field of distributorship of coin machines," declares William R. Hoppel Jr., the firm's head.

"Our duties extend from each individual's co-operation with the defense program to the organized unit offering the best equipment to the operator so that he in turn can be a whole-hearted supporter and can keep in step with the defense parade.

"With an advance in any type of business, competition becomes keener and keener. This is the first obstacle the operator has to contend with. He must have the latest and best in merchandise to get and keep locations. We know we supply the operator with this advantage by carrying a complete line of new equipment from the leading manufacturers.

"The second problem of the operator is to be able to retain the location after he gets it. This job is taken care of by our expanding reconditioning and service department. We maintain a large staff of experienced mechanics who recondition all used merchandise when it comes in so that the operator can put machines on location on demand and not have to worry about losing business due to service complications.

"Personally I believe one of the wisest investments one can make today is defense bonds. I have and will continue to do my share in this phase of the defense program. So I say in all sincerity that I pledge my support to the defense program and the operator so that he in turn may be able to do his share, and, as a result, we will all be in step with the parade to defend defense."

Pennsylvania

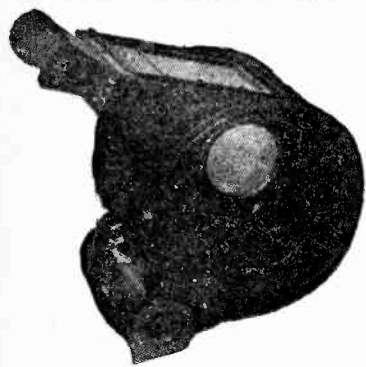
WILKES-BARRE, Pa., July 26.—A thief walked in a local confectionary store, picked up a penny candy vending machine from the counter and drove off in his automobile before the proprietress was able to apprehend him or secure the license number of his car.

Citing the extra revenue collected in near-by Kingston Borough by the levies on pinball and automatic music machines, the Plymouth Borough news column of *The Sunday Independent* cited that Plymouth still refuses to tax pinball machines.

Work was scheduled to be started this week-end on the installation of approximately 300 parking meters along the six principal streets of Olyphant, Pa.

According to an article in *The Sunday Independent* salesboards are making their appearance again in Wilkes-Barre in noticeable numbers.

The fifth and final series of "wooden nickels" was released for distribution in Scranton, Pa., in connection with the city's diamond jubilee celebration.



ABSOLUTELY LEGAL

Coin-operated Picture Machine. Exhibits pictures in third dimension. 6 different shows in each machine. Hundreds of extra pictures FREE. Opens new spots. Holds spots open in closed territory. Easily located anywhere. Fast earning power. ALL PROFIT. Write for quantity lot prices and particulars about starting a route.

L. B. KLUGH COMPANY
715 Arch St., Zanesville, Ohio

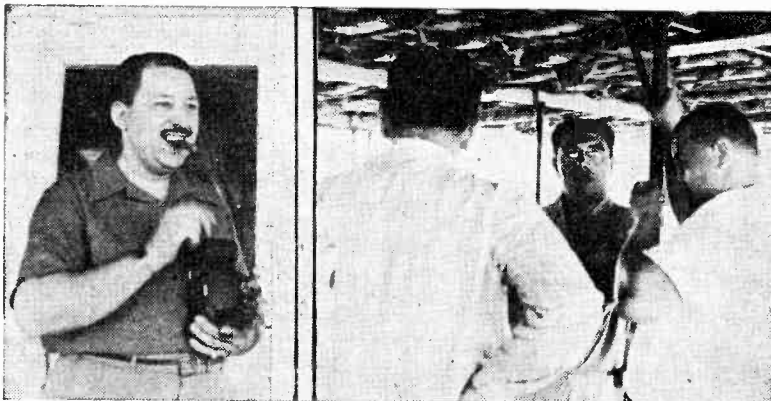
The Backbone of Your Business. 12 Months a Year



BATTING PRACTICE

100% LEGALITY IN ALL 48 STATES + UNBELIEVABLY BIG COLLECTIONS

SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.



PICTURE AT LEFT SHOWS BILL WASSERMAN, of Kleinman Cigarette Service, Cleveland, getting ready to take a picture. At the right, Lou Golden, of Ace Cigarette Service, Cleveland, talking about the Champion cigarette merchandiser at the recent Ohio tobacco convention. Both photos were snapped by "Bip" Glassgold, sales manager of Arthur H. DuGrenier, Inc. (MR)

Names Civilian Defense Group

(From The New York Times)

WASHINGTON, July 26. — President Roosevelt has named the 45 members of the Volunteer Participation Committee which will act as an advisory and planning body in the organization of the Office of Civilian Defense, headed by Mayor La Guardia.

The members are supposed to represent not only regions, but also "interest of the nation," to assist Mayor La Guardia in carrying out the civilian defense program.

The members of the Volunteer Participation Committee are as follows:

First Corps Area—Jane Seaver, Mount Holyoke College; George Putnam, president New Hampshire Farm Bureau, Concord, N. H.; Edward Burke, Hale & Dorr, Boston; Hugh Lyons, CIO regional director, Boston; Dr. Kenneth C. M. Sills, president of Bowdoin College.

Second Corps Area—Mrs. J. Borden Harriman, New York City; Mrs. Anna M. Rosenberg, New York City; Dr. Edmund E. Day, president Cornell University; Josiah Marvel, Wilmington, Del.; Louis P. Maciante, Trenton, N. J.

Third Corps Area—Mrs. Gifford Pinchot, Milford, Pa.; Mrs. Dwight Davis, Washington; William C. Bullitt, Penlynn, Pa.; Thomas Kennedy, secretary-treasurer United Mine Workers of America; Dr. John Stewart Bryan, president William and Mary College.

Fourth Corps Area—Jonathan Daniels, Raleigh, N. C.; Mrs. Ellen S. Woodward, of Mississippi, member Social Security Board; S. A. Roper, president Alabama State Federation of Labor, Birmingham, Ala.; W. E. Jacobs, Nashville; Blanton Fortson, Athens, Ga., judge of the Supreme Court.

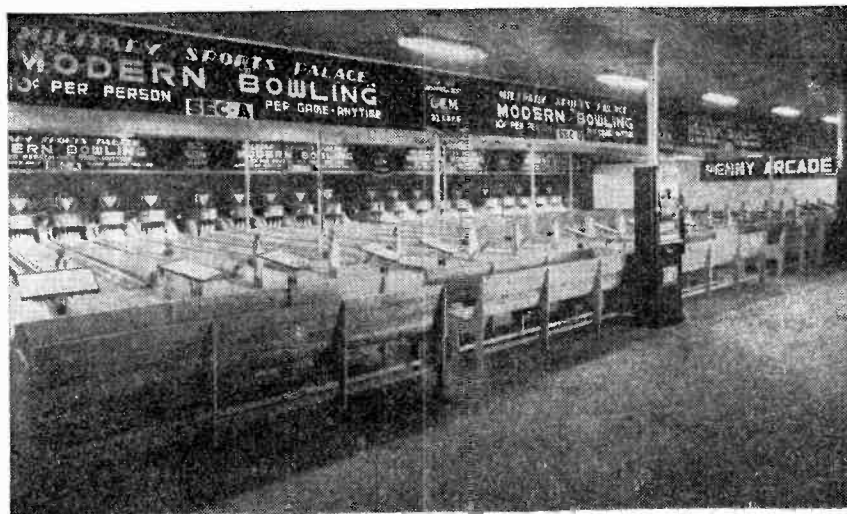
Fifth Corps Area—Barry Bingham, publisher of The Louisville Courier-Journal and The Louisville Times; Frank Grillo, Akron; Carleton B. McCulloch, Indianapolis; Mrs. Ruth Bryan Rohde, Alderson, W. Va., ex-Minister to Denmark; Bishop Reverdy C. Ransom, Wilberforce University, Ohio.

Sixth Corps Area—Adlai E. Stevenson, Chicago; Mrs. Dorothy McAllister, Grand Rapids, Mich.; Van A. Bittner, regional director Steel Workers' Organizing Committee, Chicago; William T. Evjue, editor The Capital Times, Madison, Wis.; Mrs. Rosa Gregg, Detroit.

Seventh Corps Area—Al Schindler, St. Louis; Mrs. Raymond Sayre, Ackworth, Ia.; Judge John P. Devaney, Minneapolis; Henry Monsky, president B'nai Brith, Omaha; R. T. Wood, president Missouri State Federation of Labor, Springfield, Ill.

Eighth Corps Area—Homer P. Rainey, president University of Texas; James Patton, president National Farmers' Union, Denver; John W. Herbert, Fort Worth; Mrs. Thomas Owen, Oklahoma City; A. S. McBride, Houston.

Ninth Corps Area—Miss Helen Gahagan, Los Angeles; Dr. Aurelia Reinhardt, Mills College, Oakland; C. J. Haggerty, president California State Federation of Labor, Los Angeles; Raymond W. Gill, president Oregon State Grange, Portland; Mrs. John Boettiger, Post Intelligencer, Seattle.



MILITARY SPORTS PALACE, new army camp recreation center at Camp Dix, N. J., featuring automatic bowling exclusively. A battery of 20 H. C. Evans & Company Automatic Regulation Duck Pin Bowling Alleys is operated. Installation made by Modern Bowling Corporation, New York. Robert E. Herlinger is the operator of the installation. (MR)

Panoram Aids Air Recruiting Drive

NEW YORK, July 26 (DR).—A Panoram machine has been installed in the Pennsylvania Station's large lobby as a result of the joint co-operation of Mills, George Ponser Company, the U. S. Army, and the Pennsylvania Railroad. The machine is showing a special color film, Wings on Steel, picturizing the varied phases of the government's air program.

Officials present at the installation ceremonies included Major Barnett, Major Duque, and Colonel Gilbert from Washington, as well as representatives of the railroad, executives from Ponser, and a number of operators. The machine is being used as a promotional effort to acquaint the public with the U. S. air program and to stimulate the current recruiting drive for air cadets.

The coin slot in the machine has been covered and the picture, running about 20 minutes, is shown continuously. Alongside the Panoram is a recruiting stand, with the officer in charge ready to take care of applicants. Thus the Panoram machine, in addition to its entertainment value, is contributing its share to the current defense program.

Jack Mitnick, of the Ponser firm, tried to join up on the spot but he was turned down as unfit.

Loyalty Repays Allied Service

CHICAGO, July 26 (DR).—"In business as in friendship the greatest honor that can be paid is loyalty," says Sam Kleiman, head of Allied Novelty Company. "And the many letters I've received have expressed a fine loyalty. We constantly strive to give our customers and friends the best in reconditioned games, service, and deliveries. I think every bit of our effort is well repaid when an operator will write a letter like the one I'm going to quote.

"Recently one of our customers sent me this message: I have never before been so well satisfied with reconditioned machines. For performance and lack of grief, Allied gets my vote every time. Just to let you know how much I think of Allied and Sam Kleiman, I'm leaving it up to you from now on to ship me whatever you think best. I want 10 reconditioned games and will leave the choice entirely to your judgment. Whenever a new game is released by a manufacturer which you think I can use, consider this a standing order for you to send me samples. I know what's good for my business, and I intend to stick to Allied."

Find New Source For Manganese

DETROIT, July 26.—A survey just completed by the Department of Conservation of the State of Michigan shows that there is enough dolomite limestone of almost pure magnesium content in 46,000 acres in three Michigan counties to produce approximately 400,000,000 tons of metallic magnesium. Annual production

capacity of metallic magnesium now in United States plants is said to be about 20,000 tons. The report states that the Michigan deposits are readily available at or near the surface.

A short time before the Michigan survey was completed a statement had been issued by J. Carson Adkerson, president of the American Manganese Producers Association, that additional new sources of manganese supply must be developed because there was increasing danger of a shortage in the material, and that in the next year our consumption of manganese ore may reach the record high of 1,500,000 tons. He added that after a year of planning the government was still without a definite policy to assure the country an adequate supply of this strategic mineral essential in the manufacture of steel.

Henry Ford Makes Plastic Cabinets

DETROIT, July 26.—Henry Ford's research department has developed an all-plastic refrigerator cabinet, but whether the motor magnate will build a complete unit to merchandise under his own name or will simply furnish the plastic cabinets to other manufacturers remains unknown.

Ford has long been keen over the possibility of developing a wide variety of entirely new uses from chemical derivatives of soybeans and the plastic cabinets constitute another of the long list of items which, it is known, his technicians have been checking.

Phonograph manufacturers will be interested in developments along this line as cabinets for phonographs could also be made of plastic.

According to one report, the Ford plastic refrigerator will be fabricated by the "adhesion molding" method, in which parts are "preformed" by suspending the plastic material in a solvent, and then depositing it on a porous mold within which a vacuum has been created.

After impregnation with the low-cost soybean binder, the part is then finished between male and female dies under pressure and precise heat treatment.

The plastic itself is composed of 70 per cent cellulose fiber and 30 per cent soybean resin binder—a much smaller than usual percentage of resin.

The cellulose portion consists of 50 per cent southern slash pine fiber, 30 per cent straw, 10 per cent hemp, and 10 per cent ramie. Ramie is an Egyptian plant which thrives in many parts of America, a plant in which Ford is keenly interested.

Wheat and corn may be substituted for soybeans, thus taking care of some of our most troublesome agricultural surpluses. Ford has long advocated the theory that industry must use the products of the farm in order for our economy to progress.

Baker's KICKER and CATCHER

Recommended by THE COUNTER GAME KINGS!

100% NEW!
100% Mechanical!
100% Skill!

Take our tip—Order Now!

Sold on 10-Day Money-Back Guarantee

Penny Play \$29.75

F. O. B. Chicago

Nickel Play, \$31.75
Stand, \$6.50 Extra

1/3 Deposit With Order

GERBER & GLASS 914 Diversey Blvd. CHICAGO



LOUIS BOASBURG AND RAY BOSWORTH, of the New Orleans Novelty Company, New Orleans, ask questions of the Great Ramases; one of the many amusement machines purchased for their new penny arcade on a recent visit to the Exhibit Supply Company. (MR)

OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

FREE PLAY					
All Baba	\$17.50	Jolly	\$15.00	Triumph	\$10.00
All American	45.00	Lucky	12.00	Top Notcher	15.00
Bally Beauty	22.50	Landslide	25.00	Twinkle	12.00
Bally Supreme	10.00	Lancer	17.50	Tepper	12.00
Big Town	25.00	Line Up	17.50	Vacation	22.50
Big Show	20.00	Mr. Chips	15.00	Variety	10.00
Big Six	12.00	Nippy	15.00	White Sails	15.00
Bowling Alley	20.00	O'Boy	13.50	Wild Fire	57.50
Brite Spot	22.50	O'Johnny	25.00	Yacht Club	15.00
Blackout	9.00	Playmate	20.00	1 BALL FREE PLAY	
Big League	25.00	Pick 'Em	9.00	Record Time	\$92.50
Champion	12.00	Red Hot	17.50	Dark Horse	102.50
Chubbie	10.00	Rotation	17.50	Sport Special	82.50
Cadillac	25.00	Roxy	15.00	Eureka	27.50
Commodore	15.00	Speed Demon	25.00	1-2-3 (1940)	77.50
Chief	9.00	School Days	42.50	PAYOUTS	
Cowboy	12.00	Score a Line	25.00	Good Luck	\$30.00
Davy Jones	9.00	Sports	17.50	Paces Reels	65.00
Doughboy	18.00	Snooks	9.00	Derby Day	27.50
Flicker	40.00	Speedway	20.00	Saratoga	70.00
Follies	15.00	Shortstop	22.50	Square Bell	52.00
Four-Five-Six	13.50	Scop	10.00	Square Bell	52.00
Fifth Inning	12.00	Score Card	20.00	Galloping Dominos	80.00
Hold Over	20.00	Super Champ	15.00	(1938)	
Home Run	25.00	Super Charger	12.00	Baker's Pacers (Late)	175.00
Headliner	13.50			Lucky Lucre	55.00

Write for Our Complete List on All Types of Used Games.
Every Machine is in Perfect Mechanical Condition, Thoroughly Cleaned and Checked. Ready to Place on Location. If you are not completely satisfied, return the Games to us within 10 days, and receive Full Credit. Terms: 1/3 Deposit, Balance C. O. D.

We Have All the New Games On Hand for Immediate Delivery. Write for Prices.

OLIVE NOVELTY CO. 2625 LUCAS AVE. ST. LOUIS, MO.



Reel 10 cigarette action in REAL salesboard style. Coin Divider and 2 BIG, separate cash boxes. Ball Gum Vendor. Number Winners like a salesboard—PROFITS LIKE A SLOT!!

FREE AMERICAN FLAGS front display and Reel strips. Also additional award cards. Makes this an entirely NEW and different game. QUICK—ORDER FROM YOUR NEAREST DAVAL DISTRIBUTOR!!

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.



GOOD PUBLICITY for the industry appeared in Look picture magazine, July 29, 1941, page 27, in the form of the above picture showing Cleveland ball players deeply interested in a pinball game. Left to right, Jim Bagby Jr., Bob Feller, Calvin Dorsett, Oscar Grimes, Murray Howell and George Susce. (Photo courtesy Look magazine and used by permission.)



INDUSTRY MENTIONS

Magazines • Radio • Newspapers

The Sunday Sun, Baltimore, July 6. A full-page pictorial feature in the Metro-gravure Section showing British tars on shore leave and how they amused themselves. Picture showing the sailors in a restaurant location playing a music box has the following caption: "Feeding the juke box, a novelty to them. Beer Barrel Polka is still their favorite tune."

The Columbia Sponge, July 10. A weekly publication issued by Motor Parts Company, distributor in the Philadelphia area handling Columbia-Okeh records: "The Juke-Box program at 9:45 Saturday morning on WCAU is really something different in record promotion. One can actually hear the nickels drop. Operators would be wise to place records on their machines corresponding to those on the program. Hugh Ferguson does a nice job on this morning program."

The Des Moines Sunday Register, July 13. A paragraph from the column, *Getting Around With Ted Ashby*: "He stood at the pinball machine in Des Moines, jiggling and joggling the device in a subversive effort to make the balls follow the proper channels. Between shots he swung at a fly that was pestering. Finally he screamed: 'They don't have enough handicaps on this blasted thing—they have to train a fly to light on your nose!'"

The Philadelphia Morning Journal, July 13. Sam Bushman, in his *Notes of a Nite-Lifer* chatter column, says, "Heat grew so terrific last week that the drink-vending machines in Nookey Gathrid's threw back nickels."

The Camden (N. J.) Courier, July 12. A mention in the column *Boardwalk Broadcast*, by Joe Forestal: "Silly Scenes: The stew who put a penny in a parking meter complaining to passerby there's no slot for the gum to come out."

Music and Rhythm, August issue. A full-page article by Jimmy Ryan on movie machines gives the writer's opinions of the pros and cons of the miniature industry. He tells of the development of the 16mm. reels from the producer thru to the machine operator, and mentions some of the machines on the market. The article carries a picture of Jan Garber, band leader, standing beside a well-known movie machine.

The Newark (N. J.) Star-Ledger, July 9. The following quote is taken from part of a newspaper survey in New Jersey: "The corporation counsel has made inquiries among the larger cities of the nation to determine how they control

the bagatelle business, and has asked for information on ordinances in effect thruout the country from the Municipal Law Journal of Washington, D. C." State officials are making a survey of pinball fees in New Jersey.

The Daily Times, Chicago, July 14. One picture in a two-page spread of photos of soldiers off duty shows a coast artillery private enjoying a postman's holiday—he is shooting a ray target gun. In another picture, three soldiers are indulging in horseplay to get a laugh from a comrade who is posing for a picture in an automatic photograph machine.

Life, July 26. A picture taken at Camp Livingston, La., shows a rear view of customers gazing into mutoscopes in a Penny Arcade—soldiers with their girls, and a mother holding a child up to look into the machines.

Spot, August issue. "Living in a Slot" is the title of a series of pictures with captions, showing Keenan Wynn, son of comedian Ed Wynn, and a stage and radio actor in his own right, on a "slot machine binge." Wynn spends the day "automatically." He starts with a shoe shine, shower and private dressing room, shave, gets weighed, eats in the automat, buys cigarettes, plays ray target guns, has his picture taken, plays pinball, mails a letter, and ends his day playing a music box—each action prefaced by dropping a coin in a slot.

The Philadelphia Record, July 19. The coin machine industry was given very favorable publicity in a special story by Warner Olivier. Coin-operated machines were credited with being the major factor in the United States Mint's failure to keep the supply of nickels on a par with the demand.

Baker Confirms Mohr Appointment

CHICAGO, July 26 (MR).—Official announcement of the appointment of Mac Mohr, head of Mac Mohr Company, Los Angeles, as factory sales representative for the Pacific Coast States has been released by Harold Baker, head of Baker Novelty Company.

"Mac Mohr's experience and influence west of the Rockies is an asset to us," report Baker officials. "The many years he has spent pioneering in the coin machine business in the nine Coast States have served to build him an enviable reputation. It's a pleasure to work with Mac—and it's good business, too! We anticipate a long, mutually profitable and happy relationship with him, and feel we're serving our West Coast customers best by working with Mac as our exclusive factory sales representative there."

Joining Baker officials in expressing satisfaction with his appointment, Mac Mohr states: "Baker is a great company to work with and for. It is releasing some really great games, too. I thoroly enjoy handling the Baker line because operators and distributors know that Baker-built represents high standards."

"Meanwhile, Kicker and Catcher, the greatest little counter game, is keeping me on the hop. Locations are wise to its amazing earning capacity and they're working it for all its worth. They're not overlooking any of the other Baker hits either, such as famous Baker's Pacers, Lucky Strike counter game, and all the other winners that mean money in the till."

"Just a word to operators and distributors," says Carl Huppert, sales manager of Baker: "It won't be long before we release our new sensationally different pin game."

Joe Schwartz On Trip North

CHICAGO, July 26 (DR).—Up in the cool north woods district at Eagle River, Wis., is where Joe Schwartz, head of the National Coin Machine Exchange, elected to spend a few weeks. He is accompanied by Mrs. Schwartz and will visit their son at Camp Ojibwa in that district. The junior member of the family is staying at a boys' camp there.

During Joe's absence Harry Heiman, sales manager, is in charge of business. The company has recently had a summer sale, during which it had a clean sweep and is now stocking up heavily in anticipation of the largest business in its history, says Harry. "We are adopting the policy of carrying a tremendous stock so that we can assure our customers our usual speedy shipment on all machines, even tho business has greatly increased."

CORRECTION!

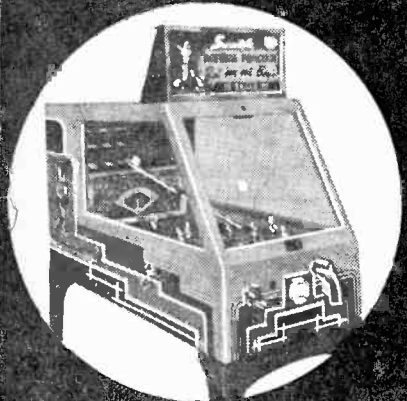
Through an erroneous transcription in our ad in the July 26th issue of *The Billboard*, Bally Sport Special was listed at \$37.50. The correct price is

\$82.50

To compensate for the inconvenience caused those who ordered, a deduction of \$5 per game will be allowed on Sport Specials as long as the supply lasts.

BUD LIEBERMAN
 831 W. Washington CHICAGO

LOOK AHEAD BE AHEAD WITH SCIENTIFIC'S BATTING PRACTICE



THE GAME THAT WILL BE POPULAR AS LONG AS BASEBALL ITSELF IS POPULAR!

BETTER BUY NOW!
SCIENTIFIC MACHINE CORP.
 21 STEUBEN ST. BROOKLYN, N.Y.

Mini-Movies in Akron

AKRON, O., July 26.—Those newest items in the mechanical entertainment industry, the box movies, bowed into Akron recently. First reports are that they have the cafe crowds entirely captivated with a miniature version of sight and sound.

BUD LIEBERMAN Says

DEFEND YOUR PROFITS WITH THESE BUYS!

Multiple Free Play Novelty Games

Bally Sport Page . . . \$ 47.50	Bally Eureka \$37.50
Blue Grass (New) . . . 132.50	Bally Gold Cup 42.50
Bally Record Time . . . 84.50	Bally Victory 37.50
Bally Sport Special . . . 82.50	

Following Consoles also on hand for Immediate Delivery:

38 Track Times	Tan Foran	Red Head Track Times
Jockey Clubs	Kentucky	Galloping Dominoes

WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!

WE DISTRIBUTE FOR ALL LEADING MANUFACTURERS!



"Every Deal Personally Handled by Bud"

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!

Monarch Credits Square Deal Policy

CHICAGO, July 26 (DR).—"The good old adage, 'honesty is the best policy,' and the golden rule are the measurements by which we run our business," says Al Stern, of Monarch Coin Machine Company. "That's why operators know they can rely on any Monarch claim or statement. Honest dealings, honest values, and giving customers the most for their money make for long-term business friendships—and Monarch is proud of its many friends.

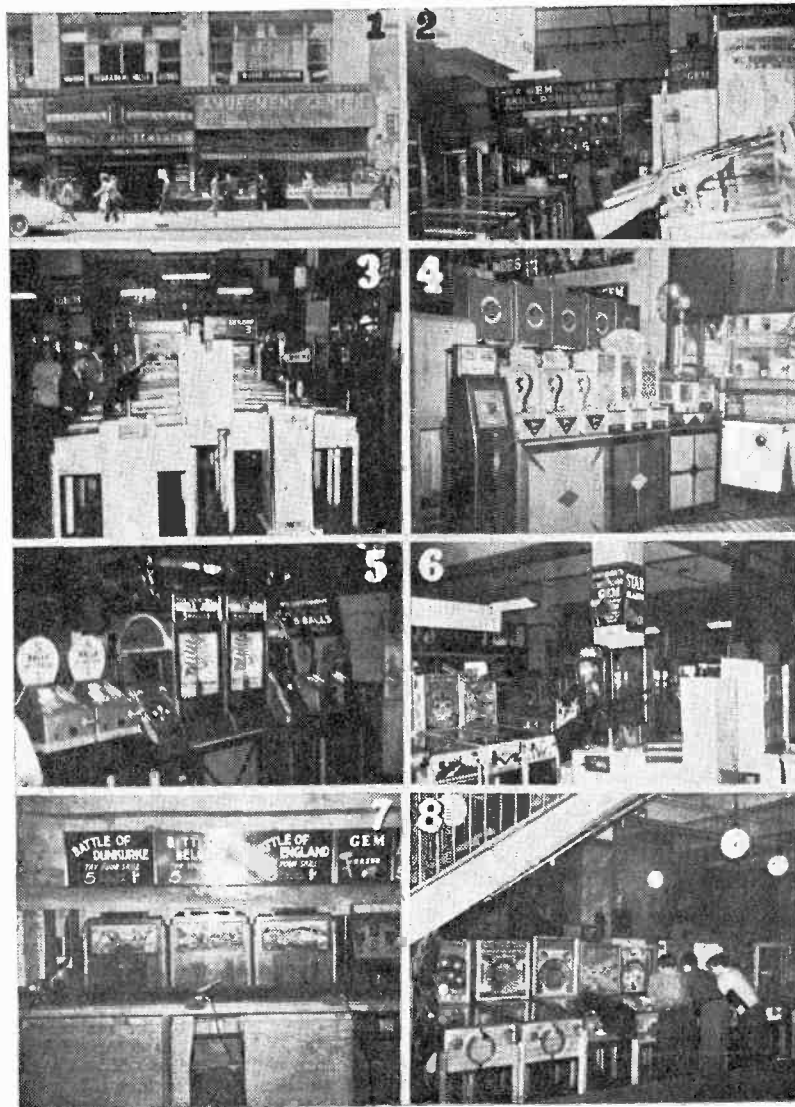
"From the minute we receive an order we work for the good of our customers. We treat every customer alike to Monarch's de luxe service. Our shipments are checked and double-checked to be sure to give operators the best buys in machines that will make money for them. So highly do many operators regard our policy of fair dealing that they leave entirely to our discretion the selection of coin games for their needs. They realize we know the market and the needs of different territories.

"All in all, we figure honesty is mutually profitable to Monarch and our customers. We feel honored that operators' reliance in us has at all times proved justified and we in turn do our utmost to serve them conscientiously, speedily, and accurately. They know they are getting the best coin machines for their needs, timed for maximum collections."

New Arcade for Detroit Expo Park

DETROIT, July 26.—The large Penny Arcade at Eastwood Amusement Park will be razed and replaced by a completely modern structure, Manager Henry Wagner reports. The arcade will be built on a streamlined design in a modernistic architectural style.

An unusual feature will be the use of fluorescent lighting. This is believed to be the first time this type of lighting has been installed in any permanent arcade. Cost of remodeling will be around \$6,000, with additional expenditure for new equipment to follow.



THE WORLD FAMED SPORTS PALACE of Schork & Schaffer on Broadway, entered these pictures in the Mike Munves Penny Arcade Contest. 1—Front, Broadway entrance to the Palace. 2—Line-up of free-play games and rifles in one corner. 3—Center line-up of free-play games. 4—Complete line-up of post-card venders. Note Sky Fighters. 5—Complete line-up of Groetchen machines. 6—Note how odd corners are taken care of by guns, pins, and arcade games. 7—Battery of guns arranged in rifle practice style, featuring Battle of Dunkirk, Battle of Belgium, and Battle of England. 8—Note how all available space is used. These games are located under a stairway going downstairs from the main floor. (MR)

Markepp Chipper With Flipper

CLEVELAND, July 26 (MR).—Meyer M. Marcus, of the Markepp Company, who presented the firm's counter game to the trade last week, reports that the entire firm is "more chipper since the introduction of Flipper."

"There has never been such a chipper, busy atmosphere around our place since we presented our new counter game, Flipper, to the trade," says Marcus. "Not only are we getting orders from all over the country, but we already have many repeat orders on hand.

"There is absolutely no expense to running Flipper. No ball gum. Pure amusement from every angle. In many cases operators aren't even featuring awards and claim to be getting a great play.

"There's a laugh and a thrill and a surprise to Flipper as the penny trickles down the live-wire pins that makes this one of the most unique counter games ever built. It's a secret appeal. But it brings the player back again and again and that sort of constant repeat play more than pays for the game in fast time."

Keeney Games Breaking Records

CHICAGO, July 26 (MR).—Reporting on the position of the current Keeney games, William (Bill) Ryan, sales manager for J. H. Keeney & Company, states that the demand shows no signs of letting up, while performance on location continues to spur heavy purchases.

"We are greatly thrilled by the operators' response to Sky Lark, our all-territory creation," Ryan said. "In Sky Lark we have given operators an unbeatable combination de luxe console game which can be operated as either a free-play or

payout game at the operator's discretion. It can be used as a one or five-ball, one or four-coin machine, and with the many thrill-inspiring features it offers, profits are rolling in for a growing number of operators. The beautiful de luxe cabinet contains a finely constructed machine that insures a constant and profitable operation under the most severe operating conditions.

"Tied with Sky Lark in popularity is our novelty free-play hit, Twin Six. As a five-ball machine it has no equal, according to our distributors' reports. It offers scoring thrills in overflowing measure, and it is enjoying a terrific player response everywhere.

"Not the least of the Keeney games

Guilfoyle Puts Western Factory Into High Gear

CHICAGO, July 26.—In three months' time Roy Guilfoyle, president of Western Products, Inc., has set a record for reorganization and for getting important new machines on the market. It was about three months ago that Guilfoyle came to the head of the Western firm. He was formerly executive vice-president of Bally Manufacturing Company of Chicago for eight years and had established a splendid record for organization there. Bringing all this experience to the Western plant, he immediately went to work on a line of new products and also increasing the efficiency of the production facilities.

One of his first jobs, Guilfoyle said, was to improve several of the mechanisms used in Western productions. The firm had a number of excellent ideas, but many of them had not been engineered to perfection. So Guilfoyle set out to get the best engineering talent available and to put them to work on refining many of the parts and also in developing new ideas. The staff now at Western is composed of engineers well known to the industry and drawn from the best sources in the coin machine manufacturing industry, Guilfoyle stated.

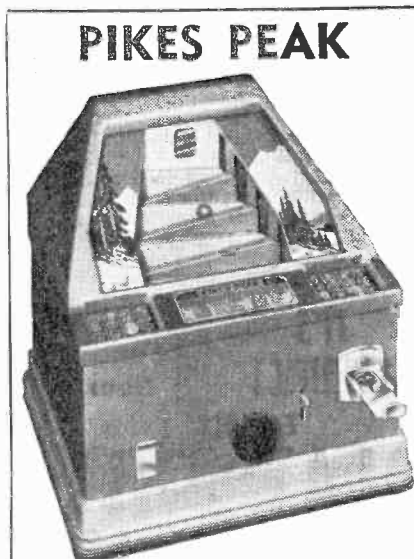
Guilfoyle said that while the materials situation is serious for all manufacturing industries, yet Western has the best known sources of supply and can assure its customers of deliveries as far as it is possible to promise machines under present conditions. Two new machines have already been placed on the market and distributors have been supplied with ample quantities. The machines are a new console which may be named Extra Bell, and a table game called Flying Champ that may be had with payout or free-play mechanisms. These machines have a number of new features that promise much to the operator.

Guilfoyle said his plan is to build four or five types of machines, at least one in each class so that Western could supply the various types that a progressive operator needs. This will include a console, pay table, standard table, novelty game, and a counter machine. The object will be to offer a winning machine in each class and to build machines that will work.

Guilfoyle said he had spent eight happy and successful years with the Bally firm and that he still retained the friendship of the Bally executives. "My experience there will help me to build good machines, to build an organization, and to offer the trade what it wants," Guilfoyle said.

Announcements have been made to distributors and operators of the new machines now available and other products are well under way. The organization is humming with activity.

enjoying wide-spread popularity at this time is Contest, a truly great machine. It is a jumbo size game, with appeal in proportion and profits even greater. Operated as one or five-ball, one or four-coin free-play game, Contest is an undisputed champion wherever it is operated."



The latest type award model makes consistent money. Write today for the unusually special operator's price on Pikes Peak.

GROETCHEN TOOL COMPANY
130 N. Union St. Chicago, Ill.

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
 - CRIPPER—Gottlieb's
- State Prices

KING HARRYS MUSIC SERVICE
1046 Broad St. AUGUSTA, GA.

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

WE WANT PROFITS!

O.K. OPERATORS!

Here's

FLYING CHAMP

Deluxe Console
1 BALL MULTIPLE
PAYOUT

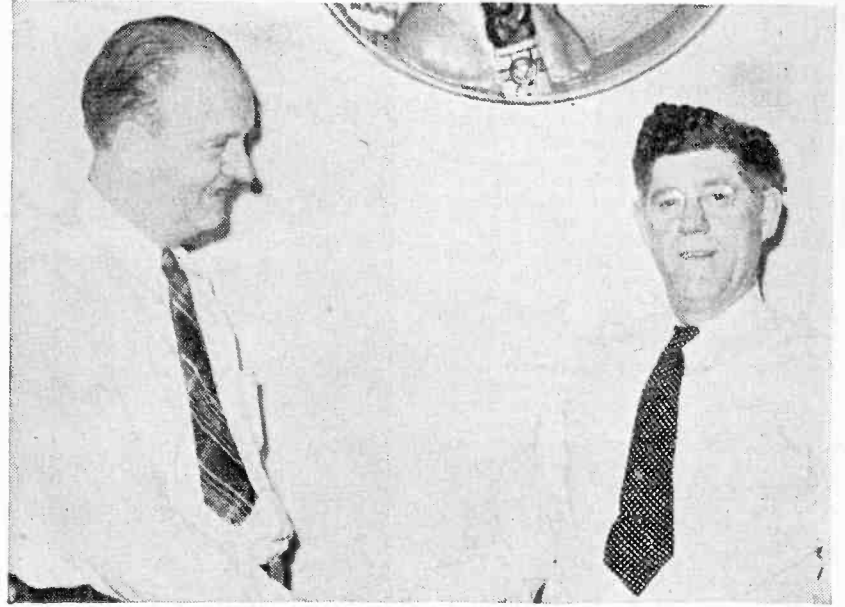
and NEXT WEEK
WE WILL ANNOUNCE
A NEW
1 OR 5 BALL
REPLAY GAME

with all the great features
of Flying Champ! Available
as a deluxe table or deluxe
console. Watch for it!

with the Money Making
QUINELLA-40 COIN "BUY-TH-BOARD"
GIANT JACKPOT Immediate Delivery. Order from
your Distributor or write direct.

COMING SOON! A new 3-reel combina-
tion automatic payout
or free play console!

WESTERN PRODUCTS, Inc.
925 W. NORTH AVENUE CHICAGO, ILLINOIS



LEO J. KELLY, vice-president of O. D. Jennings & Company, welcomes H. R. Maser into the "Chief" family. Hank Maser will travel the West as special factory representative. (MR)

**Two-Front Drive
For Legal Games
In Milwaukee**

MILWAUKEE, July 26.—A campaign for the return of pinball machines to Milwaukee has been opened by the Wisconsin Tavernkeepers' Association. Licensing of the machines is also favored by the city tax commissioner's office.

Chief Clerk Hecker of the tax commissioner's office urged the common council's license committee to adopt an ordinance to license operators of pinball games that have no payoff. He said the city was losing a good source of revenue by its failure to enact such a measure, and that the city has lost \$91,000 in revenue it could have had from coin machine licenses in the last five years.

The tavernkeepers' association conducted an informal survey with encouraging results. Talking with people in Milwaukee and at nearby lake resorts, the association learned that the majority were in favor of licensing the machines. The association favors restricting the machines to taverns. Minors are prohibited from going into taverns and thus could not play the machines, which overcomes one of the chief objections to them.

Members of the Bayfield (Wis.) Commercial Club have opened a drive for a State law to legalize slot machines and similar devices in communities that want them.

**Exhibit Reports
Brisk Business**

CHICAGO, July 26 (MR).—"West Wind, Exhibit's current game, is overcoming all of the various hazards common to pin game operation during the month of July," say Exhibit Supply Company officials.

"Apparently West Wind's earnings have a soothing effect that overcomes any reluctance on the part of operators to give their locations this great game, as the steady flow of orders for more and more West Winds from all parts of the country has forced the continuance of capacity production which assures reasonably prompt delivery."

Perc Smith, arcade sales manager, reports the opening of new arcades in many of the principal cities thruout the country, the latest being Frank Swartz's Sportland in Rockford, Ill., scheduled to have its grand opening July 28.

"Penny arcades, also called playlands or sportlands, have always been popular with the public, but have now reached a new high in entertainment value due largely to the fine new line of arcade equipment available," says Smith.

"The Exhibit Supply Company, established in 1901, has long been recognized as the leading manufacturer of arcade devices and volume sales this year will break all records," prophesies Smith.

**WE DO NOT SELL CRATES
OUR MACHINES PERCOLATE**

Fleet	\$37.50	Attention	\$54.50	Flicker	\$64.50
KEENEY		CHICAGO COIN		GENCO	
Repeater	\$54.50	All American	\$54.50	Blondie	\$29.50
Red Hot	19.50	Dixie	37.50	Hi Hat (New)	57.50
Super Six	17.50	Fox Hunt	44.50	Big Town	29.50
GOTTLIEB		Hold Over	29.50	BAKER	
School Days	\$64.50	Sparky	\$46.50	New Entry	\$79.50
Paradise	57.50	Sara Suzy	37.50	On Deck	29.50

No deal complete unless you're satisfied
SOUTHWESTERN VENDING MACHINE COMPANY
2833 WEST PICO BLVD. LOS ANGELES, CALIF.

**"I'm Making Change FAST With the
BLOCK CHANGE-MAKER"**

GET IT FROM
BLOCK
They Have It
IN STOCK

For Arcades—Carnivals—Clubs—Busy Locations.
For ALL COIN MACHINE OPERATORS.
An absolute necessity! A touch of the finger
delivers ACCURATE change instantly. Nothing
like this amazing machine on the market!
Beautiful, streamlined design. Sturdy, precision
construction. Comes fully equipped with 6
tall change tubes. Can be furnished in any
combination of tubes desired, for 1c, 5c, 10c and 25c coins. NEAT—
COMPACT—PORTABLE. Built especially to meet your requirements
by the firm that knows your problems.

PRICE \$32.50

Fair Values and Prompt Shipments—Ask Any Operator.
Free Catalog No. B5-17.

BLOCK MARBLE CO. 1527 Fairmount Ave.
PHILADELPHIA, PA.

**U. S. Buying More
From S. America**

WASHINGTON, July 26.—For the first time this country this year will give up its favorable export balance in trade with Latin America, imports exceeding exports to the Southern nations by \$250,000,000, according to the Commerce Department's foreign trade experts in one of the agency's periodic publications.

This reversed trend in Pan-American commerce, according to the department, has been accompanied by notably increased industrial expansion in most of the Latin-American republics, particularly in Brazil, where factories are now producing goods formerly bought in Europe.

A business boom in Latin America of the proportion indicated by the above report points to a reasonable expectation of the coin machine industry to export more machines to those industrial centers where employment has been greatly increased.

and immune to tarnish, dirt, and hand stains. It has been possible before to achieve a temporary finish, known as flitter, which was something like the new Glitter. But never before has this new finish been produced.

"Q.T. has for years been appreciated by the majority of Mills operators, but every now and then we bump into a few sleepers who have never operated one. The Glitter Q.T. will never escape anyone's attention."

**IT'S
TERRIFIC!**

**Coming
Soon!**

EVANS'
PLAY BALL

**Real Baseball
Played by Manikins
Pitcher Actually Picks Up
Ball—Winds Up—Pitches
... Batter Swings!**

**WE NEED GAMES! WE WANT THE LATEST!
WHAT HAVE YOU GOT?**

Pay Tables—Free Play—Slots
State Quantity, Condition and Prices in your first letter.

PHONOGRAPHS
Any Quantity—Any Type

NEW CITY SALES CO. 4335 W. ARMITAGE AVE.
CHICAGO

Machines
Bought,
Traded, Sold

**Mills Announces
New Glitter Q. T.**

CHICAGO, July 26 (MR).—Vince Shay, sales manager of the Mills Novelty Company, states: "You better have your sun

glasses ready when you look at the new Glitter Q.T. It's like looking at sun on snow; all the gold in Fort Knox couldn't dim the glitter and shine that's in this Q.T. Glitter is the new finish originated exclusively for Mills. It's a combination of bright flaky gold and bronze; a hard, filled, smooth finish, made permanent

WANT TO BUY

25 PACES RACES (30 to 1)
10 BAKERS RACES (30 to 1)
15 1938 TRACK TIMES
50 MILLS LATE BLUE FRONTS

State Serial Numbers, Condition and Lowest
Cash Prices in First Letter.

WANT A FIRST CLASS EXPERIENCED MECHANIC FOR PAYOUT TABLES, CONSOLES AND SLOTS.
Give full details as to age, experience, references and salary expected.

3147 Locust St.
ST. LOUIS, MO. **CALL NOVELTY CO.**

Buy U. S. Defense Savings Bonds and Stamps



YOU JUST CAN'T MISS the Ace Bombers and Sky Fighters as you approach the entrance to William (Bill) Donlow's Pennyland located at Sylvan Beach, N. Y. This is another of the many International Mutoscope equipped arcades, and is considered one of the finest in the contry. (MR)

Bally Baby Now In Fifth Year

CHICAGO, July 26 (MR).—"The world's smallest coin machine holds the record for continuous volume sales," says George Jenkins, general sales manager of Bally Manufacturing Company. "I refer, of course, to Bally Baby, which is now in its fifth year and still

in steady demand. While we have been struggling with production problems connected with the biggest console and multiple boom in history, we have let Bally Baby ride along on its own momentum.

"Believe me, the little fellow has gathered plenty of momentum during the half decade that it has been busy on the counters of the nation. A neat batch of Bally Baby orders bobs up in practically every day's mail. As a result the small but busy Bally Baby department keeps going month after month, year after year. All of which proves that it isn't always size that counts—it's money-making power. And Bally Baby is packed with that power."

Milwaukee Coin Bonus to Employees

MILWAUKEE, July 26 (DR).—"Happy employees make a good business better," says Sam London, president of Milwaukee Coin Machine Company, Milwaukee. We believe employees deserve ample and tangible recognition. With this fact in mind, as the first step after being comfortably settled in our splendid new quarters, Milwaukee Coin has declared a bonus for all employees who have been with the firm for six months or more. We appreciate their part in the gratifying success of our business and we want them to know that success for the company means success for them, too.

"Here at Milwaukee Coin headquarters we're enjoying a summer boom. Altho moving had us on the jump for a while, we're well settled now and things are running smoother than ever. With our ample new facilities to take care of any rush, we assure our friends and customers of prompt, courteous attention, our famous efficient, intelligent service plus the personal touch that has meant so much to our customers in the past."

Coslow Starts Work On 208 Soundies Films

HOLLYWOOD, July 26. — Production has started and will continue for a month on the first group of 208 soundies which Sam Coslow will make in Hollywood during the next year for the Mills Novelty Company. All activities are centered on the Fine Arts lot.

Coslow has obtained permission from Paramount Studios to record for one of a trio of soundies featuring Mary Healy the title song, *Kiss the Boys Goodbye*. This is said to be the first time a studio has granted such permission.

Other artists lined up include Martha Tilton, the Duncan Sisters, Cliff Nazarro, Johnny Downs, Sterling Holloway, Gale Page, the King's Men, and Borrah Minnervitch. Orchestras include Dave Rose, Buddy Rogers, and Skinnay Ennis.

Direction will be handled by Josef Berne and production by Herman Webber. Bert and Bill Mills, novelty company executives, are here conferring on product.

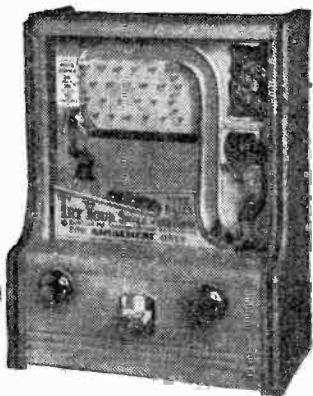
Get Next to Something Really HOT!

Keeney's SKY LARK
ALL-TERRITORY DELUXE CONSOLE
1 BALL COMBINATION
PAYOUT or REPLAY

TWIN SIX
... HOTTEST NOVELTY ON THE MARKET!

CONTEST
A JUMBO FOR SIZE, APPEAL AND PROFITS! 1 or 5 BALL---1 or 4 COIN
REPLAY HIT!
IMMEDIATE DELIVERY!

J. H. KEENEY & CO. INC.
"The House that Jack Built"
6630 S. Ashland Ave. Chicago



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 PLAY **\$29.75**

Nickel Play, \$31.75
Stand — \$6.50 Extra.

Sold on 10-Day Trial Money-Back Guarantee.

No ifs—And's or But's.

1/3 deposit with order, or mail full amount and save C. O. D.

Immediate Delivery.

BAKER BUILT GAMES

TORR 2047A-SO. 68
PHILA. PA.

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 be said?

SILENT SALES COMPANY
Silent Sales Bldg.
200-208 Eleventh Ave., So.
MINNEAPOLIS, MINNESOTA

Also Delivering NOW
Keeney's **CONTEST**
Jumbo 1 or 5 Ball,
Free Game.

NEW FLASH! NEW APPEAL!

Mis 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 fast jackpot action. A sure fire profit maker.
No. 12080 5c a Play 1200 Holes
Takes in \$60.00
Average Payout 33.75
Average Gross Profit . . \$26.25

Write for New Folder No. NC-416

HARLICH MFG. CO. 1413 JACKSON CHICAGO, ILL.

FOR DEFENSE: Buy U S. Savings Bonds and Stamps

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



EMPLOYEES OF BENJAMIN STERLING, distributor of Moosic, Pa., gather at party with wives and girl friends in honor of Milton Bainbridge, who has joined the army. Bainbridge is sales manager of the phonograph division. The party was held at Sterling's Rocky Glen Park, amusement park. (DR)

St. Louis Hails Gottlieb Spot Pool

CHICAGO, July 26 (MR).—"What Spot Pool has done for St. Louis!" jubilantly report officials of D. Gottlieb & Company. "From the comments that are coming northward this Gottlieb game is the hottest thing in town—including the weather! We were confident Spot Pool would set hit records, but it's gone way beyond our expectations. Here's just one of the enthusiastic reports we've received—and coinmen everywhere are echoing the applause:

"Gottlieb's done it again," states Ben Axelrod, of Olive Novelty Company, St. Louis. "Spot Pool's wowing the town! I've never seen anything to compare with the player reaction to this new winner. No matter what the location, players crowd to play this fascinating game. The backboard action, the flash, and the come-on make the game well-nigh irresistible. Spot Pool's fast, engrossing, satisfying. Let me assure you any game that gets the play like Spot Pool does is tops any time.

"At this time especially," continue Gottlieb officials, "a game like Spot Pool is welcome. It booms business during the summer. We know territories everywhere want Spot Pool—and we assure everyone that we have the orders well in hand, and are rushing deliveries at top speed to meet the overwhelming demand for our newest hit."

Joe Schuman Joins Lieberman

CHICAGO, July 26 (DR).—Bud Lieberman, Chicago distributor, has announced that Joe Schuman is now in charge of the Lieberman reconditioning shops.

"Schuman comes to us with a reputation as one of the finest servicemen in the industry," said Lieberman. "After many years of experience with a Chicago manufacturing company, Joe has learned just about all there is to know of games and equipment of all types. The far-famed service which has been bringing new customers to us in constantly increasing numbers will be even more efficient with Schuman in charge of our shops.

"Greater speed, greater care in all phases of our reconditioning process and a farsighted buying policy will make Lieberman's used games the greatest buys the market can offer."

tors are sewing up a constantly increasing number of locations in order to benefit. This buying action is draining available stocks of used equipment of every kind, and will keep manufacturers humping to produce enough new equipment to meet a demand which we expect will hit an all time high late this summer.

"At present we have a large stock of games on hand, but they are moving out rapidly and we have found it increasingly difficult to keep our stock up to normal, tho we are still ahead of demand. And, inasmuch as the unshakable law of supply and demand will adjust prices upward, we are urging our customers to buy now and be sure of equipment at a savings."

THE BAKER NOVELTY COMPANY INC.

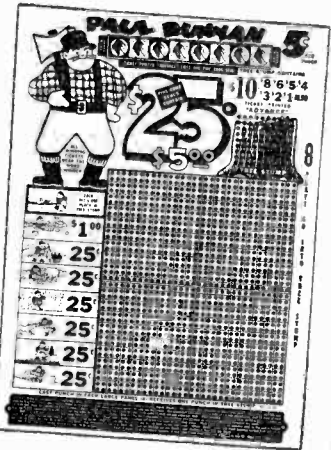
1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

Factory Sales Representative MAC MOHR CO., 2916 W. Pico Boulevard., Los Angeles, Calif.

PAUL BUNYAN IS BIG



Yes! I mean
BIG PLAY
BIG ACTION
BIG PROFIT



PAUL BUNYAN... That is a real cloth shirt and trousers he's wearing... 1216 holes... 5¢ per sale... Slot symbols... Takes in \$60.00... Total average payout \$31.25. Total average profit \$29.55... Extra-thick board... LIST PRICE \$5.95.

SUPERIOR PRODUCTS 14 NO. PEORIA ST. CHICAGO, ILL.

QUALITY SPEAKS FOR ITSELF

FIVE-BALL FREE PLAY		PAYOUTS	
Double Feature	\$24.50	1938 Kentucky Club	\$39.50
Progress	24.50	5¢ Royal Draw	97.50
Commodore	19.50	Derby Day Flat Top	19.50
Three Score	19.50	Sport King	99.50
Playmate	17.50	Derby Time	34.50
Buckaroo	17.50	Mills 1-2-3	22.50
Follies	17.50	ARCADE EQUIPMENT	
Super Six	14.00	Sky Fighter	\$127.50
Ocean Park	14.00	Anti-Aircraft	44.50
Thriller	14.00	Ten Strike, Large Unit	45.00
Fifth Inning	12.00	Ten Strike, Small Unit	35.00
1/3 Deposit With Order—Balance C. O. D.			

MODERN AUTOMATIC EXCHANGE, INC.

2818 CARNEGIE AVE., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

BUY A SHARE IN AMERICA

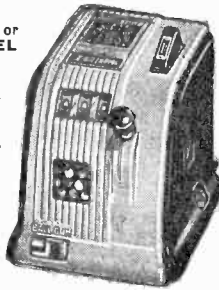
Buy U. S. Defense Savings Bonds and Stamps

BETTER BUY NOW!

DAVAL'S AMERICAN EAGLE

BELL-FRUIT or DEFENSE REEL SYMBOLS

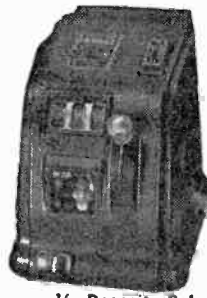
FEATURING FREE PLAY MYSTERY AWARD TOKEN PAY-OUT. 2 FULL YEARS UN-CONDITIONAL MECHANISM GUARANTEE. Sample \$34.50. Ball Gum Model only \$2 extra.



MARVEL

CIGARETTE REEL SYMBOLS

AMERICA'S GREATEST TOKEN PAY-OUT COUNTER GAME. STEADY PROVEN PROFITS FOR YEARS AND YEARS. Sample \$34.50. Ball Gum Model only \$2 extra.



1/3 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.

So. Automatic Warns Game Shortage

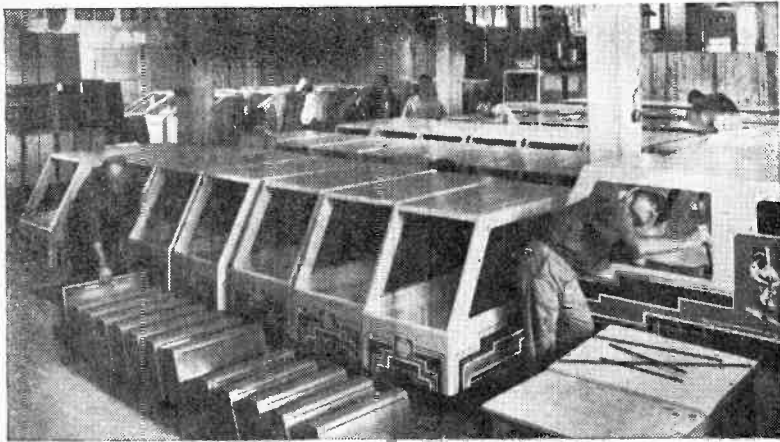
LOUISVILLE, Ky., July 26 (DR).—Leo Weinberger, Southern Automatic Music Company executive, warns operators that a game shortage may be in the making.

"For reasons that are obvious, both new and used games may soon be at a premium," says Weinberger. "Perhaps the least considered but most important reason is that the rapidly growing national income is throwing a lot of amusement money our way and opera-

MUST SELL!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.

BOX 285-C, MINNEAPOLIS, MINN.



SCIENTIFIC MACHINE CORPORATION'S BATTING PRACTICES roll off the production line and are shipped to operators all over the country in an uninterrupted flow. Here's one of the very good reasons for Scientific's "immediate delivery" record: A section of the elaborate woodworking plant in the Scientific factory. (MR)

Evans Automatic Bowling Clicks

CHICAGO, July 26. (MR).—Evans's Automatic Regulation Duck Pin Bowling Alleys have been hurtled into a wave of popularity in army and navy camps as well as defense industry areas, reports H. C. Evans & Company. "Because so easily installed and ideally suited to this purpose, installations of these alleys, large and small, are fast springing up all over the country," they say.

"A typical military installation featuring 20 Evans's Duck Pin Alleys exclusively, is the Military Sports Palace, located in Camp Dix, N. J., area. Operated by Robert E. Herlinger, this installation

has been meeting with success from the very start."

R. W. (Dick) Hood, president of H. C. Evans & Company, builder of the alleys, points out the possibilities this new sport holds for operators. "Here is a really unique opportunity," he says, "which operators are quickly grasping. The investment is moderate, installation is quick and easy, operation is greatly simplified, and returns are big. Our alleys, because of their lightning speed and uncanny automatic action, hold a special fascination to the young people of military and naval camps, as well as working right in harmony with their physical improvement. Evans's Automatic Regulation Duck Pin Alleys are beyond the experimental stage. Mechanically their operation is unerring.

"Pins are automatically reset completely after each frame, balls are returned, the triangular illuminated register above the alley shows pins toppled with each shot, all automatically, in the flash of an eye, and with such absolute precision it seems almost miraculous. Automatic action, plus the lighter balls which are capable of higher speeds with less exertion, makes these alleys about three times as fast as manual ten-pin alleys, which all add up to account for the amazing patronage and profits they enjoy.

"To the operator," Hood continues, "a very important consideration is the fact that the alleys are completely portable and entirely self-contained, requiring no special base, but may be laid over any floor. They can be taken up and moved with comparative ease at any time. High installation costs are saved; long-term leases, special foundations, etc., are made unnecessary. They come in three standard lengths, which permit them to be fitted into small or odd space. Judging from the remarkable success our automatic alleys are enjoying in army and navy camp and defense industry areas, as well as in general locations, we feel justified in predicting a fine future throughout the country for this new sport."

Balkin, Schillinger Join Fitz Force

NEW YORK, July 26 (MR).—John A. Fitzgibbons, Eastern regional director for Bally Manufacturing Company, has just added two well-known roadmen to his force. They are Mike Balkin and Ben Schillinger. Mike will cover the New England States while Ben has been assigned to New York State and New Jersey.

"The addition of Mike Balkin and Ben Schillinger to our road force means that all coin machine men in our territory will receive personal and careful attention," explained Fitz. "Both men know the business from away back when. They know the operator's problems and know how to work them out.

"Coinmen in our territory are urged to communicate with us immediately so that our new roadmen can meet them and explain our new plans for helping them to greater profits with Bally games. Instant and personal attention will be given to operators who contact us and, incidentally, they are in for a pleasant experience when they talk things over with either Mike or Ben."

Mike and Ben, convinced they have the best deal for their territories, are eager to get started. As Ben stated: "I've been in the coin machine business for a good many years. I know what the Bally games mean to operators. Now we've got something for them that was

Hi-Stepper



with the sensational "plus appeal"

The can't miss, plus the chance for a killing are the big appeals of Hi Stepper. Lights out 1-11, with one point for each number contacted thereafter — plus 5 points for No. 6 — plus Super Score of 25 points for lighting 3 girls on back panel. Plus that early winner appeal of one point for contacting white bumper when lit. And of course the ever popular high score appeal. You'll step high with Hi Stepper. Call your distributor now.



STONER CORP.

AURORA, ILLINOIS



Come one...
Come all...

CARNIVAL

SEALS \$15
\$10
\$5 1/4
\$3 1/2
7¢

163

STYL BY GARDNER ARZOV

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 lockpot circle and gives the players chills, thrills, and fills 'em with that playing frenzy which means bigger profits for you! Spinner circle is numbered for "hi-lo" play — also displays 48 seals with \$15 top award! Big \$43.95 average profit! Slot symbol tickets! Terrific flash! 163 winners! Order at once! No. 1800 CARNIVAL. PRICE: \$8.38.

Send for circulars showing many more NEW Gardner hits!

FOR DEFENSE BUY UNITED STATES DEFENSE SAVINGS BONDS AND STAMPS

GARDNER
2307 ARCHER - CHICAGO

THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

Double Play	\$70.00	All American	\$35.00
Boom Town	62.50	Flicker	37.50
Leader	24.00	Stratoliner	35.00
Zombie	34.00	Sports Parade	40.00
Sea Hawk	58.50	1/3 Deposit, Balance C. O. D.	

WRITE QUICK for Our Complete Price List of All New and Used Machines!!

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 8-3700

BADGER'S BARGAINS

SPECIAL MILLS JUMBO PARADE PAYOUTS... \$89.50

FREE PLAY GAMES	AUTOMATIC PAY OUTS
Bally Blue Grass, Like New	Pace Saratoga Juniors
Pace Saratoga (Comb. F.P.-P.O.)	Bally Grand Nationals
Western's Big Prize	Jennings Fast Time (P.O.)
Bally Dark Horses	Bally Grand Stands
Record Times	Mills Square Bells
Jennings Fast Times (F.P.)	Bally Royal Flush
Bally's Big Top (F.P.)	Bally Thistledowns
Sport Specials	Keeney Track Times, Red Heads
Mills Jumbo Parades (F.P.)	Bally Sport Pages
Gottlieb Track Record	Jennings Good Luck
Bally Gold Cups	Bally Fleetwoods
Mills 1939 1-2-3s	Bally Entries
Bally Eurekas	Jennings Liberties
Bally Triumphs	Pamco Parleys

Terms: 1/3 Cash Deposit With Order, Balance C. O. D. Write Today for Our Free Catalog Containing Hundreds of Machine Bargains. **BADGER NOVELTY COMPANY** 2546 N. 30TH STREET MILWAUKEE, WIS.

The Best Investment in the World Today Is U. S. Defense Savings Bonds and Stamps

JOCKEY CLUB

GREATEST 1-SHOT SINCE GRANDSTAND



Not since the days of Grandstand have you seen a payable to equal Bally's record-smashing JOCKEY CLUB! Packed with all the money-making features of Bally's famous multiples . . . plus new "Wild" Fours and Build-up Bonus . . . JOCKEY CLUB is pushing payable profits to a new all-time high. Get your share . . . get JOCKEY CLUB!

See Your Distributor!

FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS

YOU CAN BANK ON A BALLY GAME

ALSO IN PRODUCTION: Club Trophy 4-multiple deluxe replay game. High-Hand poker console, Roll-Em dice console, Big Top 3-reel console bell, Sky-Battle machine-gun, Bally Baby counter game. Pursuit 5-ball novelty or replay game.

BALLY MFG. COMPANY 2640 Belmont Ave. CHICAGO, ILLINOIS



TANYA, 4-month-old lion cub, is the mascot of Bill Frey, Inc., Miami. Mrs. Frey is holding the cub as it gives a terrific growl—or is it a yawn?

Legionnaire Into Games Picture

CHICAGO, July 26 (MR).—"Armed with powerful appeal, Legionnaire, our brilliant new game, marches into the coin machine game picture amid a fanfare of enthusiastic cheers from operators and distributors," says Sam Gensberg, Chicago Coin Machine Company executive.

"Early reports from our distributors indicates that Legionnaire is a sellout already and we have geared our production to take care of a tremendous demand," Gensberg says. "First shipments to distributors have been sold out and there is a great clamor among coinmen for rapid delivery of more."

Sam Wolberg, co-executive, described Legionnaire as a game with a distinctly different type of scoring and play. "It is truly the greatest combination of scoring themes we have seen in our long manufacturing experience. Legionnaire scoring with number lanes which put out selected numbers lighted on the backboard. It also has two special bumpers which, when lit, register replays. White bumper lanes register a mystery high score ranging from 2,000 to 6,000. When the lanes are lit, a ball passing

OPERATORS IN NEW YORK STATE AND NEW JERSEY YOU CAN BANK ON



BEN SCHILLINGER AND BALLY GAMES

"PURSUIT" "SPEED BALL"

BALLY'S NEW 5-BALL NOVELTY HITS

Ben is one of the pioneer figures in the coin machine business. He'll be in to see you with the latest news, the best prices, the finest trade-in allowances, the greatest deal and service for you that is unequalled. Be sure to meet our roadman Ben Schillinger! WRITE—WIRE—PHONE US TODAY for the time he'll be in to see you!!

JACK FITZGIBBONS

453 W. 47th STREET, NEW YORK ALL PHONES: Circle 6-8343

thru them lights Legionnaire on the backboard in five steps. Action both on the backboard and the playing field is colorful and intriguing, and with quality construction behind it all, Legionnaire is a top game beyond any doubt."

WE HAVE IT!

Baker's KICKER and CATCHER



IT'S TREMENDOUS!
IT'S TERRIFIC!

Here's the kind of a counter game you've always hoped to operate! No grief, simple mechanism, no wires and no batteries! Order today!

ARCADe OPERATORS:
It's a Natural!

MIKE MUNVES CORP.

593 Tenth Ave. New York, N. Y.

PENNY PLAY

\$29.75

Nickel Play—\$31.75
Stand—\$6.50 Extra

ARCADe HEADQUARTERS

TAKE A TIP FROM US AND BUY NOW!

Prices are Going Up! Stocks are Getting Scarce!

Black Cab. Paces Races . . . \$69.50 Exhibit Bowling Alley . . . \$29.50
Brown Cab. Paces Races . . . 89.50 Pikes Peak . . . 19.50
Rockola Ten Pins . . . 39.50 Texas Leaguers . . . 34.50

12 Record Rockola . . . \$24.50 Wurlitzer 1940 Counter Model 71 \$109.50
1940 Rockola Super Marble . . . 89.50 Add \$10 for Base
Adaptor & 10 Wall Boxes . . . 329.50
Wurlitzer Counter Model 61 . . . 79.50 Wurlitzer 1940 Model 700 . . . 199.50

SOUTHERN AUTOMATIC MUSIC COMPANY

542 South 2nd St. LOUISVILLE, KY. 531 N. Capital Ave. INDIANAPOLIS, IND. 425 Broad St. NASHVILLE, TENN. 312 W. 7th St. CINCINNATI, O.

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

10 Bally Mystics, Like New . . . \$37.50	1 Blue Grass . . . \$110.00
1 Baker's Target Skill . . . 47.50	3 Mills Jumbo Parades, Cash Pay . . . 75.00
5 Keeney's Red Hot . . . 12.50	2 Sky Fighters, Like New . . . 145.00
3 Stoner's Sparky . . . 45.00	2 Late Model Dominos . . . 99.50
1 Bally Dark Horse . . . 82.50	1 Triple Entry . . . 105.00
1 Record Time . . . 82.50	1 Trailway . . . 45.00

FIVE BALL FREE PLAY	1 Chicago Coin Roxy . \$19.50	2 Columbia Bell, Rear Pay, G.A. . . \$52.50
1 Bally Chevron . . . \$10.00	COUNTER GAMES	2 5¢ Blue & Gold, F.S. 39.50
1 Bally Headliner . . . 19.50	2 Mills Vest Pocket, Chrome, #420, No Meter, 5¢ Play . . . \$37.50	3 5¢ Chrome, F.S. . . 42.50
1 Bally Fleet . . . 29.50	1 Mills Vest Pocket, Blue & Gold, Meter, 1¢ Play . . . 35.00	PHONOGRAPHS
1 Bally Flicker . . . 45.00	1 Daval Twenty-One . . . 9.50	2 Seeburg Gems . . . \$119.50
1 Chicago Coin Yacht Club . . . 19.50	1 Jennings Little Merchant . . . 12.50	1 Rockola Ambassador, 16 Record . . . 45.00
2 Chicago Coin Ocean Park . . . 15.00	1 Groetchen Mercury . . . 17.50	1 Rockola Ambassador, 12 Record . . . 30.00
1 Genco Seven Up . . . 45.00	2 Columbia Bell, J.P. . . 40.00	1 Rockola Regular, 12 Record Light Up Cabinets . . . 35.00
2 Keeney Big Six . . . 17.50		
1 Keeney Super Six . . . 15.00		
1 Stoner Armada . . . 35.00		
2 Daval Follow Up . . . 22.50		

"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 Aug. 2, 1941."

MOSELEY VENDING MACHINE EX., INC.

00 Broad Street Richmond, Va. Day Phone 3-4511 Night Phone 5-5328

QUICK! WE'LL PAY CASH!! FOR ALL MODEL ROCK-OLA PHONOGRAPHS

GIVE FULL DETAILS AS TO CONDITION, MODEL, QUANTITY READY TO SHIP AND PRICE WANTED! WRITE! WIRE! PHONE! CALL!

HARRY PEARL—HAROLD LAWRENCE

KEYSTONE VENDING CO. OF NEW JERSEY

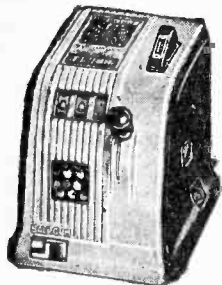
1125 BROAD ST., NEWARK, N. J. (All Phones: Blgelow 3-3225)

COIN MACHINE BUSINESS FOR SALE

In a superboom 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.

ORDER SAMPLE TODAY
New DEFENSE Model
AMERICAN EAGLE

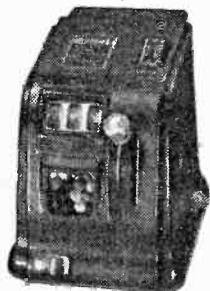
featuring FREE PLAY MYSTERY
AWARD TOKEN PAYOUT and
DEFENSE REELS. CAN ALSO
BE HAD WITH FRUIT REEL
SYMBOLS.



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

DEFENSE —BALL GUM—
BUY UNITED STATES SAVINGS BONDS AND STAMPS
15c Per Box, 100 Pieces.
Case of 100 Boxes,
\$13.75.
1/3 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.

**CENTRAL OHIO
QUALITY BUYS**

- CONSOLES
Bally BIG TOP, F.S. \$115.00
Evans JUNGLE CAMP, Cash & F.P.S. 115.00
Jennings BOB TAIL, Like New 89.50
Paces Reels 79.50
Paces Saratogas, Jr. and Sr. 75.00
Stanco Bells, Single—Mills Units 65.00
Stanco Bells, Double—Mills Units 89.50
Beulah Parks, Single 55.00
Kentucky Clubs 43.50
1937 Red Head Track Time 35.00
Jumbo Parades, Free Play 89.50
Jumbo Parades, Cash Payout 95.00
Jennings Liberty Bells 15.00
WANTED in Trade—Late Blue Fronts, Brown Fronts, Cherry Bells, Melon Bells, Bonus Bells, Columbus, Q. T.'s, State serial numbers.
Half Deposit With Order, Balance C. O. D.

**Central Ohio Coin
Machine Exchange, Inc.**
491 S. HIGH ST. COLUMBUS, OHIO

F.P. BUYS for the Wise!

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|--------------------|--------------------|
| Lender \$27.50 | Four Roses \$46.50 |
| Crossline 26.50 | Big Show 12.50 |
| All American 38.50 | Sun Beam 48.50 |
| Sports 14.00 | Score Champ 16.50 |
| Powerhouse 20.50 | Lineup 28.40 |
| Gold Star 31.50 | Drum Major 20.50 |
| Big Time 38.50 | Anabel 20.50 |
| Velvet 46.50 | Sporty 18.50 |
| Seven Up 46.50 | Punch 12.50 |
| Matro 36.50 | Jelly 18.50 |
| Flicker 41.50 | Blondie 18.50 |
| Bandwagon 28.50 | Yacht Club 18.50 |
| Stars 48.50 | Sport Parade 46.50 |
| Rotation 14.00 | Nippy 12.50 |
| Landslide 16.50 | Formation 27.50 |
| Commodore 12.50 | Big Chief 32.50 |
| Zombie 36.50 | Stratoliner 38.50 |
| Short Stop 14.00 | Roxy 12.50 |
| Polo 20.50 | |

ALL GAMES RECONDITIONED AND SHIPPED LIKE NEW. WE CARRY A COMPLETE LINE OF NEW AND USED FREE PLAY GAMES. FOR FASTER SERVICE PLEASE ORDER SECOND CHOICE WHEN ORDERING.
1/3 Down, Balance C. O. D.
"THE HOUSE OF 'GOOD WILL'"

Ambassador Vending Co.
789 Coney Island Ave., Brooklyn, N. Y.



A GROUP OF UP-STATE New York's progressive operators snapped in front of the Seiden Distributing Company, Albany, N. Y. Left to right are John Cerrotta, of Red Hook; Jules Olshein, of Seiden; Bud Geel, of Rensselaer, and Jack Miraglia, of Pittsfield, Mass. (DR)

**Ace Bombers Wins
Operator's Okeh**

LONG ISLAND CITY, N. Y., July 26 (MR).—"History repeats itself" is the apt phrase used in connection with Mutoscope's Ace Bomber, the winner that is bringing back the good old days of overflowing cash boxes for operators throughout America," state officials of the International Mutoscope Reel Company.

"It is a source of real gratification that we are able to follow up our other successes with as worthy a machine as Ace Bomber," explained William Rabkin, president of the firm. "Briefly stated, this gun is exactly what these times demand—a machine that provides escape amusement for people who are weary and perhaps a little frightened of war headlines.

"Ace Bomber's long-lasting appeal is founded on action, and plenty of it. The public never tires of the game because it is a constant challenge to their skill as well as a means of letting off steam at an imagined approaching enemy. We are proceeding full speed ahead with production on Ace Bomber, and every effort is being made to provide our distributors with the quantities they need to fill the orders of operators all over the country."

BARGAINS!

5-BALL FREE PLAY GAMES

- | | |
|------------------------|-------------------------|
| BALLY | GEMCO |
| Flicker... \$55.00 | Seven Up... \$55.00 |
| Broadcast... 45.00 | Four Roses... 55.00 |
| Attention... 45.00 | Big Chief... 49.50 |
| Progress... 39.50 | Metro... 47.50 |
| Crossline... 42.50 | Band Wagon... 39.50 |
| Glamour... 29.50 | Dude Ranch... 39.50 |
| Lime Light... 24.50 | Blondie... 27.50 |
| Roller Derby... 22.50 | Big Town... 24.50 |
| White Balls... 22.50 | Follies of '40... 22.50 |
| C. O. D... 14.50 | Mr. Chips... 17.50 |
| Triumph... 14.50 | |
| BAKER | GOTTLIEB |
| Line Up... \$37.50 | School Days... \$55.00 |
| On Deck... 29.50 | Parade... 49.50 |
| Doughboy... 24.50 | Gold Star... 42.50 |
| Four-Five-Six... 14.50 | Bordertown... 34.50 |
| | Drum Major... 29.50 |
| CHICAGO COIN | Oh Johnny... 29.50 |
| Sport | Lite-A-Card... 24.50 |
| Parade... \$59.50 | Score Card... 24.50 |
| Strat-o-Liner... 49.50 | Three Score... 24.50 |
| All American... 49.50 | Big Show... 19.50 |
| Dixie... 39.50 | Bowling |
| | Alley... 24.50 |

TO AVOID DELAY,
GIVE SECOND CHOICE
1/3 Deposit, Balance C.O.D.

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COIN MACHINE CO.**
3130 W. Lisbon Ave., Milwaukee, Wis.

A-1 CONDITION—FREE PLAY

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| All | Stars... \$38.00 |
| American \$34.50 | Salute 57.50 |
| Broadcast 33.00 | Spot Parade 41.00 |
| Dude Ranch 19.50 | Stratoliner 34.50 |
| Duplex 49.50 | Sea Hawk 56.50 |
| Entry 65.00 | Sparky 29.50 |
| Fleet 25.00 | Sara Suzy 25.00 |
| Flicker 35.00 | Wild Fire 55.00 |
| Formation 23.50 | Zombie 34.00 |
| Four Roses 40.00 | Anabel 17.00 |
| Gold Star 26.00 | Blondie 17.00 |
| Hi Hat 65.00 | Dbia. Feature 12.00 |
| Leader 24.50 | Drum Major 15.00 |
| League Leader 44.00 | Lucky 12.00 |
| Mystic 44.50 | Lancer 12.00 |
| Major ('41) 69.50 | Rotation 15.00 |
| Paradise 33.50 | Short Stop 15.00 |
| Play Ball 57.00 | Thriller 11.00 |
| Powerhouse 19.50 | Triumph 10.00 |
| Polo 17.50 | Red White & Blue 35.00 |

1/3 Cash Deposit, Under \$18.00 Full Cash.
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MARC MUNVES, INC. 555 West 157th St. New York, N. Y.

Spectacular Super Success!
Hailed with a bombburst of enthusiasm! Players rave! Operators cheer! Distributors acclaim Evans' SUPER BOMBER the outstanding achievement 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. **DEFENSE**

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
Factory Sales Representative **MAC MOHR CO.** 2916 W. PICO BLVD. LOS ANGELES, CALIF.

YOU'VE GOT TO SEE THE SECRET APPEAL TO PROFITS IN FLIPPER

By MARKEPP

★ Wherever placed Flipper is acclaimed "The Greatest Profit Making 1¢ Pure Amusement Counter Game Ever Built!" Weekly earning reports of \$25.00 and more being constantly reported. Play It Just Once Yourself! See the Penny Hesitate! Wow! What a Game! Separate Compartments for Winners Right in Big \$50.00 Capacity Cash Box! Order Today—Be First With "Flipper"!!

DISTRIBUTORS!!
A FEW TERRITORIES ARE STILL AVAILABLE! WRITE QUICK FOR FULL DETAILS AND PRICES!!

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\$19.50

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\$37.50

THE MARKEPP CO.
3328 Carnegie Ave., Cleveland, O.

Look To The GENERAL For LEADERSHIP!

Blue Grass \$129.50	Immediate Delivery	Sky Line \$27.50
Blue Ribbon 20.00	Gottlieb's SKY LARK	Roxy 19.50
Fairgrounds, F.P. 22.50	Keeney's SKY LARK	Powerhouse 27.50
Five-In-One 49.50	Jennings' BOB TAIL & SILVER	Red Hot 17.50
Gold Cup 35.00	MOON TOTALIZERS	Score Card 19.50
Mills F.P. Slot 95.00	MILLS' JUMBO	Silver Skates 57.50
Triple Entry (Cracked Glass) 115.00	MILLS' THREE BELLS AND FOUR BELLS	Sports 15.00
Many other games in stock.	Pace's SARATOGA AND REELS	Yacht Club 22.50

Write for Complete List of America's Finest Reconditioned Machines. 1/3 Cash With Orders, Balance C. O. D.

THE GENERAL VENDING SERVICE CO. 306 NO. GAY ST. BALTIMORE, MD.

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd



CHAMPION OF BIG-TEN LEAGUE in Detroit is the J & J Novelty Company bowling team, sponsored by J & J Novelty Company, Bally Manufacturing Company, distributor in the motor metropolis. (MR)

Little Rock Cuts City License on Pinball Machines

LITTLE ROCK, Ark., July 26.—Little Rock operators scored when the city council repealed an ordinance which would have greatly increased the privilege taxes on operators.

The repealed ordinance, passed at the June 23 meeting of the council, taxed operators \$25 for each machine up to 10, and \$100 for each machine over 10. The operators argued that it increased the tax on machines in excess of the State decreed maximum of \$5.

The new ordinance, passed July 7, increases the privilege tax on individual operators or distributors of games from \$100 to \$250 a year, and fixes the tax on machines at \$5 each.

The City Collector estimates the \$5 payments will be made on approximately 700 marble machines.

are just being introduced in this territory.

Michael A. Angott Jr., manager of the Angott Sales Company, Inc., has become an expert horseman in his spare time, maintaining his own horses and stables just west of Detroit.

Richard Ringo, music operator who also operated the Auto Bar, where he made his headquarters, has moved to Florida, with the Marquette Music Company taking over the business here.



COLUMBIA GOLD AWARD CIGARETTE BELL

Designed for operation in restricted territories. Convertible from penny to nickel, dime or quarter play. Supplied with 10 or 20 stop reels. Write for full details and confidential operator's price.

GROETCHEN TOOL COMPANY

30-N. Union St. Chicago, Ill.

"YOU PICK 'EM—WE SHIP 'EM"

EVERY GAME LISTED READY TO GO AT ONCE!

Sport Kings \$122.50	Santa Anitas \$122.50	Thistledowns \$56.50
Grand Nationals 87.50	Grandstands 74.50	Spinning Reels 87.50
Sport Pages, \$54.50 Hawthornes, \$54.50		

THOROUGHLY RECONDITIONED FREE PLAYS

All Americans \$52.50	Follies \$24.50	Record Times \$94.50
Bandwagons 42.50	Four Roses 64.50	Rotations 27.50
Beautys 24.50	Fox Hunts 34.50	Roxys 22.50
Big Chiefs 52.50	Glamours 34.50	Sea Hawks 69.50
Big Shows 24.50	Gold Stars 41.50	Seven-Ups 64.50
Big Towns 24.50	Jollies 26.50	Short Stops 29.50
Brite Spots 27.50	Lancers 24.50	Silver Skates 54.50
Broadcasts 49.50	Leaders 41.50	Stars 61.50
Cadillacs 34.50	Mascots 24.50	Stratoliners 56.50
Commodores 21.50	Merry Go Rounds 27.50	Summertime 32.50
Crosslines 42.50	Metros 49.50	Triumphs 14.50
Dixies 41.50	Mr. Chips 19.50	Vacations 26.50
Do-Re-Mis 67.50	Play Balls 64.50	Yacht Clubs 27.50
Flickers 54.50	Powerhouses 34.50	Zombies 56.50

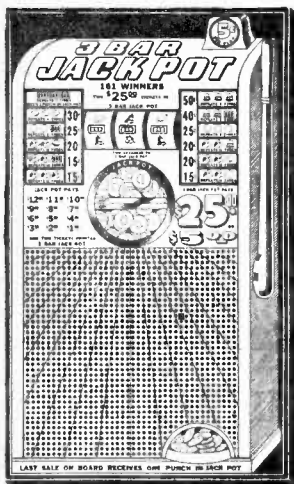
One-third deposit with order, balance C. O. D.—All orders subject to prior sale Immediate Delivery New Games—Get Our Deal Before Buying

SEND FOR COMPLETE LIST TODAY!

GRAND NATIONAL SALES CO.

2300 ARMITAGE AVENUE

CHICAGO, ILLINOIS



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 Jackpot 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.

Munves Ready With First Contest Pix

NEW YORK, July 26 (MR).—Mike and Joe Munves announced they are now ready to release the first of the many hundreds of pictures they have received from Penny Arcade owners all over the country in response to their \$1,200 contest.

"The first pictures are those of the world-famed Schork & Schaffer Amusement Center on Broadway," stated Mike and Joe. "The spot, probably one of the best known arcades in the country, has received reams of publicity in leading national publications. It is visited by noted names in the American scene."

"Pictures of other arcades will also be released soon. We believe the trade will find them interesting and educational. Men who are considering opening new arcades will find the pictures a valuable source of ideas. The operators entering the contest show they have made a serious study of the public and know just how to line up their games for the greatest profit."

The Mike Munves Penny Arcade Contest closes at midnight September 15. The brothers expect to receive many additional arcade photos and new machine ideas to add to the imposing collection already on hand. The contest seems to have proved very popular and it may be made an annual event. The firm is also offering informative booklets to Penny Arcade owners who desire facts on the Penny Arcade business.

Detroit

DETROIT, July 26.—Sam Lucas, who was manager of the Michigan Panoram Company, has bought out the interest of Ben Berkman, of Detroit, and Edward E. Gurian, of Chicago, and is now the sole owner. Lucas has also secured the appointment as Michigan representative for the new Panoram wall boxes, which

WAIT! Coming Soon!

EVANS' PLAY BALL

Manikins Actually

Play Baseball!

New! Different! Original!
Not a Toy! No Make-Believe!

Your Lucky Break! Will Be SPOT POOL

Gottlieb's Finest, Quick Delivery.

TRIANGLE VENDING MACHINE CO.

Distributors 14 OLNEY ST. PROVIDENCE, R. I.

SPOT POOL

with SPECIAL "SPOT-EM" FEATURE!

TERRIFIC GIGANTIC COLOSSAL

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HAVE YOU A NEW MACHINE IDEA?
IT MAY BE WORTH \$1,000 TO YOU

ENTER MIKE MUNVES \$1,200 CONTEST NOW!

MIKE MUNVES CORP. 520 West 43rd st. NEW YORK CITY

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.

CONSOLES, ETC.	FREE PLAY MINT VENDORS	FREE PLAY GAMES
High Hand \$169.50	Mills \$79.50	Attention \$35.00
Galloping Dominos 89.50	Jennings \$59.50	Big Chief 25.00
Faces Races, Br. 95.00		Big Time 45.00
Jumbo, F.P. 85.00		Boom Town 55.00
Saratoga, Combination F.P. & P.O. 115.00		Flicker 39.50
Jungle Camp, Comb. F.P. & P.O. 95.00		Fox Hunt 22.50
1937 Skill Time 37.50		League Leader 45.00
		Mystic 40.00
		Polo 17.50
		Sea Hawk 57.50
		Sky Ray 65.00
		Super Six 10.00
		Ump 49.50
		Wow 52.50
		Yacht Club 17.50
		Velvet 47.50
		Zombie 37.50

NATIONAL VALUES

PAYOUTS	1-BALL FREE PLAY GAMES
Grand Natls. \$85.50	Mills 1940 1-2-3, Fruit Reels \$75.00
Santa Anita 119.50	Sport Page 47.00
Hawthorne 55.00	Dark Horses 87.50
Sea Biscuit 49.50	
LEGAL EQUIPMENT	SLOTS
Bally Rapid Fire \$104.50	Mills F.P. Slots with Mint Vendor \$90.00
Bally Lucky Strike Bowling Game 24.00	Vest Pockets, Green 27.50
Bally Alley Bowling Game 15.00	PHONOGRAPHS
Gottlieb Skiballetta, New 75.00	Rockola 1940 Super Rockolite \$195.00
Keeney Anti-Aircraft 49.50	Rockola 1940 Super Walnut 185.00
Seebury Chicken Sam 45.00	Rockola 1940 Master Rockolite 175.00
Jennings Cigarola 89.00	Rockola 1939 De Luxe 139.00
Evans Tommy Gun 85.00	Rockola 1939 Standards 127.00
Keeney Air Raider 104.00	Rockola 12 Record 29.00
Rockola Ten Pins 49.50	Wurlitzer 500 Piano Keyboard 145.00
	Wurlitzer 616 52.50
	Wurlitzer 412 35.00
5-BALL FREE PLAY GAME BARGAINS	
Anabel \$24.50	Clipper \$15.00
All American 45.00	Commodore 22.00
Attention 49.50	Congo 35.00
Bally Beauty 24.50	Dough Boy 27.50
Bandwagon 42.50	Drum Major 34.50
Big Chief 54.50	Fantasy 14.00
Big Six 12.00	Flicker 55.00
Big Town 25.00	Follies '40 22.50
Blonde 27.50	Formation 37.50
Boom Town 65.00	Four Diamonds 55.00
Bowling Alley 22.00	Gold Star 42.50
Britt Spot 24.50	Hi Hat 65.00
Cadillac 34.50	Landslide 27.50
Charm 22.50	Leader 39.50
	Limelight \$26.50
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	Polo 32.00
	Powerhouse 37.50
	Rebound 14.50
	Red Hot 17.50
	Roxy 22.50
	School Days 65.00
	Scoops 12.00
	Score Card 22.00
	Score Champ 22.50
	Seven Up 65.00
	Silver Skates \$85.00
	Skyline 37.50
	Speedway 35.00
	Sports Parade 64.50
	Sporty 27.50
	Stars 59.50
	Stratoliner 47.50
	Super Six 17.00
	Three Score 27.50
	Topper 15.00
	Vacation 28.50
	White Sails 15.00
	Yacht Club 22.50
	Zombie 51.00

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

FREE PLAY GAMES	FREE PLAY GAMES	GUNS & MISCELLANEOUS
Flicker \$49.50	Progress \$37.50	Defender \$109.50
Stratoliner 49.50	Sea Hawk 59.50	Rapid Fire 99.50
Speed Demon 37.50	Trailway 64.50	Jallbird 47.50
Lucky Strike 22.50	Short Stop 27.50	Shoot the Chutes 64.50
Bally Charm 17.50	Britt Spot 19.50	Bull's Eye 34.50
O'Boy 17.50	Victory 27.50	Viewscope 19.50

AJAX NOVELTY COMPANY 2707 Woodward DETROIT, MICHIGAN

IMMEDIATE DELIVERY ALL NEW GAMES!
 TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
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 1411-13 Diversey Blvd. CHICAGO

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GREATEST TOKEN PAYOUT OF ALL TIME!

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BELL-FRUIT REELS! FREE PLAY TOKENS PAID OUT! 1c or 5c MODELS! MECHANISM UNCONDITIONALLY GUARANTEED FOR 2 FULL YEARS!! COMPLETE PERCENTAGE CONTROL! ORDER QUICK!

MYSTERY AWARD!

\$34.50

Ball Gum Model Only \$2 Extra

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SUSPECT

More EXAGGERATED CLAIMS! For Your Money **BUY WISELY—BUY MONARCH!**

Wire! Phone! Write! Limited Quantity—Original Crates—New Five-Ball F. Co Play Games! Closeout Prices! Seven Different Games!

BALLY FOUR COIN MULTIPLE FREE PLAY NOVELTY GAMES

Sport Special . . . \$84.50	Record Time . . . \$94.50	Blue Grass . . . \$129.50
Sport Event . . . 99.50	Gold Cup, leg model . . . 42.50	Gold Cup, console . . . 42.50
Victory . . . 44.50	Eureka . . . 39.50	Dark Horse . . . 109.50

RECONDITIONED PHONOGRAPHS

Wurlitzer 1939 Counter Model 61 . . . \$84.50	Wurlitzer 1939 Model 600 . . . \$144.50
Wurlitzer 1939 Model 500, Piano Keyboard . . . 154.50	Wurlitzer 1938 Model 24 . . . 89.50
Wurlitzer 1938 Model 24A, Sluggproof . . . 97.50	Wurlitzer 1937 Model 616 . . . 54.50

AUTOMATIC CONSOLES

Evans 1940 Royal Lucre, 7 coin head . . . \$159.50	Pace Saratoga, 1940 Model, comb. F.P. & Payout, sluggproof, skillfield . . . \$149.50
Evans 1939 Galloping Dominos, factory rebuilt . . . 164.50	Buckley Track Odds, perfect . . . 109.50
Paces Races, brown walnut cabinet . . . 104.50	Jennings Multiple Racer . . . 49.50
Bally Royal Flush, card console . . . 69.50	Pace Saratoga, skillfield . . . 84.50
Evans Bangtalls, new type head . . . 79.50	Mills Square Bell, skillfield . . . 69.50
	Jennings Fastime, skillfield . . . 89.50

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

CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE

NOTE TELLER

Punch . . . \$10.50	Pick 'Em (Nov.) . . . \$ 9.75
Zombie . . . 38.00	Chicken Sam . . . 49.50

5% OFF for full cash with order. Cashier's check, certified check, or money order only.

We buy, sell and trade used phonographs. Always a large stock on hand.

"America's QUALITY Used Game Headquarters"

NATIONAL NOVELTY CO.

183 MERRICK ROAD, MERRICK, L. I., N. Y.

Just 2 Things To Do for Credit:
1. Send Your Order With 10% Dep.
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Buy U. S. Defense Savings Bonds and Stamps

SIMON SALES

437 WEST 42ND ST. NEW YORK, N. Y.

5 BALL FREE PLAY, CAREFULLY RECONDITIONED.

Trailways . . . \$34.50	Defense . . . \$34.50
Salute . . . 59.50	Big Chief . . . 34.50
Sunbeam . . . 57.50	Leader . . . 29.50
League Leader . . . 54.50	Bandwagon . . . 29.50
Red, White & Blue . . . 49.50	On Deck . . . 27.50
Repeater . . . 49.50	Landslide . . . 22.50
Broadcast . . . 47.50	Score Champ . . . 19.50
Flicker . . . 42.50	Triumph . . . 17.50
Paradise . . . 39.50	Super Six . . . 16.50
Zombie . . . 39.50	Oh Boy . . . 15.00

NOW DELIVERING EXHIBIT'S "WEST WIND" KEENEY'S "TWIN SIX"

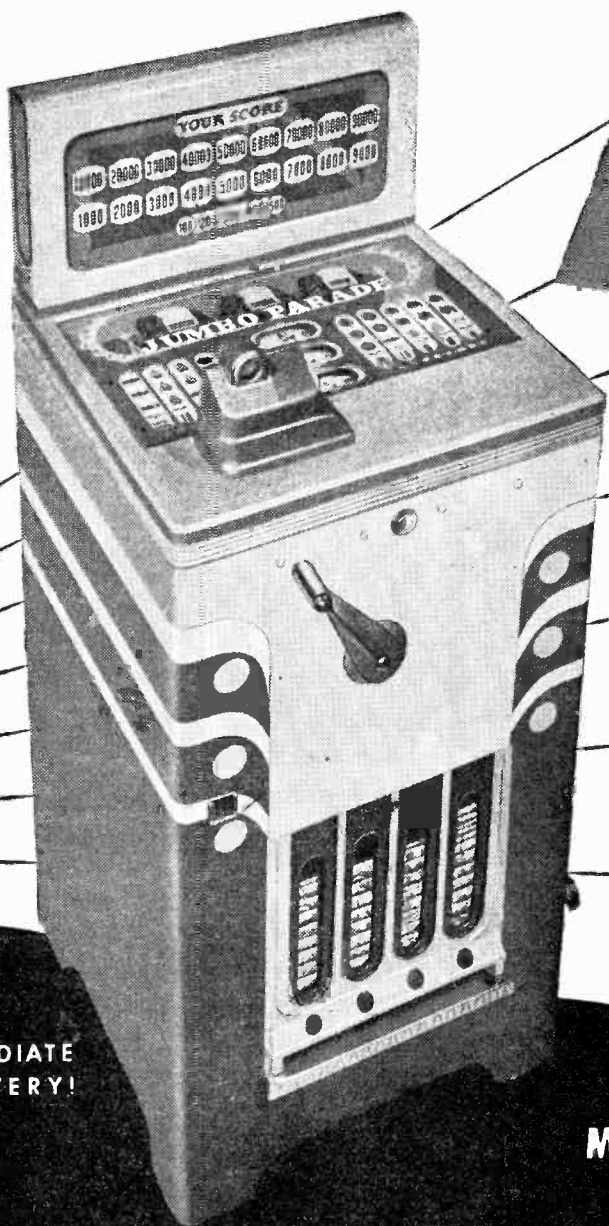
Best Money-Making Equipment. BELLS, CONSOLES, TABLE MODELS.

Price list furnished upon request of all kinds of new and used coin operated amusement machines.

Mississippi

NATCHEZ, Miss., July 26.—Despite intense heat during the past several months coin machine business has been holding up very well, according to operators.

Buster Williams, Mississippi, Louisiana, and Arkansas operator, is now associated with the Seramac Novelty Company. Williams is from Newellton, La.



EQUIPPED WITH **PLAY-METER!** AUTOMATIC - INSTANTANEOUS

Mills Combination Jumbo can be switched from Free Play to Payout in a few seconds. Also equipped with Front Mint Vender. Its big feature is the exclusive Mills PLAY-METER with 21 months of perfect mechanical operation behind it. Adds and subtracts free games instantaneously. Readings legible at distances up to 100 feet. Immediate delivery. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

IMMEDIATE DELIVERY!

MILLS COMBINATION JUMBO

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

May Coin Machine Export Figures

WASHINGTON, July 26.—Total exports of coin machines for the month of May were 585 machines, valued at \$95,652, according to figures issued by the division of Foreign Statistics of the Department of Commerce. While the number of machines dropped sharply from the 1,007 total for April, the dollar value figures held up well in comparison with the \$119,065 dollar value total for April machines. Machines exported during May were the more expensive types.

Phonographs, as usual, accounted for the greatest number of machines, with 417 machines, valued at \$82,678, shipped. In April 510 machines were exported, with a total dollar value of \$93,376. In second place were amusement machines other than venders with 100 of this classification, valued at \$9,713, exported. April comparative figures were 146 machines, with a value of \$11,923. Vending machines accounted for 68 venders, valued at \$3,261. In April 173 machines were valued at \$1,891.

MILLS PHONOGRAPHS BELLS TABLES

Distributor CONSOLES

KEYSTONE NOVELTY & MFG. CO.

26th & Huntingdon Sts., Philadelphia, Pa.

Baltimore Office: Baltimore, Md.

515 Cathedral St., Baltimore, Md. Buy United States Savings Bonds and Stamps.

HERCULES' PRICE LIST IS UNEQUALLED!

NEW GAME PRICES TOO HIGH?

We've Got the Latest and Best Used Games at Prices That Are 100% Right! Get Our List Quick!

HERCULES MACHINE EXCH., INC., 1175 BROAD ST., NEWARK, N. J.

I. I. 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.

1070 Broadway, BROOKLYN, N. Y.

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS ALLIED APPROVED RECONDITIONED COIN MACHINES USED!

FREE PLAY GAMES

Boom Town	\$57.50	Lone Star	\$27.50	Punch	\$23.50
League Leader	57.50	Brite Spot	27.50	Score Champ	23.50
Broadcast	43.50	Three Score	27.50	Commodore	23.50
Attention	43.50	Jolly	26.50	White Sails	22.50
Mills Five n One	49.50	Big Town	26.50	Oh Boy	22.50
Fleet	39.50	Big Show	26.50	Lot O Fun	19.50
Sara Suzy	37.50	Mascot	26.50	Super Six	19.50
Summertime	32.50	Charm	24.50	Lucky	19.50
Yacht Club	29.50	Roxy	24.50	Flash	19.50
Sporty	29.50	Follies	24.50	Super Charger	19.50
Landslide	28.50	Lancer	24.50	Mr. Chips	19.50

AUTOMATIC PAYABLES

Santa Anita	\$122.50	Derby King	\$57.50	Dead Heat	\$38.50
Sport King	122.50	Derby Time	39.50	Hey Day	29.50
Big Prize	79.50	Gold Medal	39.50	Bally Classic	17.50

LEGAL EQUIPMENT, BOWLING GAMES, GUNS, ETC.

Bally Rapid Fire	\$104.50	Seeburg Shoot the Chutes	\$79.50
Seeburg Jalbird	69.50	Evans Ten Strike	49.50
Seeburg Chicken Sam	49.50	Keeney Anti-Aircraft Gun	49.50

PHONOGRAPHS

Wurlitzer E 00, Like New	\$149.50	Seeburg Plaza	\$134.50
Wurlitzer 300A	134.50	Seeburg Regal	124.50
Wurlitzer 81E	54.50	Rockola Luxury Line-Up, '39	139.50
Wurlitzer 716	54.50	Rockola Standard, 1939	127.50
Wurlitzer 61, Counter Model	79.50	Rockola '40 Super Rockalite	197.50

IMMEDIATE DELIVERY ALL NEW GAMES!

PHONE: CAPITOL 4747 TERMS: 1/3 Deposit, Balance C. O. D.

Allied NOVELTY CO. 3520 W. FULLERTON AVE. CHICAGO

You can ALWAYS depend on JOE ASH—ALL WAYS FINEST FREE PLAYS READY FOR SHIPMENT!

Boomtown	\$67.50	League Leader	\$47.50	Mills 1-2-3, F.P.	
Brite Spot	14.50	Lineup	19.50	Animal Reels	\$24.50
Commodore	14.50	Mystic	44.50	Stars	44.50
Double Feature	12.50	Roxy	14.50	Velvet	44.50
SPECIAL—Keeney TEXAS LEAGUERS, New, in Original Cases, 1 1/2 Play	42.50	Ump	45.00		

1/3 With Order, Balance C. O. D. WRITE FOR COMPLETE LIST!

ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.



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

2837 West Pico Blvd., Los Angeles, Calif.

WESTERN DISTRIBUTORS, INC.

1226 S. W. 16th St., Portland, Oregon
3126 Elliott Avenue, Seattle, Wash.



ACE BOMBER, like all Mutoscope products, is BUILT TO LAST. It is performing perfectly under a constant barrage of play.

BIRMINGHAM VENDING CO.

2117 Third Ave., North, Birmingham, Ala.



PROFIT COMMUNIQUE: Ace Bomber is capturing the biggest collections of the year!

DENVER DISTRIBUTING CO.

1856-58 Arapahoe St., Denver, Colorado



That rugged two-handed trigger gives the player the feeling that he's handling the real thing. Just holding the gun is a thrill in itself!

THE

General Vending Service Co.

306 North Gay St., Baltimore, Md.



100% LEGALITY is what operators want and need right now . . . and ACE BOMBER is the game that provides this protected income!

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!

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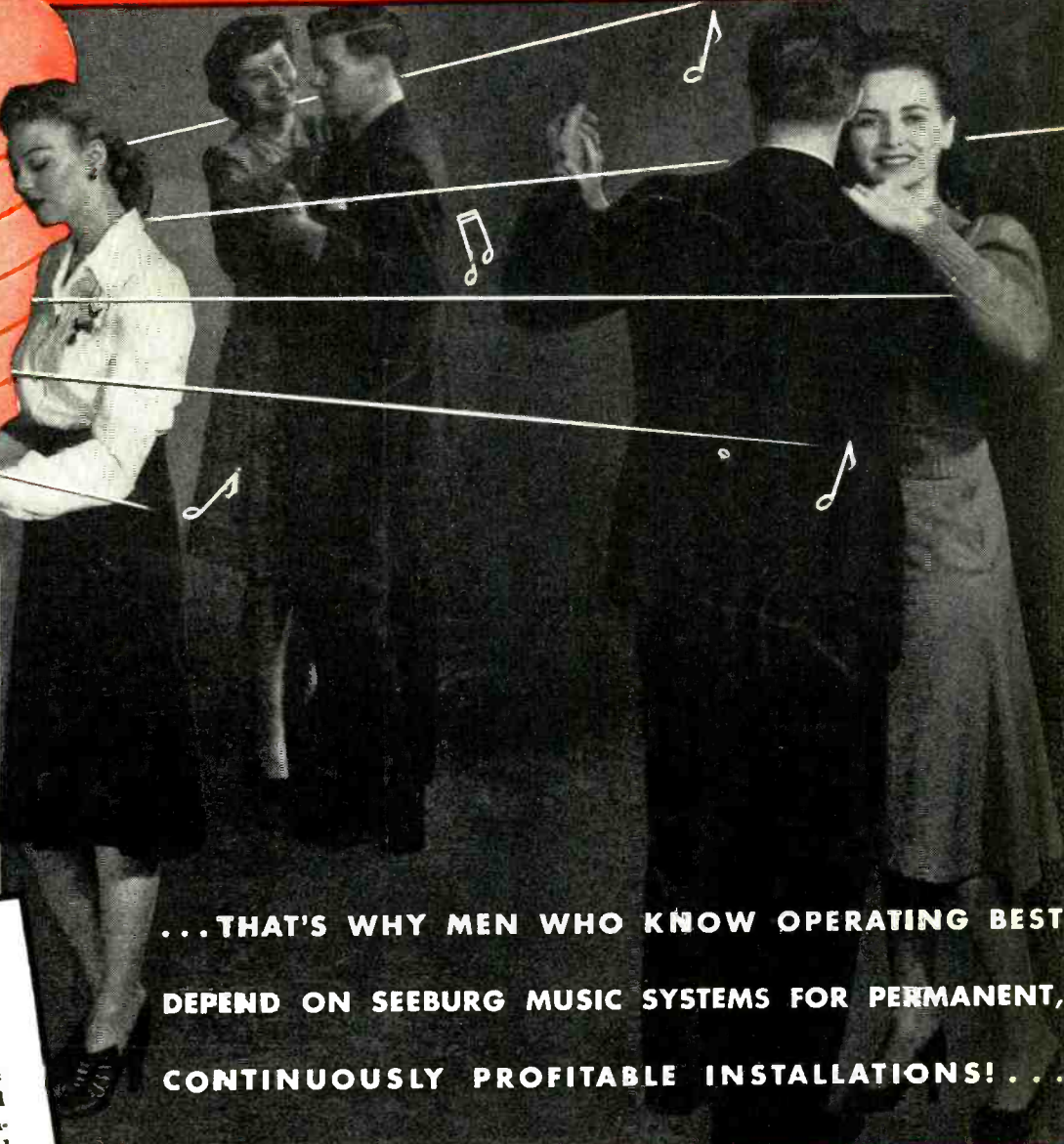
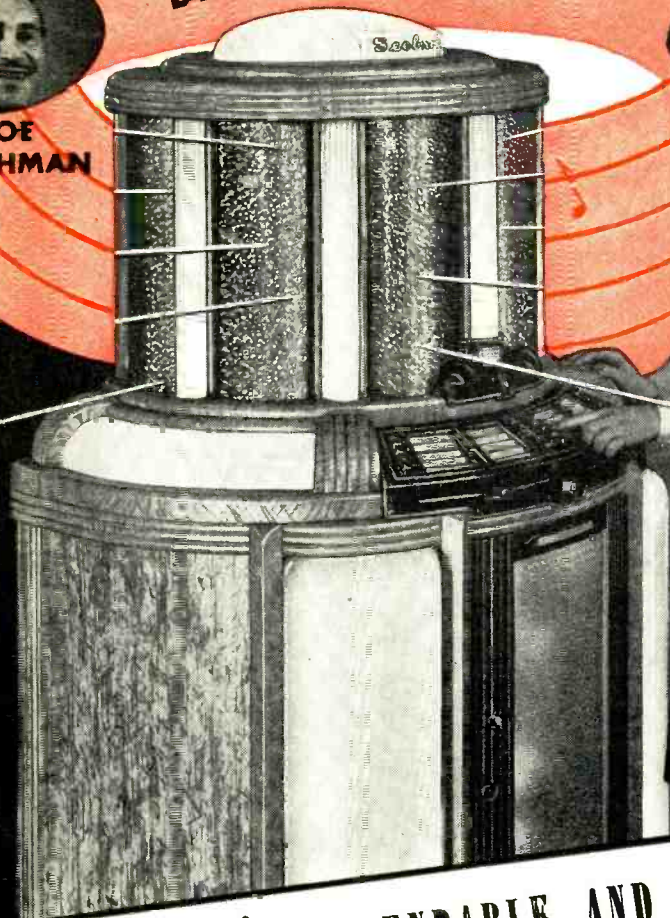


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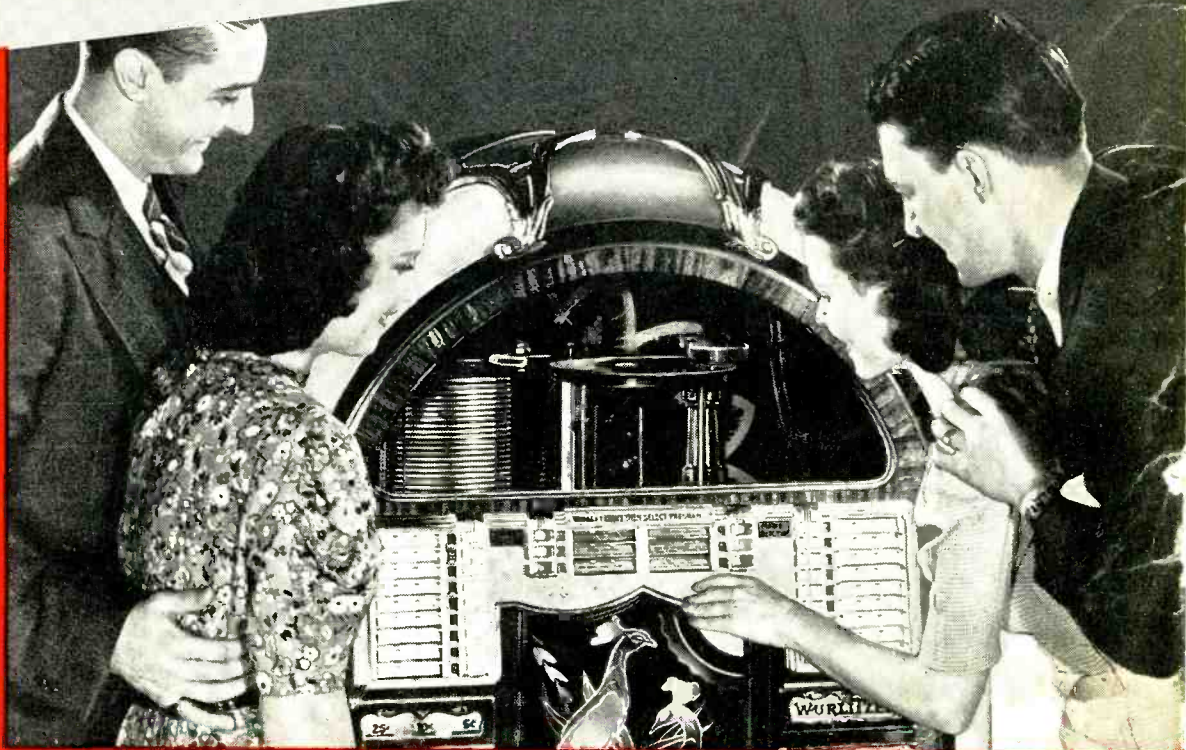
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