

The Billboard

The World's Foremost Amusement Weekly

AUGUST 16, 1941

15 Cents

Vol. 53. No. 33



**XAVIER
CUGAT**
The Rhumba King

Soon To Appear in a Series
of Symphonic Concerts

Currently Waldorf-Astoria
Hotel, New York

On the Air for Camel
Cigarettes

Thursdays 7:30-8 P.M.
Over NBC Red Network

Direction:
Music Corporation of

How GALE blows up a cyclone of interest

in the recordings of

ELLA FITZGERALD

THE FOUR INK SPOTS • ERSKINE HAWKINS



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

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

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

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

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

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



WHY GRANDMA
WHAT BIG EARS
YOU HAVE!

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

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

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

The medium? The Billboard, of course.

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

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

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

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

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



DECCA RECORD # 3666
BACKED BY
"I'M THE LONESOMEST GAL IN TOWN"

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

"YOU'LL NEVER FORGET,"
SAYS
WALTER WINCHEL
IN
630 NEWSPAPERS,
**THE FOUR
INK SPOTS**
RECORDING OF
"PLEASE TAKE A LETTER, MISS BROWN"
DECCA RECORD #3626
BACKED BY "RING TELEPHONE RING"

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



CHARMING!
THE
**FOUR
INK
SPOTS**

NEW DECCA RECORDING OF
"YOU'RE LOOKING FOR ROMANCE"
BACKED BY
"WE'LL MEET AGAIN"
NO. 3656

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

"KEEP COOL FOOL"

LISTEN TO!
THE NEW BLUEBIRD—
VICTOR DISC NO. 11019
RECORDED BY
THE 20th CENTURY GABRIEL
ERSKINE HAWKINS
and his Famous Orchestra
BACKED BY "NO USE SQUAWKING"

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

AD AGENCIES OPTIMISTIC

Rifles "Louder" 10 Feet Higher, So Endicott Leaves for Coast

ATLANTIC CITY, Aug. 9.—Tom Endicott, operator of the Dude Ranch, Western-style nitery, is burning aplenty at noise restrictions directed against his spot. As a result he is putting his 1,000-seat nitery up for sale and aims to move to the West Coast. "I am leaving for Hollywood as soon as I can sell the best and cleanest night club in Atlantic City," says Endicott, veteran outdoor showman.

Nitery op burned when the mayor's office refused to allow him to stage his shooting exhibition on the Dude Ranch

TA Committee Studies Effect Of Tax Decision

NEW YORK, Aug. 9.—Theater Authority has appointed a board to decide upon what action shall be taken to offset the effects of the ruling by the Bureau of Internal Revenue which takes away all tax exemption from benefits cleared by TA. Frank Gillmore, president of the Four A's, and Walter Vincent, president of the Actors' Fund of America, are on the committee.

The Treasury Department's ruling came as a result of an investigation into TA. The government ruled that charities and educational institutions are to be sole beneficiaries if the affair is to be tax exempted. TA, they said, by the collection of a 10 or 15 per cent of the gate was therefore a beneficiary. Consequently, charity affairs, to keep their tax exemption, will be forbidden to clear thru TA.

Dempsey to Tour With Cole Bros.

CINCINNATI, Aug. 9.—Zack Terrell, generalissimo of the Cole Bros.' Circus, in a wire to *The Billboard* today verified the report that Jack Dempsey, former world's heavyweight boxing champion, has been signed by the organization and will join at Bluefield, W. Va., August 18 to begin a three-month tour on which he will appear at every performance in a specially arranged act.

According to J. D. Newman, general agent, the circus has secured for Dempsey the Charles Schwab \$150,000 luxurious private car, "Loretta," which will be his home while with the circus.

The ex-champion will give boxing exhibitions and short talks on the fistic art, but will not engage in actual fighting. It is reliably reported that he was engaged for a weekly salary of \$3,000.

Morton Signs Toronto Shrine

TORONTO, Aug. 9.—Bob Morton, of the Hamid-Morton Circus, yesterday closed a three-year contract with the Rameses Shrine Temple here and the Maple Leaf Gardens, where Toronto's Shrine Indoor Circus will be held October 20-25. This is the third contract in the last three weeks HM has signed for fall indoor shows, and four more weeks are to be contracted, Morton says. This is the 10th year for Bob Morton in Toronto.

The HM organization is signing up available buildings from Kansas City, Mo., to the Atlantic Coast for three-year contracts for indoor circuses, Morton says. He also reports that if plans work out the show will feature an ice revue in 1942.

roof. He is making his "burn" public by stating his position in local newspaper ads. States that the noise from his rifles isn't any more than that made by rifles shooting night and day 10 feet below the roof in a shooting gallery for the past 40 years. Endicott spent \$300 to stage his exhibition, only to be stopped.

Also brings up the peeve of an earlier season when he had to shutter his Dude Ranch on a July 1, 2, and 3 because neighbors complained the spot's band was too noisy. Reminds of the other bands playing the resort's Walk that can be heard at a considerable distance.

Dude Ranch operates on a two-bit policy and, in addition to two bands, features 10 Western acts along with the regular floorshow.

AGVA Attempt To Sign Hamid Is Developing Into Major Battle

NEW YORK, Aug. 9.—The attempt by the American Guild of Variety Artists to sign George A. Hamid, Inc., to a Guild shop contract is developing into a major battle. Hamid, according to AGVA, was placed on the unfair list last year, but no enforcement action had been taken until Wednesday (6), when Veto Melfi, outdoor director of AGVA, sent letters to all AGVA franchised agents, notifying them that they are no longer to do business with Hamid. Failure to cooperate, the letter stated, will result in loss of the AGVA franchise.

AGVA is also sending notifications to central labor councils in key cities and is seeking co-operation from the Four A's. Melfi said that the placing of Hamid on the unfair list of the Four A's and the picketing of Hamid-booked fairs and Hamid's Million-Dollar Pier, Atlantic City, will begin shortly. Melfi expects to have the Four A sanction by next week. He said that a Hamid ban on the part of the Four A's, including AFRA, SAG, and Equity, would have a profound effect on performers who also work in those unions' jurisdictions and would be designed mainly to black out performances at the Atlantic City pier.

Arthur Fisher, who books the pier, said his work for the Hamid organization is over, as all contracts for this season, up to September 7, scheduled closing time for the pier, have already been signed.

AGVA is demanding that Hamid sign a closed shop agreement calling for a six-

5G Nut for Lasky Mex City Revue; 11 Acts, 2 Ballets, Simone Maybe

MEXICO CITY, Aug. 9.—Opening of the *International Review of 1942*, originally set for an August 29 opening at the Follies Bergere Theater here, has been set back to September 11, with rehearsals starting August 15, according to Andre Lasky, producer.

Acts booked so far are Herman Hyde and Sally Burrell, Roth and Shay, Randall Sisters, Three Deans, Will and Gladys Ahern, Two Zephyrs, Barbarina and Ginger, Alice Cerf, Mildred and Maurice, a ballet of 24 girls, and Ruth Quinn, with another act to fill. The acts have been booked for four weeks and will be changed after that unless they can be used in production numbers. The line (16) of Carlos Romero Girls will be held indefinitely.

The delay was occasioned by the unavailability of Simone Simon to open at

Defense, War Situation Not Yet Cutting Radio Advertising; See Switch to Institutional Programs

NEW YORK, Aug. 9.—Radio is keeping its fingers crossed in the hope that the defense campaign and the war situation will not dislocate the general radio advertising picture. Keynote is one of optimism, best expressed by John Benson, president of the American Association of Advertising Agencies. "We won't holler until we're hurt," says Benson, adding that there has been little indication of sponsors reducing their radio budgets because of the tangled international and national scene.

According to a check-up of advertising agencies, the following beliefs are held by radio ad men: (1) National defense and the war have not yet appreciably cut into radio advertising. (2) Even if

shortages of products occur, feeling is that many of the sponsors will continue advertising for institutional or token purposes. This is held to be true particularly of oil companies. (3) Certain industries, as soaps, cosmetics, tobacco, and cereals, are expected to boom their ad budgets. (4) Some agencies notice a trend toward shorter-term contracts, because advertisers are uncertain as to future developments. (5) Some execs believe that in those industries affected by priorities there will be a tendency to remain on the air with institutional advertising, in some instances with budgets intact and in some instances abbreviated.

Typical comment by ad agency execs follow:

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES—John Benson, Four A's president: "We won't holler until we're hurt. There has been little indication of defection by advertisers. There may be shortages of products, but there may be new opportunities." Benson indicated a switch toward institutional advertising and expressed an opinion that possibly more governmental advertising would be forthcoming.

N. W. AYER—H. L. McClinton, vice-president in charge of radio, stated that the defense and war situations would cause a lot of advertisers to switch from product selling to institutional advertising. This, he claims, is beginning to be shown now. Examples are programs like The Texas Company's series (the Fred Allen replacement), and N. W. Ayer's *Telephone Hour* program. This last-mentioned was never a really hard-selling program, but nevertheless has become more institutional. Time and talent costs, McClinton believes, will probably remain at current levels, with (See *Agencies Chasing Gloom on page 6*)

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New Pa. Law Demands Agency Licenses, Bonds; Sets Info That Must Be in Contracts

HARRISBURG, Pa., Aug. 9.—Governor Arthur H. James has signed legislation, effective August 30, for the licensing and regulation of theatrical employment agencies in the Commonwealth. All agencies providing engagements in the fields of circus, fair, vaudeville, musical, theatrical, and other entertainment, exhibitions, or performances are to be licensed and supervised, paying an annual license fee of \$100 to the State Department of Labor and Industry. In addition, a \$1,000 surety bond must also be furnished to guarantee compliance with the regulations.

A schedule of fees and commissions must be filed with the State. So far as theatrical agencies are concerned, the definition of "fee" also "includes the difference between the amount of money received by any such person who furnishes employees, performers, or entertainers and the amount paid by him to the said employees, performers, or entertainers."

The new law specifically provides that "no theatrical employment agency shall be conducted in a private home."

As originally written, the edict would have given the Department of Labor and Industry the right to revoke agency licenses, but this was later amended so that the department has suspension power only, altho it may ask Courts of Common Pleas to revoke agency permits.

Representatives of employment agencies must register individually with the department at a fee of \$5 annually.

Talent seeking employment thru Pennsylvania agencies must be furnished with an application form for name, address of agency, name and address of prospective employee, kind of service to be performed, rates of wages, time of services if definite and if indefinite to be so stated, name and address of person authorizing hiring of applicant, and cost of transportation if the services are required outside of the city, borough, town, or township where the employment agency conducts its business.

Advance registration fees may not be

charged unless the agency has received special permission from the department. In the case of theatrical agencies, such a fee may not exceed \$5. Further, "It shall be the duty of . . . agent to communicate in writing with at least two of the persons mentioned as references by every applicant from whom a registration fee is accepted," and failure to do this shall be deemed cause for revocation of license of agency.

If applicant is not placed within 30 days he may receive on demand his registration fee, less amount actually expended in checking references. An itemized account of such expenditures must be given to applicant.

Section 24 of the new law states: "Every employment agent conducting a

(See NEW PA. LAW on page 19)



STEM newsdealers are complaining that daytime sales are bad, with people veering away from papers that carry "the same old thing" about Nazi victories; sales jump a bit when the papers report Nazi reverses. Also, out-of-towners don't buy many New York dailies. . . . Intrepid souls who journeyed to Brighton Beach to see Tallulah Bankhead play *Her Cardboard Lover* reported that the Great Tallu tossed herself around the stage with energy and abandon, to the huge delight of the undershirted top gallery, whose whistles and "Whooos" merely spurred La Bankhead to greater efforts. At the end, when the applause was dying out, she took a bow with the lion cub she's toting around with her, and got six more curtains on the strength of the cub's popularity. . . . What-Happened-to-Vaudeville Note: A sepi bootblack who makes his pitch near the stage door of the Paramount has a sign proclaiming that he was formerly a vaudevillian—and along with each shine he dispenses bits of humor, philosophy, and snatches of song to prove it. . . . Last week Ben Yost was puzzled to receive a letter from a lady in Brooklyn, asking how much he would charge to move her furniture to New Jersey. Yost was stumped for a while until he remembered a guest interview he did some months back with David Niles over WEVD, the night the stations moved their positions on the dials. They kidded about the moving, and Niles cracked about Yost being an excellent mover. The lady from Brooklyn took it seriously—and remembered. . . . Mrs. Charlie Miller, wife of the MCA exec, is supervising the decoration of MCA's new local offices. Each room will have a different color scheme, and each will have a desk to match. . . . Speaking of MCA, the outfit is hiring gals as inter-office messengers. The draft angle is probably responsible, but the lads in the office are getting a break. All the gals are photogenic.

BUCK CARTER, barker for the Baby Incubators show at Coney Island, says he has been reading *The Billboard* for 22 years without missing a week, and has yet to see his name in the paper. This should take care of the omission. . . . Mel Marvin, band leader, heard recently that the leading bakery of his home town, West Frankfort, Ill., is featuring Mel Marvin Muffins, in honor of a local boy who made good. But Marvin doesn't know whether to be flattered or sore—because Marvin Muffins are corn muffins. . . . The will of Warren Lincoln Travis, weight lifter, was filed in court last week, and provided that any man who could duplicate his 10 best feats of strength could have his diamond-studded gold and silver belt. One representative feat calls for a "2,000-pound back lift, 250 times, seven minutes." The belt is probably safe; no one in the country carries that much weight. . . . One of the chorines in *Hellzapoppin* recently handed in her notice at the insistence of her husband—as a money-saving device. It seems that every week, for months, she's been in hock for more than her salary because of her love of gambling. Her husband figured it would be cheaper to keep her at home. . . . Al Gordon and his dogs were scheduled for an October date at one of the swankier spots around town, but a dance team had already been signed, and it objected to a pack of pooches coming between its numbers—so Gordon and the bow-wows will play the room some time in December. Professional jealousy, huh?

NOT all of the slightly unusual characters in the RKO Building are actors or agents. Take for instance a freckle-faced kid of about 18 who is a Western Union messenger there. His name is Charles Kinnard, but he insists upon being called "Bojangles"—and every time he sees an agent on one of the floors he goes into a tap routine, in the hope that the agent will yank him out of his uniform and put him on the stage. His favorite line is, "Ain't I better than most of those bums you handle? How about a break, huh, how about it?" Then he goes back into his routine.

JIM BEALLE, press rep for the J. Walter Thompson Agency on the West Coast, is in town for a visit, and JWT's Wick Crider is squiring him around. . . . Jo Ranson, radio editor of *The Brooklyn Eagle*, did a stint on television last week. Incidentally, the book on Coney Island that he co-authored will probably go into a third printing any day. . . . Ivan Black will open a Hollywood p. a. branch soon, to drum-beat for Arch Oboler, who recently signed a one-year writer-director-producer contract with Darryl Zanuck. . . . Ben Nelson will be the musical director for the Al Jolson show. The deal was set by Al Rogers. . . . Elsa Maxwell will make her debut as a syndicated columnist in September. She'll work for Press Alliance and will do six columns a week. And that's no party. . . . Press agent Curt Weinberg and newspaper man Heywood Brown II joined the army August 5. Remember when we used to end such items with the words, "for one year"?



IT IS a far cry back to the days when phonograph operators paid as much attention professionally to tunes and those who record them as to the price of chopsticks in Peiping. Same can be said for band leaders and their blithe disregard of the existence of automatic

phonographs during the same era.

Today a band of consequence that does not record for one of the three major companies is inconceivable. Of the recording bands there is not a single one that has failed to show in one way or another its appreciation of the importance of the phonograph network and, in a more personal way, the indispensability in the band build-up process of the enterprising men who put machines on locations and keep them there.

The phonograph operator knows considerably more about tunes, bands, and the amalgam of these known as records than he did last year. He will know more next year. This is a certainty. These down-to-earth business men have often proved, frequently to our surprise and delight, that they have no prejudice against learning if the knowledge acquired can help them in their business. Phonograph operators can match up man to man against anybody in the music business for brains and foresight and they will come out many lengths ahead because they are not weighed down, as a class, with theatrical emotionalism. The average operator has become convinced that it is good business to be well grounded in talent and tunes. Parallel with advances made by operators towards the goal of a better understanding of music and its makers and interpreters has been an increasing awareness of the operators' existence by the various personalities in the music business. Song pluggers are paying a lot of attention to the phonographs and the men behind their servicing. So are various music publishing executives, record company repertoire and artists' relations men, band office executives, band managers, and, of course, band leaders.

As a story in a recent issue of *The Billboard* revealed, the contact between phonograph operators and the music industry goes further than good-will contact. It has become an indispensable part of both businesses. Operators are frequently consulted as to their opinions on tunes to be waxed and who should wax them; they are also consulted about what combinations of tunes should be included on one platter. They are constantly called upon to pass judgment on the trend of bands in their localities, this in addition to the consensus appearing in *The Billboard's* Record Buying Guide.

Musicians have made surprising discoveries about operators. Many of the music boys expected to find roughnecks who know from nothing. They expected to be able to bamboozle operators into doing what they are asked, either because they would fall for a line of double talk or because they didn't know any better. With rare exceptions, the music boys have found operators to possess a high brand of their own kind of ethics; higher by far than the music men have ever been able to put into practice among themselves. Not one operator or record distributor in a couple hundred has been found willing to be romanced and pay the price in subservience and shackled hands.

One big distrib doesn't budge unless the boys pony up the kale, but everybody in the business knows about him (See SUGAR'S DOMINO on page 27)

XAVIER CUGAT

(This Week's Cover Subject)

IT CAN safely be stated that Xavier Cugat has become as much a symbol of Latin rhythms as Paul Whiteman was first recognized as the No. 1 disciple of jazz music. The Barcelona-born Rumba King is now playing his ninth consecutive season at New York's Waldorf-Astoria, and thru his air time and recordings he has definitely established himself as a success in what might be called foreign music.

Cugat has consistently worked on the idea that congas, tangos, sambas, and rumbas have a place in the popular music field of the United States and has proved that he is right. His fame in this line is not confined to this country. Of all American bands with Latin libraries, Cugat is also the only one whose Spanish-Latin music is thoroughly accepted by the peoples in the South and Latin American republics.

His background as a serious musician, composer, and conductor gave him the experience necessary to make his type of music genuine. For a time, in his youth, Cugat concertized with his violin. Before going into the pop side of music he took a job as cartoonist with *The Los Angeles Times*, and his work as a caricaturist won him a name in that line.

Despite Cugat's success with his band and recordings such as his latest hit, "Rumba Rhapsody," he still has ambitions to become a concert name. As a result he plans to augment his orchestra this fall and to return to the concert stage for a series of Latin American programs featuring the works of composers from both sides of the Rio Grande. Some of his own compositions, such as "My Shawl," "Night Must Fall," and "Cui Cui Conga," will also be played.

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PHILADELPHIA — 7222 Lampport Rd., MADison 6895
LOS ANGELES — 416 W. 8th St., VANDike 8493

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Lewis, Autry P. A. With "Ice-Capades" Pic Preem in Minne

MINNEAPOLIS, Aug. 9.—For the first time in more than a decade the Gopher Theater, formerly the Grand, with have flesh on its stage when Dorothy Lewis and Gene Autry make a p. a. Friday evening (15) in conjunction with the showing of Miss Lewis's film, *Ice-Capades of 1942*.

Miss Lewis is fulfilling an engagement at Hotel Nicollet here. Autry will fly in from Hollywood.

Booking of the pic and the p. a. into the Gopher ended a difference which almost caused Republic Pictures to rent the shuttered Minnesota Theater and show *Ice-Capades* independently. If this had gone thru Republic would have presented Miss Lewis daily during the run, bringing in Autry for a week-end.

Republic had insisted that Miss Lewis's film be shown in the top house, Orpheum. Minnesota Amusement, however, offered the Gopher, and won.

Senate Sets War Propaganda Probe

WASHINGTON, Aug. 9.—Investigation of alleged war propaganda in movies and radio is to start around September 3, when hearings by a Senate sub-committee under Senator Clark, of Idaho, will carry out the demands of isolationist senators for a complete inquiry. A resolution offered by Senator Clark, of Missouri, and Senator Nye, of North Dakota, authorizes the probe.

Protests that pictures like the *Mortal Storm*, *Escape*, *Sergeant York* are deliberate attempts to put the United States into war were voiced by Senators Wheeler and Tobey, who are leading the anti-war forces in the Senate. In addition, it was charged that radio stations were employing commentators biased in favor of Russia and Britain and were giving better radio time for pro-war speeches.

Appointed by Senator Wheeler, the sub-committee includes, in addition to the chairman, Senators Bone, Brooks, McFarland, and Tobey.

NEW YORK, Aug. 9.—Armstrong Cork, starting October 4, will sponsor a Saturday half-hour dramatic show, 12-12:30 p.m., on more than 100 stations. Show has not yet been set.

B., B., D., & O. are the agency.

The Marines Are Coming

MIAMI, Aug. 9.—At a downtown restaurant last week, 70 marines marched in just before the busy supper hour, ordered a cup of coffee each, and stayed for two hours to chew the rag, keeping regular patrons out.

The day before, two marines got sore because the house charged them a dime for coffee. They paid the check without complaining but got even the next day by taking over the spot during the heavy supper hour.

"Happens on Ice" Pulls Big Grosses

NEW YORK, Aug. 9.—In its third week at the 3,400-seat Center Theater, *It Happens on Ice* is building up nicely. The first full week of its current run (it reopened July 15 after a one-month lay-off) drew \$19,800, and the second week \$21,500, which is the best business the show has done since February. The management points out that the show is doing better grosses at summer cut prices (55c to \$1.65) than it did at full winter prices. Subsequently, if business continues satisfactorily, the cut prices may continue into the fall and winter. The Wednesday matinee (July 30) drew 2,047 and the evening show 2,500, which is good business. Free iced-tea is one of the stunts being used to hypo matinee business. As a novelty—the first time the city has had a theater ice (See "HAPPINESS ON ICE" on page 27)

Report Sam Balter Beef Behind Phillies Switch

PHILADELPHIA, Aug. 9.—Sudden shift of Jack Stevens to Sam Balter's spot last Tuesday (5) handling *Inside of Sports*, tri-weekly shot on Mutual for Phillies cigars, is said to be the result of heavy tiffing between Balter and agency handling the account, Ivey & Ellington. Understood that Balter beefed plenty over changing the originating point from the West Coast to WFIL here.

Sponsor, being a local firm and using the town's name for his cigar brand, was anxious to have his air time start at home, coinciding with the start of a new series here by Cal Tinney, *Sizing Up the News*. Balter, it is understood, tiffed with the agency when his show was brought to WFIL last winter, and finally won out, switching back to the West Coast. This move made for more beefs and brought matters to a head. Stevens, who handled the *Inside* show for the Yankee network in New England, was rushed in to fill Balter's spot on the Mutual net.

Florida Optimistic Over Tourist Gas Regulations

MIAMI, Aug. 9.—Local niteries and theaters report no loss of business from the current gas regulations. Harold Colee, vice-president of the Florida Chamber of Commerce, is looking for a banner winter season for the State and is not anticipating any reduction in the number of tourists and visitors due to gas rationing.

Colee feels that the government will not seek to curtail traveling and touring unless absolutely necessary, pointing out that touring is a necessary form of industry and important as a psychological adjunct to national welfare in time of stress.

Polio Hits Atlanta Biz

ATLANTA, Aug. 9.—Amusement business of all kinds has been considerably off in Atlanta for the past three weeks, the slump traceable to the current polio epidemic, which has frightened people into staying at home.

Suffering are night spots, motion pictures, music machines, dance halls, and skating rinks.

WCAE's Farm Hour

PITTSBURGH, Aug. 9.—Preparing for its switch from NBC-Red to Mutual, WCAE has inaugurated a *Farm Forum*, mornings at 6:30. Its director is Herbert Sharp. Ruralites will have choice of shows now, with KDKA recently having begun new morning farm program, and KQV carrying network *Farm and Home Hour* in one of dividends on coming transfer to NBC-Blue when KDKA gets NBC-Red.

Crystallization of Gov't Policy On Station Ownership; See Pubs Eventually Getting FM Grants

By EDGAR M. JONES

WASHINGTON, Aug. 9.—Government policy on ownership of radio stations is rapidly taking shape, and various steps are being taken by the Federal Communications Commission to restrict individuals or inter-related groups to one station in any given community. The innovation of this policy is that the FCC plans to write it into the formal regulations instead of dusting it off for public view only when handing down individual decisions.

However, recent actions by the commission point toward an attempt to break up existing situations where two stations in the same listening area are operated by the same interests, in either direct or indirect relationships. On October 6 the FCC will hold oral argument on a proposed rule to prohibit more than one station to a customer, and existing holdings of two or more in the same communities would have six months to break up their union. Additional time would be allowed to prevent forced sales at distress prices, however. The difference between holding hearings and holding oral argument is that the radio stations have only one crack at the rules before the FCC and, if they miss, would have to go to the courts for relief. Hearings would tend to prolong the issue, and, even after an FCC vote, oral arguments would have to be allowed. In this week's decision the FCC simply cut out one step before applying the rules.

Earlier, the commission vacillated between a monopolistic and an anti-monopolistic policy, granting more than one license in a community to a single party

in some cases, and veering from this course in others. Scores of cities like New York, Boston, Cleveland, Cincinnati, Portland, Los Angeles, and others smaller in size show the largest stations, and in a few the only stations, owned and operated by the same parties. This is not in public interest, the FCC believes today.

Network Rule Extension

In reality, the rule proposed by the commission is an extension of one handed down against the radio networks, notably NBC. The inability of the chains to make out a decisive case for themselves encouraged the government agency to extend the same policy to local community groups who monopolize radio in their market areas. Should any affected person like to test the legality of the FCC move there are the courts, but few broadcasters feel assured about their standing before them.

Press-Radio

This policy is separate and distinct from any question of newspaper ownership (See GOVT POLICY on page 8)

'42 "Ice-Capades" Rehearsals To Follow '41 Markert Show

ATLANTIC CITY, Aug. 9.—Rehearsals were started this week at Convention Hall here for *Ice-Capades of 1942*, with Chester Hale whipping the new show into shape. *Ice-Capades of 1941*, produced by Russell Markert, is currently holding forth until Labor Day at Convention Hall. New show will have the same principals as the '41 edition, headed by Belita, Vera Hruba, Lois Dworshak, Megan Taylor, Jackson and Lyman, Dench and Stewart, Serge Flash, and Joe Jackson Jr.

John H. Harris, president of the Arena Managers' Association, producers of the *Ice-Capades*, says the show now playing at the Convention Hall here is not a new show, but the same show that has been playing all season, and which will close here after a four-week run.

Since opening here July 25, ice show has been drawing capacity crowds. With ducats peddling at 85 cents, \$1.10, and \$1.65, first seven days brought a total attendance of 59,719 persons. First week equaled the first three weeks' business of last summer. Advance sale continues heavy, and new sections of seats are being crowded in to take care of the demand.

IA Board Meets

ATLANTIC CITY, Aug. 9.—The nine-member executive board of the IATSE convened here last Wednesday (6) for its semi-annual convention meeting. Sessions will continue until Friday (15). Louis Krouse, of Philadelphia, general secretary-treasurer of IA, said that only routine business is being transacted.

AGVA, Anderson Sign Contract on Costs of Living

HOLLYWOOD, Aug. 9.—Contract whereby performers will get pay increases on the basis of rises in living costs was signed here Wednesday between Silver Screen Productions, Inc., represented by John Murray Anderson, and the American Guild of Variety Artists, represented by Leslie Litomy, executive secretary. Contract calls for 5 per cent pay increase when living costs have advanced 10 points. Government figures are to be the basis of the agreement.

Contract calls for \$60 for principals and \$40 for chorus. There are also a rehearsal scale comparable to that of Equity and a personal liability clause that is active until full bond is deposited.

Litomy said that Anderson is not posting bond, but has agreed to deposit one-seventh of the weekly contract in the bank daily until the bond is posted after the show opens at Wilshire Bowl.

Contract sets a maximum of four weeks for rehearsals, with full pay thereafter, Litomy said.

Possibilities

TRADE SERVICE FEATURE
Billboard

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

IDA JAMES—sepia beauty who is vocalist with the Erskine Hawkins ork, current at the Paramount, New York. Gal is tall and lovely, has a highly appealing vocal quality, and delivers with slick competence. Would be a terrific bet for a dark-skinned musical or for a solo spot in a white show. Appearance is striking, and she sells 100 per cent.

LANE BROTHERS—couple of lads caught at the Roxy Theater, New York. Do surprising acrobatics, lifts, balances, novelty dancing, and amazing strength and skill stunts. Their stuff is highly original and way out of the ordinary, each item building to a sock climax. A strong specialty act for a revue, because of both its novelty and its sock effect.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

NEWBORN EARLTON J. C. MILLER

SYMBOLS

DL=Day Letter
NL=Night Letter
DLN=Deferred Cable
NLD=Deferred Night Letter
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THE PERFECT GIFT IS A WESTERN UNION GIFT ORDER. WITH IT THE RECIPIENT CAN BUY WHAT HE WANTS MOST. ONLY 50c FOR AN ORDER UP TO \$10. SELECTED TELEGRAM MAY BE INCLUDED AT NO EXTRA COST.

STOCK TICKETS

ONE ROLL . . . \$.50
FIVE ROLLS . . . 2.00
TEN ROLLS . . . 3.50
FIFTY ROLLS . . . 15.00
100 ROLLS . . . 29.00
ROLLS 2,000 EACH
Double Coupons,
Double Price.
No C. O. D. Orders
Size: Single Tick., 1x2"

YOU WANT TICKETS

WE WANT YOUR ORDERS

Send us your inquiry and we will both be satisfied.

THE TOLEDO TICKET CO.
TOLEDO (The Ticket Town), OHIO

SPECIAL PRINTED

Roll or Machine

10,000 \$	6.95
30,000.	8.85
50,000.	12.75
100,000.	20.00
1,000,000.	150.50

Double Coupons,
Double Price.

AGENCIES CHASING GLOOM

"Won't Holler Until We're Hurt" Keynote Voiced by Agency Execs

(Continued from page 3)

time more certain than talent in this respect.

McClinton, however, stated that sponsors were not signing so many long-term contracts, because advertisers were not sure of future developments.

LORD & THOMAS—Carl M. Stanton, L&T exec: "Your guess is as good as mine." Thus far, however, Lord & Thomas has had no cancellations or indications of reduced radio budgets owing to defense or war situations. "We're watching, and so are the clients," said Stanton. Some of L&T's programs are *Hit Parade*, Kay Kyser, *Information Please*, Armour program with Buddy Clark and Wayne King, Bob Hope, Hedda Hopper, Cities Service, and many local programs.

BENTON & BOWLES—According to Frank Vogel, "none of our clients are considering reducing their radio advertising at the moment. But it is hard to predict because conditions can change so quickly. I do not think there will be a reduction in the next six months, except in the case of the automotive industry and other industries which will be hit by an unavailability of materials." He indicated, however, that even those industries most affected would remain on the air but would cut budgets.

Most of B&B's accounts are food products.

BUCHANAN AGENCY—Paul Monroe, radio director, believes that organizations producing consumer goods will increase their budgets. "We are headed for inflation," added Monroe, stating that more money would be in circulation and that American-made products like cotton cloth and other consumer goods could be expected to jump. Automotive products, rubber, aluminum, and products affected by priorities might be expected to decrease ad budgets.

PEDLAR & RYAN—Gregory Williamson, radio director, stated that none of P&R's radio clients had given any indication that budgets were headed for a slicing. He added, "It is hard to say what will happen as consumer goods are hit by priorities, but fortunately none of our goods are in that category."

LENNEN & MITCHELL—According to Blayne Butcher, Lennen & Mitchell's clients' budgets are thus far unaffected, notably cosmetics and tobacco. Butcher foresees only the heavier industries as likely to be affected, with a probable trend toward institutional advertising. "The money," he says, "will be spent in taxes anyway."

RUTHRAUFF & RYAN—Lawton Campbell, vice-president and director of radio, stated that as yet the agency's radio clients had not given any indication of pruning radio budgets. R&R now handles 17 Coast-to-Coast shows, plus a batch of local business.

YOUNG & RUBICAM—Spokesman for Y&R stated that as yet there had been no indication of a coming budget cut. Gulf Oil plans to continue its *Screen Guild Theater*, but it is pointed out that a lot of Gulf's business is in the Southwest, where the oil shortage has not had much effect. "For next year," he added, "your guess is as good as mine."

MCCANN-ERICKSON, INC.—William M. Spire, radio director, stated that reducing of ad budgets would be felt quite a bit in media other than radio, because programs will be designed to keep the product before the public even though

talks will not concentrate on sales. In other words, the institutional slant will become more evident.

Check-up of CBS programs indicates no appreciable budget pruning even among those accounts which will feel the effect of priorities. American Oil Company has cut Edwin C. Hill from five to three times a week; Chrysler still has a full hour Thursday night; Ford is still in, ditto Gulf and Texas.

National Broadcasting Company is doubtful over the outlook for automotive and auto accessories advertising. Ford program, however, goes back on CBS September 28. NBC execs feel the oil companies, particularly Standard Oil and Cities Service, will keep up with solid radio budgets, and believe the outlook for certain products, like soap, cosmetics, etc., is very good.

Mutual network execs believe radio advertising in general is set for a boost, particularly in categories including cigars, cigarettes, and cereals.

Rorke's Coup--Gets New Streets Named After CBS Artists

HOLLYWOOD, Aug. 9.—Hal Rorke, CBS-KNX publicity director, pulled a plum last Saturday when he worked strings to get streets named for Columbia artists in the housing development section for defense workers employed at the new Douglas and Vultee plants east of Long Beach near Bellflower.

Opening of the Mayfair development in the Lakewood Village area was broadcast over KNX and stations of the CBS Pacific Coast network.

Streets named for CBS artists include DeMille Park, Hedda Street (for Hedda Hopper), Dagwood Avenue (Blondie), Fidler Avenue, Premiere Avenue (Louella Parson's *Hollywood Premiere*), Pearce Avenue, Lorelle Avenue (*Big Town*), Hersholt Avenue, Autry Avenue, Amos Avenue, and Andy Street. Business section is known as Columbia Mayfair Square.

Gene Autry, Hedda Hopper, and Arthur Lake (Dagwood) attended the ceremonies.

Los Angeles County street naming regulations prevent duplication of street names within the county, eliminating the use of Robinson Street, Parsons Street, or Hopper Street.

Jimmie Fidler, when told that a street had been named for him, said that he

Loves to Cuff

PHILADELPHIA, Aug. 9.—The height of gall was found in a letter addressed to WDAS this week. Its contents were brief and rather pointed:

"Gentlemen: Please send me any free samples you are offering this week, and put me on your mailing list for anything else you are giving away."

Lux Theater's Actors' Bill \$500,000 Yearly

NEW YORK, Aug. 9.—Lux Radio Theater, which resumes on Columbia September 8 in the spot now held by the *Forecast* series, will continue as a terrific financial bonanza to actors. For some years Lever Bros.' show has been paying actors a yearly total of between \$500,000 and \$600,000 for 44 programs a year. This figure is exclusive of salaries for Lou Silvers' band (18 men) and producer Cecil B. DeMille.

Guest budget on Lux calls for top salaries of \$5,000, with average guest budget hitting about \$9,000 weekly. In addition, regular cast numbers between 15 and 27 actors, with salaries averaging from \$85 to \$100, AFRA scale for the job. Total weekly actor salary bill comes to between \$11,000 and \$12,000.

Lux pay checks to actors, according to estimates, total some 1,200 yearly, with a record high of nearly 1,400 on some years.

Salary of DeMille is estimated at about \$3,000 weekly, with cost of Silvers' orchestra raising the total production cost to \$16,000 to \$18,000.

CBS Shell Gas Show

SAN FRANCISCO, Aug. 9.—CBS Coast network sales, thru J. Walter Thompson Agency, San Francisco, has closed deal with Shell Oil to produce half-hour weekly show guesting outstanding celebrities. Show will switch to important Pacific Coast cities during run of a scheduled 52 weeks.

Art Kemp, CBS sales manager in San Francisco, swung the deal. Show has been tabbed *Shell Comes to the Party*. First guster will be Jimmy Mattern, twice around-the-world flier.

knew people were living on Fidler but this was the first time strangers had ever moved in.

Advertisers, Agencies, Stations

NEW YORK:

CAMPBELL SOUP COMPANY has renewed its Monday thru Saturday news periods on WEAJ at 9:05-9:10 a.m. and 12:45-12:50 p.m. for another 20 weeks. Ward Wheelock is the agency.

Herman Finkelstein, of ASCAP counsel, cannot get away to his Bucks County (Pa.) farm until the conclusion of the NBC-ASCAP negotiations.

Art Green, one of the most successful commercial blurbers on the local stations, now under exclusive contract to WMCA. . . . Jack Banner, WNEW publicity chief, back from one-week vacation. Nat Berlin, of continuity department, also due back. Bill McGrath, station's production head, and Irene Davis, of commercial traffic department, leaving for vacations. . . . Campbell Soup Company, thru Ruthrauff & Ryan, has inked Lanny Ross to a long-term contract for continuation of his Franco-American show. . . . According to a statement released by Arthur Hull Hayes, manager of WABC, outlook for fall and winter points to station's busiest season in history. Seventy-six per cent of station's present advertisers are operating on renewed contracts. . . . Dudley Connolly, program director of WWRL, Woodside, L. I., back after a two-week vacation.

Al Simon, of WHN, begins a one-week vacation August 11. Touring Canada. Others at the station on vacation are Dorothy Thoman, secretary to Herbert Petty, and Sybil Pelton, secretary to Fred Raphael, program manager. . . . Old Gold Cigarettes has renewed for Clem McCarthy, who broadcasts racing results daily over WHN.

CHICAGO:

JULES HERBUVEAUX, NBC Central Division program manager, spent last week in New York on business. . . . Mrs. Ruth Farquhar joins the copy department of H. W. Kastor & Sons Friday (15). Was formerly with J. Walter Thompson in New York and for the last six years was in the copy department of Benton & Bowles. . . . Everett Mitchell, *National Farm and Home Hour* emcee, returned Thursday (7) from Washington, D. C., where he made a movie with U. S. Department of Agriculture officials, titled *Food for Defense*. . . . New business reported by WJJD includes Levinson's Loans, Inc., 15-minute participation in Bill Anson's *Laugh Music Hall*, Monday thru Friday, for 52 weeks, placed thru Goufain-Cobb Agency; Michael Leonard Seed Company, thru Allen & Reynolds, Inc., five one-minute ant-

(See ADVERTISERS on opposite page)

Acts Perk Up At Heavy CBS, NBC Tele Sked

NEW YORK, Aug. 9.—A hint as to the employment possibilities inherent in television is obtained in figures furnished by Columbia Broadcasting System and National Broadcasting Company relative to the number of performers who have appeared before television cameras since the beginning of July. CBS, while not giving out with any fireworks about opportunities inherent in television at the present time, nevertheless has had 200 people before its cameras since the inauguration of its schedule in July. Not all of these, of course, are professionals, but a good many are.

National Broadcasting Company, for the month of July, has had 90 professional performers appear before its cameras.

Names of those appearing, according to both CBS and NBC, indicate that vaudeville shows signs of moving over en masse into tele. CBS program carrying most of the professionals is *Men at Work*, and that on NBC carrying most professionals is *Radio City Matinee*.

Appearing on CBS the past month were Ray and Arthur, Julian and Marjori, Betty Jane Smith, Jack McCoy, Tamara, Sue Reed and male singers, Jack Homer, Toy and Wing, Gus Van, Caroline Marsh, Lou and Dorothy Rowlands, Bankoff and Cannon, Dancing Debs, Charles Althoff, the Barrys, Foley and Mason; Victor, dancer; Annette, singer; Thiesen's dogs. Henny Youngman is set for a Monday (11) appearance on *Men at Work*.

Performers on NBC tele, since the inauguration of the commercial policy, have included Ralph Morgan, the Reversers, Harvey Harding, Noel Madison, Vivian Donner Models, Henrietta Lovelace, Richard Kent, Mrs. Margaret Fisher and Sylvia, Percy Cowan, Margaret Johnston, Verona and Eileen Bassett, Powers Singing Models, Red Caps Quartet, Rosa Rio, the Triolets, Chandra, Seiko Sarina; Ed, Jack, and Betty Lou; Cornelia Otis Skinner, Asta Sven, Irene Wicker, Angi Poulos, Adelaide Thompson, Phyllis Jean, Li Ling Ai, Erik Rhodes, Tamara, Ted Jewett, and Carveth Wells.

Mid-Atlantic Net Station Gets Okeh

TRENTON, N. J., Aug. 9.—First step in a Mid-Atlantic regional network was completed with grant of license to the Trent Broadcasting Company to construct a new station here. Although a separate corporation, new station is closely linked in officers and stockholders with WFPG in Atlantic City. New ailer here will be a full-timer, operating on 920 kc. and covering 1,000 watts. Moreover, according to Charles Quinn, prez of the new company, intention is for the station to operate on a 24-hour basis.

Station backers include A. Harry Zoog, one of the owners and manager of WFPG, Atlantic City, as executive vice-president, and Richard Endicott, general manager of Atlantic City's Steel Pier and resort hotel operator, as treasurer. Stockholders are John F. Trainor and R. E. Carroll; Rep. Elma H. Wene, Democratic congressman from Vineland, N. J., which is expected to be another link in the regional network; George A. Hamid, owner of the New Jersey State Fair here and Atlantic City Hamid's Million-Dollar Pier, and James A. J. Ross, Allen Blankfield, and Bennett Tousley.

B&W Expands Net

CHICAGO, Aug. 9.—The Brown & Williamson Tobacco Corporation's *College Humor* and *Private Linn Borden Reports* programs will add 56 stations to their NBC Red network broadcasts on September 30, making a total of 110 stations. Account is handled by the Russell M. Seeds Agency.

Honest—But Nuts!

MINNEAPOLIS, Aug. 9.—Diogenes can now turn low his lamp. The honest man has been found.

Presenting his nationwide broadcast from the stage of the Orpheum Theater here Monday (4), Dr. I. Q. dropped 50 silver dollars into the hands of one man. At conclusion of show the man made his way to the box office and tendered one cartwheel to the cashier.

"Dr. I. Q.," he said, "gave me 51 silver dollars instead of the 50 to which I was entitled. Please return this to him."

Radio Talent

New York By IERRY LESSER

FOR the sixth time in his 20 years' summer residence at City Island, RALPH LOCKE, who plays Papa David in the *Life Can Be Beautiful* series, has been cited for distinguished life-saving services. Two weeks ago RALPH saved the lives of two youngsters whose boat overturned off shore. . . . ESTELLE LEVY did her first singing job on radio last week when she appeared as guest star with LYNN MURRAY'S orchestra on the CBS *Forecast* show. She uses the name of GWEN DAVIES. . . . WALTER TETLEY has returned to the Coast for a featured role on the new *Great Guildersleeve* show. . . . AL JOLSON will appear on the *Star Spangled Theater* August 10. . . . GEORGE BRYAN newscasting over CBS daily for Calox Tooth Powder at 3:55 p.m. . . . CHARLES STARK was banqueted by the mayor of Reading when he took part in the celebration inaugurating TWA plane service between New York and Reading.

FIGHT CAMP, heard on the 7 p.m. Sunday spot on WOR, will skip its August 17 broadcast and thereafter will be switched to Friday evenings from 8:30-9 p.m., replacing *Tropical Serenade*,

which moves on August 23 to the 8-8:30 period on Saturdays. . . . Announcer GEORGE HOGAN gave up his vacation plans to take over the splicing duties on the new *Martha Deane* show. . . . SYLVIA CARR returns to her WINS program on Friday eve, August 15. . . . RONNY LISS, boy actor who just passed his 11th birthday, overheard director CHARLES MARTIN say he needed a play for the Labor Day broadcast. Next day RONNY showed up in MARTIN'S office with a play he had written. MARTIN, for a gag, took the boy's by-line off the manuscript and sent it to an agency executive. In a few days the manuscript came back to him marked, "The dialog is good. We ought to keep this writer in mind. In fact, the dialog is excellent."

MAURRY LOWELL addresses the radio workshop at NYU this week. . . . WARREN COLSTON plays the role of Hanson on the new *Mystery Man* series. . . . MEYER DAVIS says he stopped picking up restaurant tabs for big parties when he overheard a gal call him an "after-dinner mint."

Chicago By NAT GREEN

BILLY MILLS, music director of the *Hap Hazard* and *Fidber McGee and Molly* shows, went to Flint, Mich., Friday (8) to attend the annual meeting of the Billy Mills Club, composed of musicians who worked with him in Flint before he came to Chicago. . . . BARBARA LUDDY, *Campana's First Nighter* leading lady, is sponsoring a series of music appreciation evenings at her home under the instruction of Robert Fizdale, young pianist. Radio folk attending the class include Eileen Tremayne, Donna Reade, Virginia Payne, Art Kohl, and Carlton Kadell. . . . ROGER DE YOUNG has been assigned a role in the *Arnold Grimm's Daughter* series. . . . MAXINE GARNER is back in the cast of *Backstage Wife* after a year's absence. . . . The Russell M. Seeds Company has signed Mary Ann Mercer, who has been featured vocalist with the Mitchell Ayers band for the past four years, to take the singing spot on the *College Humor* program, starting August 19. . . . HERBERT FOOTE, Chi organist, has been added to the WBBM-CBS musical staff. . . . ED ALLEN, announcer who stooges on the *Tom, Dick, and Harry* show, is vacationing in Wisconsin. . . . RICHARD BROOKS, NBC writer-narrator, has written a volume of short stories, *Splinters*. Included in it are some of the five

stories a week he writes for his NBC broadcasts.

BORIS APOLON and Lou Scofield are new members of the *Wings on Watch* cast. . . . VERN HANSEN, WGN announcer, is handling the interviews on the *June Baker Home Management Hour* for two weeks on Tuesdays and Thursdays while Katherine Roche, regular conductor, vacations in Canada and New England. . . . LOUIS TERKIE has joined the cast of *Midstream*. . . . Look for a Lou Cowan-Walt Disney show to hit the airlines shortly. . . . LINN BORDEN, of *Uncle Walter's Dog House*, flew to New York Saturday (9) and made a guest appearance on the *Vaudeville Theater* air show. . . . Ork leader Billy Mills, in collaboration with Eddie House, former Chicago Theater organist and now staff organist on KROW, Oakland, Calif., have written a song titled *I'm in Love With the Sound Effects Man*, which will be published shortly.

Hollywood By SAM ABBOTT

JACK CARSON, on NBC's *Signal Carnival* program, slated for a starring role in a forthcoming Warner picture. . . . PENNY SINGLETON in her third year on the *Blondie* program. . . . JERRY LESTER, NBC comedian featured on the Kraft Music Hall program, went to Santa Monica Hospital Friday (8) to have his tonsils removed. He will be absent from the August 14 and 21 broadcasts. . . . ART BAKER, of the NBC-Blue *Notebook* program, is offering listeners a list of books to be found in the White House library. . . . HAL GIBNEY, NBC announcer, has been assigned permanently to the *Speaking of Glamour* program starring FRANCES SCULLY. Gibney replaces Joy Storm, who moved up to the post of director of special events in Hollywood. . . . Five leading Pacific sportscasters, KEN NILES, TOM HANLON, SAM BALTER, BILL HENRY, and WENDELL NILES, are working with Tom Harmon, all-American football star, at Columbia studios as announcers covering football sequences in his picture, *Harmon of Michigan*. . . . ARCHIE PRESBY, NBC San Francisco announcer, is in Hollywood on a vacation.

STELLA UNGER, NBC's *Your Hollywood News Girl*, is in from New York for three weeks. She is lining up names for appearances on her program while she's here and is negotiating for movie trailers with the National Screen Service. . . . JOHNNIE JOHNSTON, NBC baritone, took his first vacation in nine years recently. He saddled his steed and set out from his San Fernando Valley home to ride horseback to Santa Barbara,

Outlook Dims for Quick Return of ASCAP Music; Stations Balk

NEW YORK, Aug. 9.—At press time outlook for a quick return of ASCAP music to the National Broadcasting Company seemed dimmer. This development followed reports that all was presumably settled between the warring chain and the embattled performing rights society. Feeling now is that two months may elapse before an NBC-ASCAP contract is signed.

Toughest nut to crack before the music can be returned to NBC is the attitude of many of the affiliates, some of whom appear to be adamant in their refusal to do business with the

Society. At press time NBC, which had asked its affiliates for their okeh on the proposed contract calling for 2 3/4 per cent on network sales and 2 1/4 per cent on local sales, had heard from only one third of its 234 affiliated stations. Of this one third, two thirds agreed to the music terms, according to NBC. The remaining one third would not give the go-ahead sign for various reasons. Non-NBC sources, however, claimed only 27 affiliated outlets had approved, and that some of these approvals were contingent upon closer examination of the contract.

The dissenting stations fell into these categories: (1) Those allegedly satisfied with the available BMI music, (2) those who do not want to pay 2 3/4 per cent on network music, (3) those wanting to sign only on a per program basis, (4) those stating they will not sign under any conditions and indicating terrific spleen toward the Society.

According to NBC, approval of affiliates is absolutely necessary, in that the network cannot properly collect from some affiliates and not collect from others. NBC points out that it cannot very well throw the recalcitrant stations off the chain, inasmuch as such stations would probably raise loud squawks of discrimination.

Stations Taste Blood

Attitude of the dissenting NBC stations, according to observers here, is that these outlets now believe they have ASCAP on the run and see no reason to let up on the chase. The stations, according to some execs in New York, "have tasted blood."

NBC is now placed in a peculiar position. After warring with ASCAP since January 1, it now ostensibly finds itself in accord with the Society but finds its affiliates still on the other side of the fence.

It is pointed out, however, that prior to the Mutual-ASCAP pact, Mutual was faced with indecision on the part of 50 per cent of its stations and still concluded the deal. Mutual, however, figured this indecision resulted from pressure by the National Association of Broadcasters rather than dissatisfaction with the ASCAP deal. MBS sent out the contract about May 1 and claims that the stations, rather than saying flatly "no," just held off until the NAB convention in St. Louis.

NBC late this week stated it would try its best to persuade affiliates to agree to the ASCAP deal, but would not venture an opinion as to how long a period this might take. Nor would Herman Finkelstein, of ASCAP, venture an opinion as to how soon the music might be returned to the net. NBC execs have been meeting with IRNA officials trying to iron out disagreements and are worried lest some of the larger NBC stations cannot be won over to the terms. "But in the long run," NBC execs said, "we will settle it."

Shirer for General Foods

NEW YORK, Aug. 9.—William L. Shirer, CBS newscaster, has been signed to do a news series for General Foods, in the interest of Sanka Coffee, Sundays at 5:45-6 p.m., starting October 5. Young & Rubicam are the agency.

ADVERTISERS

(Continued from opposite page)

nouncements weekly for 13 weeks, and Great Western Laundry Company, thru Salem N. Baskin Advertising Agency, for *Fun, Inc.*, 8-8:30 a.m. Monday thru Friday, for 52 weeks. . . . Don Kelley, director of publicity and promotion at WLS, back from a fishing trip thru Wisconsin. . . . Ken Dyke, Eastern NBC sales promotion manager, in Chi for a couple of days last week. . . . Lavinia S. Schwartz, Midwestern educational director of CBS, and Ken Ellington, of WBBM's special events department, are at Springfield, Ill., this week with the WBBM Mobile Air Theater unit, making recordings at the Illinois State Fair. . . . New business on WIND includes Standard Distributing Company, thru Lane, Benson, McClure, Inc., for 10:20-10:25 a.m. strip Mondays, Wednesdays, and Fridays for 52 weeks, effective August 6, and Lake County Agricultural Society, quarter-hour spot three days this week advertising the fair at Crown Point, Ind. . . . Allen M. Fishburn joined the NBC Central Division production staff last week, replacing Maurice Wetzel, who was promoted recently to assistant production manager.

PHILADELPHIA:

LEROY MILLER'S participating KYW *Musical Clock* will be taken off the selling mart next month, eight sponsors already having gobbled up the daily two-hour show. . . . Bill Shain leaves his editorial desk at *The Philadelphia Bulletin* to join the Philco publicity staff. . . . Al Paul Leffton gets the Lightolier Company account, its New York office handling for sponsor's lighting fixtures and lamps, with Gray & Rogers adding to its books the W. G. B. Oil Clarifier, Inc., account. . . . Roger W. Clipp and Arthur Simon, general managers of WFIL and WPEN respectively, lend their names to the Citizens' Committee for the annual charity drive of the St. Vincent's Hospital Guild. . . . P. B. White, local tailoring firm, returns to radio September 1 after an absence of several months, taking an hour nightly on WFIL, with Mort Lawrence getting the call to emcee the platter show for the next 52 weeks. . . . WHAT broadcasting pin-by-pin descriptions of bowling matches. . . . Murray Arnold, WIP program chief, authoring a tome of poems set to get a printing. . . . Radio resulting in a sellout of stock, A. L. Petrie, manager of Bond Clothes store here, cancels his KYW show until the fall, when the store's stock will be replenished.

about 100 miles north, where he participated in the Santa Barbara Flesta. . . . Ann Gillis, star on *A Date With Judy*, Bob Hope summer replacement, is enjoying a short between-shows vacation, having just finished her scenes in *Glamour Boy*, Para picture. . . . VIRGINIA SALE, who plays Martha on *Those We Love*, has settled down to a regular schedule of appearances with her *One Woman Show* at various California army camps. She is also working in *Miss Polly* at the Hal Roach studios. . . . MEL RUICK, *Lux Radio Theater* announcer, made a record run back to Hollywood from his home town, Boise, Idaho, to take a role in the new Para picture, *Reap the Wild Wind*. He was notified in the morning and arrived here that night.



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Program Reviews

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'Forecasts 4 and 5'

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

Continuing with its *Forecast* series, CBS last week again divided the hour's time into two sections, one emanating from New York and the other from Hollywood. Both halves were dramatic skits, one comedy and the other comedy-mystery, and both showed defects on the initial stanza. They possess possibilities, however, if properly developed.

The New York section, on from 9 to 9:30, starred Dudley Digges in a session called *Pibby and the Houlihans*, written by George Corey and directed by Earl McGill. This stems from Corey's play, *Reaching for the Stars*, which was tried out last spring by the Experimental Theater—making Pibby probably the most tried-out character in current fiction. Pibby is a pompously indigent Irishman who is divinely convinced that he can fix anything, and who, after fitting misadventures, usually succeeds. The play about him last spring showed a fine feeling for Irish-American idiom, a racy and rich style, and a splendidly satiric-sympathetic analysis of Hibernian characters. It also showed a tendency to fly off into plot-lines reminiscent of phony and pat farce. This first adventure of Pibby on the air reveals the same advantages and defects. A little less pat plotting and a little more comedy stemming from character should make the series a delight.

The session had Pibby answering an attorney's letter promising an inheritance, only to find that the lawyer really wanted to collect a debt. His excuses to his wife and assembled friends end by involving a taxi company and the police force—but Pibby gets a windfall in the end. Digges lacks the full robustness that Pibby should have, though otherwise he did an excellent job. Others in the cast were uniformly good. The direction, however, failed to tie the half hour up tightly enough to sustain constant interest, a fault that it shared with the writing. Even the episode presented would probably have seemed a lot better if it had been held to 15 minutes.

The Hollywood stint, from 9:30 to 10, called *Deductions de Luxe*, proved again that *The Thin Man* has an awful lot to answer for. Written by Frank Galen and Keith Fowler, it presented a gay, nonchalant, hard-drinking, suave detective and his wise-cracking wife, and the startling unoriginality of that set-up makes one wonder why it was included on a program that's supposed to present new ideas in the field. The dialog, however, was fast-moving (as always in this sort of thing), and the splendid pacing of the direction slipped glossily over plenty that was wrong with the idea and the script.

Episode presented had Roger Boone and his wife discovering why a prize poodle had been painted green. The monumental unimportance of the "problem" tended to kill all interest, and the clues were obvious enough to make it no real problem anyhow. In addition, the gags were most of them in the currently accepted tradition of sophisticated corn, and many of them were stale. Adolph Menjou and his wife, Veree Teasdale, played the leads, with Menjou coming off much the better of the two; some of the supporting players were bad enough to have stepped directly from supporting casts in films.

Forecasts 4 and 5 point up the lack of imagination in the current series. So far, the presentations have been for the most part merely ideas for story-series of one sort or another. Radio should be able to do better than that. *Forecast*, to do its job, should point out new paths, not trudge wearily over the old, worn ones. Eugene Burr.

'Forecast 6'

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

Title of this series would be *Songs Without End*. It purports to be a "rhapsody on the lives, loves, and dreams of the men of music."

Sample program, given Monday, was titled *Reverie* and was based on the life, love, and music of the French composer Claude Debussy. Burgess Meredith

played Debussy, with Margo emoting as Gabrielle, Debussy's girl friend. The presentation was tedious, the script laboring to present interestingly the complicated mental meanderings of the two lovers. Gabrielle leaves Debussy, not because she does not love him but because she is afraid he may leave her—despite his protestations of undying affection.

Much of the talk is done in passionate whispers and both the principals overact. Howard Barlow's orchestra plays Debussy's music thru it all, working familiar themes into the plot.

All told, it was a rather dull piece, and the long introduction did not help. This introduction, delivered by producer and director William Spier, was a sort of prolog giving excerpts from the lives of famous composers. Intended to give the listener a slant on what the series might be like, the prolog merely succeeded in extending the show so that it covered an excessively long period. A better effect could have been achieved by omitting all the fanfare and going right into the play and trimming all verbiage so as to keep within the confines of 30 minutes. Paul Ackerman.

'Joe and Ethel Turp'

Reviewed Monday, 8-8:15 p.m. Style—Comedy. Sustaining over WMCA.

The Damon Runyon characters, in straying from newsprint and screen, have lost much of their fidelity as real people and have gone into the comic strip category. Much of the fault is due to the adaptation of Don Johnson in spite of the okeh declamation Jesse Block and Eve Sully.

Initial episode was one of those things wherein Ethel is dismayed by the fact that she is getting callipygous. Joe naturally contradicts her, but she is bothered by the fact that he looked long and hard at Betty Grable, who is nice and thin, at the movie show. It sees-saws until she is finally convinced, and the first airing winds up with an all's well in the Turp wigwag.

The material appears to be spread very thin. Adaptor Johnson has apparently figured this to be sure-fire stuff, but the calculations went askew. The handicap was too much for the Block and Sully delivery. The B. & S. vaude and

radio background indicates better episode than the initial sampler.

Flashback method is used, opener being Joe typing out a letter to Runyon, with Ethel coming in to dramatize the epistle.

Tom Hudson does the announcing. Joe Cohen.

'Wanderer of the Wastelands'

Reviewed Thursday, 5-5:10 p.m. Style—Western songs. Sponsor—Community Opticians. WHDH (Boston).

Well, podner, you really got something here.

The *W. of the W.* seems like a right nice young feller. Leastwise, he's got a nice set of pipes and he knows how to use 'em. He also has a pleasing personality that he gets across very nicely and he sticks to his Western songs where he knows he can deliver.

Probably the best of the Western chirpers on the air hereabouts, his effect is spoiled by one thing—he does his own commercials. A singer is a singer and an announcer is an announcer—and when the twain meet they provide a situation like this, where you wish the guy would shut up with those commercials and keep on singing.

If there's still a market for his particular type of talent, this lad should go far. Mike Kaplan.

Studio Players

Reviewed Friday, 10:15-10:45 p.m. Style—Dramatic. Sustaining over WWRL (Woodside, L. I.)

The Studio Players are probably recruited from the Woodside Drama and Luncheon Club, if there is one. They have all the distinction of torchbearers at their worst.

Their scripts, if the one caught is typical, are no help either. This one, with an all-femme cast, was written by Harold L. Geyer and was called *Ladies at Lunch*. It might fittingly have been subtitled *The Invasion of La Femme Fatale*. It has to do with three suburban matrons, facing the visit of a predatory divorcee. Dire things—such as a surreptitious kiss perpetrated by the flaming lady and the husband of one of the other gals—happens at the club dance. But there's a terrific denouement when the Invincible Angeline (they call her that, no kidding) is cornered by the youngest of the matrons and told that the husband really goes only for younger women. This so enrages the Invincible Angeline that, gnashing her teeth, she ups and leaves the town. The other young wives are simply bowled over by the per-

spicacity of the winner.

The idea of telling it all thru a four-women cast was probably figured as being terribly, terribly clever. With an appalling paucity of incident, the frightful dialog drones on and on and on, as delicately subtle as the odor of a stable, as witty as a shop window dummy, and as interesting as a strip of blank ticker-tape. The motivation and emotional reactions are quite beyond words; they have the cogent conviction of a tongue-tied bond salesman.

The four-woman cast gives it exactly what it deserves; it's common kindness to omit cast credits. If the Studio Players can be this bad with only one sex, one shudders to think of what they could do with two. Eugene Burr.

GOV'T POLICY

(Continued from page 5)

ship. Nothing has been decided by the radio regulators on this score, and it is not believed that any decision adverse to publishers, as such, will ever result from the press-radio hearings, now recessed until September 17. The apparent purpose of the press-radio hearings is to lay once and for all the ghost of controversy concerning newspaper ownership, which members of Congress have voiced during the last 20 years. Continued inroads into radio by newspaper publishers from nothing to almost two thirds of all licensed stations in one manner or another has alarmed many persons, who view newspaper publishing as a Big Business rather than a public service. Public interest, convenience, and necessity are the only criteria the FCC may go by, and a few newspapers like *The Detroit News* (WWJ) feel certain that their ownership of stations will prove a public service.

An indication of the outcome of these hearings might be interpreted from remarks of Chairman Fly at a recent press conference. He was asked about the newspaper applications for FM stations, which had been held up pending determination of the general newspaper question. It was pointed out that only a few publishers were filing applications for FM licenses since the press-radio hearings had been called, while the bulk of those intending to apply were awaiting the outcome of the newspaper issue before submitting their application forms. Fly admitted that those who had filed were "getting the jump" on competitors by at least three to six months because it would take that long for the hesitant publishers to have their papers prepared for FCC action later.

Altho the drift of his remark did not become apparent to everyone, a few drew the conclusion that publishers eventually would receive FM grants like any other applicants—providing they were not in a monopolistic position to begin with. In addition, it is believed that Commissioners Payne, Craven, Case, and Wakefield would oppose any discrimination against publishers. The latter three men are activated by belief their sole duties concern adjudication of intra-industry disputes and, beyond the settling of engineering questions, they evidence little interest in radio regulation.

Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

Kraft Music Hall program on NBC's Red net Thursday, 9-10 p.m., minus Bing Crosby (now vacationing), feels the loss severely. This is no slap at Don Ameche, who takes over the emcee role. Ameche is a glib speaker and his singing has improved during the past year or so—but as radio fare he is a far cry from Crosby, who, in addition to his warbling, has paced the Music Hall show supremely well.

On Thursday's session, comic Jerry Lester scored okeh. The general comedy value, in fact, was high, much of this being due to guest Bert Lahr, a zany whose crackpot utterances score very well via radio. Much of the script's humor centered around the theme of Lahr becoming a father. Lester and Ameche joined in the gab at this point, making a good trio for laughs. J. Walter Thompson, agency handling the show, has high hopes for Lester.

Other guests on the show were Gail Patrick and Wingy Mannone. Miss Patrick fair, but Wingy excellent with jive trumpet and solo renditions—particularly *O Solo Mio*.

Connie Boswell, so it seemed, carried an unusually large burden of the show, warbling very frequently, both in solo and an occasional duet with Ameche. She's as wonderful as ever. Ackerman.

Since *The Bright Idea Club* (2:30-3 p.m. Saturdays over the Columbia net) has received enough letters from kids to keep it going for several years, it's evident that it manages to anchor a

number of youngsters indoors on Saturday afternoons. That fact seems like a footnote on the deterioration of the race. The *Club* is a nice enough program for whipper-snappers, but it's hard to see how it can compete with the delights of cops-and-robbers or even hop-scotch. Written by Madeline Gray, who also appears as "The Bright Idea Lady"—a somewhat coy touch—it divides its time into days, each day dealing with a different subject. Included are money-making schemes, sports, pets, music, hobbies, and puzzles. In all but the last-named class a young guest is rung in, and some of them are pretty hard to take. Particularly so on the program caught were a couple of tiny damsels who spoke glibly of raising white mice (even at a high mortality rate) to buy Defense Stamps. Or maybe the mice were merely symbolic of the great American taxpayer. Also included were (under sports) a lad who teaches bag-punching and (under pets) a story of a dog who was taught to dig at command, with someone creating an acutely painful impression by reading lines in what he fondly supposed would sound like the voice of a dog. A young accordionist (under music) was good. Peter Donnell does the interviewing, and Miss Gray does miscellaneous chores, including the presentation of the weekly puzzle, which is told in story form calculated to appeal only to those mental ages incapable of solving the puzzle. Prizes (\$5 and a reference work each) are given weekly to the boy and girl writing the best letters containing bright ideas. Burr.

Material

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ORKS' NO-PAY-OFF PLANS

Count and Duke To Alternate at NY Cafe Society

NEW YORK, Aug. 9.—Barney Josephson, operator of the uptown and downtown Cafe Society niteries, will start a new alternating band policy at the uptown spot September 16 when Count Basie and ork take over for a three-month run. Basie will be followed by Duke Ellington, who will be in for another 60 or 90 days; then whole procedure will be repeated, with Basie returning for another stint. It makes the first time that big Negro bands have played the spot, John Kirby-sized orks handling the job previously.

Uptown Cafe Society's new policy of orks as "permanent" fixtures adds to an already increasing list of New York hotels and night spots using the same bands year in and year out. Lexington Hotel has split several seasons between Ray Kinney and Andy Iona. Guy Lombardo has been a regular visitor for several years at the Roosevelt Hotel, coming in again September 27 of this year. Horace Heidt is an old-guarder at the Biltmore Hotel and is due back there this fall. Eddy Duchin's season at the Plaza Hotel is an annual affair. Then there's Emile Petti at the Savoy-Plaza cocktail lounge. Blue Barron's Edison Hotel stand, Maximilian Bergere and Panchito at the Versailles, Johnny Johnson's Shelton Hotel stand, and Sonny Kendis at the Stork Club.

William Morris office is servicing Cafe Society on its coming Basie-Ellington run policy. Josephson will probably maintain his current policy of small combos and individual acts at his downtown spot.

3,600 Hoofers Brave Rain To Dig Calloway in Alabam

BIRMINGHAM, Ala., Aug. 9.—Despite a two-hour cloudburst which brought over three inches of rain during the evening, Cab Calloway and ork, promoted by Martel Brett, drew a \$3,100 house and 3,600 people at the Municipal Auditorium here Saturday (2).

It was necessary to turn away from the dance floor 600 Negroes, who were admitted to the balcony, and several soldiers from Camp McClellan. Hop was billed as "Pre-Maneuver Dance."

Jack Robbins Airs (His) Beefs As "Alley" Glims the Future

NEW YORK, Aug. 9.—Altho NBC's pending signature with ASCAP was still being held up at week's end (NBC claiming it had to await confirmation of the deal from its affiliated outlets), Tin Pan Alley was a hive of activity and confabs concerning the future, after ASCAP again hit the air channels. Many of the pubs met to discuss the matter of mechanical royalties, which has reached a more or less acute stage. Some of the ET outfits have been bringing pressure on publishers to see tunes set at a royalty rate of 2 cents a pressing, which is the rate called for by the Copyright Act on phono recordings.

Jack Robbins, one of the bigger ASCAP pubs, said this 2-cent angle was "preposterous." Pubs used to collect, and in some cases still do, 25 and 50 cents per tune per performance for commercial ET's and \$15 per year for tunes going into transcription libraries.

Robbins also sounded off on the entire ASCAP situation, claiming that he, Warners, Irving Berlin, and some other firms could have held out longer but were high-pressured from the Coast. Coast writers under contract to pic companies were in favor of settlement, but quick, to get their stuff back on the air lanes. Speaking of some other ASCAP members who were anxious at all costs

How Great Music Is Born

VERMILION, O., Aug. 9.—Cultural inspiration is manifested in many forms, but it takes intense emotion, perhaps genius, to squat on a roadside, surrounded by a bunch of stranded musicians, and pen a tune about your plight.

As a consequence, Raymond Scott's latest is an inspired song called *Waiting for a Bus From Akron*. It happened last Sunday when the Scott band was on its way to fill a one-nighter at Crystal Beach here, and the bus in which they were traveling caught fire at Sullivan, O., 30 miles from here.

There are no transportation facilities out of Sullivan, so the bus company had to send a tub in from Akron, an hour and a half away, to transport the boys.

P. S.—Nobody injured—just some scorched nerves.

Heatherton's Net Is \$78 Out of Weekly G

NEW YORK, Aug. 9.—A motion to reduce the amount of a judgment against Ray Heatherton by the Columbia Artist Bureau has been granted so that the amount that can be levied upon is \$78 weekly. Heatherton, current at the Biltmore, contended that during his current booking at \$1,220 weekly, he pays out \$1,142 weekly in salaries, commissions, union taxes, and arrangements.

He contended that after all payments are made his gross income is only \$78 weekly.

Under the law, CAB can only get \$7.80 weekly.

The decision was made by Justice Bernstein of the New York Supreme Court.

AFM Wins \$158.55

SALT LAKE CITY, Aug. 9.—Salt Lake Federation of Musicians, affiliate of the American Federation of Musicians, has been awarded a judgment in city court of \$158.55 against the Roxy Theater Company, doing business as the Lake Theater, for back pay for musicians.

The union sued for wages due union musicians who formerly played the house under the direction of William N. Floor. Several weeks ago the union musicians were replaced with non-union men, according to James I. Foley, secretary of the local union.

to make a deal with the webs, Robbins said: "What have such people got to lose, inasmuch as they haven't written a hit in 20 years. The lesser creators do all the yelling because they are interested in themselves rather than the Society. An empty barrel makes the most noise."

Still, Robbins said, he looked for everything to go thru okeh, and by the first of the year, he felt, ASCAP would have a \$5,000,000 business. There was also much talk among ASCAP-ers concerning E. B. Marks and Southern, the firms which switched their catalogs to BMI and enabled the nets to cash in on some valuable South American stuff. Boys are after blood, according to their talk.

Pubs were a little worried, too, that the radio chains, even after signing with ASCAP, may do their best to curb ASCAP tunes as much as possible so BMI pubs would not be left to far out in the cold. ASCAP-ers were confident, tho, that band leaders would come thru for them. Most of the ASCAP boys felt that since they had kept up their "contacts" with the baton-wavers thru the siege months the latter would not let them down now and would bring pressure on the nets to play ASCAP tunes.

AFM's Ban on Hidden Contract Deals Give Leaders an Idea

NEW YORK, Aug. 9.—A flock of court cases appears to be in the offing next fall, when the American Federation of Musicians puts into effect its ban on back-of-the-scenes commission deals between bands and promoters and also band-financing agreements. One leader has already refused to pay off on one such arrangement, which calls for his kicking in 5 per cent of his gross earnings over a two-year period. Deal was made in return for a location job, but the baton waver has been thinking it over and has decided it was an unfair agreement.

The AFM said this week that the union was not in a position to judge whether or not such "contracts" would have to run out if the dates of expiration carried them past the AFM's September 15 deadline. "That would be for the courts to decide," said a union spokesman. "All we are interested in is that no such agreements are made after September 15."

Ork leaders hooked up on outside commission set-ups and who decide to fight it out rather than pay may find the AFM unable to aid them if the case goes to court. Courts, too, may be prone to back the contractor rather than the leaders, because of the contract itself, which is legal when signed by both parties to the agreement. A legal tech-

nicality might be raised, however, over the fact that the AFM's management contracts definitely specify that the booking office is the sole agent and the only party to be able to hold such a contract for a band at any one time.

This point if raised, tho, would in many cases put the booking office on the spot, too, because the office is usually aware of these other deals with outside parties. Any of these cases, should they come to court, would certainly mean the airing of a lot of not too clean linen for all concerned. For this reason, a lot of baton wavers will probably hesitate before throwing their bee into the courts, since it might mean their being boycotted by all offices and promoters after the martyr act was pulled. Whole mess will probably hinge on the first couple of "no-pay-off" disputes to hit judicial circles.

Many other ork relations angles will be affected, too, by the AFM's new ruling. Co-operative orks will definitely have to dissolve their papers, the AFM says. All investments of cash in orks by outside interests will have to be judged by the union, and it is expected that many of these deals will have to be liquidated in some fashion or other.

Herman Gets First Hold-Over At Hollywood's Palladium

HOLLYWOOD, Aug. 9.—Woody Herman holds the honor of being the first band to be held over at Hollywood Palladium. Opening three weeks ago and playing to 4,800 people as compared with Glenn Miller, who holds a record of 5,200 on the first night, Herman has played to 55,000 up to this point of his stay. Gene Krupa was set to open August 29, but the date has been changed to September 12 now that Herman's engagement has been extended.

Herman is still under Miller and Tommy Dorsey, a Palladium official said there is a probability that he will top Dorsey on a six-week basis.

T. Hill Draws 4,900 Fans And \$2,186 in Niles, Mich.

NILES, Mich., Aug. 9.—Tiny Hill broke the attendance record at Avalon Ballroom here week of August 1 by drawing 4,900 persons, and grossing \$2,186.

On August 1, 600 dancers turned out; August 2, attendance figure was 1,300; August 3, 960; August 5, 651; August 6, 749, and August 7, 640.

Army Hop a Pain In the Necks of Gray and Mr. T.

DOUGLAS, Ariz., Aug. 9.—Situation has developed here where name bands, breaking jumps between Texas and California at the Top Hat Club, are also subjected to a rough afternoon of military maneuvers.

Sam Levy, owner of the club, plays a name band one night a week, but made a deal with the neighboring colored army cantonment to put on a concert for the soldiers the afternoon preceding the one-nighter—at the camp.

Bands booked to play the spot contract for it on a two-date basis, splitting a percentage of the profits of the concert. Thinking that the concert is to be held "on the edge of town," both Glen Gray's and Jack Teagarden's orchestras showed up for the date by train but discovered that the "edge" was 70 miles away from the niterie.

Army had to send out trucks to fetch the boys and take them for a jogging ride in reconnaissance cars, both ways. After the tussle on the rough roads, boys in Teagarden's band concluded that they should be exempted from the draft because the afternoon seemed like a year.

Philly AFM To Tilt Wage Scale in Fall

PHILADELPHIA, Aug. 9.—Indications are that the new season will find a general upping of the wage scale for local musicians. Local 77, AFM, served notice on its membership that it is contrary to law to contract for any engagement beyond Labor Day, and it was learned that a price list committee had been appointed last week to study the union's wage scale structure, with open hearings scheduled later in the month for members to submit suggestions and ideas on the new scale.

According to A. Rex Riccardi, the scale will be raised proportionately because of the general increase in living conditions, rents, food, and clothing. With entertainment spots in town enjoying a boom because of the national defense program in this area, not much trouble is expected from employers in meeting the new wage scale.

The new proposed scale will not be restricted to dance musicians alone, affecting all phases of musical employment. Committees headed by Riccardi were appointed to work out new contracts with the Philadelphia Orchestra and local theaters. New scale will also affect the La Scala Opera Company here, the local board refusing to accept the contract of Angelo Bove as musical contractor for the 1941-'42 opera season until new prices are worked out for the coming year.

New scale will cover one-night club dates as well as locations and pits. On club dates, consideration is given if the establishment has signed a closed shop agreement with the union guaranteeing that non-union musicians will not be allowed to perform on the premises.

Philly Hide-Beater Opens Own Band Office Sept. 1

PHILADELPHIA, Aug. 9.—Jimmy Tyson, drummer boy with Joey Kearns at the WCAU studios here, steps out of the band September 1 to open his own band booking and personal management office. Dropping the Jimmy tag in favor of James C. Tyson Agency, Tyson will manage and book Kearns.

Tyson also takes under his wing the orchestras of Gil Fitch, current at Peacock Gardens, King of Prussia, Pa., and Johnny Creighton, socialite maestro here. In addition to handling the three territorial faves, Tyson will route traveling names out of the New York agencies into this territory for one-night stands.

Orchestra Notes

Of Maestri and Men

WILL BRADLEY'S option was picked up at the Hotel Astor Roof, keeping the slip-horn artist on for another four weeks. **Alvino Rey** may follow. **RUSS MORGAN** canceled a planned vacash to take a nine-day stand at Coney Island, Cincinnati, starting August 23. **RED NORVO** is starting rehearsals with a new 15-piece outfit, but will not do any serious work on it until the conclusion of his current stand on the Potomac River Boat in Washington. **BARNEY RAPP** opens at New York's Arcadia Ballroom August 14. **WHITEY RUSS** and His Tune Toppers pulled an indefinite holdover ticket at Rogers Corner, their first New York date. **JOHN KIRBY** and ork have been signed for a year at Fefe's new Monte Carlo Beach Club, New York. **Bass thumper** also resumes his web commercial on Duffy's Tavern next month. **COLONEL MANNY PRAGER** starts an indef run at the Biltmore, Dayton, O., August 23. **Betty Benson**, wife and ex-thrasher of Ray Herbeck, will join the Prager band. **DON BESTOR** takes the stand at the Baker Hotel, Dallas, August 15. **GLEN GARR** picks up the baton at the Plantation Hotel, Houston, Tex., August 16. **JOHNNY LONG'S** ork will have a short filmed around 'em by Paramount at its Jones Beach studios. **BOB WEEMS**, Chicago ork rep, has signed **John E. Sullivan** and ork to a personal management contract. Band is working the Colonial Hotel, Rochester, Ind. **DON ORLANDO** enlarged his band for the run at the Villa Moderne, Chicago, which started August 9. **BOBBY RAMOS**, singing leader of the Latin band now at Chi's Chez Paree, has been signed by **William Morris** to a five-year booking contract. **HAL HALEY** and ork are hopping one-nighters in the New Jersey and Pennsylvania area. **MARY ANN MERCER**, piper with Mitchell Ayres's band, has been spotted on NBC's College Humor air show starting August 19. She replaces **Virginia Ver-rill**, who has left to become a mother.

Atlantic Whisperings

PAUL WHITEMAN, having already taken fiddler **DAVE NEWMAN** out of the KYW studio in Philadelphia, now has designs on **CARL WAXMAN** packing his alto sax and joining the PW crew as a clarinet player. **Whiteman** is planning on combing out the longhairs from his band, making replacements with youthful virtuosos in the hopes of uncovering another **Bix** or **Frankie Trumbauer**. **PETE DIGGS** for the dance doings at Ralph's Blue Room, Asbury Park, N. J. **CARL MILLER** making the Queen Hotel music in York, Pa. **MERLOUBELLE TRIO** takes over at Die Scheler Restaurant, Sinking Springs, Pa. **JOHNNY KRAUS** continues at Hotel White Way, Atco, N. J. **MARTY MAGEE'S** Royal Guardsmen chalk up their sixth year at the Mayfair Room of the Claridge Hotel, Atlantic City. **BON BON**, former **Jan Savitt** singer, again leaves the Three Keys to link with **HERBY WOODS** at Hunt's Ocean Pier, Wildwood, N. J. **WILTON MAYER** for the music making at Club Condado,

Trenton, N. J. **JOE BESTO** set to finish out the summer at Fort Pitt, Atlantic City. **MONK KAUFFMAN** gets the call at Beaver Hotel, York, Pa. **FLOYD MILLS** set to linger until September 15 at the Admiral Hotel, Cape May, N. J. **JACK FERNANDEZ** for the rumba relief at Babette's, Atlantic City, with **MILTON HUBER** holding over.

New England Circuit

CLAUDE THORNHILL on a series of one-nighters thruout New England that takes him to Alton Bay, N. H.; Roseland, Taunton, Mass.; Lake Spofford, N. H.; Hampton Beach, N. H., and Pemberton and Bedford Grove, N. H. **LEIGHTON GRAY** in for a one-nighter at the Chateau Ballroom in Paragon Park, Nantasket. **VAN ALEXANDER**, after a series of one-nighters, played the Lawrence (Mass.) Hofbrau for one night. **ROLY ROGERS** held over at Cappy's in North Easton, Mass. **Jini Wilson** is featured. **MILDRED LAW** now with **WILL JOHNSON** at Seiler's Ten Acres in Wayland, Mass. **LOU BREESE**, after a sensational week at the Totem Pole, has started on a series of one-nighters. **FRANKIE MASTERS** due in for a series of one-night stands. **DICK BALLOU** at the Roseland-State in Boston. **HARRY MORRISSEY** continues at the Beachcomber until fall. **RUBY NEWMAN** scheduled to go into the Ritz Carlton Roof before the end of the season. **GEORGE MacFARLAND** and his orchestra playing at the Wonderland Dog Track in Revere, Mass. **BUDDY TRASK** at Whalom Park in Fitchburg, Mass. **SAM DONAHUE** back in New England, slated for a one-nighter at Shelbourne, N. H., Pavillion. **MARTHA PERRY** is featured with **CHARLIE STRONG** at the Riverview in Neponset, Mass., next week. **RUSS MORGAN** follows **AL DONAHUE** into the Totem Pole Ballroom. **GENE KRUPA** and his band drove several hundred miles out of the way arriving at Rochester, N. Y., for a Rochester, N. H., engagement. **JOEL PALMER** at the Riverview for his first New England date. **JIMMY McHALE** goes from the Westminster Roof into the Blue Room when the Roof closes for the season. **LEW CONRAD** featured at the Riptide in Magnolia, Mass. **RUBY NEWMAN** at the Casino in Magnolia.

Coast Cacophony

DUKE ELLINGTON is mulling a contract with RKO Pictures and Orson Welles that calls for writing, composing, and acting. **Ellington** is currently appearing in *Jump for Joy* at the Mayan Theater, Los Angeles. **NEIL BOND-SHU**, current at Ciro's in Beverly Hills, switches to NBC August 12, and will be the first band to be heard on the new pick-up. **PAUL WHITEMAN** is due on the West Coast about October 1. **TED FIO RITO**, skedded to open at Jimmy Contratto's Trianon in Southgate, Calif., August 19, has had the opening date at old Topsy's set back a day. Spot may remain closed Monday and Tuesday nights. **JOHNNY SCAT DAVIS** opens at Jantzen Beach August 19, two days after he closes at the Trianon. He goes into Elitch's Gardens, Denver, September 2. **MURIEL LANE**, vocalist with **Woody Herman**, is putting in plenty of time at the beach during the band's stay at the Hollywood Palladium. **DUSTY RHODES** is doing good business at the Atlas Hotel, Colorado Springs, Colo. **STAN KENTON** is the band that's getting the talk in local circles. He's current at the Rendezvous Ballroom, Balboa Beach. **EARL HINES** is one-nighting thru Utah and Wyoming on his way to the West Coast to play the Paramount August 21. **BILLY MacDONALD** and His Highlanders are set for six months at Lau Ye Chai in Honolulu. **CARL RAVAZZA** plays the San Joaquin County Fair August 23-24 and opens the Biltmore Bowl, L. A., August 28. **KEN WATKINS** is at the Sky Room of the Hilton Hotel in Long Beach. **KEN BAKER** is packing them in at the Venice Ballroom. **ANIWA BOYS** are at Sun Valley. **THE SWINGSTERS** are booked into the

Detroiters Don't Like Dancing in Summer; Olsen Static 8G at Fair

DETROIT, Aug. 9.—Business appeared about static for the **George Olsen** show at the Casino Gardens, which he has fenced off at the Michigan State Fair Grounds, with gross estimated at around \$8,000, based on an estimated 15,000 admissions last week, third for the show. Business apparently was not much helped by the warm spell, confirming the evidence of other outdoor spots here that local customers do not dance in hot weather, even outdoors. Only exceptions appear to be the strictly air-conditioned spots, principally better class night clubs, which draw their usual quota of dance patrons in consistent ratio with their other business. Show featured the **Yue Sisters**, and **Anthony, Allyn, and Hodge**. At Westwood Gardens Manager **Mike Falk** reports total admissions of around

4,000, again staying practically even between the first and second weeks of the **Lamb-Yocum** ice show. Even a novelty outdoor attraction of this caliber is not drawing local patrons in large numbers.

At Eastwood, **Tony Pastor's** band drew what would normally be a fair attendance, but was somewhat off by comparison with the house records set up the week before by **Glenn Miller**.

The first two spots are making changes in their policies to stimulate attendance. **Olsen**, opening on the typical Detroit night club policy of two-week bookings for shows, is switching to one-week runs.

Maestro **Mike Falk** at Westwood taking advantage of the discovery that the spot, hitherto serving only beer and wine, was entitled to a full liquor license, has installed a liquor bar.

Infatuated, No Doubt

ALTOONA, Pa., Aug. 9.—A 20-year-old gasoline station attendant fingered a \$15 reward last Monday (4) for returning two rings, valued at \$1,500, to the **Andrews Sisters**. **George L. Kaufman**, attendant at a near-by Lock Haven station, said he was given the rings the previous Saturday night by a woman who found them in a rest room. The **Andrews Sisters** phoned from Gallitzin near here, where they were putting in a personal appearance, to ask if the rings had been found. **Kaufman** hitchhiked 35 miles to town and hired a taxi to Gallitzin to return the rings. "I would have returned them without any reward," he piped.

Orks Go Gratis For Selectees

NEW YORK, Aug. 9.—American Federation of Musicians revealed here this week that it did not object to bands playing at various draftee encampments if the leaders want to do so. Recently orks on one-nighters or between engagements have managed to sandwich in a couple of hours tooting at camps on their routes.

The AFM says it is interested only when army bands or orks leave the camps for engagements, but that now that situation is under the control of army regulations. Band leaders have evidently found the camp sessions a twofold break—gives them a chance to show their patriotism and usually a hunk of publicity in local papers.

NORFOLK, Va., Aug. 9.—**Al Donahue's** bandsmen went without their dinners to give a show for the soldiers at Camp Pendleton during their engagement at the Surf Club, Virginia Beach. Name bands playing the beach have been generous in the matter of entertainment for soldiers at Pendleton and Fort Story, recent performers having included **Tommy Dorsey's** ork. **Dorsey** band also played for enlisted men at the Naval Operating Base during a spare couple of hours.

Correction

Apologies to **Schumann Music Publishers**. Due to an error in transmission *The Hut-Sut Song* was omitted from the list of songs receiving the most NBC-CBS radio plugs in the August 9 issue of *The Billboard*. *The Hut-Sut Song*, with 26 plugs, should have appeared in ninth place.

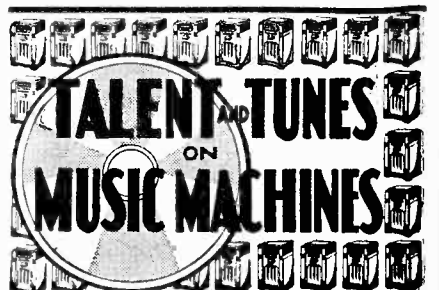
Showboat in San Diego indefinitely. **KINGS OF RHYTHM** closed at the St. Catherine at Catalina and moved into the Galvez in Galveston, Tex., five days later. **RHYTHM RASCALS** in at Town House on a "til further notice" deal. **CLIFF GILLETTE** and his orchestra moved into the St. Catherine at Catalina for the season ending September 20. **RAY NOBLE** is set for the Stockton Fair and Horse Show at Stockton, Calif., August 16-17. **CEE PEE JOHNSON** has been signed for *Gentleman From Dixie* by Monogram.

S. Hurok Contractor Fights AFM's Ouster

NEW YORK, Aug. 9.—**Nathan Rosen**, former music contractor for **Sol Hurok**, concert promoter who was expelled from the American Federation of Musicians after he failed to pay a fine of \$4,000 for alleged receipt of kickbacks, took his fight to the New York State Supreme Court Friday (8) to force his reinstatement in the union.

Court case is an offshoot of an action taken last spring by Local 802, AFM, which found **Hurok** guilty of accepting \$1,500 from **Sam Pertchoneck**, sub-contractor for **Hurok**, as an alleged bribe for the job, and **Rosen** guilty of being in the alleged take from musicians to the tune of \$3,700. Federation upheld the decision in both instances. **Hurok**, claiming the \$1,500 was a loan, paid the union during the prescribed time of four weeks. **Rosen** didn't, however, and was stricken from the rolls.

Rosen is suing for reinstatement on the basis that he didn't receive a fair trial. During Friday's proceedings the court granted a motion to **Rosen's** attorney asking for an adjournment until Wednesday (13) in order to have sufficient time to answer affidavits which were produced in evidence.



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The Billboard

WEEK ENDING AUGUST 8, 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, August 8, 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, August 8.

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."

Table with columns: Position, Title, Publisher, Plugs. Lists songs like 'KISS THE BOYS GOODBYE', 'A ROSE AND A PRAYER', 'DADDY', etc.

NBC-CBS PLUGS

Table with columns: Position, Title, Publisher, Plugs. Lists songs like 'I WENT OUT OF MY WAY', 'YOURS', 'DADDY', etc.

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; Galety 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 Plitz 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

Table with columns: POSITION, Last This Wk., This Wk., Title, Artist. Lists songs like 'DADDY', 'GREEN EYES', 'MARIA ELENA', etc.

EAST

Table with columns: POSITION, Last This Wk., This Wk., Title, Artist. Lists songs like 'DADDY', 'MARIA ELENA', 'GREEN EYES', etc.

SOUTH

Table with columns: POSITION, Last This Wk., This Wk., Title, Artist. Lists songs like 'DADDY', 'GREEN EYES', 'YES, INDEED', etc.

MIDWEST

Table with columns: POSITION, Last This Wk., This Wk., Title, Artist. Lists songs like 'DADDY', 'GREEN EYES', 'YOURS', etc.

WEST COAST

Table with columns: POSITION, Last This Wk., This Wk., Title, Artist. Lists songs like 'DADDY', 'GREEN EYES', 'PIANO CONCERTO', etc.

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.

Large table with columns: NATIONAL, EAST, WEST COAST, MIDWEST, SOUTH. Lists sheet music best sellers like 'DADDY', 'MARIA ELENA', 'GREEN EYES', etc.

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

- MARIA ELENA. (10th Week) Jimmy Dorsey, Wayne King, Tony Pastor.
DADDY. (10th Week) Sammy Kaye, Andrews Sisters.
THE HUT-SUT SONG. (9th week) Horace Heidt, Freddy Martin, King Sisters, the Jesters.
GREEN EYES. (4th Week) Jimmy Dorsey.
GOODBYE DEAR, I'LL BE BACK IN A YEAR. (2d Week) Horace Heidt.
'TIL REVEILLE. (1st Week) Kay Kyser, Bing Crosby.

COMING UP

- YES, INDEED. Tommy Dorsey.
BLUE CHAMPAGNE. Jimmy Dorsey.
KISS THE BOYS GOODBYE. Bea Wain, Tommy Dorsey.
YOURS. Jimmy Dorsey.
YOU AND I. Bing Crosby, Glenn Miller.

Philly's Cops and Firemen Hit The Swing Groove; But AFM-ers Don't Take to the Arrangements

PHILADELPHIA, Aug. 9.—Considering the fact that AFM chieftain James C. Petrillo has had it out with high government officials, A. Rex Riccardi, secretary of the local musicians' union, has no qualms in squaring off with this town's Mayor Lambertson and Director of Public Safety "Shooney" Malone. Failing to get a rise out of the mayor and the chief of the city's police and firemen in response to a barrage of complaining letters, Riccardi now announces that he aims to invade City Hall for a showdown.

Matter concerns the tootling of the town's police and firemen's band. The law-enforcing and fire-fighting musicians have been on the union's blacklist for the past two years, classified as unfair to organized labor because of their practice of playing civic functions and parades.

Newest activity of the police and firemen musicians strikes closer to the pocketbook of the union's membership. It has been disclosed that the police and firemen have now formed a dance band and in recent weeks have been play-

ing at proms sponsored by various political clubs and groups around town. Since the police and firemen play free, being on the city's pay roll, the free dance music threatens to become a serious threat to the union's dance musicians. As a result, before the situation gets out of control Riccardi aims to lay down the union's law to the mayor and public safety director.

If need be, Riccardi will enlist the support of the Central Labor Union. Union claims that it doesn't make sense for union musicians, as taxpayers, to support competitive musicians who threaten to cut deeply into their employment possibilities.

Blacklisting of the police and firemen's band had serious repercussions in radio circles last week. WCAU had scheduled a broadcast from Independence Hall, where a special demonstration was being put on for the benefit of a State convention of police chiefs here. Union warned station that, in doing the broadcast, it would be unable to carry any music of the blacklisted police and firemen's band.

As a result, WCAU had to call off the on-the-spot broadcast and cut a transcription of the event, striking out the forbidden background music.

PHILADELPHIA, Aug. 9. — Adjournment of State Legislature last week resulted in failure of the local musicians' union to put thru a State law restricting high school bands from appearing at other than school functions, to prevent competition with union musicians. Bill had the backing of the State conference of AFM locals, but it was pickled in committee and automatically died when the lawmakers closed their 1941 session.

Celoron Park Hangs Up an Okeh Season

CELORON, N. Y., Aug. 9.—Name band one-nighters continue to stay on the black side of the ledger at Celoron Park's Pier Marine Room. Season received neat opening July 4 with Vaughn Monroe, who turned styles to the tune of \$1,750. Since then two clicks have hit the Marine Room premises in the Frankie Masters band and Alvino Rey, with the King Sisters. Masters was on tap July 26 and did well, drawing 1,100 people despite terrific heat spell. Ducats were priced at \$2 per couple advance, and with 315 pairs buying the bargain way, advance gross amounted to \$630. An additional 235 couples arrived at the gate the night of dance to plunk down \$2.50 for two, to garner \$588. Total take was \$1,218.

Following Saturday Alvino Rey appeared and went to town with an attendance of 1,760 persons. Ducats were scaled same as for previous affairs, \$2 and \$2.50 per couple. Advance gross came rolling in to the happy tune of \$924, accumulated by 462 early-birds. At the box office 318 couples spent \$795 during evening. Gross receipts were sold at \$1,719, almost on par with Monroe's holiday haul.

Park is under general management of J. G. Campbell, with dancery under the wing of "Shag" Day. Future bookings here include Emerson Gill for August 9, to present a battle of music with house band of Lyle Carlyle. Tommy Dorsey is expected to come in August 23 instead of Glenn Miller, who was originally set. Guy Lombardo is on tap for August 30.

Donahue's Ork Does an OK \$991.98 at Pleasure Beach

BRIDGEPORT, Conn., Aug. 9.—Drawing the fourth largest crowd of the season, Al Donahue did nicely at Pleasure Beach Ballroom here last Sunday (3), with 1,503 persons passing thru the turnstiles. With the admish down to 66 cents, the lowest scale so far this season, gross totaled \$991.98.

Other orchestras outdrawing Donahue so far are Elvino Rey, with 2,380 persons on July 20; Tommy Dorsey, with 2,300 persons on June 1, and Harry James, with 2,208 persons on July 27. On Donahue's two previous engagements in Bridgeport this year, at the Ritz Ballroom, he drew 1,123 persons on January 16 and 1,198 persons on January 26. Tommy Reynolds in tomorrow (10).

Wingy Manone Plans a Club

HOLLYWOOD, Aug. 9.—Wingy Manone, band leader, announced here this week that he will build and operate a night club in San Fernando Valley. Ground has been purchased and building is scheduled to start immediately.

Manone would not say who was angling the deal.

Club will have living quarters for the band leader above it.

Honesty Pays

SAN FRANCISCO, Aug. 9.—When Kay Kyser packed to leave after playing at the Presidio for the troops recently, his mortar board cap—of sentimental value to him because he wore it when he first made the big time—was missing.

A soldier was suspected of having taking it for a souvenir. Word was sent out that Kyser wanted the cap, and no questions would be asked.

The cap was forwarded to the band leader with the soldier's apology. Next came a radio-phonograph from Kyser for use of convalescents in Letterman General Hospital.

Totem Pole Takes In IIG's on Breese Ork

AUBURNDALE, Mass., Aug. 9.—Lou Breese, at the Totem Pole Ballroom at Norumbega Park, chalked up big grosses during his seven-day stand, winding up with a total of \$11,407.

Breese, a Boston boy, started off July 28 and drew 8,300 hoofers at \$1.35 per couple for the three-day week-end for a gross of \$5,602. Continued strong with 1,500 Monday, 2,000 Tuesday, 2,500 Wednesday, and 2,600 Thursday at same prices for \$5,805. Rain and hot weather failed to ruin Breese's draw, and 16,900 persons went into the ballroom during the week.

Al Donahue, who followed Breese, started off August 1 and 2 with good grosses. Donahue is an established fave here and betters his gross each time. This time he hit an all-time high with 3,300 terpers Friday and 3,700 Saturday at \$1.35 per couple for a \$4,725 gross.

NEW YORK, Aug. 9.—In last week's issue the music firm that publishes Richard Kollmar's tunes was erroneously referred to as the Keystone Music Company. It should have read Musicana.

Selling The Band

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

Theme Song

LEO ZOLLO, maestro at the Benjamin Franklin Hotel, Philadelphia, in signing under the MCA flag, makes a bid for name band fame with the launching of a promotional campaign that will match the stellar brand of syncos that he dispenses. For such all-important purposes Zollo has added brain-truster Sam Bushman to his organization.

First stunt is a three-way tie-up making capital of a search for an appropriate title for the maestro's new theme song. Tune, fashioned by Jimmy Tyson, writer of *Knock Knock*, and Irving Leshner, Sammy Kaye's newest songwriting protege, was introduced sans fanfare on the maestro's nightly remotes from the hotel via WFIL. For 10 days no announcement has been made about the new theme, building up for the blitz.

Starting this week, the radio listeners will be apprised of "The Leo Zollo Song Contest," the maestro offering \$50 in cash prizes for the best title for his new theme, money divvied among the best three entries to be selected by a group of local newspaper men and music critics acting as a board of judges.

Contest, to continue for the next fortnight, will be plugged heavily on WFIL, promoting spot announcements during the day in addition to the dance remote in the evening. Further tie-up was made with Raymond Gathrid, radio editor of *The Daily News*, resulting in daily contest plugging in the *Behind the Mike* ether column. To complete the picture, contest will be plugged generously from the hotel dance floor. Winners will receive their awards with fitting ceremonies, rounded together for a dinner party at the hotel, which means picture plugs in the local newspapers.

Sally Sloane, publicizing the Merry-Go-Round of the Ritz-Carlton Hotel, Atlantic City, makes use of the recordings of Carmen Cavallaro, maestro at this carousal club. "Lucky number dances" are staged for the week-end afternoon cocktail sessions. Feminine member of the lucky duo gets an album of five Cavallaro cuttings, personally autographed by the maestro.

W. C. Handy Night

IVAN BLACK, building business with carefully planned bally for Cafe Society Downtown, New York, staged a W. C. Handy Night which was unique in that it combined plugs for no less than six different media—night club, band, song publisher, radio, records, and book-publisher. Occasion was the publication of Macmillan's autobiography of Handy, *Father of the Blues*. Band leader Henry Levine, of NBC's *Lower Basin Street* show, and blues singer Helena Horne, of the Cafe, who combined their talents for an album of Handy records, covered the band, record, and radio angles, while Handy himself earned invaluable publicity for his music publishing firm and Macmillan achieved similar results for the book. Leonard Feather helped Black in staging the special.

Handy is best remembered as the writer of *St. Louis Blues*, and there's hardly a soul who has ever bought a record who has not included a recorded version of the classic. Thru the years dozens of instrumentalists and singers have recorded the number, and with each recording it takes on added importance. Similarly, each year brings added importance to the Talent and Tunes Supplement of *The Billboard*. Just as a special recording is anxiously awaited by the public at large, so is the industry looking forward to the third annual Talent and Tunes storehouse of record facts and information, to be available late in September to music publishers, recording artists and companies, and particularly the operators of music machines.

Andrews Sisters did their bit, and in showmanly fashion, for the aluminum defense collection in Atlantic City during their personal appearance at the Steel Pier last week. Their efforts in that direction were tied in with an appearance at Irving's Music Shop at the resort. Autographed records were presented free to the first 25 persons bringing in an aluminum article to the music store at the time of the scheduled personal.

Music Items

Publishers and People

GREATER NEW YORK MUSIC, thru its selling agent, Stansy Music, is concentrating on two new numbers, *Desert Moon* and a patriotic ditty, *Keep the Stars and Stripes Together*.

Ben Yost, the singer-choral director, has composed his first tune, *Dark Skies*, which his swing choir, the New Yorkers, will feature on their current tour with Dave Apollon.

Songwriter Ted Grouya is heading out for Hollywood now that his composition *Flamingo* has established his merit. The Rumanian-born Grouya was finding the sledding tough until maestro Will Bradley heard, liked, and recorded the melancholy *Flamingo*.

Radio Tunes, Inc., is publishing the first ballad from the musical pen of John Murphy, arranger for the Johnny Long band. Roy Jacobs collaborated with Long's arranger on the lyrics.

John Finke Jr. is writing special arrangements of *Intermezzo* for Solovox demonstrations.

Dave Marion Jr., old-time vaude performer and songwriter, has gone into partnership with Bruce Holder, ork leader featured over New Brunswick (Can.) airwaves. The Holder bandsmen have completed a British patriotic number which is to be published by Gordon Thompson, of Toronto.

Song and Such

JOLTIN' JOE DI MAGGIO, written by Les Brown and Alan Courtney, will be introduced this week by the Brown ork. Marking the first time a ball-player has been glorified in song, the piece describes Joe's batting prowess, with emphasis on his recent hitting streak.

Glen Miller is interested in Gil Mills' new tune, *One Foot in Heaven*, published by Keystone.

Melo-Dee Music had its first tune, *Softly*, introduced by Vincent Lopez August 2, and now Johnny Long and Sonny Dunham are helping out with the featuring.

Russ Hull and Ernest Ford have written a new tune, *Daddy Don't 'Low No Foolin' 'Round*, without ever seeing each other. Theirs was strictly a postage-stamp collaboration, with the melody shuttling back and forth via the mails until both authors ran out of improvements.

Give Me Your Answer, the song written back in 1925 by Alfred J. McCosker, WOR president and Mutual Network chairman, gets a concerted drive on the air this week. Revived during the ASCAP war, the ditty was rearranged and introduced by Irv Carroll and his orchestra over WMCA.

Philly Pickings

JACK HERMAN, old-time songwriter, and Frank Capano, local music publisher, combined efforts for *Don't Say No to the USO*.

Alan Fielding, Club Ball maestro, has sold his first tune to a publisher, and Chero Music Company, New York, is grooming his effort, *Love Sincere*, for an early fall push.

Alma Somerville's *Jungle Serenade* is getting the attention of the music pubs.

Charlie Gaines, trumpeting maestro at Carroll's Cafe, has fashioned a swing army tune, *Troopin' With a Trumpet*.

Pitt's Local Bands Take Rap From Road

PITTSBURGH, Aug. 9.—Bands are getting more work now than for a number of years in the past, and pay checks are bigger, according to Secretary Charles Graffelder of AFM Local 60, but less of the money is going to local bands because of the increasing number of traveling orchestras entering the territory.

Of about 50 active bands, only 30 or so work fairly regularly, he stated. Local orchestras pacted in the past few months by MCA are Clyde Knight, who was featured on the Fitch "Band Wagon" broadcast two weeks ago; Baron Elliott, and Brad Hunt.

Columbia Renews Tiny Hill

CHICAGO, Aug. 9.—Columbia Recording Records renewed Tiny Hill's contract for another year this week. He will continue to record on the Okeh label. His last set on the old pact was made at Columbia's local headquarters last week.

On the Records

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

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

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

By M. H. ORODENKER

TOMMY TUCKER (Okeh 6320)

I Don't Want To Set the World on Fire—FT; VC. *This Love of Mine*—FT; VC.

IN THE CHARACTERISTIC smooth and sugary rhythm that marks Tommy Tucker Time, this couplet represents the combination of two song ballads destined to soar to the top in mass popularity. More immediate attention is centered on the A side, primarily because here are lyrics and melody that should stamp it the song of the year, in spite of the fact that it comes from the catalog of a comparatively new music publishing firm.

I Don't Want To Set the World on Fire is a "natural." If it fails to set the song world on fire, popular composers may as well stick to Tchaikovsky for their source of inspiration. Moreover, it is a song that is not sold only by the band, as was the case of *I'll Never Smile Again* and others from that school. The song sells itself, being one that invites listening over and over again, for both words and music.

The lyrics meaning much to the music, Tucker wisely devotes the entire side to vocal effort. Amy Arnell sings the first chorus in standard style, and for the second half of the platter is joined by the Voices Three to give it a rhythmic lilt.

The companion piece, the songwriting effort of Tommy Dorsey's Frank Sinatra, also measures up to high standards, and Tucker's interpretation does it full justice, offering the first chorus in a sweet setting and then letting the ensemble band together as a glee club to sell the song in voice.

Music machine operators should not be caught sleeping on "World on Fire," because the song is definitely a sleeper. Before long there will be several platter versions of the ballad, but there is nothing like getting in on the ground floor for any side. Tommy Tucker not only has the jump on the others, he has the added advantage of giving the song a treatment that will make his side stick, come what may after. The "Love of Mine" lullaby is also destined to enjoy long life in the phonos, and Tucker's entry is a very welcome one.

JIMMY DORSEY (Decca 3928)

Embraceable You—FT; VC. *Fingerbustin'*—FT.

RELEASE of a Dorsey disk has become a notable event, considering the fast pace Jimmy has been setting for his platter efforts. Interest in this number promises to be just as great as for his others. General interest is directed only at the A side, one of the late George Gershwin's smarter love songs that has already cut a wide swathe in popularity. Dorsey's disk should bring it back again in public favor.

Moreover, the side serves as a showcase for Helen O'Connell, showing conclusively that she can sell a ballad as strongly as a rhythm tune. The start has the wailing of a trumpet to set the musical mood for Miss O'Connell's slow and sultry chanting that brings a sexy quality to her pipes. Dorsey's alto sax picks it up and the band wraps it up.

The *Fingerbustin'* side finds Dorsey doing just that on his saxophone and clarinet. Taken at a traffic-stopping tempo, this finger-busting exercise was fashioned by trumpeter Toots Camarata to give the maestro ample latitude to demonstrate his technical proficiency. And Dorsey makes the most of it, playing with a wild and scholarly abandon that first brought him record recognition over a decade ago with the old Varsity Eight combination. As a result, interest in the side is restricted primarily to instrumentalists and the dyed-in-the-discs Dorsey fans.

Jimmy Dorsey having become standard for the music boxes, it's the "Embraceable You" side that is up to the established standard. While it is far removed from the "Amapola" and "Maria Elena" style, it's still Dorsey at his better musical moments, with the ballad a standard George Gershwin favorite and Helen O'Connell's vocal selling on the strong side. The companion piece wasn't meant for the phonos.

LES BROWN (Okeh 6323)

All That Meat and No Potatoes—FT; VC. *As If You Didn't Know*—FT; VC.

Musical food for the jitterbug clan is provided by Les Brown for the A side of the couplet. Taken at a slow and hand-clapping tempo, the Fats Waller tune is given a solid setting that makes it really kick. Betty Bonney, aided by the choral chantings of the boys in the band, gives voice to the "jive" lyrics and there's plenty of force and guts to the Brown boys to make it move along solid. The song itself is a blend of Harlem slang, stemming from the *Seafood, Mama* song, and Brown brings enough life to it to create enthusiasm among the younger element.

For the plattermate, the band sticks to slow tempo, but subdues the mood to make for rich harmonies in the smooth manner. From the *Time Out for Rhythm* screen show, the side spotlights the baritone voice of Ralph Young, who handles the initial chorus and finishes out the side after a band interlude.

It's the "Meat" music that should make for meat for the music boxes. And even coins to spare for potatoes. With "Yes, Indeed" reviving interest among the youngsters in the slow swing tunes that invite hand-clapping antics, this side is a natural for such service. Moreover, Brown's interpretation of Fats Waller's song is highly acceptable for the race locations, the title alone making for a natural draw.

CLAUDE THORNHILL (Columbia 36268)

Snowfall—FT. *Where or When*—FT.

This couplet marks the move of arranger-pianist Claude Thornhill to the higher-priced Columbia label. He brings the label plenty of musical class. *Snowfall* is his theme song, an original. It's a haunting and impressionable tone picture that highlights the maestro's classical piano touch in the modern manner. The Rogers-Hart classic from *Babes in Arms* for the B side is also interpreted

in slow and mood-inspiring tempo, highlighting Claude's intelligent piano capers. The band is styled to the likings of the smart supper clubs and plush rooms.

Neither side is designed for universal machine usage, but, where the location calls for the smart music and the musical comedy favorites, the "Where or When" side is highly acceptable.

(See ON THE RECORDS on page 71)

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 SOL ZATT

McFarland Twins

(Boardwalk Cafe, Jones Beach State Park, Long Island, New York, Mutual Network, Tuesday (5), 12:45-1 a.m.)

MC FARLAND TWINS took "short money" on this air deal, with only a 15-minute session to sell their etherized wares. It offered a warmer-upper to a bright rhythmic session, only to be rudely punctuated by the final sign-off after four tunes.

Ration consisted of four pops, sprinkled with novelty, rhythm, and ballads. Norton Sisters (three), who hold down the vocal chairs, contributed nicely, but at times became very heavy with tremendous self-conscious effort, which bogged them down. Except for this deficiency, a pleasing air shot, tho as stated not enough time to inject showmanship.

Will Bradley

(Hotel Astor, New York City, Mutual Network, Tuesday (5), 12 midnight to 12:30 p.m.)

THE boogie-beat-bambinos prove that they are not entirely devoted to

On the Stand

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

Duke Daly

(Reviewed at Playland Casino, Rye, N. Y.)

IF DUKE DALY'S name isn't familiar in hep circles now, it shouldn't take long before the cats begin to take notice of this crew, which is showing very healthy spurts for a 10-week-old organization.

Daly has been around before with bands of makeshift variety, but never has he had a band which has shown such musical unanimity and straightforward versatility, which has lent itself to high-gear dancing and listening appeal. With a set-up of five brass, five sax, and three rhythm thumpers, the band is shaping up in fine style.

Ork still has plenty of rough edges and some meaningless blasting in the otherwise lilting Horace Henderson arrangements, but from the way it has been coming along it seems to be just a question of time as to smoothing it out. Daly also has some ace instrumentalists teeing off at the key posts in the persons of Jimmy Sands on clarinet, Chuck Maxon on the slushpump, Max Tiff on trumpet, and Bobby Dukoff on alto sax. Vera Barton is the vocalist.

The Daly diggers have a well-stocked library from which to work and show good clarity in polishing off rumbas, pop Cuban tunes, and ballads and rhythm numbers. Despite the fact that the band is still in the incubation process, it shows exceptional promise. *Zatt.*

Jesse Price

(Reviewed at College Inn, Kansas City, Mo.)

PRICE, formerly known as the "Mad Drummer" when he was featured instrumentalist with Harlan Leonard and His Kansas City Rockets, recently broke away from that organization to organize his own combo. Present outfit is patterned along ideas Price has nourished for years and, while the crew "rocks and rides" with the best of jump bands, it also plays a quality of sweet swing hard to duplicate among sepia bands in this area.

The band is made up of two trumpets, one sliphorn, two altos, one tenor, piano, bass, and drums. Price himself is originally from Memphis and prefers Memphis style jazz to that of Kaycee. Therefore, the crew plays much more ensemble work and less solo than the average colored band here. Facing the rhythm are Price's own flashy tubs, backed up by the bass plucking of La Vern Barker and the ivories of Myles Pruitt. A peculiarity about the band is that nearly all the musicians are conscientious artists, cutting from the paper, and as a result turning out a super-par quality of tonal

effects. Hot solos are carefully phrased and imaginatively worked out. Trombonist Carl Smith particularly deserves praise for his jazzy sliphorn work. All the brass frequently employ in-and-out-of-the-hat mutes, giving a gutty ride effect to the swingaroo numbers.

On sweet tunes the outfit is equally effective. Employing a quantity of alto solos and leads, the band pleases with a lush style, highlighted by the svelte vocals of lyricist Bernice Brown. Price himself also takes a few shouting blues vocals. Featured on tenor sax is Walter Leonard, brother of Harlan Leonard, who elected to stay with Price. *Locke.*

Don Ragon

(Reviewed at Sky-Hy Roof, Hotel Continental)

THIS sweet-styled well-balanced hotel crew is an outfit ideally suited for such a location. Ragon himself plays a sugary horn and acts as an amiable baton waver, being a neat, well-mannered lad whose personality sticks with the patrons. He was formerly a sideman with Boyd Raeburn's orchestra and is experienced in dishing out svelte rhythms.

Most tunes are played in ensemble by the band. The line-up is four reeds, two trumpets, and three rhythm. The reeds are alto, two tenors, and a baritone, the last named taking the edge off the alto and giving the reed ensemble a pleasant, less sharp tone. A trick styling on many tunes involves eight bars of shuffle rhythm, eight bars of piano, and then a vamp into the full chorus, giving the customers the melody right off the bat and doing away with what Ragon calls "unnecessary" introductions. The idea makes for pleasant listening, especially since Ivory-pounder Keith Myers tosses in some beautiful flutter piano.

This crew carries three vocalists, besides novelty vocals by Myers, who is billed as "Mighty Massa Muscle Man Mountain" Myers. Tony Marsh, a crooning baritone, is sufficiently heart-throbbing to the fems on such ballads as *Maria Elena* and *Here Is My Heart*. Dottie Reed delivers other sweet tunes such as *Because of You*, while Alice Raye handles swinger items. She also does duets with leader Ragon. Judging by its present performance, this is a nifty little band. *Locke.*

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Shuberts Lose New Haven Spot

NEW HAVEN, Conn., Aug. 9.—Announcement was made here last week that Yorkhaven Enterprise, Inc., will take over operation of the Sam S. Shubert Theater September 1, succeeding the Select Theatrical Corporation. The newly organized firm, capitalized for \$50,000, is headed by Morris A. Nunes, also president of Progressive Premiums Company, a concern supplying movie houses with giveaways. Associated with him is Maurice H. Bailey, owner of three film houses in this city. Nunes said the policy would be modeled closely after the Shuberts', and that Broadway plays would be booked. In addition, he said that arrangements are to be made with the Dow Agency, New York, for the booking of concerts and vaudeville. He indicated that motion pictures will be played if necessary to make the house pay.

Decision of the Shuberts to relinquish control of the house came as a surprise. Under their management since it was built 26 years ago, it was long used as a tryout spot. At one time nearly all the shows destined for the Winter Garden broke in here.

E. David Eldridge, Shubert representative here the past 34 years and manager of the Shubert since it opened, blasted out at the deal that saw the Shuberts lose control of the theater. The Shuberts, he said, supposed negotiations with the Taft Realty Company, owner of the property, for a new lease were still on. "They were not given a chance to meet offers made by others," Eldridge declared.

That the Shuberts consider they are out of the field in New Haven was indicated when it was stated that the Shubert organization here is being dissolved. Samuel Horwath, Eldridge's assistant, has already been placed in Boston. Eldridge is still undecided about his own future plans, but may be transferred to another post by the Shuberts.

Eldridge's charges did not receive a reply. Ezekiel S. Bronson, president of the Taft Realty concern, declined to comment.

Des Moines Sets Heavy Season

DES MOINES, Aug. 9.—A heavy winter season of road shows has been booked for the Shrine Auditorium this year, according to Mrs. George Clark, manager for the auditorium. First in will be Edgar Bergen and Charlie McCarthy heading a variety show on October 3.

Other shows and attractions definitely booked include *My Sister Eileen*, October 13; *Veloz and Yolanda*, October 21; a return engagement of *Hellzapoppin*, November 13; the fourth appearance of *Tobacco Road*, November 23; Ed Wynn in *Boys and Girls Together*, November 25; Al Jolson in *Hold On to Your Hats*, December 14.

Other productions, for which definite dates have not been announced, include *Arsenic and Old Lace*, *Life With Father*; *The Corn Is Green*, with Ethel Barrymore; *MacBeth*, with Maurice Evans and Flora Robson, and *The Doctor's Dilemma*, with Katharine Cornell.

Hush-Hush for Molnar

GLOUCESTER, Mass., Aug. 9.—*The King's Maid*, by Ferenc Molnar, will be tried out at the Bass Rocks Theater here the week of August 25. Piece is held by Oscar Serlin. Completely shrouded in secrecy, neither Serlin nor Molnar will permit any word about the plot to leak out. Serlin has admitted, however, that it is far removed in theme and as a dramatic story from Molnar's earlier plays.

Chopped Porterhouse

GUILFORD, Conn., Aug. 11.—The legitimate stage is like "being introduced to a wonderful porterhouse steak after eating hamburgers all your life." Anyhow, that's the way it seemed to redheaded strip-teaser Georgia Southern last week after collecting a dozen curtain calls following her debut in legit via a local cowbarn.

The play? *Burlesque*, in which Georgia portrayed a strip-tease queen.

BROADWAY RUNS			
Performances to Aug. 9 Inclusive.			
Arsenic and Old Lace (Full-ton.) (Booth)	Jan. 10	243	
Claudia	Feb. 12	206	
Corn Is Green, The (National)	Nov. 26	295	
Life With Father (Empire)	Nov. 8, '39	734	
My Sister Eileen (Biltmore)	Dec. 28	260	
Separate Rooms (Plymouth)	Mar. 23, '40	577	
Watch on the Rhine (Beck)	Apr. 1	151	
Musical Comedy			
New Hellzapoppin (Winter Garden)	Dec. 11, '39	696	
Pal Joey (Barrymore)	Dec. 25	261	
Panama Rattie (46th St.)	Oct. 30	326	

"Cabin" 50G in L. A.; Three More Set

LOS ANGELES, Aug. 9.—*Cabin in the Sky* did okeh the two weeks it was at the Biltmore Theater here, considering the fact that it had played the Philharmonic Auditorium for two weeks about five weeks before. Gross for the fortnight at the Biltmore ran about \$50,000 for the 1,636-seat house, at a \$2.50 top.

Biltmore has *Mamba's Daughters*, also with Ethel Waters, coming in September 11. Top for *Daughter* will be \$2.50 nights and \$1.50 matinees.

Hellzapoppin opened strong Wednesday. It is in for two and a half weeks, to be followed by *Tobacco Road* with John Barton for two weeks. This takes the schedule up to the time *Mamba's Daughters* moves in. Top for *Hellza* is \$3.30 evenings and \$2.50 matinees. *Road* top will be \$1.50 evenings and \$1 matinee.

Religious Set Needed

NORWICH, Conn., Aug. 9.—The Norwich State Hospital here is trying to find a religious-looking set, such as was used in *The Miracle*. Edward T. Connelly is recreation director for the hospital, which holds church services in its own theater on Sundays and holidays. The present blue cye behind a portable altar, it is felt, is hardly appropriate.

Cowbarn Notes

Edward Trevor, who replaced Victor Mature in *Lady in the Dark*, will forsake glamour-boy roles to play the detective in *Mr. and Mrs. North* at the Casino Theater in Newport, R. I., for the week beginning Tuesday, August 12. . . . Harold J. Kennedy and Harold B. Bromley report a \$4,000 advance sale on the Hartmans' version of *Anything Goes*, opening August 11 at the Trade School Auditorium in Springfield, Mass. The Hartmans will be starred in the production with Jack Whiting and Kitty Carlisle. . . . During the week of August 11 *Ghost Train* will be the attraction at the Marthas Vineyard Playhouse. Featured in the presentation is Lionel Ince. . . . *Gas Light* will be the next offering of the Yellow Springs Summer Theater under Ad Karns' direction. . . . Lillian Hellman's *The Little Foxes* is currently being shown at the Farragut Playhouse, Rye Beach, N. H. Leading roles are played by Elizabeth Bohrer, Jeff Donnell, and Stanley Whitehead. . . . Frankie Thomas has flown in from Hollywood to join his father, Frank Thomas Sr., in the tryout of *Concert Tour* at Robert Elwyn's Woodstock (N. Y.) Playhouse, August 14-17. . . . Country Playhouse Tours has added the Maplewood Theater to the list of playhouses visited by the organization.

Beginning August 11, *A Kiss for Cinderella*, featuring Luise Rainer and Ralph Forbes, plays a week at the Cape Playhouse, Dennis, Cape Cod, Mass. Arthur Sircom handles the direction, with Richard Aldrich on the producing end. . . . Jean Muir and Sanford Meisner present Violet Heming in *Old Acquaintance* at the County Theater, Suffern, N. Y., for one week beginning August 11. . . . Guy Palmerton will present the Owen Davis hit, *Mr. and Mrs. North*, at the Lake Whalom Theater at Fitchburg, Mass., starting Monday evening, August 11, as the seventh production of the season. . . . Cecil Clovelly will direct Clare Booth's *The Women*, to be presented at the Maverick Theater, Woodstock, N. Y. . . . *Craig's Wife* will open Wednesday and play nightly thru Saturday, August 13-16, at the Boothbay Playhouse, Boothbay, Me., with Evelyn Grey in the lead and Richard Robbins

Equity Totalitarian Ban Goes To Committee; Much Confusion

NEW YORK, Aug. 9.—Elimination of Nazi, Fascist, and Communist elements from elected offices and paid jobs in Actors' Equity Association is the aim of a new committee headed by E. John Kennedy, appointed by the council at Tuesday's meeting to draft a constitutional amendment that would provide for this move.

Point itself is an embarrassing one to officials of Equity, because the resolution was appointed also includes totalitarian sympathizers. One official frankly stated that it would be almost impossible to make the resolution stick, because charges of "sympathy" could seldom, if ever, be proven. As one Equity

spokesman put it, "The resolution should have died, but since it didn't I don't envy the committee its job."

Other members of the committee are John Alexander and Roy Roberts. They are to consult with the legal department on the drawing up of the amendment, and observers predict that the legal department will attempt to make it as severe as possible, partly because the council had previously defeated a resolution brought by the legal department, which would have permitted the designation of Nazis, Reds, or Fascists without proof or trial.

Liberal elements on the council claim that, if this resolution had been passed, certain officials would have been able to ride roughshod over all opposition.

It is also felt that Equity's position on the resolution is made embarrassing by Russia's position as ally of England and the subsequent softening of Washington's attitude toward the Russian government. In line with world politics, these observers feel that, if they include Russia in the ban along with other obviously totalitarian nations, England would have to fall in the same category. "Then," one official said, pointing to a British war poster on the wall, "we'd have to take that down."

Off the record, Equity spokesmen express the hope that the committee takes a long time with its recommendations. Perhaps in time the confusion may be cleared.

Ottawa Gets Legit; First Grosses Weak

OTTAWA, Aug. 9.—Attempt to revive the legitimate theater in Canada's capital was launched here Monday (4) when *The Pursuit of Happiness*, starring Francis Lederer, opened a week's engagement. *Happiness* is the first of a series of plays planned by Ambrose Nolan, who has been connected with the management of local cinema houses for 20 years. He now has disposed of his cinema house interests and leased the Little Theater to present legit. House seats 500. Nolan is booking thru Frank McCoy, U. S. producer.

First few performances drew only 300 persons each night at 75 cents to \$2. Weather was exceptionally hot, theater is not air-conditioned, and sponsors were not discouraged. They still feel legit can be put across here.

While legitimate shows have played here occasionally in recent years, there have been no shows running even a period of several weeks since the Russell Theater burned down 12 years ago.

Miss Skinner, Digges Equity V-P's

NEW YORK, Aug. 9.—At the Equity Council meeting Tuesday (5) Cornelia Otis Skinner and Dudley Digges were named second and fourth vice-presidents, respectively, of Actors' Equity Association, to succeed Florence Reed and Peggy Wood, who resigned from office last June.

The Misses Reed and Wood were among the 10 councilors who resigned from office after the annual election at which Alan Hewitt, one of the chief targets of the Red blast against Equity by Congressman Lambertson, was re-elected.

Tho Hewitt and Equity had continually asked Congress for an investigation of the charges, nominating committee refused to put Hewitt on the ticket for council. Hewitt, however, ran independently and won. Following that the objectors resigned in a block.

Miss Skinner and Digges will hold office until the next annual election.

Selznick's Stage "Christie" Looks Good in San Fran.

SAN FRANCISCO, Aug. 9.—David O. Selznick, film producer, is offering *Anna Christie* at the Curran here. Its fine direction is by John Houseman, and Kate Drain Lawson designed the sets. Swedish Ingrid Bergman, new to the Coast stage; J. Edward Bromberg, and Damian O'Flynn have top billing.

Miss Bergman, lovely to look at, plays Anna in good English, with now and then an intonation to mark Anna's race. She developed the role so carefully that her third and fourth act playing was brilliant.

The "discovery" is Damian O'Flynn, from Broadway. His acting as the distressed Mat was authentic, and he didn't lay it on with a scoop. Bromberg had his big moments as the muddled, remorseful Chris, father of Anna. Jessie Busley, as old Marthy, gives a brief role its every due. All the minor characters are in able hands.

Mrs. Lawson's three sets were exceptionally good. *Edward Murphy*.

Golden Chicago Office

CHICAGO, Aug. 9.—To give his productions the benefit of more advance publicity John Golden has opened an office here, with John Pollock manager and Gertrude Bromberg, formerly with Shuberts, press representative.

Chicago next season will see Golden productions of *Claudia*, Somerset Maugham's *Theater*, a new play by Rachel Crothers, and another play to be presented in collaboration with the Playwright's Company, according to present plans.

Equity-League Pact May End Doubling Clause

NEW YORK, Aug. 9.—Actors' Equity Association, in its negotiations with the League of New York Theaters starting Monday (11) for a renewal of the basic agreement between the actors and managers, will try to eliminate the exclusive service clause which prohibits actors from taking any other work without permission of the legit manager to whom they are under contract.

Complete elimination of this clause is at the request of the membership, who have found a profitable field in doubling in radio and legit work. At the meeting when this resolution was passed, the actors said that they felt they should be free to obtain other work without permission, as the okeh is sometimes not granted.

This issue has been a hot point ever since Carol Bruce was fined for doubling in a night club and on a radio program without the permission of Buddy De Sylva, for whom she was working at that time in *Louisiana Purchase*. She was also forced to cancel her other work, which was paying her \$900 a week. DeSylva was paying her \$125.

Since then actors who have standing radio shows have had clauses inserted in their contracts with managers before signing for legit shows, allowing them to make specific radio appearances. They can't, however, contract for other radio work than that mentioned in the contract.

This is the most important point of issue in the negotiations. Only other point that will probably be raised is for the payment of salaries in Canada in American money or at the current rate of exchange.

Summer Tryout

"Love in Our Time"

(Westport Country Playhouse)
WESTPORT, CONN.

A comedy produced by the Theater Guild. Written by Leslie Reade, staged by Lester Vail. Cast includes Dennis King, Iika Chase, Ben Smith, Celeste Holms, and others.

With the entire play taking place in the living room of the Oaklands in New York City, this is a story of a married couple, both very much in the public eye. The wife, Carlotta, is enjoying great success as a radio commentator, columnist, and writer whose net earnings yearly are \$54,000. Her husband is Russell, whose combined talents as writer, playwright, economist, and military expert only earn the measly sum of \$2,000 per. Husband is desirous of raising a family, but friend wife is too busy for such frivolities. At last he lands a lucrative contract with a newspaper for a series of articles just as his wife gets an assignment to tour Europe for her paper. Altho his wife rages for him to accompany her, he refuses, as this is the first chance that he has to stand on his own financially with his new job.

Things begin to happen when an old sweetheart of his appears on the scene, skillfully played by Celeste Holm, and tries to awaken his once great passion for her. He is unresponsive. More complications arise, with the newspaper editor making a play for the wife. Oakland gets disgusted and leaves home intending to get a divorce. Situation is finally straightened out with Carlotta deciding to stay at home and raise a family while the editor and Oakland's old flame plan to marry. Sounds a bit screwy, but it makes for a happy ending.

Cast is excellent, especially Iika Chase, Miss Holm, Dennis King, and Ben Smith. Minerva Pious gave a finished performance as a German refugee who is maid in the Oakland household.

Play as it now stands will never do for metropolitan audiences, as much of the dialog tends to boredom. Show is entirely too talky and seems to find it hard to get started. First part needs revision and plenty of it, with more action and comedy injected; but if this is done it may become a hit on the Main Stem, as there is some swell material in it.

Samuel A. Lefkowitz.

FROM OUT FRONT

Plagiarizing From Life

BY EUGENE BURR

GILBERT MILLER seems at the moment to be in something of a pickle. According to a court decision handed down last week in a plagiarism action, he may be forced to pay out the tidy sum of \$80,000, which represents not only the profits he derived from the American presentation of Leslie and Sewell Stokes's *Oscar Wilde*, but also the royalties collected by the authors and the profits made by the management of the English production. To the casual observer it seems both confusing and unfair.

Some years ago there was a rash of plagiarism suits, most of them resting on such conclusive evidence as the occurrence of an exclamation like "Oh, my!" in both manuscripts. No top-ranking writer seemed safe. The newspapers played up the suits amusingly, the public laughed, the plaintiff and the plaintiff's lawyer received publicity (tho most of it was a trifle unsavory), and the suits themselves were quickly dismissed. The only sufferers were the top-flight writers involved, who had to pay attorney's fees reaching sometimes into astronomical figures in order to defend themselves from charges that were obviously fantastic.

The situation reached a climax when Eugene O'Neill was sued by a violently literary lady on the allegation that his *Strange Interlude* was cribbed from one of her own masterworks, called *Hearts and Flowers* or something equally intriguing. With the situation so spotlighted, a ruling was passed providing that those bringing suit, in the event of an adverse decision, had to pay reasonable costs to the defendant. The flood of plagiarism suits suddenly stopped.

The *Wilde* suit was brought by the wife of the late Frank Harris, alleging that the Harris biography of Wilde had been plagiarized in the Stokes play—and the decision contained a couple of startling points. It announced that plagiarism was possible even when biographical or "real life" material was involved, and it held the defendants jointly responsible for damages. Since Mr. Miller, as American producer of the play, was one of the defendants, he is liable for the entire amount of damages under such a decision. And it is quite possible that he may be asked to pay the entire sum, since the authors and the English producer are at present in England, enjoying the comparative immunity of air raids.

For this corner's money, Mr. Miller is an innocent victim, and the court's decision regarding joint responsibility is preposterous. Leaving out for a moment the question of whether a producer should be held for the entire amount of his profit from a plagiarized play, it seems self-evident that there is no moral ground whatsoever for holding him for the author's share. In 99 out of 100 cases of actual plagiarism, the producer or publisher is as much an innocent victim, a gull, as the author plagiarized. Under such a ruling as this, the producer or publisher has no protection whatsoever. Is it the sense of the court that he should be required to possess an intimate knowledge of every scrap of manuscript ever copyrighted in order to avoid presenting anything that may infringe.

Obviously, such an interpretation is ridiculous—yet that is precisely what the decision boils down to. Failing such utterly fantastic knowledge, a producer, under the present ruling, is taking a chance every time he presents a play. The odds that have to be overcome under ordinary conditions of production are long enough, Thespis knows, without making them infinitely longer by legal mumbo-jumboism like this.

THEN, too, there is the angle of "plagiarism" from a biography, ostensibly a recital of actual facts. Facts, of course, have always been considered in the public domain. Oscar Wilde himself insisted that *Life* remained the plagiarist of Art, and presented a reasonable and convincing case to support the dictum; but it is doubtful that the court based its decision on an aesthetic theory. In practical and legal matters Art is held to plagiarize *Life*, and has always been allowed to do so—forced to do so, as a matter of fact, by a certain type of critic.

The court ruling allowed the possibility of plagiarizing those portions of a biography that theorize concerning mental processes, causes of events or actions, or that endeavor to reconstruct imaginary scenes or explanations. That seems fair enough. The court also ruled, however, that conversations and scenes between the subject and the writer, brought out for the first time, also fall in this category—and that is a bit harder to understand. A conversation or an event, no matter how few people know about it, is still an actual fact. That a fact is presented for the first time should hardly rule it out of the public domain; according to such an interpretation, original material concerning men or events could only be used once; subsequent histories or biographies would be legally obliged to ignore it.

That, of course, is pushing the ruling to the extreme—but it's a reasonable extension. Just when is original factual material in the public domain and when isn't it? If the ruling in the *Wilde* case stands, some further interpretation is necessary. Otherwise, practically all future historians and biographers will be legal plagiarists.

FINALLY, there is the angle that a producer or publisher of a plagiarized work is held liable for the total amount of his profits. That, too, seems hardly fair. That he be liable for some part may seem reasonable; but that an author, simply because plagiarized, should receive so much in excess of the accepted author's share, and at the expense of a man who is 99 chances out of 100, another innocent victim, is not reasonable. The plagiarized author should certainly receive all royalties and income derived by the plagiarist; but why should he also receive all managerial profits—profits he would not have received had his play been offered in a legal version?

It would seem that the way for an unscrupulous author to make real money would be to get a friend to plagiarize his script, sell it, and then allow the original author to sue. They could split the manager's profit between them. If the friend were out of the country or otherwise unobtainable at the time of collecting the judgment, under the joint responsibility ruling it may be possible that they could even collect the royalties twice.

There is no suggestion, of course, that any writer ever has or ever would carry out a scheme like that. But under the present ruling it is possible.

The League of New York Theaters, naturally, intends to take some action—but what it can do is a question. It cannot write into authors' contracts a clause making the author solely responsible, since that would be in contravention of the court's ruling. It can exert a certain amount of moral and financial pressure on defaulting authors, but that would probably do little good. About the only thing is to seek some sort of reversal of the present precedential decision.

That, most emphatically, the League should do. The situation affects not only Mr. Miller, the present victim, but everyone who may at any time decide to produce a play.

Coupons for Costumes

LONDON, July 2.—Board of Trade has agreed to issue additional coupons under clothes rationing order for theatrical productions. Applications from producers are considered by panel appointed by Society of West End Theater Man-

agers and Touring Managers' Association. Approved applications are passed on to the board and coupons issued.

So far, response to panel's recommendations has been speedy, thereby indicating a genuine desire to help the stage. Separate arrangements are being made with Variety Artistes' Federation for vaude performers' clothing.

Savoy Opera Guild Offers "Pirates"

NEW YORK, Aug. 9.—Last week the Savoy Opera Guild, at the tiny Cherry Lane Theater in Greenwich Village, returned to *The Pirates of Penzance* as the offering at its weekly Thursday and Saturday sessions. Cast changes were necessitated by the absence of several former regulars—including William Lattner, first-string tenor, who was drafted—but the present version, tho perhaps a shade under that presented several months ago, is still of sterling quality. With a single exception, the new principals hold up the earlier standard, and several of the regulars have vastly improved their fine previous performances.

Virginia Blair, singing Mabel, follows up the splendid work she did in *Pinafore*, offering a lovely vocal job and a charming performance. Jane Rogers, as Ruth, gets terrific value from the lines and situations, and her fine contralto handles the music splendidly. On the other hand, Bernard O'Brien, substituting for Lattner as Fredric, has a voice far too small for the demands placed upon it. At its best in the quieter passages, it becomes an unreliable instrument as soon as it is forced, even to the slightest degree. O'Brien reads excellently, but in this too he lacks the force necessary to drive over his best points.

Seymour Penzner, a good Pirate King originally, has become one of the best this reporter has ever seen, singing excellently and, in his readings, getting perfect G&S flavor from the lines. Charles Kingsley, as the Major-General, has also improved since last heard, performing with greater polish and doing a much better job than before on *I Am the Very Model*. Wells Clary remains an excellent Sergeant, and Vivian Denison a charming Edith. John Aspinwall is a good Samuel, and Nathalie Landes and Jean Lawrence are pleasant as Kate and Isabel.

Lewis Denison, whose staging was outstanding before, has actually managed to improve it, getting effects that would be astounding on a full-sized stage and are all the more so on the postage-stamp rostrum of the Cherry Lane. Arthur Lief's musical direction is as brilliantly effective as ever, tho the choral work this time lacked the sharp edge of perfection it formerly possessed. This was probably because of a large percentage of new people in the enlarged chorus and the use of a new pianist as the entire orchestra. Norman Secon, who was the "orchestra" up to now, has left for a resort job, and has been followed by Harry Franklin, who does an excellent job but one that still lacks some of the surety of Secon's. Under Lief's baton, tho, it's unquestionably just a matter of time until the choral work resumes its former perfection; as it stands, it's better than that of almost all other G&S troupes.

This reporter, working late (advt.), arrived just after the conclusion of *Trial by Jury*, the curtain-raiser—which was all the more a pity since the Plaintiff was being sung by Diana Grey, who, in previous appearances, has shown herself to be one of the most promising young sopranos I have ever heard. Others in *Trial* were Clary, O'Brien, Penzner, Winston Spottswoode, Albert Lehrer, and Sally Bell.

Encouraged by attendance that has been increasing despite the hot weather, the Guild is planning to take a year's lease on the Cherry Lane. To a rabid G&S fan it seems almost too good to be true—for the Guild is better qualified than any other group I have ever heard to take a place as a permanent American Gilbert and Sullivan Company.

Eugene Burr.

Ann Arbor 6G So Far

DETROIT, Aug. 9.—Fourth and fifth weeks of the Michigan Players' season at the Lydia Mendelssohn Theater at Ann Arbor, under the direction of Valentine B. Windt, drew near-capacity crowds for four nights each, running around 2,600 for *The Little Foxes* and about 2,700 for *Storm Over Patsy*. Total gross was estimated around \$1,200 for each production, running the gross for the five weeks to date around \$6,000.

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Names Drawing Biz as Saratoga Opens Up Big

SARATOGA SPRINGS, N. Y., Aug. 9.—The swankier fun spots of this summer resort did a capacity business Saturday night, August 2, which marked the first week-end of the racing season. Things had been slow earlier in the week.

Such places as the Piping Rock, Riley's Lake House, Arrowhead, and Newman's Lake House all reported excellent patronage. In fact, Riley's closed its doors at 10:30 to all except those with reservations.

The town isn't "wide open," but neither can it be said that the lid is tightly clamped. Perhaps it would be best to say that everything is under control.

Talent in the night clubs is plentiful, indicating the operators are optimistic about improved conditions over last year, when they released their name entertainment after the first week.

The Piping Rock features the *Copacabana Revue* and Joe E. Lewis; at the Arrowhead it is Hildegarde and Georges and Jalna, with cuisine by Marcel La-Maze; Diosia Costello, Columbus and Carroll, and Sammy Walsh are among those at Riley's, while Alice Dawn is featured at Newman's.

Mother Kelly's is again doing business, this year on the site of the old Meadowbrook. A new outfit, Club Bali, has opened at the old stand of Mother Kelly's.

Spivy bought back her contract at the Bali Club after her first night, Saturday, and returned to New York, where she will resume at her Spivy's Roof next week. She said, "The audience was not the type for which my material is fashioned," when she quits the Bali.

Business is heaviest at the Piping Rock, where the *Copa* revue and Joe E. Lewis are credited with the draw, and at the Arrowhead, where Hildegarde is acknowledged okeh at the box office.

Tyrrell Claims Acts Failed To Show Up; AGVA Okehs 1 Act

CHICAGO, Aug. 9.—Phil Tyrrell, local agent, and the American Guild of Variety Artists are squabbling over a couple of AGVA acts which have been booked by Tyrrell but which, according to him, have failed to live up to signed agreements.

Acts are Winnie Hoveler Girls and the Hollywood Blondes. According to Tyrrell, Winnie Hoveler had no right to accept a date at the Villa Moderne here opening tonight (9) because he extended her contract at the Club Royale in Detroit. He says that Miss Hoveler gave him a two-week notice, but it didn't reach him at the proper time, and also claims that she indicated she would continue at the Royale by discussing routines with him for the next show. According to Jack Irving, of AGVA here, Miss Hoveler lived up to the terms of her contract and Tyrrell has no justifiable claim.

Regarding the Hollywood Blondes, Tyrrell says he signed them to open at the Lookout House, Covington, Ky., for two weeks, starting July 14, but the girls failed to show up, having taken up an option at the Continental in Chesapeake, O. He claims that he changed their opening to a later date, but they still failed to show up. Irving stated that he has not seen the signed contract between the act and agent. If such an agreement had been signed, he added, proper action will be taken.

Another Boston Latin Spot

BOSTON, Aug. 9.—The Hub will have another outlet for Latin talent with the opening of the old Versailles. Spot, formerly known as the Southland, is under same management as the Coconut Grove. After complete alterations spot probably will be known as Casino Urca.

She Believed It

PHILADELPHIA, Aug. 9.—They'll never get Stanley Carroll, operator of Carroll's Cafe, to launch any more performers on a professional career. Giving in to the pleadings of a gal providing the piano lulls, Carroll gave her a spot in the regular floorshow. In order to insure the success of her premiere floor performance, Carroll passed the word along to all his waiters and bus boys to applaud extra loud and heavy. As a result, applause was deafening and gal gave an encore.

Elated at her seeming success, she immediately rushed over to Carroll, told him what a terrific sensation she turned out to be—and asked for a raise.

Liquor License Revoked Because Of "Lewd" Shows

HARRISBURG, Pa., Aug. 9.—Pennsylvania's Liquor Control Board has taken away for 100 days the liquor permit of Stanley H. Carroll, of Carroll's, Philadelphia. If the board feels so inclined, it may permit Carroll to pay \$1,000 in lieu of suspending his business.

Charges against the establishment were "Sunday sales; provided entertainment and permitted dancing during hours on days when sales (of liquor) were prohibited; provided lewd, immoral, and improper entertainment; permitted entertainers to contact patrons; failed to provide sufficient illumination (i. e., soft lights); advertised on the outside relative to the type of entertainment conducted therein (advertisement of talent and shows)."

Paradise, Atlantic City, Breaks Record

ATLANTIC CITY, Aug. 9.—Current season is proving the biggest in years for Paradise Cafe, resort's top sepi nitery. Since opening for its 28th summer June 29, Paradise has clocked 23,520 customers for its two nightly shows. With a big August month still to go, nitery expects to exceed all previous draws.

Nightly average of 672 patrons is slightly higher thus far for August. Show this season, headed by Honi Coles and Bardu Ali's band, marks the first producing effort of Charles Marano and Eddie Lieberman.

No Name Booking Seen for Miami Next Season if Governor Orders Probe of Dade County 'Gambling'

MIAMI, Aug. 11.—Swank hotel ops, cafe owners, theater managers, Chamber of Commerce, and publicity officials are worried over the crusading editorials of *The Miami Herald*. An epidemic of jangled nerves has hit business people since *The Herald's* feud with Police Chief Leslie Quigg took on the proportions of a mud-slinging campaign.

For days screaming editorials have elaborated on gambling and vice conditions. *The Herald* appealed to the governor to appoint a special prosecutor to investigate, but Governor Holland refused. Thereupon *The Herald* urged churches and reformers to write to the governor. Faced with an unprecedented situation, Governor Holland said he was inclined to send a special prosecutor into Miami next November. In spite of *The Herald's* contention that Miami can live without gambling, local business men believe a closed town won't do them any good.

Spots like the Royal Palm Club, the Esquire, the Club Bali, Jeff's, Jimmie's, and the Drum will be unable to buy name talent if Governor Holland is forced to show his hand. A gubernatorial

Practically All Cafes Closed for Summer Reopening; Exceptions Are Big-Capacity Clubs, Now Passe

NEW YORK, Aug. 9.—The fall outlook for local night clubs is okeh, altho the big mass-patronage clubs appear to be passe and the trend toward intimate clubs continues. This trend means less night club money going to name acts and bands, and also less dough for equipment and costume companies that catered to big clubs. There seems to be nothing definite on reopening of the Gay White Way or La Conga. Clifford C. Fischer, who tried to get a rental deal for the Gay White Way when George White dropped it last June, is negotiating for the Nora Bayes Theater. He would convert it into a night club. The big Fiesta Danceteria is still shut, altho many promoters have been trying to get the landlord's okeh to open it on a shoe-string.

Monte Proser plans to reopen his Copacabana early next month, but it is doubtful whether he will be able to raise dough to reopen the Beachcomber, which went into voluntary bankruptcy last week. Dario and Vernon's LaMartinique is slated to reopen late in September, after the LaMartinique "summer branch" at West End, N. J., closes. Felix Ferry will reopen his Monte Carlo next month and may even keep open his Monte Carlo Beach summer adjunct. John Perona

will resume his El Morocco when he returns from a summer operating the Westchester Bath Club, Mamaroneck, N. Y.

James Bryant is planning to open a new spot, Singapore, next month. Le-Reuben Bleu reopens some time next month. Casino Russe resumes October 1, the Broadway Brewery September 15, Minsky's 51 Club September 5, and Club Gaucho and the Russian Kretchma later this month.

The Ha Ha Club fixtures are being auctioned off by Joseph Gutterman and will probably not reopen. The Pago Pago, whose fixtures were auctioned last spring, shows no life either. The Absinthe House and Brown Derby, both on 52d Street, are still closed.

The Village Inn (formerly Village Casino) will not be reopened by Jim Riley this fall. Riley, instead, has taken over the Cafe Bruno downtown and will reopen it next month.

In the hotel floorshow field, the Plaza Hotel reopens its Persian Room September 25 with Jean Sablon and Gower and Jeanne featured. Eddy Duchin's band will probably not return to the Plaza next season, as it is booked for the Waldorf-Astoria's Empire Room October 5. The St. Regis is undecided whether to return Dorothy Lewis's ice show to its Iridium Room. Park Central's Coconut Grove continues with its marathon floorshow, now in its sixth month despite union troubles.

The big hotel spots that use name bands will all be in the swim again this fall and winter with name bands.

AGVA in Philly To OK Cafe Contracts

PHILADELPHIA, Aug. 9.—In order to make "closed shop" really mean that, new local American Guild of Variety Artists' ruling calls for all fall contracts to carry AGVA approval. Already Carroll's Cafe, Hopkins Rathskeller, and Sam's Cafe have agreed to submit all performer contracts to the union first.

Dick Mayo, local AGVA exec secretary, is working in closer co-operation with the musicians' union. Closed-shop agreements with nitery ops carry specification that musicians must be AFM members, and at several spots, including the Park Casino, class nitery, Mayo has pulled out the acts because of a non-union band.

While the local musicians' union will not make a formal alignment with AGVA yet, A. Rex Riccardi, musicians' union secretary, has promised to co-operate "informally" with Mayo.

Heat Hurts Detroit Clubs; Casanova's Bowling Groups Help

DETROIT, Aug. 9.—Heat is a major factor in driving patrons away from average night spots in this town, experience of Lowell Bernhardt, manager of the Club Casanova, indicates. The Casanova (formerly the Blue Lantern) is the outstanding spot featuring acts. It has a theater-type marquee with interchangeable lettering on the front—the only installation of this kind in the territory.

Business dropped 25 per cent last week because of the heat. Dave Barnum was star of the show. Preceding week, last of a four-week stand for Bernie Green, was just about normal.

Casanova's patronage appears to be largely small merchants and the professional class, and their spending is somewhat down below 1940, according to Bernhardt.

With a fully air-conditioned spot, this place is getting some attendance on hot nights from regulars who find it a cheap way to cool off when it is too hot to sleep early.

Going out for special party promotion has paid Bernhardt well. Typical are women's bowling leagues. Last week he had a party of 40 from one league.

Spot will go to a semi-name policy in September.

Howard 6,500 Below Par at Bowery, Det.

DETROIT, Aug. 9.—Willie Howard, playing the Bowery, mass night spot, drew 6,500 people, considered somewhat below normal, according to Manager Frank Barbaro, who paid \$1,800 for the act. Business was down on account of the warm weather, and also as a let-down after the house record set for the two preceding weeks by Gypsy Rose Lee.

Gus Van came in to follow and got off to a slightly better opening night than Howard.

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

Talent policy: Chester Hale production floorshow at 8, midnight, and 2; dance and show band; Latin relief band; booked by William Kent. Management: Ben Marden, operator; Carl Erbe, press agent. Prices: Dinner from \$3.50.

The fourth show of the season, which should run thru October, opened Thursday (7) and shaped as good entertainment interspersed with three girl numbers that are repeats from previous shows here. Two of the acts, Lina D'Esco and Marie Austin, got nowhere, but booker Bill Kent got to work right after the opening performance to re-vamp the running order and give the show more pace.

After the initial girl tap number, in which the girls look sweet in orange-red leg-display costumes, Miss D'Esco, billed as "protegee of President Batista of Cuba," does a nice rumba on toe and then changes to ballet skirt and takes off her slippers to do standard toe leaps and acro tricks. A novelty, but it didn't register. She's a good-looking brunette.

Marie Austin, a short plumpish brunette formerly in vaude and more recently in resort niteries, failed to arouse the noisy dining crowd. She sang vigorously parodies on *Ohio*; *Ma, He's Making Eyes at Me*; *Perfidia*, and *The Girl Daddy Had on the Side*.

Hal LeRoy, who just closed at the Radio City Music Hall, made his usual strong impression with his agile rubber-

leg tapping in his now familiar effortless manner. A dance while sitting in a chair provided a neat getaway.

The Hale Girls (16 chorus and 6 parade) followed with their *Riding Ballet* number in easy-on-the-eyes riding costumes, and then Jean and Fritz Hubert rushed on for their standard drunk turn. Their knockabouts, mauling, falls, eccentric acrobatics, pantomime, and the surprise finish when the girl reveals her identity combine to make this act sure-fire.

Gower and Jeanne, starting their third show of the four-shows season so far, top the bill with their continuously improving modern ballroom style. Their fresh, young appearance and energetic movements are woven into dance routines that avoid the stereotyped. Put over three strong numbers, encoring with a lively dance to *Chopsticks* and also with a gliding, more conventional, but still strong version of *Jeanie With the Light Brown Hair*.

The ensemble, in colorful Brazilian costumes, close the show to a Latin medley, aided by good use of the floor pin lights and revolving center stage.

Pancho conducted the show in his usual competent style and his band also dishes out its toe-tingling dance rhythms. Fausto Curbello's band takes care of the Latin rhythms excellently.

Harry Richman and either the Hartmans or Raye and Naldi will top the show coming in September 4.

Dinner, service, and atmosphere first class. *Paul Denis.*

**Bismarck Hotel, Walnut
Room, Chicago**

Talent policy: Dance and show band; floorshows at 7:45, 9:45, and 11:30. Management: Otto K. Eitel, general manager; William T. Padgett, room manager and p. a. Prices: Dinner from \$1.85; drinks from 40 cents; minimum \$1 (Saturdays \$2).

Jimmy Joy started his third month on the bandstand with a new show featuring Don and Jane Ford, Gene Fields, and the Jane Hadley Girls (5). Business attracted by Joy earned him a new holdover which will keep him here until fall, when Art Kassel is to open for the umpteenth return date.

Show is nicely dressed with two waltz numbers by the girls, who are good lookers and passable dancers. The acts are comparatively new and display admirable possibilities. Don and Jane Ford are young and winning musical comedy tap dancers who enjoy working, and it is enjoyable watching their breezy routines. The kids possess lots of personality and their footwork is speedy and graceful. Have a novel song-and-dance opening that draws more than passing attention.

Gene Fields is a mimic and emcee. Clever chap on impersonations, but takes his emsinging too seriously. Should relax more. His carbons of radio and screen notables, the sold in standard fashion, are hand-getters.

Betty Burns, band vocalist, is spotted early in *You Go to My Head*, and Art London, who takes care of the ballads, sings in the closing production number. Both do passing work.

The Joy ork is made to order for this room, playing smooth, sweet rhythms in restful tempos. Easy on the ears and inviting to dancing feet. In addition to Joy's clarinet and sax, ork's instrumentation includes four sax, three brass, and three rhythm.

Upstairs in the Tavern the policy of abbreviated musical comedies continues. Dick Ware, Marshall and Shields, and a line of four girls take the leads. Dave Pritchard's ork furnishes the music.

Sam Honigberg.

**Club Moderne, San
Francisco**

Talent policy: Show and dance band; floorshows at 9 and 11:30 p.m. and 2:30 a.m. Management: Joe Morello, operator; Sam Rosey, booker. Prices: Dinner \$2 and \$2.50; drinks from 40 cents.

Headliner is Gertrude Niesen, who is supported by Jack Marshall, emcee; Rosita and Deno, ballroom dancers, and the Rayburn line of six girls.

Opened with the Rayburn line in a so-so Charleston era routine to *Dipsy Doodle*. Followed by the sensational dancing of Rosita and Deno, who did a set of three numbers loaded with show-stopping lifts, spins, and intricate

steps. Team looked well. Girl is excellently gowned.

Marshall opens with a one-man news-reel idea and garners plenty of laughs on this and subsequent numbers, which consist of *Little Bo Peep*, *Flea Trainer*, and the pantomimic impression of a drunk driving his car. Latter number is cued with sound effects from a transcription hooked up to house sound system. Marshall is a prime favorite in this town.

Line follows with a balloon number. Not effective.

Gertrude Niesen closes singing *Frenesi*, *Temptation*; *Blow, Gabriel, Blow*, and a travesty on *Volga Boatman*. Much encored. Miss Neisen booked in for four weeks with rest of the show.

Current plan is to change billing every four weeks and retaining name policy. Show is socko and moves like greased lightning. Club was jammed at show caught and is a cinch to play to standing room for balance of run.

Carlton Ackley and his ork of five handle show and dance music capably. *Edward Murphy.*

**Hawaiian Village, Los
Angeles**

Talent policy: Hawaiian dance band and floorshows at 11 p.m. and 1 a.m. Management: Gene Long. Prices: Dinners from 75 cents, drinks from 25 cents at bar, 30 cents at tables.

Gene Long started in business almost seven years ago at this popular gathering spot for those who want something different at pop prices. Current show runs an hour and is okeh despite a slim talent budget. Show includes Frankie Farr, Eddie Cantor's official double; Kay Laani and Kuulei, and the Hawaiian Village Swingsters.

Show starts with a storm with thunder and lightning and real rain shown on one side wall devoted to a panorama of the island. This lasts about four minutes and creates atmosphere.

Farr tries hard to mimic Cantor and does it up to a certain point. He uses fast gags and quick retorts for hecklers. While his material is double-entendre in spots, it's not too smutty, and most of it is smart. Goes big.

Kuulei, pretty Hawaiian girl, does a hula that is tops. She's on first as a solo and later with Kay Kalani, who burlesques the native steps. He's plenty good, too. Show could stand more of their dancing.

Hawaiian Village orchestra, a three-piece outfit that turns out music equal to six-piece groups, does a couple of numbers with vocals, including *She Came Rolling Down the Mountain*. This was for a party from West Virginia. Pleased.

Tom Swift plays soft music during relief intermissions. Good. *Sam Abbott.*

**Glenn Rendezvous,
Newport, Ky.**

Talent policy: Dance band and floorshows at 9 and 1. Management: Pete Schmidt, owner; Glenn Schmidt, manager; Miles Ingalls, booker; Betty Kapp, publicity; Ernie Price, maitre de; Bob Bond, assistant maitre de. Prices: Dinner from \$1.50; drinks from 40 cents. Minimum \$1.50; \$2.50 Saturdays.

It's amazing what Pete and Glenn Schmidt, erstwhile operators of Beverly Hills Country Club, near here, have done with their old premises in the Glenn Hotel on Newport's main stem. What was formerly just another nitery (dark for some time) has been converted into a strictly big-league intimate nitery of charm and class. Kathryn B. Thompson is responsible for the decorations. The spot's main room is 80 by 35 feet, with accommodations for 200. Decorations are in shell pinks and ashes of roses. Rear of the room is terraced and front has an attractive bandstand and a triangular postage-stamp floor. Adjoining the main room is an appropriately decorated Marine Bar and a sumptuous play room. A capacity crowd took in the opening Wednesday night (6).

Judging from the opening offering, Manager Glenn Schmidt will employ the same non-skimp flesh policy that made Beverly popular with performers and patrons alike. The initial show is solid stuff albeit not necessarily terrific. In the opener Herb Brown, band singer, warbles a ditty to accompany the Wally

Wanger Girls (6) in a crinoline number. Clean-cut line is well garbed and works smoothly. Girls contribute two more equally effective routines farther down in the show.

Evelyn Farney, pert and shapely, offers a pair of tap nifties, the first a torrid session and the second along more classical lines. Taps sharply and sells well, bowing off to a sound mitting.

Marc Ballero makes for a happy session with his take-offs on a long line of show-biz prominent; some outstanding, others just standard. He has a terrific and hilarious closer in his Polish drunk bit, admittedly borrowed from Steve Evans. Bowed off to a strong hand.

Novel and outstanding is the offering of Mata and Hari, dance team, who inject the unusual into their original satirical *Hindu Fakir Dance*, an interpretative bit which incorporates some solid contortion and acro leaps on the part of the male. The different turn totes fitting wardrobe. A cute finish sends them off to much applause.

Jackie Heller, a fave in these parts, headlines. The half-pint singer registered strong despite interference from the waiters, offering *Feel'n' Like a Million*, *Maria Elena*, *Do I Love You?*, *Make Believe*, *Why Do I Love You?*, *I Cried Over You*, and *Intermezzo*, among others.

Chris Christensen's band, a local crew in for a minimum of four weeks, beats out a likable assortment of dance melodies and does a good job with the show chores. Wally Wanger Girls comprise Florence Thomas, captain; Helen Heller, Francine Warner, Charlotte LaVelle, May Hartwig, and Dorothy Drake. Shows change every two weeks, with the line set indefinitely. *Bill Sachs.*

The Bowery, Detroit

Talent policy: Dance and show band; floorshows at 9:30 and 12:30. Management: Frank Barbaro, manager; Peter J. Iodice, booker. Prices: Admission 55 cents weekdays; 75 cents Saturdays and Sundays; drinks from 45 cents.

Current show reverts to a policy often successful here in the past—bringing on one of the genuine old-timers of show business, one still close to the top in performing ability backed by the experience to handle the lively crowd this spot draws. Recent examples have been Ted Lewis and Sophie Tucker.

The current star is Gus Van, who knows all the tricks of his trade and holds his crowd thruout his appearance. He does a variety of stuff and manages to put it all over. Best was his lively *McNamara's Band*, a spirited ditty that he makes into almost an impersonation of a good brass band. He opened with *You're a Lucky Fellow, Mr. Smith*, proving he still knows that timeliness in song work is important. Then a dialect bit called *DiMaggio* and others in his combined recitative and song style.

Blanche and Elliott, with the girl in a large flowered print gown, open in a fast conga, featuring difficult acro holds and whirls, as when Elliott holds his partner for some risky work on the palm of his hand. A nice smooth number.

Sixteen Donn Arden Girls have an impressive Spanish number. Charlie Carlisle, irrepressible emcee of five years' standing, is still able to ad lib with a good salty touch. Benny Resh and his band furnish the music thruout, as well as for dancing. *H. F. Reves.*

**Drake Hotel, Camellia
House, Chicago**

Talent policy: Dance band; floor entertainment at 9:30 and 12. Management: A. S. Kirkeby, managing director; William Wallace, hotel manager; Frank Amstedt, host; Claire Page, publicity. Prices: Dinners a la carte; drinks from 50 cents; Saturday minimum \$2.50.

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a year old, has paid for itself in four months. It has earned the approval not only of the Gold Coast trade but also of the unsophisticates who are after the unusual in night club settings.

The policy of one floor personality and a small society band is the entertainment set-up, and the bigger the attraction the better the business. Hildegarde (who recently closed a six-week run) holds the summer record. Peggy Fears, who followed her, was not as successful from a performing standpoint, but was responsible for attracting heavy-spending parties.

New feature is Lee Wiley, sophisticated type of songstress, who has quality of delivery but lacks punch in voice and personality. She would be better on the air or on records, where only her vocal interpretations can be judged. This room requires real vocal talent in a singer or, as in the case of Hildegarde, an unusual personality. Her tunes included *I'm Coming, Virginia; Flamingo, Somebody Loves Me, Kiss the Boys Good-bye, and Can't Get Started With You.*

Bob Grant's six-piece combination still on the bandstand, dishing out smooth, danceable rhythms of the pop and standard variety. He remains until the return of Ramon Ramos band in the fall. Russell Swann, magician, follows Miss Wiley August 19. *Sam Honigberg.*

Hotel Roosevelt, Blue Room, New Orleans

Talent policy: Dance band and floor-shows at 7:30 p.m. and 12:15 a.m.; cocktail dansant, Saturdays and Sundays, 2:30 to 5:30 p.m. Management: Lou Lemler, maitre d'hotel; Ray Samuels, publicity. Prices: Minimum from \$1.50 with dinner; drinks from 50 cents.

Importation of an intact musical revue is something new for a local nitery, but SRO this past week asks no apology. As a matter of fact, the *Copacabana Revue* is one of the best shows seen here in many a moon.

Six of the most beautiful girls in a chorus; an unusually versatile dance team, and a string-dominated ork perform without bibles of hot jazz. And patrons in a city noted for being the hotbed of swing music ask for more and more. Latin in flavor from start to finish, the entire musical gamut hinges on music from the tropics or Vienna. Del Casino and his band do justice to both types.

The revue includes a well-rounded group of singers and dancers, but to Le Roy, of the dance team of Estelle and Le Roy, goes credit for outstanding performances. Dizzy spins are forgotten by this splendid couple. They just dance as tho they love it, and Le Roy shows slick variations that single him out. Rosita Rios has a rich voice, sings three songs, but does best with a non-swing rendition of *Amapola*. Tito Coral has a captivating smile and a fine baritone voice, clicking with his singing of *Mexique*. Miss Rios and Coral's versions of Mexican and South American songs are most pleasant.

Casino's ork highlights violin and piano and is a far step from the blaring unmutated brass that somehow or other does not fit in too well with a limited-space spot like the Blue Room. *Phil Muth.*

Piping Rock, Saratoga Springs, N. Y.

Talent policy: Dance orchestra and relief band; three floor shows nightly, at 9, 12:15 and 2:15. Management: Sidney Robinson, owner; Jack Entratter, general manager; Gus Christo, maitre d'hotel; Joe Lopez, host, and Jack Diamond, publicity. Prices: Dinners from \$3; drinks from 75 cents; minimum charge, \$3 week nights and \$4 Saturdays.

Newly decorated and featuring an octagon bar, the Piping Rock is bidding for recognition as the No. 1 entertainment spot in Saratoga's night life.

Presenting Monte Proser's *Copacabana Revue*, the club boasts the name attractions of the racing resort. Joe E. Lewis was scheduled to open August 4, with Adelaide Moffett booked for August 11.

Staged by Midge Fielding, who put on the original New York show, the *Copacabana Revue* is a pleasing presentation in the Latin style. Juanita Juarez sings for the dance numbers of the Samba

Sirens, six of the most attractive girls ever assembled for a line. Of showgirl looks and figure, they work the rumba, samba, and conga routines smoothly. Miss Juarez puts her stuff over well.

Pop songs are sung by Terry Lawlor, a vivacious red-head who has a personality voice and a generally attractive manner for mike vocalizing. Dancers include Patricia Romero and the Chandra-Kaly Dancers, a boy and two girls who do interpretative numbers with great verve and vigor.

Emil Coleman's band plays well for dancing, with Frank Marti and His Samba Band as relief.

This show represents Proser's first floorshow venture in Saratoga and is part of his campaign to keep the Copacabana name alive during the summer when the New York club is closed. Also, it enables Proser to cash in on the Copa name.

Publicity Director Jack Diamond reports that Isa Reyes, who had rehearsed for the spot as featured feminine dancer, had to leave the country because of passport trouble, being replaced by Miss Romero.

Besides bidding for the regular night club trade, the club is also going in for special events. The annual jockeys' dinner will be held there August 12, followed by a combination for Bundles for Britain and the Saratoga Hospital August 14. A dinner-dance of the Saratoga Golf Club is booked for August 7. *Don Cunnion.*

Happy Hour, Minneapolis

Talent policy: Show and dance band; shows at 10 and 11:45 p.m. Management: Abe Perkins, manager; Ted Cook, assistant; George J. Davis, publicity; Twin City Artists' Bureau, bookers. Prices: Dinners from 45 cents up; drinks from 15 cents up; no minimum; no cover.

Located in the heart of the apartment district here, the Happy Hour has long been a favorite for the middle-income groups. Neatly appointed, the nitery usually offered corny shows. Now, however, it has gone in for smoother entertainment.

Ethel Warren, a hefty gal with a good voice, emcees the show, which begins with a number by Red Maddock, drummer for the Sev Olsen band. Red presents "three stages of skin-beating"—at the age of 8; at 16, when he's in the high-school and, and at maturity. His drumming to *Running Wild* is haunting.

A soft shoe that is just ordinary is presented by Ethel Mannls. Her hula, however, brought the house down.

Miss Warren takes over at the mike for *My Man and It's All Over Now*. She could use a little less poundage. Encored with a medley of *Strike Up the Band, I Am an American, and God Bless America*.

A capacity house was on hand. *Jack Weinberg.*

Roosevelt Hotel, Patio Grill, Jacksonville, Fla.

Talent policy: Dance and show band; shows at 1, 8, 10, 12. Management: Charles B. Griner, manager. Prices: Luncheons from 40 cents; dinners from \$1; drinks from 45 cents; no cover, admission, or minimum.

Show fringes on big-time, what with presence of Beverley Twins' band and the sad-voiced Helen Morgan. At night caught, Saturday (2), crowds turned away. Capacity, 600.

The Five Fashionettes, lookable and luscious, open with a simple routine in scents, later staging a slow scarf number that was well done. Were on again in closer, getting three male customers on floor under pretext they were to receive prizes and then forcing them to join in routine. Plenty laughs.

Little Mary Hatcher, 10-year-old canary with swell pipes, did *Il Baccio*, following with *L'amour, Toujours L'amour*. Did a third number with Harvey Bell. *If I Had My Way*, their voices blending well. The kid has a coloratura of great range, strength, and sweetness. Peddles a song with showmanship.

Jimmy Bigelow, now in his fifth year here, did his banjo stint of college pops, following with patriotic medley that sent him off to rousing hand.

Miss Morgan then came on with some *Showboat* epics, first number, *Make Believe*, bringing heavy applause on opening bars. Encored with *Why Was I Born?, Why Do I Love You?, Tea for Two*, and the inevitable *My Bill*. Crowd didn't want to let her off. The lady still maintains her ability to sell a number solidly. Received a great ovation.

Harvey Bell, in his third year as emcee, is a heavy favorite with local regulars.

Handles everything smoothly and entertainingly.

Beverly Twins' ork of 14 pieces plays the most danceable stuff recently heard here. They back up a show splendidly. Boys are skedded for *Fitch Bandwagon* August 17, which will be piped out of Patio Grill here. *W. H. Colson.*

Detroit Club's Continental Style To Make Them Stay

DETROIT, Aug. 9.—The Vern-Way Gardens, remodeled into a major West Side spot, opened last week, with George Pressnell doubling as emcee and manager. Irvin Walsh remains owner of the spot, which will use semi-name acts such as Stepin Fetchit in the fall, Pressnell said.

A new policy for Detroit is being used, called "Continental Style" by Pressnell. Idea is to put acts on singly, running about one every 20 minutes but with no set time that the public can learn. Basic idea is that patrons cannot find when the floor show goes on and therefore have to drink. By spreading the show out over a long period customers will have to stay a reasonable length of time.

Al Alexander's Ragtime Band has been booked in, with Al Beaudrie at the organ. Opening bill has Highie and Lee O'Donnell, dance team, and Beth Farrell, control acro work. Pressnell himself does tenor solos.

Old-Time Meller For Boston Casa

BOSTON, Aug. 9.—Casa Manana inaugurates a new show next week, an old-time mellerdrammer.

Spot will present *Adrift in New York, or Her First False Step*. Patrons are invited to hiss the villain, cheer the hero, and applaud the heroine. Advertisements call it "The show that broke your grandfather's heart."

Presented by the Augler Brothers, piece has been seen in clubs in various cities. Booked into the Casa Manana by owner Jack Brown, it will stay indefinitely. Nine people, portraying 15 characters, make up the cast.

Spot will have a 40-cent cover charge to cover admission to the two-and-one-half hour show, which will go on at 9:30 nightly.

Holtons a Spokane Hit

SPOKANE, Wash., Aug. 9.—The Holtons, with a mental act featuring 16-year-old Patricia and Aioma, proved a big drawing card at the Orpheum (1,250 seats), showing as a special stage attraction billed ahead of a double-feature film program.

Booked for one week, starting July 23, they were held over a second week.

NEW PA. LAW

(Continued from page 4)

theatrical employment agency, before making a theatrical engagement, except an emergency engagement, shall have a bona fide contract in writing for an employee with any employer for services in any such engagement and shall prepare and file in such agency a written statement signed and verified by the employment agent setting forth how long such employer has been engaged in the theatrical business. Every such state-

ment shall be kept for the period of one year and shall set forth whether or not such employer while financially interested in a theatrical business has failed to pay salaries, or has 'left stranded' any company, group, or employee during the two years preceding the date of application, and further shall set forth the names of at least two persons as references. If such employer is a corporation such statement shall set forth the names of the officers and directors thereof, the length of time such corporation or any of its officers have been engaged in the theatrical business, and the amount of the paid-up capital stock. . . .

"Every employment agent conducting a theatrical employment agency who shall procure for or offer to an applicant a theatrical engagement, shall have executed in triplicate a numbered contract containing the name and address of the applicant, the name and address and signature of the employer, and that of the employment agency acting for such employer in employing or furnishing such applicant for employment; the character of the entertainment to be given or services to be rendered; the number and time of performances to be given per day or per week; time of rehearsal; the average cost of such transportation. The contract shall state from whom said applicant is to receive his or her salary, board, and lodging; the amount of salary promised, and the gross commissions or fees to be paid by the applicant and to whom they are to be paid. The original contract shall be given to the applicant for employment, the duplicate contract to the employer, and the triplicate contract kept on file in the office of the agency for a period of one year."

Illegal acts which may result in fines ranging from \$50 to \$200, one year imprisonment, or both, include attempts to take employees from present engagements to obtain other employment thru agency; fee-splitting between agency and employer; fraudulent advertising; placing of minors in violation of labor laws; use of "force" in enrolling agency clients.

Acts for which violators may be fined from \$100 to \$1,000, jailed for one year, or both are: Providing talent for place of amusement kept for "immoral purposes"; sending out female applicant without "reasonable effort to investigate the character of the employer"; sending female performers to spots where they will be required to serve liquor or induce patrons to drink; permitting "persons of bad character, prostitutes, gamblers, intoxicated persons, or procurers" to frequent agency premises.

State inspectors are to make "as nearly as possible three visits each month" to all licensed agencies. Penalty for operating an agency without a license is \$25 to \$100 or 30 days for first offense; \$25 to \$250 or one year in jail for second offense.

PHILADELPHIA, Aug. 9.—Instead of finding a fight on their hands, the State department licensing agents reports that a large number of out-of-town agents, especially from New York, have written in asking for information on provisions of the new State Employment Agency Law regulating the activities and licensing talent bookers. Many have already signified that they will take out Pennsylvania State licenses.

Out-of-State bookers, desiring to engage in activities within the Pennsylvania borders are being advised of the provisions of the bill. About the only thing not changed by the law is the matter of commissions, agents allowed to collect up to 33 1/3 per cent. However, under AGVA restriction, such commissions are limited to club dates only, while a 10 per cent ceiling is in effect for theater and cafe engagements.

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Earle, Phila., Disappointed in Film Names, Units; Will Stick To Bands, Better Films '41-'42

PHILADELPHIA, Aug. 9.—After experimenting with various types of attractions all season, Warners' Earle Theater, only central city film-flesher, has decided upon name bands. Since the beginning of the year house has been splitting between screen players and name bands, but the film names failed to prove their worth, and units also failed to pack a punch.

Under Hal Seidenberg, Earle will aim to be a citadel for bands in the same manner as the Paramount Theater in New York. Will not be limited only to the big names. In the manner of the Paramount, the up-and-coming combos making their first bid for big-time fame will be used here. Seidenberg figures that his house can assume major importance in the trade, so much so that a sock gross by a semi-name band will mean enough to up it into name class. House seats 4,000. In recent years bands like Glenn Miller and Benny Goodman have grossed between \$35,000 and \$40,000, considered terrific even for a New York house.

First step in building up the Earle will be to get better films. In the past, picture bookings have all been "B" and below, mostly the latter. While it is impossible, because of the circuit's set-up, to play top screen shows at the Earle, intention is to save the better grade celluloids for the up-and-coming bands.

New policy calls for two standard acts to support each band. Already house has lined up Frankie Masters, who opened yesterday, with Dennis Day; Phil Harris, August 15; Cab Calloway, coupled with Homi Coles heading an all-sepia show, August 22.

August 29 week, taking in the Labor Day holiday, not definitely set. However, deal is on for Artie Shaw and his 35-piece orchestra. Tony Pastor gets the September 5 week, with Jerry Colonna; Alvino Rey and the King Sisters September 12 week get help from Anita Louise.

Glenn Miller is set for September 26 week. Tommy and Jimmy Dorsey are penciled in for October.

Tom Harmon, Other Names Set by B-K For Chicago, Chi

CHICAGO, Aug. 9.—Following its policy of buying commercial attractions regardless of their background in show business, Balaban & Katz this week closed a deal with Tom Harmon, football hero, to appear at the Chicago Theater week of August 29 following his participation in the all-star game at Soldier Field here the previous night.

Event is widely publicized by its sponsor, *The Chicago Tribune*, and draws close to 100,000 people. Harmon will appear on the bill that will feature Alvino Rey's band with the King Sisters, Les Ghezis, and the Colstons.

Other attractions set for the Chicago are Horace Heidt, week of August 22; Skinnay Ennis, week of September 5; Jimmy Dorsey, starting September 19, with Tommy Dorsey to follow. Negotiations are also under way to bring in Benny Goodman in the fall.

State-Lake will have Sally Rand and Brenda and Cobina week of August 15 and Earl Carroll's *Vanities* week of August 22.

AGVA Locals Collect for Acts

CHICAGO, Aug. 9.—Jack Irving, local AGVA rep, reported two back-salary collections for acts this week. In Los Angeles, Lester Litomy, of the AGVA office, brought in \$200 of the \$400 due from Jack Pomeroy, producer of the *Stars Over Hollywood* unit, which folded in Buffalo last season. Acts to benefit from this money are Ross and LaPierre, Shirley Deane, Senator Murphy, and Lester Oman.

A check for \$34.34 came in from Frank Bohart, manager of the Monroe Club, Detroit. It represents salaries for three days due three line girls.

New Passaic, N. J., House; Full-Weeker

NEW YORK, Aug. 9.—The Central Theater, Passaic, N. J., is set to open with full-week vaude September 10. Bookings will be by Arthur Fisher, with the first show yet to be set. For week starting September 18, the Andrews Sisters have been signed.

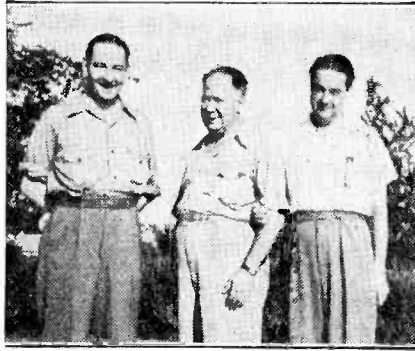
The house will be on a name and name band policy. The Central is a new house still under construction. John Ackerman and Abe Preskel are the operators.

Interstate Routes Lyman, Merry Macs Units; Hoblitzelle Celeb On

DALLAS, Aug. 9.—Charles R. Meeker, formerly manager of Interstate's two local houses, Tower and Melba theaters, is new publicity director for local Interstate theaters. Francis Barr and M. O. Rike Jr. are on the publicity staff. Forrest Thompson takes over as manager of the Tower and Melba. Both theaters are using more vaude units in fall and winter. Charles Freeman is Interstate's booker.

As a part of the 35th anniversary celebration of the Interstate Circuit, Freeman has booked two units to play Interstate. Abe Lyman's orchestra and a five-act stageshow opened at the Metropolitan, Houston, August 2, and will play the Majestic, San Antonio, week of August 9; the Majestic, Dallas, August 16, and the Worth Theater, Fort Worth, August 23.

At EMA Golf Meet



PICTURED ABOVE are three of the active members of the Entertainment Managers' Association of Chicago, which recently sponsored its annual golf tournament at the Bon Air Country Club, Wheeling, Ill. The smiling trio, left to right, consists of David P. O'Malley, former EMA president; Sam Roberts, chairman of the tournament, and Danny Graham, EMA prez.



AMONG THOSE who attended the annual EMA meet are, in the usual left to right order, Jack Russell, band leader; Sam Honigberg, of *The Billboard*, and Ray Lyte, agent.

69 Pct. Patrons For Vaude in St. Louis House Poll

ST. LOUIS, Aug. 9.—Complete returns of a patron preference poll, conducted by Henry C. Riegel Jr., manager of the St. Louis Theater here, reveal that 69.4 per cent of the balloteers are in favor of some form of flesh entertainment.

Some 30,000 questionnaires were distributed by a house-to-house canvass, and those filling out the ballots were admitted free to the theater. This is the most comprehensive survey on the question ever undertaken locally. The house plays stageshows occasionally, booked by Jesse Kaye, of the New York office of Fanchon & Marco.

Of those voting in favor of stageshows, 69.6 per cent desired live entertainment along with a single feature, preferring quality rather than quantity.

The poll also revealed a majority of patrons in favor of double features, the percentage being 64 in favor, with 25.3 opposed, while 6.2 prefer triple features.

Abbott-Costello "Ghost" Old Stuff; But They Love It

Because patrons are interested only in Abbott and Costello when they pay to see Abbott and Costello pictures, the team's third and latest Universal release, *Hold That Ghost*, gives little prominence to the other vaude headliners, including Ted Lewis and his band and the Andrews Sisters.

About 90 per cent of this spooky comedy is a rehash of the team's old vaude and burly gags and, judging by the response, audiences still consider them screamingly funny. Riding on the crest of the wave, Abbott and Costello can get away with almost anything and still panic the customers.

The Lewis ork and the Andrews Sisters are spotted in the beginning and end in night club scenes. Lewis offers highlights of his two best known songs, *When My Baby Smiles at Me* and *Me and My Shadow*, assisted by Charlie (Snowball) Whittier. The Andrews girls, looking well, appear first in *Sleepy Serenade*, a slow, dreamy tune, and wind up in the finale with *Aurora*, backgrounded by eight chorus boys. (The night club scenes were shot weeks after the film had been completed.) Honigberg.

Icer Follows Icer in Cincy

CINCINNATI, Aug. 9.—*Cavalcade on Ice*, Frederick Bros.' skating revue which opened at Hotel Netherland Plaza here July 9, moves out August 18 to be replaced the following day by another Frederick Icer, *Star-Spangled Ice Revue*, which winds up tonight at the Muehlebach Hotel, Kansas City, Mo. *Star-Spangled* remains here until September 29.

Cavalcade, which is cavorting on the Netherland Plaza's own portable real ice rink, has been attracting healthy business to the hotel's Restaurant Continentale. Same spot enjoyed a bank-up eight weeks last season with the Lamb-Yocum ice unit, current at Westwood Gardens, Detroit, after six weeks at Lookout House, Covington, Ky.

It is reported that *Star-Spangled Ice Revue* also enjoyed big business on its four weeks at the Muehlebach. Show highlights Dot Franey, Red Sisley, Knerl McCusker, Bernice O'Dell, George Stewart, and Marge Burns.

Cavalcade, which has Fran Johnson, Gordon Leary, Marion Flaig, Gene Reichel, and the De-Icers, four-girl line, disbands after its engagement here, with Miss Johnson hopping to Omaha, Neb., to begin a teaching engagement. Frederick Bros. will retain several people from the show, booking them as individual ice acts.

ACTS, SKITS, GAGS MINSTRELS

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Magic

By BILL SACHS

THORSON THE GREAT, magician-juggler, has been set as one of the free acts for the Kentucky State Fair at Louisville September 6-13. . . . **JUDITH JOHNSON** and Company, mentalist, opened August 9 at the Circle Bar Club, St. Louis, for the Sidney Belmont office. . . . **TUCKER KEY** was a visitor at the magic desk last Friday (8) during his engagement at the Cat and Fiddle, Cincinnati. Tucker, who is assisted by his wife, reports a busy season in Southern and Midwestern schools, clubs, and theaters. . . . **CALVERT THE MAGICIAN** appears at the Mercer County Fair, Celina, O., August 13-14, at the head of his *Mystery in Swing* unit. . . . **LITTLE JOHNNY JONES**, who assumes the management of Marquis the Magician August 25, appeared before the Mississippi Editorial Association in Jackson August 8 with a 30-minute magic turn. Jones is a former newspaper man. . . . **THE GREAT LEROY** (Professor Leroy) is current at the Park Central Hotel, New York, for an indefinite stay. . . . **JESS THORNTON**, of the Percy Abbott magic plant, Colon, Mich., is still in the hospital as the result of a recent serious auto crash, but reports say he is mending nicely. . . . **PIFF PAF POUF**, magic fraternity, holds its annual shindig at General Brock Hotel, Niagara Falls, Canada, August 30-September 1. Show for the public is slated for Saturday night, with the following slated to participate: Sid Lorraine, emcee; Wahl and Company, Elwood, Dell O'Dell, Charles Carrer, and Dr. Harry Burger. On Sunday morning Stewart James will stage the "Marathon of Magic," running two hours and made up of impromptu acts. Ted Heuber will conduct the popular Piff Paff Pouf auction. Tom Bowyer will be toastmaster at the banquet, which will be followed by a magic show arranged by Elmer Eckam. . . . **BELL CAMP** is set on a long string of dates in the Michigan area. . . . **MARVELO** (Lester Lake) is back at his Cincinnati headquarters after working several out-of-town dates. He has had an offer to produce a spook novelty with a major unit show this fall.

CLAUDE NOBLE, of Detroit, it is reported from authoritative sources, is handling a proposition whereby Henry Ford would take over what remains of the late Howard Thurston's show for safekeeping and presentation in his vast museum at Dearborn, Mich. The main idea, of course, is to keep the illusions for posterity, altho plans call for the presentation of free magic shows for children at regular intervals. Jane Thurston, daughter of the late magic master, has been approached to do the kiddie shows. George White, for 35 years chief assistant to Howard Thurston, and Noble are also carded to be active in the venture. If the idea fails to pan out as planned, Miss Thurston will put the show on the block. She is at present also working on a proposition that would eventually land her in the government's aviation department. . . . **LORING AND KATHRYN CAMPBELL**, who have been vacationing the last several months at their home in Burbank, Calif., left there August 7 to begin their 17th annual tour at the chautauqua at Remington, Ind., August 12. The Hollywood Society of Magicians gave a special performance in their honor at the Hollywood Conservatory July 29, the affair pulling a full house at \$1.10 a head. Among those who participated in the show were Frank Whitson, Charles H. Sanders, Rose Huber, Helen Klover, Bob Martin, Carter de Haven, Garvin Foss, emcee; Bob and Mabel, and the Campbells. . . . **SHEFFIELD THE MAGICIAN** is current this week at the Capitol Theater, Portland, Ore., after two weeks at the Oasis Club, Seattle, Wash., and three and a half weeks at the Circle Club, Idaho Falls, Idaho. . . . **C. EARL POGUE**, Columbus, O., magician, is now serving with the Army Air Corps, Hqt. Hq. Sqdn., 37th Pursuit Group, Albrook Field, Canal Zone. . . . **POCHI-POCHI** is presenting his nimble-fingered prestidigitating in the Stratosphere Room of Hotel Traymore, Atlantic City. . . . **EMOS**, combining comedy with magic, is current at Sam's Cafe, Philadelphia. . . . **RAY-MOND** is the man of mystery at Gables Inn near Pleasantville, N. J. . . . **CONNECTICUT Magicians' Society** members gathered Sunday (10) at the home of F. Raymond Shaw in Norwalk, Conn., for their annual outing. Tracey Knapp, vice-presy

Vaudefilm Grosses

"Charley's Aunt" Great; Para Bill Okeh; MH Opens Strong; Strand Fair

NEW YORK.—A strong list of attractions is continuing to stabilize the box offices of Broadway vaudefilmers. The Roxy is doing its biggest business of the year, while the Music Hall and Paramount are continuing strong.

The Paramount (3,664 seats; \$37,000 house average) is doing nicely in spite of the poor critical reception of the film, *Shepherd of the Hills*. Second week, with stagershow including Erskine Hawkins band and the Ink Spots, is calculated to run around \$35,000. First week tallied a strong \$44,000. Ink Spots hold over for the new bill coming in Wednesday (13) with new film, *Kiss the Boys Goodbye*.

The Strand (2,758 seats; \$33,500 house average) is holding its own with the Phil Harris band unit and pic, *The Bride Came C. O. D.* Third and last week ending August 14 is expected to go to \$25,000. Second week pulled \$32,000 while initial stanza took \$45,000.

The Roxy (5,835 seats; \$36,000 house average) is continuing big with Jack Benny's film, *Charley's Aunt*, and stagershow with Archie Robbins, Lane Broth-

ers, Don Arres, and Ben Beri. Second week (ending August 15) looks like \$47,000. First week did a colossal \$55,000. Bill will hold a third and possibly a fourth week.

The Music Hall (6,200 seats; \$84,000 house average) has another hit on its hands with bill headed by *Here Comes Mr. Jordan* and stage bill with Johnny Woods and usual MH acts. First week is expected to come to \$95,000. Last week, the third one for *Tom, Dick, and Harry*, with Hal LeRoy on stage, accounted for \$68,000. Previous weeks of the run pulled \$87,000 and \$98,000.

Loew's State (3,327 seats; \$22,500 house average) in the current bill with James Barton and Beverly Roberts, along with *Billy the Kid* on screen, appears like a \$16,000 grosser. Last week (ended August 6) with Barry Wood, Larry Adler, Joe Rines ork, and film, *Adventure in Washington*, died at \$11,000.

Skelton Looks Like 24G in DC; Boles, Hoctor Big \$20,000

WASHINGTON.—Price scale of \$1.10 nights and 75 cents afternoons for *Sergeant York* is definitely affecting attendance at Warner's Earle. Grind policy plus 20-minute stage helped turnover for week ended Thursday (7) to tune of \$26,000, which would be good but not in view of capacity and price. Helene Faye, Enrica and Novello, and the Roxyettes fill out the bill. However, the Earle is giving *York* and stage a second week, ending August 14, with \$13,000 estimated. Previous picture at Warner's, Bette Davis's *Bride Came C. O. D.*, completed its second week July 31 after pulling \$14,000 on the holdover.

To John Boles and Harriet Hoctor go the credit for the \$20,000 biz just closed (August 6) at Loew's Capitol. Picture, *Ringside Maizie*, gave some support from Ann Sothern fans, but stage, plus the *York* price scales, get the laurels from Loew's. Marty May, Nathane Brothers, and the Rhythm Rockets completed the big flesh bill.

Local pride in Red Skelton's first starring film, *Whistling in the Dark*, is building up Loew's box for current week, ending August 13, and \$24,000 is entirely probable. Afternoon crowds, mostly youngsters, are flocking in to hear Tony Pastor's band on stage. Other acts are Bobby Pine, Virginia Austin, and Vince Mondl. Week-end heat and near-by Chesapeake are factors in estimating the grosses.

Little, Ates Socko IIG in Indianapolis

INDIANAPOLIS.—The combo of Little Jack Little's ork and Roscoe Ates was good for a healthy \$11,500 gross at the Lyric (1,892 seats) for week ended August 7. Average is \$8,500.

Stage bill also included Harry King and Arlina, dancers, and the Monocled Ambassadors, athletic act. Pic was *Kisses for Breakfast*.

Rivoli Average

SEATTLE, Wash.—Hanton and Clark's *Boogie Woogie Revue* grossed the average at the Rivoli (900 seats) with a take of \$1,500 last week. Heading the show were Africana, Sleepy Williams, Keelin and Miller, Wills and Lorraine, Hal Harris, Dorothy LaMarr, and the Rivoli Rockettes.

The Rivoli has three screen changes weekly.

Palomar Over

SEATTLE, Wash.—Disregarding the heat, the Palomar Theater (1,450 seats) grossed \$4,700 last week, going \$200 over the gross. Vaudeville acts were Carlton Emmy, Frances and Wally, Max Ong, Jerry Antes and Frieda Wing, and La Mont's Cockatoos.

On screen was the double bill, *Men of Timber Land* and *Bachelor Daddy*.

Chicago Biz Good; Andrews, L. Breese Ork Cop Fine 40G

CHICAGO.—The Andrews Sisters, Lou Breese and ork, Joe and Jane McKenna, and Betty Bruce comprise the stagershow at the Chicago (4,000 seats; \$32,000 house average) week of August 8. The principals are largely responsible for the estimated \$40,000 gross, the picture, *Kiss the Boys Goodbye*, having been held over. The combination of the Andrews and Breese is strong enough to draw both the local and visiting trade. Do five shows a day.

State-Lake (3,700 seats; \$15,000 house average) week of August 8 is featuring Rajah Raboid, mentalist, and Cass Daley, comedienne, as well as Senator Murphy, Consolo and Melba, and Morgan and Randall. Revue plus first Loop run of Columbia's *I Was a Prisoner on Devil's Island* is expected to draw a strong \$17,000.

Last week, ended August 7, first session of *Kiss the Boys Goodbye*, with Dinah Shore and Jerry Colonna on stage, copped a big \$44,000. State-Lake closed the week with a good \$16,500, crediting the locally popular Uncle Harry, radio performer, who topped the stage bill and the second run of Wallace Beery in *The Bad Man*.

"Shepherd," Rube Wolf Good 2 Weeks

LOS ANGELES.—Paramount Theater (3,595 seats) did well with Rube Wolf and his orchestra, the Fanchonettes, and film *Shepherd of the Hills*. The entire bill was held over for a second week, drawing about \$15,000.

Gross for the first week hit about \$18,000, not bad for a program that has little appeal for the jitterbugs, who are a big factor in local vaudefilm grosses.

House charges 30, 40, 55, and 75 cents. Ethel Waters and the Dunham Dancers come in Thursday, August 7.

Monroe Fair 15G At Earle, Philly

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) is finding little action at the gate for the midsummer weeks, the inviting atmosphere of near-by resorts proving too much competition for the stage fare. Week ended Thursday (7) depended entirely on Vaughn Monroe's band, first time in town, and resulted in a fairish \$15,000. Johnny Burke and The Biltmorettes supported, with the band contributing Marilyn Duke and Ziggy Talent, with *Dance Hall* only making for a screen lull.

New bill opened Friday (8) also got off with a sluggish start, but with Dennis Day making marquee support for Frankie Masters' music, also first-timing here, house is pointing for a slightly higher \$16,000. Arnaut Brothers and Bobby Lane and Edna Ward are the supporting acts, with the musical aggregation giving Phyllis Myles, Jay Matthews, the Swing Master, Buddy Shiffman, Woody Kessler, and Lou Hurst. Screen has *Ringside Maizie*.

Club Talent

New York:

CHARLES WEIDMAN, concert dancer, will make his night club debut at the Rainbow Room in October. Bently Stone and Ruth Page are other concert dancers also set for the R.R. . . . **JOSE FERNANDEZ**, this time partnered with Juanita Deering, also concert dancers, set for R.R. opening Wednesday (13). . . . **HIBBERT, BIRD, AND LARUE** drop out of the Park Central's Coconut Grove August 26, after a six-month run, altho they had a run-of-show contract. Will work four weeks of fairs; then into the Coconut Grove, Los Angeles, October 27. Moore and Revel will replace them here. . . . **GINO DARO AND ELLEN CORDA**, comedy dancers, open at the Villa Venice, Chicago, August 8. . . . **MARINO AND MONA**, dancers, are working Adler Hotel, Sharon Springs, N. Y., for the summer, with Marino okehing all talent and emceeing. . . . **GARRAN AND BENNETT**, ballroom team, are working in and around town waiting for a call for a (See **CLUB TALENT** on page 33)

of the Norwalk chapter, was in charge of arrangements.

gets good laughs from his broken English and dry humor mixed in with the stunts.

Henry Scammel, tenor, pinch-hits for Jerry Ross as emcee during the latter's vacation. Scammel handles his first tune, *San Antonio Rose*, with ease and receives a great hand with *There'll Always Be an England* and *God Bless America*.

Rich and Adair present their old Civil War soldier skit that they have done so well with here before. Tho some of the jokes are as old as the soldier, the audience receives them well.

Elmer Cleve plays *Glowworm* on the xylophone, and from then on the stage is a riot as his assistant, a pretty girl who shows her shapely limbs to advantage, and Professor Cheer go into action. Cheer gives hilarious imitations plus letting Cleve play a xylophone solo on his head for an encore. The girl dances and clowns about while singing Russian songs. The act is a laugh hit all the way.

Flagg and Arnold do one of the best balancing acts this house has ever seen. Hard workers, the youngsters carry on smoothly and do their most difficult feats with ease.

Meyer Burnette and his pit orchestra handle well their assignment of giving out the necessary music.

James Douglas.

Chicago, Chicago

(Reviewed Friday Afternoon, August 8)

An error-proof stagershow, both from business and entertainment standpoints, featuring the Andrews Sisters, Lou Breese and band, Betty Bruce, and Joe and Jane McKenna. The Andrews will draw particularly heavy among the out-of-town visitors, and Breese, a favorite here, should bring in those moderate income customers who couldn't see him at the Chez Paree. The holdover of *Kiss the Boys Goodbye*, however, will not do the job a new picture could produce with this layout.

The Andrews are in the closing inning and, as usual, stop the show. Do such familiar tunes as *Aurora*, *Daddy*, *Boogie Woogie Bugle Boy*, *I'll Be With You in Apple Blossom Time* (in ballad fashion, all the way), and introduce a satire on *Sonny Boy*. Patti is still the center of attraction, boasting the best voice and most forceful salesmanship. That beat-me-daddy exit bit by Patti still used as an encore and the audience eats it up.

Breese has an entertaining band (perhaps the best he has ever had) and plays solid show music. They sell *Dark Eyes* early in the show, then a medley featuring instrumental solos by a couple of the boys and a trumpet solo by the maestro. Other ork contributions include nice ballad singing by Barry Warren (*Blue Champagne* and *Where or When*) and glee club treatments of *He's My Uncle* and *Old Man River*.

Betty Bruce was a dancing click from start to finish. She is a highly capable tap artist, working with a smart and a thoroly commercial style. After a light opening, she had little trouble getting heavy response with her intricate specialty featuring hard taps and turns set to a college medley.

Joe and Jane McKenna drew heavy laughs with their comedy act. Well-known McKenna highlights: Joe's hilarious drunk and the team's adagio satire. Good entertainment all the way.

Bliz was big second show opening day.

Sam Honigberg.

Million Dollar, Los Angeles

(Reviewed Sunday Afternoon, Aug. 3)

Ralph Pollock has a bang-up show this week. While it drags in spots, it is not the fault of the talent. At show caught there were two show-stops, something unusual for this 20-cent top spot, which includes a double feature. On the bill were Velarde, Ben McAtee, Sylvia and Margo, Ted and Ethel Carlton, Johnny Kiado, and Charlie Crafts' band. Program opened with Velarde, of the Velarde Family, well known in circus circles here, doing a slack wire act. Nothing sensational.

Ben McAtee was on for a few seconds with Crafts as straight. Cracked a few jokes and got a fair hand. He returned near the end of the show for a monolog that couples good material with a punchy delivery. Show-stopped.

Sylvia and Margo, dancing duo, have improved much since they appeared at Club LaValle and are exceptionally good in their vaude turn. These personable young ladies—one a brunette, the other a blonde—do a Viennese waltz and then

tap to a swing tempo. Dressed in white satin gowns, they do a Hawaiian dance to *Hawaiian War Chant*. Okeh.

Johnny Kiado, accordionist, offered good songs, including *Darktown Strutters' Ball*, *Hut Sut*, *12th Street Rag*, *Frenesi*, and *St. Louis Blues*. Executes fast and sweet tempos in fine fashion. Show-stopped on *Beer Barrel Polka*.

Ted and Ethel Carlton, dancers, followed with a fast tap, encoring with a cane dance. Miss Carlton has a striking personality and should click on any stage.

Crafts' orchestra had an all-out number on *Pennsylvania 6-5000*, followed by a jiving *Lonesome Road*, with Red Taylor coming to the fore at drums. Crafts vocalized on *Daddy* and *I Understand*. Instrumental numbers are all right.

Films, *Man-Made Monster* and *Horror Island*, a couple of whodunits.

Sam Abbott.

Loew's Capitol, Washington

(Reviewed Friday Afternoon, Aug. 8)

An hour goes into this week's stage-show, with Tony Pastor and his band on stage in brassy splendor. *Deep South* is used for the opener, and it gets a working over by the boys on the stand. Eugenie Baird does *Some Day He'll Come Along* and pleases the customers with her clear voice. Crooner Johnny McAfee follows with *Night and Day*, and then the two vocalists duet on *No. 10 Lullaby Lane*. The comely brunette got a call for more and responded with *Daddy* for a strong finish.

Vince Mondl, one-man band, banged away on his drums, strummed a guitar, and filled in the rest of the instruments with voice imitations. His novelty numbers, including his version of a drum and bugle corps, won him a good hand. Dick Leslie, local winner of a talent contest conducted by the Neptune Room and Station WINX, is sandwiched into the program with an act featuring imitations of radio personalities. He shows some experience in his assured manner but some of the mimicry needs more polish.

The band takes over again with *Under My Skin*, Tony Pastor doing the vocals. Virginia Austin introduces a puppet number featuring a small clown to whom she lectures about his sulky manners. A toy horse and later his little girl friend make the turn completely engaging. Her finish employs a larger puppet which in turn operates a smaller puppet. A good act, showing originality and deserving of the applause it got.

Stuffy Pastor, the maestro's kid brother, stopped the show with a couple of trumpet solos and had to beg off to permit Bobby Pine and his girl friend, Ruth Foster, a chance for their comedy. Gags used are a deep shade of blue but to some extent the act is redeemed by Pine's interpretation of a punchy prize-fighter. He closes with a soft-shoe eccentric that proves he's willing to kill himself for his art. Laughter and a good hand are his reward.

Tony Pastor and the boys reassert themselves for two more numbers to close the curtains. *Let's Do It* and *Paradiddle Joe* have the kids in the house beating it out with the music.

Picture, *Whistling in the Dark*, featuring Red Skelton, something of a Washington pride, filled the house at show caught, and the week promises big business.

Edgar Jones.

Orpheum, Los Angeles

(Reviewed Thursday Evening, August 7)

Show is called *The Sweater Girls on Parade* and idea is carried thruout, with the usherettes and ticket sellers donning sweaters. Vaude bill is nothing to brag about, but it's good in spots. Wally Guterson's all-girl orchestra is featured. Using three brass, three reed, five rhythm, including two pianos and three fiddles, the All-American Girls are all out on *Blue Skies*, with the clarinet taking a solo against muted trumpets. Marian Manners, tall and pretty brunette, sang *Blue Evening*, with the girls in the band forming the choir. She presents her numbers in suave manner, but fails to put them across with a bang. Her voice has the quality, but she falls down on salesmanship.

Carlos Romero's Girls were on for a few precision numbers. Line is nice looking and pleases. Outstanding are the three Ross Sisters, contortionists. Trio does some tricks that are almost gruesome the way they tie themselves in knots. One of the girls stands with her feet in sockets on the top of small pedestals about feet high and then leans

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.

Unit Scarcity in Utah-Idaho Area

SALT LAKE CITY, Aug. 9.—A scarcity of suitable units and attractions is being reported in the Idaho and Utah areas. Squawks have been registered by house managers that attractions are skimming around this area, which they say is good for hefty grosses, as this section is enjoying a good business spell.

Heard from are Andy Floor, of the Lake Theater here; the Fox and Publix-Intermountain offices, and houses such as Parks Theater, Cedar City, Utah; Manti Opera House, Manti, Utah; the Mordent Theaters of Idaho; Isis Theater, Preston, Idaho; Opera House, Malead City, Idaho; Bonnie Theater, Helper, Utah, and various other spots thruout Idaho and Utah.

Roxy Releases Lane Bros. for Rio Date

NEW YORK, Aug. 9.—Lane Brothers have been released by the Roxy Theater to enable them to sail August 15 on the Argentina to open at the Copacabana, Rio de Janeiro, August 29.

The Lane boys were originally scheduled to play the entire engagement of the current run of *Charley's Aunt*. However, the bill is scheduled to stay beyond the two weeks originally planned. Jesse Kaye, Fanchon & Marco booker, okehed the release.

La Paloma Club Now Frog Farm

MIAMI, Aug. 9.—The La Paloma Club closed last Saturday and will be reopened upon completion of alterations as a restaurant and frog farm.

The spot, which had become notorious, has been leased by Jimmy McNichols, who says the only noise to emanate from the place hereafter will be the croaking from its frog-filled pond.

backwards to pick up a handkerchief with her teeth from the floor. After seeing some of their work, one wonders how they stand erect.

Elizabeth Talbot-Martin is emsee and her actions keep the audience wondering what she is going to do besides announce numbers. Peggy Ryan followed Miss Manner's vocal of *We Could Make Such Beautiful Music* with a pleasing dance. Mickey Anderson, of the band's reed section, handled the vocal on *Alexander the Swoose* in good style. (See VAUDEVILLE REVIEWS on page 27)

Atlanta Clubs See Good Old Days Again

ATLANTA, Aug. 9.—Getting its first real money since before the blackouts due to power shortage and the subsequent polio epidemic, local night spots blossomed out last week-end with the best business in months. Paradise Room had a 300 holdout.

Both leading night spots, the Paradise Room and the Rainbow Roof, are using local orchestras for the summer, but the Paradise is bringing outside floorshows.

Best local band to play around here all summer is the new organization of Irving Melsher, who features "Follow the Leader Music." An advertising campaign has been built around him by the Rainbow Roof management, predicting his band as the coming musical favorite of the nation and pointing out that Jan Garber started in Atlanta and Tommy Dorsey began at Tybee Island.

Opening Thursday at the Paradise Room was Helen Morgan.

Local bands also playing at the Wisteria Gardens and at Herrin's Farm.

News Notes of Miami Niteries

MIAMI, Aug. 9.—The Mayfair opened the first of a series of Good Neighbor nights Wednesday (6); feature a rumba contest with prizes. . . . Georgia and Georgia music featured at the Bar of Music when Henry Neyle launched his first Southern Hospitality Night Tuesday (5). . . . Benny Gaines back at the Dempsey from his trip to Boston. . . . Sid White back from Detroit. . . . Hal Pearl vacating North until September. . . . Jackie Larue laid up in St. Francis Hospital with a poisoned digit. . . . Shavo Sherman held over at the Ball. . . . Condos Brothers booked into Air-liner after Olympia Theater date. . . . Yola Galli to Olympia Theater. . . . Manuel Perez rumba ork and Jaynee Lee at new to Mayfair Club. . . . Vickee Lee and Wally Johl held over for the sixth week at Jimmie's.

Don Dickerman's Castaway Club is scheduled to open soon at Melbourne, Fla. . . . The Drum opened its first show (2) with Jaileta and Don Ferrara's ork. . . . Marie Stanley moved to El Bolero from Bill Jordan's. . . . Al Stone held over at Kitty Davis's. . . . Max Johnson celebrated his 40th birthday with a jam session held at his own club, The Wit's End.

CC Army Unit Gets Additional Dates

NEW YORK, Aug. 9.—Unit E of the Citizen's Committee mobile units playing army camps, which was originally set to close at Fort Niagara, N. Y., Wednesday (6), has been booked by Harry Delmar, CC booker, to continue thru Illinois, Kansas, and Missouri.

The unit started its new route at Fort Sheridan, Ill., Friday (8) and played the Great Lakes Naval Training Station today, with the Glenview Naval Air Station set for Sunday. Other dates include Monday (11), Camp Grant, Ill.; Savanna Ordnance Depot, Ill., August 12; Fort Francis E. Warren, Cheyenne, Wyo., 14-15; Fort Riley, Kan., 18-20; Fort Leavenworth, 21; Fort Leonard Wood, Mo., 23-26, and the Jefferson Barracks, Mo., 27-28.

The unit is headed by Don Cummings and Stubby Kaye.

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PHILLY NUTS OVER STRIPS

Confusing Tale of Why Marcia Quit the Follies, Los Angeles

LOS ANGELES, Aug. 9.—Marcia, billed as being hotter'n a volcano at the local Follies Theater, waxed hot Monday about 10 minutes before the first show and walked out. Monday morning was payday, and she had received her envelope, it was reported. Valerie Parks had moved in Saturday for four weeks, and the house was featuring her as much or more than Marcia, who has held the spotlight for about 18 weeks.

Roy Dalton, house owner, took the walkout in a matter-of-fact way. He told *The Billboard* he had heard that Marcia had told George Clarke, stage manager, that she was going to leave. In fact, he said, Marcia had removed all of her clothes from the dressing room with the exception of one dress. Dalton said that he had advanced her "about \$30" and was taking part out each week; but, when he heard she was going to

quit, he instructed the bookkeeper to hold out the remainder. Monday, Dalton said, Marcia received her pay envelope, went to her dressing room, and later told Clarke she had planned to quit anyway.

Marcia could not be reached for a statement, but her mother, Mrs. Margaret Griffin, said that Marcia had demanded that the Daltons clean up the show. When they wouldn't do it, she walked out.

Dalton denied anything had been said about the show.

Marcia came in originally for 12 weeks with an option for 12. The option was taken up, and she had six weeks to go. Dalton said no legal action would be taken against her.

Reports from the house manager are that Miss Parks is doing a bang-up box-office job.

Burly Raid Case Postponed in SF

SAN FRANCISCO, Aug. 9.—Arrested last week on charges of giving an indecent performance, nine burlesque entertainers at the Kearny Street Theater, six of them women, have had their cases indefinitely postponed. Also booked were operators Charles, Gustave, and William Michaels.

Meanwhile, there are official intimations that a grand jury investigation into indecent shows here may be conducted.

Police Captain Michael Mitchell, who made the arrest, explained in court at the preliminary hearing that he had warned all operators in his district to keep within the law.

Cafes Use Them; Vaude, Burlesk Face Scarcity

PHILADELPHIA, Aug. 9.—Town's entertainment employers have gone strip conscious. And the strip gals, having accounted for a bonanza at the burly box office, now promise to draw big business to the night clubs. It's considered a by-product of war hysteria. The excitement once found in swing music is now being shunned; instead, the demand is for sweet music, soft lights, and a disrobing damsel.

While the State Liquor Board, which regulates the conduct of clubs, has not handed down any formal ruling on this flesh accent, it generally takes the attitude that as long as the strip gals can work burlesque and vaudeville (Fay's Theater here in season heads a five-act bill with a duo of de-nuders), there is no reason why they shouldn't work a night club floor.

However, liquor board has advised nitery ops who make inquiries that use of "burlesque" and "stripper" must be omitted in billings. Discretion must be used on how far the flash may go.

However, "indecent entertainment" is still taboo. Liquor board threatens to crack down on spots featuring smutty comedians and "dirty" songs. When the board cracked down recently on Carroll's Cafe, first of the burly-niteries in town, charges against the nitery were for Jackie Mabley's songs and not because of the strippers.

With talent budgets that do not allow big names, local clubs find strippers strong at the box office.

Peelers are so strong here that even the Earle Theater tried to close a deal for Gypsy Rose Lee to headline the August 22 week bill, during the annual convention of the Veterans of Foreign Wars. Carroll's continues to be the top burly-nitery in town, and operator Stanley Carroll has already had this summer Maxine DeShon, Lois DeFee, Dixie Sullivan, and Isobel Brown. Following Myrna Dean, current, will be Carrie Finnell.

Almost a dozen niteries in town are using nudies, but playing down the billing. The impression is fully conveyed in such phrases as character dancer, a study in art, exotic dancer, etc. Spots include Carmen's Lido Venice, Yacht Club, Steve Brodie's, Cadillac Tavern, Roman Grille, Stamp's Cafe, DiPinto's Cafe, 69th St. Rathskeller, Kaliner's Rathskeller, and Sun Ray Gardens.

Apart from causing a shortage of available girls for burly, demand for nudies is causing much concern among bookers of stag smokers. In addition, near-by South Jersey roadhouses are also making a heavy demand for such acts, about a dozen spots sporting strips, including Smart Spot and Murray Inn, Haddonfield; Birmingham Inn, Pemberton; Twin Cedar Inn and Gruber's Clementon Inn, Clementon; Holloway's and Royal Cafe, Marlton; Mary Hubbard's, Berlin; Red Fox Tavern, South Merchantville; Hilltop Inn, Hainesport, and Totem Ranch, Maple Shade.

JOE BONNELL is back in Chicago after a year's tour with Benny Meroff in *Funzafire*. Show goes into rehearsal August 18 and will take to the road in the fall in a revised edition.

Shortage of Burly Chorines in Philly

PHILADELPHIA, Aug. 9.—In an effort to woo gals for his wheel shows next season, Izzy Hirst has shifted his dancing school from his Alan Hotel to the Walnut Street Theater. Figures that a regular theater for the training may be more inviting. However, the call for chorines is still going unanswered, and 208 are needed.

"We always lose a certain proportion of the girls every year," said Eleanor Cook, dance directress for the Hirst Circuit. "The new kids get homesick on tour or miss the boy friend and quit. But this year is the worst of all; there haven't been any girls to sign, much less lose."

Simons-Michelson Agency Handling Olsen Advertising

DETROIT, Aug. 9.—Advertising for the Casino Gardens, operated by George Olsen, which runs some of the flashiest novelty stuff ever used for a local night spot, particularly in the way of apparently candid appeal, is handled by Simons-Michelson Agency, Sam Rubin, of the agency, reports. A previous article in *The Billboard* indicated that it was handled by Sid Bielfield, who handles the publicity on this account only.

Employment of a large advertising agency to handle show business copy of this type is an innovation in this territory, and the experiment, hitherto confined largely to the Michigan State Fair account, will be followed with close interest by both showmen and agencies.

Vere, and Wynette opened at the Avenue, Detroit, Friday (8).

PHILADELPHIA:

FRANKIE DONATO, manager of Carroll's nitery, is seeking stage names for the coming season. . . . ERMAINE PARKER and Slats Taylor top the current show at the Troc Theater, newcomers including Lucille Rand, Nadine Marsh, Mary Lou Lacey, Charlie Harris, Mel Bishop, and Marion Melrose.

ATLANTIC CITY:

STINKY FIELDS AND SHORTY McALLISTER in a return at the Globe Theater, with Diane Johnson the extra added, newcomers including Joan Mavis and Jack Diamond. Bill is rounded out by Murray Briscoe, Fran Lewis, Bob Ridley, Alleen Dale, Shally and Neff, Denny Lyons, and the Vespers.

FROM ALL AROUND:

STANLEY MONTFORT closed at the Follies, Los Angeles, August 8 and is headed eastward to again go to work for Arthur Clamage as stock warbling straight in one of the latter's Midwest Circuit houses. Montfort is making the trip east with Mildred DeVoe, who had been working Long Beach and Hollywood clubs, and Mildred Drollette, formerly cashier at the Gayety, Cincinnati.

JOAN COLLETTE now at the Ritz Club, Columbus, O.

GYPSY ROSE LEE set for August 17 at Steel Pier, Atlantic City; JOHN BOLES repeats August 23.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

GEORGE YOUNG, operator of the Roxy and a nitery in Cleveland, planned in for a brief stay, August 5-6, on his way to Buffalo and Atlantic City. Roxy changes from stock to circuit shows August 29. Julia Bryan engaged to open August 15. . . . SAM RYDER to operate the Shubert, St. Louis, with musical and vaude units the coming season. . . . OSBORNE SISTERS, Marian, Becky, and Ray, left for their Birmingham, Ala., home to attend the unveiling of a monument on their mother's grave. Back in four weeks. . . . LOIS DeFEE and Pat Patee co-featured at the Republic week of August 3. Other new principals, Benny (Wop) Moore and Elsa Greenwell. . . . LLOYD MULLER, of the Claridge, has a letter from Charles Schwartz, who operated the Oxford, Brooklyn. Schwartz wrote about his change from a burly impresario to an executive in a Hollywood film organization. . . . BILLY TANNER, comic, in Bellevue hospital under treatment for pneumonia.

MARGIE HART, Ann Corio, Gypsy Rose Lee, Mary Blaine, and Sue Loi all mentioned in a story, *Strip Tease Industry*, by George Jean Nathan in recent *Life* mag. Collier's gave Margie Hart six pages on her life history in a recent issue. . . . FRED O'BRIEN, producer, and Bill Colhan, scenic artist, of the Palace, Buffalo, here August 4. Dewey Michael's house is having its lobby and stage modernized in time for the season's opening August 15. . . . LEAH WAKEFIELD'S recent posing for a beauty contest brought her a modeling job in a department store. . . . GLORIA DAHL, between her Gaiety engagement and circuit opening, will have a nose operation. . . . JUANITA ROWE, who showgirlled at the National, Detroit, and the Troc, Philadelphia, is a new addition to the Eltinge eye-fuls. . . . PRINCESS LEANDRA has changed her moniker to Helene Francis. Also changed from a dancer to a strip teaser.

SALLY KEITH worked Nipmune Park, Mass., before opening August 9 at the

Frank Bryan Wants CHORUS GIRLS
for GRAND THEATER
Canton, Ohio
Salary \$25. Write, Wire or Call.
Opening August 29th.

WANTED CHORUS GIRLS
Salary \$25; Specialties extra. Rehearsals August 22; opening August 29.
Morris Zaidins, Mgr.
Gayety Theater Cincinnati, O.

Club Nomad, Atlantic City, where other new ex-burlesquers are Dixie Sullivan, Leticia, and Elaine (Miss Texas of 1940) Cotton. Held over are Jackie Whalen and Zola Grey. . . . KENNETH ROGERS will produce numbers again for Sam Briskman, this time at latter's new burly house, City Theater. Ken has been functioning at the Eltinge. Ork leader will be Bob Goldberg, heading a 10-piece band, and managers out front will be Mack Herbert and Al Smith. Latter managed theaters in Waterbury and Bridgeport, Conn. . . . BETTY KEANE opened August 8 as producer at the Gayety, Akron, O., back in the employ of Warren Irons and Jimmie Walters, with whom she was last season in Toledo. Among the principals at the Gayety are Bimbo Davis, Estelle Montello, and Will Hayes. . . . FIELDS AND GEORGIE, comics from vaude and new at the Eltinge August 1, introduced a new scene to burly, their surefire sailor sketch in which they were assisted by Gladys Fox, Dolores Weeks, and Lew Denny.

CAROL LORD followed Lois DeFee into the Roxy, Cleveland, in featured spot. Was featured last season on both circuits. Came from a long vacation in Chicago. MARGIE HART has taken up golfing. . . . PAT O'HARA, who returned to the Eltinge from a nitery, doubled for the first week between the parade line and two song and strip-tease leads. . . . JESSIE McDONALD, former burly ace, now a nurse in Rome, N. Y., and daughter, Dorothy, visited here last week, the guests of latter's husband, a drummer in Ted Lewis's ork. . . . ROCKY ELLSWORTH is emceeing in clubs and theaters in Chicago. UNO.

MIDWEST:

SAM MILTON, manager of the Maryland Hotel, St. Louis, was a Chicago visitor last week. . . . PAUL MOROKOFF is vacationing at his home in Cedar Rapids, Ia. . . . The Palace, Buffalo, has been closed for redecoration and will open Friday (15). . . . BOBBY MORRIS opened at the Casino, Toronto, Friday (8). . . . DALE SISTERS, Margie and Betty, will tour the Midwest Circuit this fall. . . . IDA ROSE and Stella Mills are vacationing at Pistakee Bay, Ill. . . . MARY MARVA, sister of May Brown, and her son are Chicago visitors. . . . Midwest and Hirst circuit units start the new season August 29. . . . The Grand, Canton, O., under management of Frank Bryan, will become a spoke on the Midwest Circuit this season. . . . ANNETTE ROSS opened at the Rialto, Chicago, Friday (8). . . . CHARLES COUNTRY Y passed away last Tuesday (5) in Chicago. . . . JACK BUCKLEY, his wife, and daughter, and Kenny Brenna and wife are en route to visit Marian Morgan and Buster Lorenzo at their Los Angeles home. . . . CHIQUITA GARCIA, Rita De



FOLLIES * COSTUMES
209 W. 48th St. N.Y.C.
PHONE CIRCLE 5-9861

GREATEST VARIETY OF FLASH WARDROBE
COMPLETE CHANGES FOR 52 WEEKS IN STOCK
★ ANY SIZE SETS. UP TO 24 EACH. ★

Winstead Tenter Finds Going Better

REIDSVILLE, N. C., Aug. 9.—Winstead's Mighty Minstrels, after six weeks of rain, are again meeting with good weather and running smoothly. At Clayton, N. C., show suffered a blowdown just before show time and as a result lost the date. However, the 100-mile jump to Chadbourn was made in good time and Charles Perkins had the canvas repaired and everything up and ready to go on time. Business is as good as expected for this time of the year.

Owner E. S. Winstead was stricken with a heart attack in Mount Olive, N. C., and entered the hospital there. In his absence Frank Slone has been managing the show. New canvas has recently been ordered. Stafford Swain has the 15-piece band, and the show now has 58 people. The new territory covered this year has panned out satisfactory.

Staff of the show is as follows: Frank Slone, manager; David Wilson, amusement director; Stafford Swain, musical director; Wilty Wiles, chorus director; Charles Perkins, boss canvasman; Red Jenergam, electrician; Leroy Anderson, stage carpenter; E. S. Winstead, owner, and C. E. McPherson, general agent.

Recent visitors were Mr. and Mrs. Ollie Hamilton.

Earl Michell Launching Radio Show Under Canvas

NASHVILLE, Tenn., Aug. 9.—Earl S. Mitchell is busy here whipping into shape his Station WSIX Country Store Jamboree for a trek under canvas slated to begin in two weeks.

According to Mitchell, the company will play two-night stands out of this city, working under a 40 by 90-foot tent. This is the first under-canvas venture for the unit which has been on the air five years. Troupe will number 30 people, Mitchell says.

Dorothy Mitchell, wife of the owner, will handle the advance and tickets, and Beulah Smith and sister will look after the stage. Chief Blackhawk, Little Rock, Ark., magician, is due on early next week. Unit airs over WSIX here every Saturday night.

WANTED

Dancing Juvenile Man for Light Comedy and Juveniles. Must be clever, sober and reliable. Join by September 1. Write or wire all details. Pay own wires.

HARLEY SADLER'S TENT THEATRE

Sweetwater, Tex.
America's Biggest and Best Repertoire Show.

SHOW BOAT MAJESTIC WANTS

Dramatic People with good Specialties. Salary sure, room and board furnished on boat. State lowest. Write or wire, T. J. REYNOLDS, August 13, Powhatan Point, O.; 14, Clarington, O.; 15, Proctor, W. Va.; 16, New Martinsville, W. Va.; 17, Sistersville, W. Va.; 18, Marietta, O.; 19, Lowell, O.; 20, Beverly, O.; 21, Stockport, O.; 22, McConnelsville, O.; 23, Bluerock, O. John Miller, write.

WANTED AT ONCE

Young Leading Team with Specialties. Prefer Man doubling Trumpet or Sax. Year round season to right people. Wire.

TILTON'S COMEDIANS

M. R. TILTON, Abbotsford, Wis.

WANT

Colored Performers and Musicians for Med. Show.

GEO. A. WARD

Cape Girardeau, Mo.

WANTED

FOR DIXIE QUEEN SHOWBOAT

Young Juvenile or Leading Team or two Young Singles. Those doubling Orchestra preferred. Other Useful People, write.

Care SHOWBOAT, ST. PAUL, MINN.

WANTED TO BUY

Small Donkey or Mule if indoor circus. Also interested in other Animals. Also want pair of Monkeys. Want good Musical and Vaudeville Team to double Orchestra. Also want to buy big Semi Sleeper Bus. Dr. Elliott, write. Want Hammond Organ Player, also Leading Man to double Orchestra.

HAPPY BILL, Watertown, S. D.

Take a Direct Part in Building Your Country's Defense

Buy U. S. Defense Savings Bonds and Stamps



HILA MORGAN, owner-manager of the Hila Morgan Tent Show, for many years a fixture in the Iowa territory, imparts tent show information and spirit to Bette Bogue (left), of Poultney, Vt., and Barbara Brice (right), of Tampa, Ia., members of the Cornell Summer Theater, Mount Vernon Ia., which recently premiered Robert Downing's new play, "Under Canvas," a story of tent shows and tent people. Downing is well known in the tent rep field.

Rep Ripples

HARRY RAYBURN, well known in rep and formerly a feature of the old Halton Powell show, is now doing a single and playing hotel dates, according to a postaled communication from him from Missoula, Mont. . . . CAREY C. EMRIE, well known in tent and rep circles, recently visited the Hedgerow Players in Rose Valley, near Philadelphia, and shoots us a word bouquet on the company's presentation of *Major Barbara*, directed by Jasper Deeter. Emrie visited the group as the guest of Jean Shidel, who worked with the Hedgerow company last season. Standouts of the cast, says Emrie, were Harry Sheppard, Adele Bradley, Catherine Reiser, Michael Stuart, and Morgan Smedley. . . . FROM

CATHRYN BAUER, of the Frank Ginnivan Company, comes a belated report on the passing of Marion March Howe (Mrs. Jack Howe), veteran repertoire performer and a grand trouper. Details will be found under The Final Curtain in this issue. . . . JOHN BALMER, of Co. A, 7th Bn., Camp Wheeler, Macon, Ga., advises that there are 14,000 men in camp there, but that there is an extreme dearth of entertainment for the soldiers. He believes that a tent show would find good pickings in that area. Balmer says a carnival played there recently and held over. A traveling vaude unit also showed the camp recently to good returns, Balmer says. . . . DICK ROYSTER'S Tent Show, presenting pictures and vaude under a 40 by 70-foot top, is reported getting its share of the defense coin in the Virginia country. Clark Padgett directs the show's seven-piece

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

14 and 1 Still Grinding In Pop Dunlap Derbyshow

BROOKLYN, Md., Aug. 9.—Fourteen couples and one solo remain in the Pop Dunlap contest here, with treadmills slated to get under way almost any day.

Those still in the running are Joe Rock and Jennie Bush, Billy Willis and Ruthie Carroll, Johnnie Reed and Anne Pruitt, Hughie Hendrixson and Helen Caldwell, Jimmie and Minnie Ferenzi, Marvin and Jean Hobaugh, Earl Harrington and Elizabeth Linder, Johnnie Hughes and Elaine Smallwood, "Rubber Legs" Martin and Diana Weatherly, Johnny Bowman and Opal Ferdig, Itsy Bachrach and Jackie Martin, Phil Rainey and Joan Leslie, Pete Trimble and Maxine Grant, Bill Harris and Gloria Sain, and Dale Thorpe, solo.

Moon Mullins, emcee, has left the contest and his place has been filled by Eddie Leonard. Archie Gayer and Art Wolfe continue their emcee duties.

Holt's Honolulu Show Ends; Hilo Contest Begins Aug. 30

HONOLULU, T. H., Aug. 9.—Carl Holt's Derbyshow, which got under way at Civic Auditorium here May 22 with 20 couples, came to a successful close July 27. Winners were Eileen Thayer and Joe Van Raam, first; Maxine Lang and Stan West, second, and Billy Steele and Margie Van Raam, third.

All of the contestants, with the exception of Eileen Thayer and her brother, Mickey, jumped to Hilo, Hawaii, where another Holt contest is slated to begin August 30. Eileen and Mickey Thayer returned to Los Angeles to await another show on the mainland.

BILLY RYAN AND JO JO HITT were winners of the Speed Derby which wound up in Little Rock, Ark., July 19, with Jack Glenn and Mary Rock copping second money. Those two popular solos, Al Smith and Jack Stanley, stayed in there and pitched until practically the end of the contest.

HOW ABOUT SOME DOPE on the recently opened New Orleans show? Our readers are anxious to know what's what down that way, especially concerning the list of entrants.

MARIO ALESSANDRO postals from San Diego, Calif., that he's back in circulation again after an extended vacation and that he's keeping his eyes peeled for a good show. Alessandro says that Tom Day, Schnozzle Roth, and Jimmy Burk are working in San Diego and doing well.

MARY THOMAS, Kansas City, Mo., fan, shoots in an inquiry on Hughie Hendrixson and Helen Caldwell and wants to know what their next contest will be. Howze about it, Hughie and Helen?

CONTRIBUTIONS to this column to warrant recognition must bear the signature of the writer. Letters and cards signed "A Walkathon Fan" or "A Contestant" are relegated to the wastebasket.

KENT BASTAIN writes from Detroit that he's all set to make a new show and that he would like to read a line here on Al Lepper, who, when Bastain last heard, was sojourning in Kalamazoo.

LORRAINE BAKER, derbyshow fan of Baltimore, Md., writes in that she'd like to see a line in the column on Sally Neely, Eddie Hoerr, Margie and Lee Sul-

hillbilly band. . . . FRANK GINNIVAN Company is playing its established towns in Indiana. This week's stand is Woodburn.

AL PITCAITHLEY, of Billroy's Comedians, entertained his young daughter and former wife, Jane Jordan, during the show's recent engagement at Rockford, Ill. Miss Jordan, also formerly of rep, sails this week for Colon, Panama, for a four-month engagement. . . . GAY'S PET SHOW, playing a string of under-canvas dates before beginning on the fairs, reports business satisfactory in Southern Tennessee. . . . CAL AND BONNIE WEST, ex-Billroyans, are currently at Club Gloria, Columbus, O., set by Pete Iodice, Detroit. Bobby Jones, ex-tab and rep performer, is emcee at the same spot. . . . MORRIS NELSON, well known in repdom, has his unit at a new club in Mount Vernon, O. . . . LEON HARVEY, who quit the business after losing a leg in an auto crash two years ago, has left Columbus, O., for Cleveland to scout about for a position. . . . SID KINGDON, who formerly had out his own rep opries, is now practicing dentistry in Rockford, Ill. . . . LAWRENCE DEMING has again taken the advance of the J. Doug Morgan Show, and with his wife, Deborah, recently caught the Billroy show at Savanna, Ill. . . . JOE AND MAE LA PALMER, fully recovered from severe burns sustained in a trailer fire some months ago, are now with the West Bros.' Shows, which day and dated recently with Billroy's Comedians at Manchester, Ia., where Joe and Mae renewed acquaintances with Al Pitcaithley, with whom they trouped several years (See REP RIPPLES on page 33)

Big Blow Levels 'Skippy' LaMore Top

CINCINNATI, Aug. 9.—"Skippy" LaMore, owner-manager of the tent show bearing his name, in a communication reaching *The Billboard* here today, reveals that a cyclone struck his tent theater in Indiana Saturday afternoon, July 26, leveling the outfit and causing considerable damage.

Manager LaMore promptly replaced the damaged canvas and opened on schedule at Angola, Ind., Monday, July 28, with only two nights lost. The LaMore top is a 65 by 135-footer.

Ivan, Mae Eason, Ruth and Al Smith, Eleanor Johnson, Mickey Sheehan, Muggsy Hurley, Jo-Jo DeLago, Lillian Bowling, Jack Davis, Jack Glenn, and Patsy Patterson. How about a line, folks, listing your whereabouts?

GEORGE HARRINGTON, ex-walkie dancer, is now located in Columbus, Ga., where he is salesman for Classy Clothes. He spent last week in Alexandria, La., on vacation.

BOB O'BRIEN, contestant with many of the Vernon Balfour shows in the past, writes from Venice, Calif., that he's anxious to break back into the business again until the "biggest little showman" decides to get back into harness again.

HELEN JOHNSON, who appeared in the recent Little Rock, Ark., contest, is asked by a Kansas City, Mo., fan to shoot a line to the column listing her present whereabouts and activity.

SAN ANTONIO DERBYSHOW

OPENS

WEDNESDAY, AUG. 20

I told you Dallas was set solid and would be sensational—now watch this one. This show will prove the biggest box office and floor money \$ attraction in years—\$1500.00 IN PRIZES. Already have 12 sponsors, more rolling in. City of 400,000 population in greatest financial condition in its history. Contest opens in the beautiful Alamos air-cooled auditorium. Last contest 5 years ago. Write air mail letters to

HAL J. ROSS

White Plaza Hotel, San Antonio, Texas

Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Diversified Local Shots Add Spice to Programs

NEW YORK, Aug. 9.—The practice of taking local scenes to add interest to a roadshowman's program is not new. If properly planned, local films are an important factor in building and maintaining audience interest. Taking the shots does not require extensive technical skill. Neither are expensive cameras or accessories necessary. Some roadshowmen working with inexpensive equipment have produced highly interesting films.

The most important point to bear in mind in taking the local shots is diversification. A roadshowman who limits himself to stereotyped shots of groups entering or leaving church, street scenes, and similar scenes will find, in time, that audience interest will wane. It is true that people like to see themselves on the screen. But it is equally true that if subject matter is presented in an unimaginative manner it will not interest an audience, with the exception of the persons appearing in the shot.

Some roadshowmen who have used the usual local shots with little success doubt the value of this type of promotion. On the other hand, roadshowmen who possess imagination and some initiative, and seek out unusual subject matter, and that their profits show sizable increases as a result of the local film showings.

The list of subjects an alert roadshowman can record in a given community are varied. At this time of the year there are many outdoor events that lend themselves admirably to local film shots. Many amusing shots can be caught by an operator who can act quickly when necessary.

When taking the local films it is best to avoid large groups. If there are more

than six people in a scene it is impossible to identify all of them in the time allotted to the shot. Roadshowmen need not shy away from taking interior scenes, as photo flood lamps are not expensive. It is true that the taking of these films requires some capital outlay, but the good will created and the increased business more than justify the initial expense, which can be budgeted according to individual requirements.

Family Films Best for Resorts

NEW YORK, Aug. 9.—Camp and hotel audiences in various country resorts have shown their approval of such productions as *Son of the Sheik*, with Rudolph Valentino; *The Gladiator*, with Joe E. Brown; *Tarzan's Revenge*, with Glenn Morris and Eleanor Holm, and similar films, according to Herman Abrams, secretary of the Veragraph Film Corporation. Features of this type are particularly welcome because they appeal to family audiences and offer real entertainment.

A roadshowman, talking shop with Abrams, pointed out the advisability of having at least two spare reels when running a show. To illustrate his point the roadshowman related an incident where during a performance the film became engaged onto the outer rim of the pick-up reel and kept winding on it. Ultimately the thickness of film around the outer edge caused it to touch the feeding reel and stopped the machine.

With 400 feet of film to go there was nothing to do but cut the film at the point of stoppage, take off the pick-up reel, and put a second empty reel in place, thread up the film from that point on and proceed with the show. This incident is a rare occurrence, of course, but the alert roadshowman must always be prepared for just such emergencies.

16mm. Boom In Midwest

CHICAGO, Aug. 9.—The 16mm. theater business in the Midwest is growing rapidly, according to reports issued by circuits operating in this area. In the past few months there has been a general pick-up thruout the entire country, with many new theaters scheduled for opening in the near future.

The Dale Kennedy interests, one of the reporting firms, have 21 stands for 16mm. pictures. The Joe Riley circuit has 28 stands in the Southwest.

Joe Vicedomi's World Playhouse here is preparing to show the 16mm. film *Here Is Ireland*. Other suitable films are also being lined up for future showing.

Cutting It Short

By THE ROADSHOWMAN

The manager of a drive-in theater in the West shows considerable ingenuity in drumming up attendance. He carefully scans the birth records and lists all new parents. To this special list he sends an attractive promotional piece on his show and a sales letter which emphasizes that babies are welcome in this theater. This is a good stunt designed to pull future results.

Roadshowmen! This is your department. You are invited to send in your personal notes, short accounts of your experiences, and any other information of general interest to other operators. Is there any additional information you would like the column to cover? Your suggestions and criticisms are welcome.

Pictorial Films, 16mm. film distributor, due to increased business, has taken new offices three times larger than its former space.

VAUDEVILLE REVIEWS

(Continued from page 23)

Faith Bacon followed with her fan dance, in which she does the usual feather waving to a swell hand.

Miss Talbot-Martin finally emerged from the emcee role to do some show-stopping impersonations on Hepburn, Mrs. Roosevelt, Garbo, and Aimee Semple MacPherson. Her mimicry of Mrs. Roosevelt and MacPherson had the audience in the aisles.

Altho bill seemed packed with good talent, it ran slowly. On the screen, *A Shot in the Dark* and *Bachelor Daddy*. David Olen handling publicity.

Sam Abbott.

Paramount, Los Angeles

(Reviewed Friday Evening, August 8)

Fanchon & Marco bring back the 20 Dancing Fanchonettes for the third week and augment the show with Ethel Waters, Katherine Dunham's Dancers; Harry Fields, recording pianist directing the Paramount orchestra, and Eddie Stanley, emcee. On the screen, *Kiss the Boys Goodbye*, giving Manager Harry Wallen a vaude menu and screen billing that should up grosses considerably.

The Fanchonettes open with a well-liked precision number. Ork, with Fields fronting and consisting of five brass, four sax, and three rhythm, gave out with *Argentine Way*. Fanchonettes are pretty and put on a swell act.

Stanley's emcee material could stand a shot in the arm. Fields put aside his baton for a trip to the piano to play Chopin's *Fantasy Impromptu* and followed with *St. Louis Blues* in boogie-woogie tempo. Swell.

Miss Waters, bringing her own accompanist, Reginald Beam, sang *Ain't Gonna Sin No More*, *Lotsa Bread 'n Gravy*, *Stormy Weather*, and *Am I Blue?* She was up to her usual standard and, as always, had a strong act. She also did *I'm in His Care* with a girl trio from the Piney Woods School in Mississippi. Spiritual was exceptionally well received and girls gave Miss Waters terrific support.

Dunham Dancers were well received with their Moorish bolero. Miss Dunham did a Cuban chant to tom-toms and the turn ended with a click boogie-woogie dance. House packed when caught.

Sam Abbott.

SUGAR'S DOMINO

(Continued from page 4)

and his larcenous attaches. As a result reputable agencies pay no attention to his reports, and operators take everything he says with a grain of salt. He is the exception rather than the rule. The great mass of phonograph men are sincerely interested in popularizing tunes because they've been educated to the point where they realize that popularization of tunes and recording personalities means more nickels dropped into the slots of phonos. If they seem to fall for the romancing it is because they would follow thru on the same course anyway regardless of whether or not the music boys did anything about it.

The music industry has a good thing in the eager-to-learn, down-to-earth phonograph operator. He can be spoiled or he can be developed into a channel of terrific importance for the sale of records, the plugging of tunes, and the build-up of bands. It depends on how smart the music men are in handling him; smart in this case meaning foresight rather than turning sharp corners and thumbing noses in the approved Broadway style.

"HAPPENS ON ICE"

(Continued from page 5)

revue on view in August—the Sonja Henie-Arthur M. Wirtz production is drawing a lot of out-of-towners and curious local people, too, who want to see what a fancy, extensively advertised theater ice show is like.

The ice show itself is well costumed and has a lot of excellent ice-skating talent on hand, but it is handicapped by an uninspiring musical score, an orchestra that should be fuller, unexceptional singing, and stage settings that are not changed sufficiently or often enough.

At the Tuesday (5) evening show we clocked the bursts of applause: Thirty-nine for the first half and 36 the second. They came mostly for stunt skating, novelty ideas, comedy, and all-out production scenes.

The show needs more comedy. The Four Bruises, the hits of the show; Freddie Trenkler, sock novelty stuff; Fritz Dietl, A. Douglas Nelles, Georg Von Birgelen, and Tommy Lee and

Charlie Slagle provide good comedy, but there's not enough of it.

Applause stand-outs were Dietl, Skippy Baxter, Four Bruises, Trenkler, Betty Atkinson and Charles Hain, Lee and Slagle, Le Verne, Jo Ann Dean, and Gene Berg.

Dorothy Allan's singing is poor except when in the lower register in the last number. June Forrest and Jack Kilty's singing is better but even they do not really punch. Perhaps there is something wrong in the p.-a. system. *The Moon Fell in the River* is still the best song of a weak musical score.

The show is okeh for the price scale and makes a good lure for the tourists prowling around Radio City.

Paul Denis.

ORCHESTRA ROUTES

(Continued from page 14)

Tolbert, Skeets (Cuba's) Asbury Park, N. J., nc.
Trace, Al: (Ivanhoe) Chl, nc.
Tucker, Orrin (Edgewater Beach) Chl, h.
Tucker, Tommy (Berkeley-Carteret) Asbury Park, N. J., h.
Turner, Bill (Hickory House) NYC, nc.

U

Ufer, Eddie (Toledo Beach) La Salle, Mich., b.

V

Varrol, Tommy: (Club Ball) Brooklyn, nc.
Varzos, Eddie (Providence) Providence, R.I., h.
Venuti, Jim (Hopkins) Rathskeller) Phila, c.
Victor, Jack (Young's) Parksville, N. Y., h.
Vierra, Al: (Ivanhoe) Chl, r.

W

Wagner, Perc (Carlisle) Allentown, Pa., c.
Wald, Jerry (The Pier) Buckeye Lake, O.
Wasson, Hal (Rochdale Inn) Montague, Mich., h.
Weeks, Anson (Muehlebach) Kansas City, Mo., h.
Wendell, Connie (Ace of Clubs) Odessa, Tex., nc.
Whitney, Palmer (McCurdy) Evansville, Ind., h.
Williams, Claude (Kelly's Stables) NYC, nc.
Wilson, Teddy (Cafe Society Downtown) NYO, nc.

Y

Young, Eddie (Avalon) Niles, Mich., b.


16mm Roadshowmen

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From \$10.00 to \$35.00 per week.
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ZENITH THEATRE SUPPLY CO., Inc.
308 West 44th Street New York

Ecuador and Its Amusement Possibilities

By J. M. Sheppard

will be a feature of

THE BILLBOARD'S FALL NUMBER

Dated August 30

Endy Gate Shows 37% Increase at Fair in Bangor

BANGOR, Me., Aug. 9.—Endy Bros.' Shows' first appearance on the midway at Bangor Fair here resulted in gross business that exceeded previous years' figures by almost 37 per cent. Fair officials, including William Hinman, Harold Kelly, Jack Moran, Duncan McDonald, and John Chaison, were pleased with appearance and size of shows, which required some 5,100 feet of space in which to set up.

This year was third for the fair under its present management, during which time it has made great headway, showing a substantial increase in attendance. Opening and closing afternoon features were Jimmie Lynch's Death Dodgers, under direction of Irish Horan. Unit drew large crowds. Harness horse racing was featured in front of the grandstand daily in addition to a number of circus features and a George A. Hamid night production, the *Revue Modern*, which was well received.

Wilno, free act, again proved his popularity by drawing big crowds to the midway after each grandstand performance. Special Agent Lou (Peazy) Hoffman and Billposter Barney Behan are doing good work with special events, while W. J. (Bill) Tucker continues to lay out the lot in good style.

Dufour and Shean in Chi

CHICAGO, Aug. 9.—Lew Dufour and Frank D. (Doc) Shean arrived in Chicago yesterday from New York and will spend a week here. While no announcement has been made, Dufour is understood to have a new show project on the fire.



TERMED a "human dynamo" by his co-workers, Neil Webb, secretary-treasurer of J. W. (Patty) Conklin's Frolicland, almost had to be dragged from his books to pose for this photo, snapped by Lorne Burkell, of The Daily Albertan staff at Calgary Exhibition and Stampede. Occasion was Neil's winning of the coveted Gold Life Membership Card for obtaining over 50 new members for the Showmen's League of America, for which organization he is a Canadian representative.

Conklin Class A Grosses Up



ABOUT 95 MEMBERS OF THE GOODFELLOWSHIP CLUB on Clyde's United Shows turned out for a farewell party the club tendered Mr. and Mrs. Harry Reeves and their agents on July 25 during the shows' engagement in Central City, Pa. Mrs. Harvey Potts and Mrs. Claude Fisch served refreshments, with Fisch taking photos of various members. The Reeveses will rejoin the shows in the fall for late Southern fairs.

Frolicland 15% Over '40 Marks

Regina wind-up is successful despite rain — Aquacade, Follies, Rocket score

REGINA, Sask., Aug. 9.—Conklin Shows, under the title of Frolicland, concluded their tour of the Western Canada Class A Fair Circuit here August 2 with grosses for the trek revealing a 15 per cent increase over midway figures of last year. Business was up in every city on the circuit, including Regina, where rain prevailed every night but two. Local hike was about 16 per cent, J. W. (Patty) Conklin, manager, said, and it would have been higher if the midway had not been washed out after the grandstand blow-off Saturday night, necessitating an 11 p.m. teardown.

Shows got off to a record start Monday, Children's Day. With business up 18 per cent, it proved one of the best openers in years. Tuesday was shaping up well until a cloudburst hit about 6:30 p.m. and in half an hour the lot was flooded. After some of the water had been removed the rain returned at 10 p.m. in equal fury, stopping all activity. Wednesday was good, but rain fell again late Thursday afternoon. Friday's grandstand blow-off was followed by rain, which sent many patrons off the grounds, and Saturday's blow-off also was followed by a heavy downpour that forced people off the lot and brought the tear-down signal.

Top grossers were Aquacade, Oriental Follies, and Artists and Models, operating (See *Conklin Grosses Up* on page 30)

Kaus Shows Chalk Record Results on New England Trek

BENNINGTON, Vt., Aug. 9.—Augmented by 10 shows and 10 rides, W. C. Kaus Shows' tour of New England proved one of the most successful in a number of years for the organization, officials announced here this week. Opening stand in New Bern, N. C., shows' winter home, was far above expectations, while the shows' second best engagement of the season so far was Norfolk, Va. The Baltimore circus date broke all previous records for the shows.

Aided by strong auspices, the jaunt from Connecticut thru Maine also proved a record breaker. Good co-operation from newspapers and radio stations and the Berosinis, free attraction, was credited with much of the success. Staff includes W. C. Kaus, general manager; Mrs. Marie Kaus, secretary-treasurer; J. Jack Perry, general representative; E. Eddie Cooper, business manager; Russell Owens, superintendent.

Jimmie Baker is still managing the (See *KAUS NE RECORD* on page 30)

Great American Bows Well At Freehold, N. Y., Date

FREEHOLD, N. Y., Aug. 9.—Great American Shows, recent addition to the carnival field, successfully opened their tour here, under Red Men auspices. Attendance and weather was good all week, and one of the features Thursday night was a fireworks display presented by Co-Owners Sakobie and Roberts.

Bench Bentum's Diving Circus was well received, and Harry Weise joined with his bingo stand. Line-up includes 4 rides, 5 shows, and 31 concessions. Committee gave good co-operation here, W. F. (Red) Roane reported.

RC Will Play Ariz. State; Phoenix May Be Winter Quarters

PHOENIX, Ariz., Aug. 9.—Engagement of the Rubin & Cherry Exposition to furnish the midway at the 1941 Arizona State Fair here was announced by the fair commission last week.

Z. T. Addington, commission chairman, said he has been advised by Al Butler, Rubin & Cherry advance representative, that the organization would make its winter quarters in Phoenix upon conclusion of the fair.

The shows, Addington said, would come here after showing at Los Angeles County Fair, Pomona, Calif., and after engagements in San Diego and Los Angeles.

Rochester Club in Special Show for Strates Personnel

ROCHESTER, N. Y., Aug. 9.—Rochester Professional Entertainers' Club staged a special show for the personnel of the James E. Strates Shows in the big Vanities top during shows' stand here. Over 450 Strates showfolk attended. Gene Lane, radio announcer, was emcee and presented General Manager James E. Strates and General Agent William C. Fleming with honorary membership cards to the club.

Max Cohen, secretary-treasurer American Carnivals Association, and Frank Smith, in charge of the local billposting plant, were credited with much of the event's success. In addition to Lane, program presented Elmer Eck, magician; Arville Haller, violinist; Walter Rowley; Sam Ellman, comedy; Babe Cahill, singer, and Chandra, escape artist.

Principal speakers included Max Cohen, Bill Fleming, James E. Strates, and Dick O'Brien.

Bantly's in Strong Fair Tour Start in Harrington, Del.

HARRINGTON, Del., Aug. 9.—Bantly's All-American Shows successfully opened their 1941 tour here on July 28, playing to record opening-day business. Subsequent days' attendance and grosses, according to fair association officials, were the best in the last 10 years, resulting in one of the best initial fair weeks in history of the shows. Saturday, final day, drew an estimated 35,000.

Midway was laid out well, with each attraction having a good location. Shows came in after winding up a highly satisfactory still-date season. Fair association gave good co-operation, and Mr. and Mrs. Herman Bantly were busy entertaining many friends and visitors.

Sensational Kays, free attraction, proved popular. The Bantlys were complimented by fair board members on the cleanliness and attractions on the shows.

Personnel Honors Sheesley At Party in Youngstown, O.

YOUNGSTOWN, O., Aug. 9.—John M. Sheesley, general manager of the Mighty Sheesley Midway, was honored at a party in Mrs. Charles Pounds' cookhouse in celebration of his 60th birthday during the shows' engagement here. Highlight of the party, which lasted from 1 to 4 a.m., was a dinner at which 47 plates were set at four large tables. Manager Sheesley received a wrist watch, two leather bags, and many other gifts from the personnel.

Jimmy Mason and Mike Green provided entertainment. In attendance were Charles E. Sheesley, Mr. and Mrs. C. H. Pounds, Clarence and Patsy Pounds, Mrs. Jeanne Williams, Harry and Susie Moore, Dutch Frederickson, Mr. and Mrs. William Zeidman, Mr. and Mrs. John D. Sheesley, Mr. and Mrs. Al Renton, Mr. and Mrs. Henry T. Curtin, Mrs. Lena Gamble, Mr. and Mrs. Bill Rice, E. H. Smith, Mr. and Mrs. H. Pollack, Mr. and Mrs. Dave Miller, Frank Flannagan, Mr. and Mrs. J. Gould, Mr. and Mrs. Al Hubbard, Eddie and Dolly Young, Mr. and Mrs. Birdsey, Mr. and Mrs. Schult, Mike Green, Clay May, and Robert North.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Fog Lagoon, Minn. Week ended Aug. 9, 1941.

Dear Editor:

There is nothing so invigorating as the breeze, the aroma, and the fog of one of our Great Lakes. The past week found the Century of Profit Show on the shore of Lake Superior. We were there, but not alone. Hearing that the Won, Horse, & Upp Circus, an equine and canine

paradox, had billed the town for a five-day stand, General Agent Lem Trucklow immediately arranged to play day and date with the three-ringer. At the same time Matilda Drawhead, agent and one of the owners of Drawhead Sisters' Cultured Carnival, had the same thought in mind. As luck would have it (good agenting is always considered luck) (See *BALLYHOO BROS.* on page 31)

WANTED
 Wheel and Coupon Store Agents.
CARL H. BARLOW
 Care Lawrence Shows, Berwick, Pa., this week; Kutztown Fair, next week.

MARTINSVILLE, VA., FAIR
 Week August 25th
 Want Cookhouse, Lead Gallery, Custard, High Free Act for 3 weeks, Ridee-O Foreman, other Ride Help that drives trucks.
 Address:
Crescent Amusement Co.
 Hillsboro, N. C., this week

Hughey & Gentsch Shows
WANT
 For our circuit of Mississippi Fairs starting Sept. 8th at Itta Bena, Miss.
 Shows with or without outfits. Have outfit for Side Show.
 Concessions: Pitch to Win, Bowling Alley, String Game, Photos, Custard, Scales, High Striker, Ride Help: Want Second Man for Merry-Go-Round, also other Ride. All join now and go south with a show that has long season. Address: Cullom, Ill., this week; Kincaid, Ill., Aug. 18-23; then straight south.

CARNIVAL WANTED
RUSHVILLE, ILL., FAIR
 SEPT. 9, 10, 11.
 Wire or write at once.
HENRY HOUSTON, Supt., Rushville, Ill.

RIDE WANTED
 Three real Celebrations. Can place Ridee-O, Eight-Car Whip, or Octopuss. A real gross at these spots awaits you. Wire
R. C. LEE, INC.
 Mocksville, N. C.

NOTICE
Harold "Slim" Hendrix
 I want you to take charge of my 1941 Eli Wheel, or any other good Wheel Man who can handle a #5 up and down. A. B. Edwards, answer; wire me collect. This week, Sophia, W. Va.; next week, Rhodell, West Va.
LLOYD M. SHOUP, care Royal Exposition Shows.

MECOSTA HOMECOMING & CELEBRATION
 On the Streets, August 18-19-20
WEIDMAN CELEBRATION
 On the Streets, August 22nd & 23rd
 WANT Popcorn, Ball Games, Scales and other legitimate Concessions—NO GRIFT. One dollar per foot, ten foot minimum. RIDES booked.
ELMER PELKINS, Mecosta, Michigan

SILVER DIME SHOWS
 HAVE OPEN DATES IOWA OR NEBRASKA IN SEPT. for Fairs and Celebrations. Five Rides. Want Athletic, Girl or any kind of Show. Can furnish Girl Show outfit if desired. Want Cook House Concessions. Give X. Price low. Rockwell City, Ia., Aug. 12-15; Orange City, Ia., 18-21; Leigh, David City, Central City, etc., following. All Fairs. Wire as above.

PIONEER SHOWS WANT
 For Towanda, Pa., Fair, August 18-22, Day and Night. Can place Free Act, Photo Gallery, Long and Short Range Gallery. Sell X on Novelties. No conflicting Rides, Shows and Concessions. Following North Eastern Firemen's Convention, 8 big days, including Sunday and Labor Day. Reasonable rates. Parades, events, nightly. Write or wire this week, New Milford, Pa.

L. J. Heth Shows Want
 Now and for balance of season, Mt. Carmel, Illinois, Fair, now; Henderson, Kentucky, August 18th to 23rd; then the big fair field, Illinois Free Fair, Athletic Show and one more Grind Show, experienced Ride Help. Roll-o-Plane or Loop-o-Plane, American Palmistry, Scales, Custard, Guess Your Age and Guess Your Weight, Lead Gallery, Fish Pond, Cotton Candy, Novelties and other legitimate Concessions. Herb Shive wants Stock Wheels and Grind Stores. All replies to **JOE J. FONTANA.**

WANTED CONCESSIONS OF ALL KINDS
 For Elks' Convention, week August 25, Pottsville, Pa.
 About 200 feet available. Followed by the biggest Labor Day Celebration in the Valley, opening Sunday. Wire
SILVER JACKSON SHOWS
 William Penn Hotel, Pottsville, Pa., now playing 19th and Market Streets.

Hartford, Conn., Is Fair For Dodson Despite Rain
 HARTFORD, Conn., Aug. 9.—Dodson's World's Fair Shows concluded their stand at Barbour Street showgrounds here July 28 to fair business, altho rain hampered activities on Monday and Wednesday and intermittent showers prevailed thruout. Paul Will, tractor driver, sustained a lacerated foot while loading in Worcester, and was taken to a hospital there. He rejoined the shows here on Thursday afternoon, however, with his foot in a cast. Shows were the fourth in here, and *The Hartford Courant* and *Times* were liberal with space. Stations WHTT and WNBC also co-operated, giving shows three programs of 25 minutes each and offering talent from the shows and a concert by Charles Clark's American Legion Post Band.
 Don and Maude Montgomery joined here, he to assume his duties as trainmaster. He replaces Tom Evans, who has bought a ride and will operate it. Maude will handle a ticket box.
 Mel Dodson Jr. and Joe Baker, legal adjuster, are doing good jobs. M. G. Dodson, president and general manager, is busy attending his multiple duties, but takes time to chat with visitors to the lot. He renewed acquaintance here with Jim Sheridan, Judge McKean, Dr. Martin, Mr. O'Brien, and Hugh Roberts. Mr. and Mrs. C. E. (Doc) Barfield took delivery on their new Fly-o-Plane ride and put it in operation here Tuesday. Ride is being handled by Gene South, with five assistants.

Pendleton Good for AU; Personnel Honors Allins
 PENDLETON, Ore., Aug. 9. — Altho they broke in a new location here, American United Shows worked to satisfactory business for a week's stand, which ended August 2, under Veterans of Foreign Wars Post auspices. Week's gross was on a par with last year's good stand.
 Mr. and Mrs. Dad Allin were tendered a party by members of the personnel in celebration of their 49th wedding anniversary. Mex and May Snowbar also celebrated their 12th wedding anniversary at the party. Whitey Banford was toastmaster and presented the honored guests with attractive Pendleton blankets.
 George Dixon joined here with his show. Much repainting and rebuilding have been done preparatory to shows' tour of Montana fairs.

Philadelphia
 PHILADELPHIA, Aug. 9.—A number of units have been playing the city to good business when weather is good. Hot weather with numerous storms has hampered business. Matthew W. Riley set up a small unit of rides and concessions at B and Cambris streets and business has been fair.
 Louis Kane returned from the fair at Harrington, Del., and reported a good week's business with his restaurant. He makes fairs from now on. Mike Zeigler is operating in New Jersey to fair returns. Sam Tassell has several units

in the city and vicinity, and business has been good, he reports. Jere Shaw is booked for the season and results have been very satisfactory. Art Lewis Shows did well at the Flourtown Fair. Max Gruberg is hospitalized with eye trouble.

MARRIAGES
 (Continued from page 28)
 operator with the same organization, in Ames, Ia., July 24.
WARREN-BUNKER — Hugh Warren, general superintendent C. F. Zeiger's United Shows, and Jo Ann Bunker, assistant in the impalement act on the same shows, in Butte, Mont., July 24.
WINKLEY-BLACK — Charles V. Winkley, manager of a Jimmie Lynch Death Dodgers unit, and Marcella Black, of the LaTona Troupe, July 16 in Missouri.

Coming Marriages
 Eugene Padden, trumpeter in Leigh Knowles's orchestra, and Jean Casillo, daughter of Joseph Casillo, owner of the Seven Gables Inn, Milford, Conn.
 Joseph W. Robinson, nonpro, and Elinor Cannon, secretary to Arthur J. Kamp, CBS, San Francisco, in September.
 Philip Stahl, announcer on Station WQXR, New York, and Helen Bartlett, nonpro, in Stockbridge, Mass., soon.
 James Cooper, of the Great Lakes Exposition Shows, and Darlene Gottsch, formerly with the same organization, October 1.
 Herbert Hendler, with RCA-Victor, and Florence Shore, actress with the Hedgerow Theater, Moylan-Rose Valley, Pa., in Philadelphia this month.

Births
 Twin sons to Mr. and Mrs. Sonny Burke at the New Rochelle Hospital, New Rochelle, N. Y., July 26. Father is arranger for Charlie Spivak's orchestra.
 A son to Mr. and Mrs. Bernard Herrmann July 27 in Chicago. Father is a composer-conductor on the staff of CBS, and mother is a radio writer.
 A daughter to Mr. and Mrs. Morris Paelzer II July 11 in Philadelphia. Father is theatrical attorney in Philadelphia, and mother is daughter of Sol Lesser, producer for RKO.
 A daughter to Mr. and Mrs. Joseph Sistrum at Hollywood hospital July 24. Father is associate producer at Paramount.
 A daughter to Mr. and Mrs. Dick Bellevue August 2 at Morton Hospital, Taunton, Mass. Father is a band leader, and mother is the former Georgia Hutton, screen actress, now an entertainer with the band.
 A son to Mr. and Mrs. George E. Crawl in Hollywood June 2. Parents are the former Keene Twins, Vic and LaMarr.
 A daughter, Elizabeth Rae, to Mr. and Mrs. Walter Trask Jr., at Queen of the Angels Hospital, Los Angeles, July 28. Father is a theatrical booker.
 A daughter to Mr. and Mrs. Gene Moore at Santa Monica Hospital, Santa Monica, Calif., August 4. Father is head cameraman in M-G-M cartoon department.
 A daughter to Mr. and Mrs. Robert Bowers at Cedars of Lebanon Hospital, Los Angeles, August 7. Mother is a secretary on NBC guest relations staff.
 A daughter, Marla Jo, to Mr. and Mrs. Jack Dawn at St. Vincent's Hospital, Los Angeles, August 1. Father is head of M-G-M make-up department.
 A daughter to Mr. and Mrs. Alfred R. Milton at Hollywood Hospital, Hollywood, July 20. Father heads Universal still department.
 A son to Mr. and Mrs. George Descamp at St. Vincent's Hospital, Los Angeles, July 31. Father is cameraman on RKO's *Four Jacks and a Queen*.

A daughter to Mr. and Mrs. Michael Kraike at Wilshire Hospital, Los Angeles, August 2. Father in the story department at Paramount.
 A son to Mr. and Mrs. Ray Dennerbaum at Hollywood Hospital, Hollywood, August 3. Mother is a former studio dress designer and father is with 20th Century-Fox publicity department.
 A daughter to Mr. and Mrs. Bob Dawns at Stanford Lane Hospital, San Francisco, July 15. Father is Station KGO-KPO producer.
 A son to Mr. and Mrs. Maurice Donnelly August 4 in Chicago. Father is engineer at Station WLS.
 A daughter to Mr. and Mrs. Murray Diamond July 31 in Philadelphia. Father is part-owner of the New Ideal Theater, Philadelphia, and conducts a

theatrical premium supply house in that city.

Divorces
 Pauline McMannis from J. E. McMannis recently.
 John Hyde, theatrical agent, from Anna Hyde, former Ziegfeld showgirl, July 29 in Los Angeles.
 Florence A. Bernier, former stock company performer and night club entertainer, from Norman Bernier August 5 in Milwaukee.
 Countess Isabel Marion Solito de Solis from Count Aldo Solito de Solis, concert pianist, in Los Angeles.
 Mary Brian, screen actress, from Jon Whitcomb, magazine illustrator, in Carson City, Nev., August 7.
 Geraldine Higgins Douglas from Paul Douglas, radio announcer, in Reno, Nev., August 4.

LIPSKY & PADDOCK
Want For Fair Season
 2 CAPABLE BINGO CALLERS, 3 CAPABLE AISLE MEN; ALSO GENERAL CONCESSION HELP.
JOE STIY
Wants
 GOOD SHORT ORDER COOK AND WAITERS. Contact us immediately, care **JOHNNY J. JONES EXPO.,** North Chicago, Ill.

CAN PLACE
 High-class Cookhouse, guarantee \$150 meal tickets. All Fairs now until December. Joe Decker, answer. Have opening for neat Photos, Concessions all kinds. Girls for Minstrel Show. Can place Fun House or Monkey Show.
 Address
AL WAGNER
 Marion, Ill., this week; Greenup, Ill., Fair, next week; Bowling Green, Ky., Fair following.

WANT AGENT
 For Penny Pitch, Hoopla and Bingo for Corydon, Ind., Fair. Open this coming Sunday. Frankfort, Ind., until Friday. Address
JOHN GALLAGAN

WANTED
 Novelties, Scales and Age at North Conway, N. H. 3 Big Days, August 21 to 23. Alex Cunningham, wire me by Western Union.
SID GOODWALT

WANT
 Concessions that work for stock and 10 cents, Tampico, Ill., August 13-14-15. Want a general Eat Stand and Novelties.
WM. HOFFNER
 Tampico, Ill.

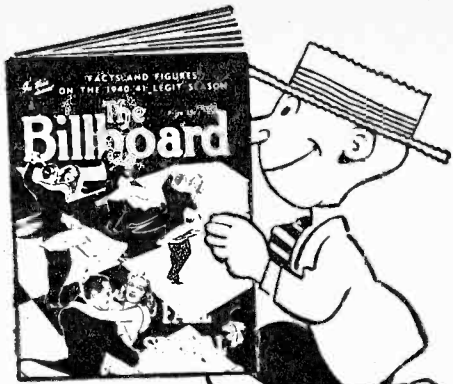
WANT
 Half and Half and other useful Side Show People.
AMY UNDERHILL
 Care CARNIVAL, Cambridge, Ill., Fair this week; Monticello, Ia., Fair next week.

NOLAN AMUSEMENT CO.
 Wants for Celebrations McComb, O. (Legion), August 20 to 23; Hoytville (Fire Dept.), August 25 to 30; Col's Grove (Legion), September 1 to 6; Legitimate Concessions and Shows of all kinds. Want Manager for Athletic Show. Ralph Akers, Pep Bartley, wire. **TIM NOLAN, 617 White-thorne Avenue, Columbus, O.**

HARRY WEBB Wants
 Concession Agents, Count Stores, Slum Skillo, one good Wheel Man. Also place Outside Help. Have four weeks in defense area where there is plenty of money. This week Charlestown, Ind., million dollar weekly pay roll. **H. D. WEBB,** Charlestown, Ind.

RIDES AT LIBERTY
 Week of August 18 and some open weeks in September. Write or wire.
ROXIE HARRIS
 Chalmers, Ind.

OWING TO DISAPPOINTMENT WANTED
 RIDES of all kinds for Italian Celebration this week, and legitimate Concessions. WANTED—Small Merry-Go-Round Organ.
MANAGER, Carnival, Runnymede, N. J.



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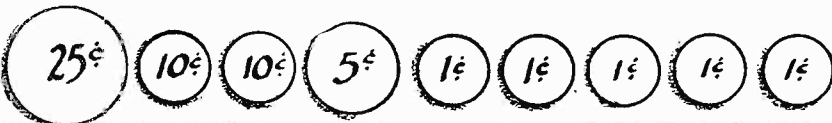
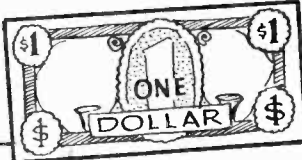
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PIN A DOLLAR TO THIS COUPON—MAIL IT NOW!

4 Shrine Shows Have 20G Gross

SPRINGFIELD, Mass., Aug. 9.—With a \$20,000 gross for the first four nights, officials of Melha Temple Shriners, sponsors of a George A. Hamid outdoor production which opened a seven-day engagement in Pynchon Park here on August 2, estimated a total gross of \$35,000.

Featured attraction was *Echoes of Broadway*, with the Roxettes, Ted Lewis and his band, and an all-star card of Hamid acts.

Show, under supervision of Henry A. Cogert, Hamid representative, had a strong advance sale.

AMERICAN LEGION
STATE CONVENTION
FALL RIVER, MASS., AUG. 21, 22, 23
Scale and Age Men, Picture Machine, Souvenirs and Novelties.
Chas. Shear, 146 Park Row, New York City

NATIONAL MOOSE CONVENTION
Indianapolis, Indiana, August 22-29
City wide open for Pitchmen, Pin-On Men and Souvenir Hustlers.
UNIVERSAL SALES CO.
415 E. Washington St.
ABE NATHANSON

WANTED
Good clean Carnival with Rides.
STANLEY, N. D., AUG. 31-SEPT. 1
GRENORA, N. D., SEPT. 2 AND 3
Write or wire at once. SECRETARY FIRE DEPARTMENT, Stanley, North Dakota.

WANTED
FIRST CLASS CARNIVAL
Week Sept. 21st
Four-Day Fall Festival. Location center of Business Section.
Sponsored by Casey Chamber of Commerce, Casey, Ill. Address:
M. BURDETT, Lyrio Theatre, Casey, Ill.

WANTED
Good Carnival for
Lamar Farm and Exposition
Exhibition on Public Square, week of September 15-20. Wire or Call
MARION MOORE, Mgr., Lamar, Mo.

WANTED
Rides and Concessions for
MANSFIELD HOME COMING
Mansfield, Ill., Aug. 29 & 30.
GEORGE KENSER, Concessions

CARNIVAL WANTED
And Free Acts, week October 6—6 days. MADISON, ILL., 50TH ANNIVERSARY. First Carnival in years, drawing power 300,000. All organizations co-operating, factories working overtime. This should be a big one. Contact
CAL RASOR, Tuscola, Illinois

WANT
RIDE AND FREE ACT
HARTWELL COUNTRY CLUB
FALL FESTIVAL, SATURDAY, SEP. 6
Ride owner takes all. Address: H. BACHLER, C. G. & E. Co., 4th and Plum, Cincinnati, Ohio.

CONCESSIONS
Some Concessions still open for
LABOR DAY CELEBRATION
Monday, Sept. 1, 1941
J. HURLEY DRAKE, Gen. Chairman, Sullivan, Ind.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

AGVA Clamps Down on Sunbrock

CHICAGO, Aug. 9.—Local office of American Guild of Variety Artists is taking no chance on payment of salaries of performers who will play the Larry Sunbrock thrill show at Soldier Field late this month. Jack Irving, president of the local, states that Sunbrock will be required to place \$5,000 cash in escrow August 28 to guarantee salaries. The money is to remain in escrow for 10 days after the show, at which time it can be withdrawn by Sunbrock if all salaries have been paid.

Several salary claims are still pending for money claimed to be due from the Detroit Sunbrock show. Sunbrock has deposited \$566 with AGVA to take care of some of the Detroit claims. Of this amount \$225 is for the Walter Guice Troupe, \$225 for the Flying Melzoras, \$12 for Gay Baird, and \$104 for other claims.

Still pending from Detroit are a claim of \$100 by Carl Romlg; Venita Brothers and Rita, \$66.66, and Little Sampson, \$25. These will be threshed out before the Soldier Field show opens.

Grandstand, Midway Booked For Hamilton Legion Races

HAMILTON, Mo., Aug. 9.—Contract for a daily change in the grandstand program in connection with the four-day American Legion Post Race Meet here has been awarded to the Edna Deal-Ray Shute Theatrical Exchange, reported Program Chairman R. C. Hendren. There will be four revues, two aerial acts, and several platform turns, in all about 50 people taking part. Byer Bros.' Shows, which had a successful engagement here in 1940, have again been contracted for the midway.

Publicity budget includes provisions for 6,500 catalogs to be mailed to box holders, paid advertisements in every newspaper in the area, and radio spot announcements 10 days prior to opening day. Window cards and banners are also used. Arrangements have been made for Station KFEQ to broadcast programs from the track.

Centen Planned for Elmira

ELMIRA, N. Y., Aug. 9.—At close of the 99th annual Chemung County Fair here a meeting of fair and Chamber of Commerce officials and business men will be held to devise means of raising funds to celebrate the 100th anniversary of the annual, reported Tex Sherman, fair publicity director. Tentative plans call for a Mardi Gras, with floats, bands, and prizes for costumes. There will be a rodeo in connection with a horse show and it is planned to seek exhibits of several nationally known manufacturers. Mayor Beers has approved the idea and will be a staff member. Offices, manned by a large staff, will be opened next spring in the county building and promotional work will be started early. State-wide publicity is planned by Sherman.

20,000 Draw for Ohio Event

NORTH INDUSTRY, O., Aug. 9.—Attendance of over 20,000 at the third annual Home-Coming here on July 29-August 2 under auspices of Canton Township Volunteer Fire Department was considered excellent by officials, reported General Chairman George Marlow, and the affair will be repeated in 1942. Farm product, flower, and quilt shows drew. Graham and Fisher's high act and fireworks were nightly free attractions and there were concerts by bands from near-by villages. On the midway were eight Gratziano & Carlin rides; six Larry Fallon stores; Morris Brothers, popcorn and caramel corn; Art Hill, mouse game; Bill Smith, pan game; Ted Metchel, taffy; Bob's root beer; Snider's short range lead gallery; Harry Richardson, photos; Diebel's duck game. Graham's novelty ribbon stand, Dickey's penny pitch, and several concessions operated by civic groups.

Maine Old Home Week Big; Net To Finance '42 Affair

HIRAM, Me., Aug. 9.—Altho financial figures for the fifth annual Old Home Week and Fair here on July 21-26 under auspices of the American Legion Post are not yet available, it is believed there will be a large balance to finance the 1942 event, said Secretary Albert F. Ward.

Attendance was heavy on opening night and despite hot weather it remained good all week. Over 8,000, biggest crowd of the week, attended Saturday night, Old Home and American Legion Day, and that afternoon there was a parade led by the high school band, with near-by towns taking part. Pine Tree State Shows with four rides, three shows, 16 concessions, and a high free act were on the midway. Ice cream, beano, candy, and game concessions were also operated by the Red Cross, American Legion Post, Grange, and a church. Auto stickers and posters were used to advertise and newspapers in three States carried stories.

Shorts

WAYNE (Mich.) Community Celebration, August 7-9, sponsored by Odd Fellows, had Charles J. Ziegler's rides. Charles Westerman was again in charge of concessions. Norrie Sherwood was committee chairman.

SPONSORED by Maccabee Lodge, Canton, O., a three-day outdoor show, *Salute to America*, will be presented at Stark County Fairgrounds. Program will include Bombing of London, air novelty; (See SHORTS on page 62)

\$2,500 Attractions Outlay For Columbia City Program

COLUMBIA CITY, Ind., Aug. 9.—For the 41st annual Old Settlers' Day here a large program of professional attractions has been booked, reported Chairman M. R. Lorber. About \$2,500, resulting from contributions of business houses and midway percentages, is spent yearly, and the sponsoring association carries a substantial amount in its treasury to cover costs in case of inclement weather.

Eight F. E. Gooding rides have been contracted and there will also be shows and concessions. In addition to music by four bands and an orchestra, there will be a continuous free act program, taken part in by Eddie Vierra's Four Sensational Stars, high act; Flying La-Forms; Six Danwills, acrobats; Bert Nagle and Company; Bento Brothers and Rita and Company, adagio; Monroe Brothers, trampoline; Blondin Trio, bars; Three Jesters, clown acrobats; Bill Talent, juggling; Anderson's Animal Circus, Wisconsin State Barn Dance, and a chorus of 30.

Ohio Firemen Have Profit

NEW WATERFORD, O., Aug. 9.—The 10th annual Firemen's Street Fair here, July 30-August 2, closed with a profit, said C. A. Klein, general chairman. Parade of fire trucks, marching units, and musical organizations on opening night attracted a large crowd despite rain, which ended in time to permit the midway to get a good play. Friday night was best for concessions, Saturday attendance falling short of that of former years. Giveaways were made Saturday. Lillian Strock, aerialist, was nightly free act. On the midway were Bake's Twister, Chairplane, Kiddie Auto Ride, lead gallery, and crystal dart; Carl Miller's Athletic Show, Hoover's photos, Ankrim's pennants, Richie Russell's grab stand, Daisy and Harry Reeves with eight stores, Allison's novelties, Von Black's enterprises; Lester Rodgers, peanuts; Tommy Bedell, floss; Ward's basketball, and Chief Whitehorse and Company.

WANTED
CARNIVAL—RODEO—CIRCUS—SHOWS—RIDES
Concessions, All Types, All Kinds, the Sky the Limit
For the
MINIATURE WORLD'S FAIR
(1st ANNUAL EVENT)
At the Beautiful North Randall Race Track, 97 acres of land. Good cheap transportation from all surrounding cities.
SEPTEMBER 22 to OCTOBER 1, Incl.
Sponsored by Police and Fire Departments of Warrensville Heights Village and other suburban Police and Fire Departments, and a variety of other large Fraternal, Civic, Religious, Union, Industrial and Political organizations.
ALL ORGANIZATIONS PARTICIPATING IN PROFITS
Drawing Power in Area, Attendance Expected,
3,000,000 People. 1,000,000 People.
Children Under 14 Years Free. Advance Ticket Sale 100,000. Midget Auto Races plus nationally known Bands and Stars. Unlimited Advertising Campaign assures success of this great celebration.
\$50,000 worth of Entertainment — \$10,000 Cash Drawings.
Definitely the greatest event in Ohio this year.
WANT 10 Phone Men immediately for Tickets and Space in Official Police Directory.
FOR ALL INFORMATION WIRE OR WRITE
J. F. GIBSON Village Hall, Warrensville Heights, R. R. 9, Shaker Station, Cleveland, Ohio.

**WANTED FOR
The Dearborn County Fair**
LAWRENCEBURG, IND.
August 18 to 23
Two Cook Houses, High Striker and Nov-
city Man. An opportunity to get set with
an old fair on its new 56-acre location.
Wire **GEORGE KOETHMEYER**
Supt. of Concessions

**WANTED
FOR TROY, PA.**
Fair and Race Meet, August 26th-30th.
Night and Day.
Legitimate Concessions, Long Range Lead Gal-
lery, Pitch-Till-You-Win, Scales, Penny Arcade,
any clean Games. **NO GRIFF.** The 67th
TROY FAIR promises to be the best ever.
Write at once for space.
W. F. PALMER, Troy, Pa.

McKean County Fair
East Smethport, Pa.
4 DAYS—SEPTEMBER 1-2-3-4—4 NIGHTS
WANTED—Good clean Concessions.

CARNIVAL WANTED
Sept. 8-13
Excellent conditions for big week.
Fentress County Agri. Fair
Jamestown, Tennessee
Wire **P. G. CROOKS, Fair Supt.**



★ **BUY** ★
**United States
DEFENSE
SAVINGS
BONDS and
STAMPS**

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Premium Facts
Data collected from
lists received by
The Billboard

READING, Pa.—Reading Fair, 27th
annual, September 8-13. 168 pages. Offi-
cers: John S. Giles, president; Chester
W. Brumbach, H. J. Schad, vice-presi-
dents; Charles W. Swoyer, secretary; Paul
H. Esterly, assistant secretary; Luther E.
Pflum, treasurer. Admissions: Adults,
35 cents; vehicles, 35 cents; children
under 8, free. Attractions: Grandstand,
Hankinson directed auto races, Ohio Dis-
play fireworks, Lucky Teter's Hell Drivers,
and a George A. Hamid revue, with the
Antaleks, International Rollos, Five Jug-
gling Jewels, Flying Otaris, Gae Foster
Girls, Eddie Roecker, Ringgold Band,
Roxyettes, Capt. Roland Tiebor's Seals,
Peaches Sky Revue, Honey Troupe, and
Bobby Whaling and Partner. Midway:
Cetlin & Wilson Shows.

ROANOKE, Va.—Roanoke Fair, fifth
annual, September 8-13. 40 pages. Offi-
cers: John L. Godwin, president; Craw-
ford Oakey, Bynum Hitt, vice-presidents;
Lester Hutson, secretary; Charles E.
Ward, treasurer. Admissions: Adults, 40
cents; children under 14, 10 cents. At-
tractions: Grandstand, Ohio Display fire-
works; Frank Melville booked *National
Revue*, with Six Marvettes; Stone and
Victor, Jeannette Garrette, Dorothy
Stone, Kirk's Circus, Lucille Anderson,
and Smith's Superba Band. Midway:
Dodson's World's Fair Shows.

APPLETON, Minn.—Swift County Fair,
45th annual, August 21-24. 60 pages.
Officers: Paul Waldon, president; Lester
Evans, vice-president; Sibert Johnson,
treasurer; J. C. Anderson, secretary. Ad-
missions: Adults, 25 cents; children un-
der 12, free; grandstand, 25 cents.
Attractions: Grandstand, *Let Freedom
Swing*, with Emil and Evelyn, Hoosier
Cornhuskers, Greer's Liberty Horses,
Flying Rockets, and Morrell Sisters and
Billy. Midway: Reynolds & Wells Shows.

ESSEX JUNCTION, VT.—Champlain
Valley Exposition, August 25-30. 88
pages. Officers: James S. Grow, presi-
dent; Ezra Hoag, vice-president; Seth
A. Densmore, treasurer; Harris K. Drury,
manager. Admissions: Adults, 50 cents;
nights, 25 cents; children under 12, 10
cents, two days free; vehicles, 50 cents;
grandstand, 25 cents to \$1. Attractions:
(See **PREMIUM FACTS** on page 53)

**Around
the
Grounds**

NORTHAMPTON, Mass.—For the first
time in its 123-year history Three County
Fair this year will run four full days.
Directors have engaged Jack Smith, New
York promoter, to direct installation
and operation of displays in the three
exhibit buildings. He will have charge
of the merchants' exhibit and 4-H build-
ing. New displays will be spaced thru
the buildings, which will be renovated
and made into one long showroom by
connecting canopies.

ROSEAU, Minn.—Records were broken
at Roseau County Fair on July 21-23.
Last year gate and grandstand gross was
\$2,528 for second and third days. This
year, with a 5-cent lower gate charge,
total was \$2,835, showing more than
2,000 increase in attendance. Secretary
Charles Christianson estimated the asso-
ciation debt of \$1,700 will be cut in half.
Total receipts were \$3,700, said C. B.
Dahlquist, treasurer.

HILLIARDS, O.—Modern grandstand
with seating capacity of 800 box seats
has been completed at Franklin County
Fairgrounds here, said President Frank
Kirkpatrick.

BURLINGTON, Vt.—Plant of Cham-
plain Valley Exposition, Essex Junction,
was struck by a freak windstorm, which
destroyed a 200 by 50-foot cattle barn,
with loss of several thousand dollars.
Manager Harris K. Drury said it would
be impossible to replace the structure
before opening of the 1941 fair and that

the cattle show would be postponed for
one year. Fair carried no windstorm
insurance on the building.

MEXICO CITY.—Exposicion Panameri-
cana, to be held here between October
12, 1942 and May 30, 1943, will occupy
12,000,000 square feet of space, according
to officials. Midway will occupy 1,200,-
000 square feet.

AYERS CLIFF, Que.—Victory will be
the theme of Ayers Cliff Fair this year,
reported Publicity Director Gordon H.
Beerworth. Sims Greater Canadian Shows
have been booked. Additional \$400 has
been added to the prize list for the
annual field day conducted by the
Holstein Association. Window cards,
banners, billboards, newspapers, radio
announcements, and local theater news-
reel shots of last year's annual are being
(See *Around the Grounds* on page 53)

**Selden
THE STRATOSPHERE
MAN**
World's Highest Aerial Act!
Nothing else like this thrilling, sensa-
tional attraction—**WRITE OR WIRE
TODAY FOR COMPLETE INFOR-
MATION AND OPEN TIME.** Permanent
Address—
Care of
THE BILLBOARD, CINCINNATI, O.

LEXINGTON, MISS., WANTS
For the Tenth Annual
HOLMES COUNTY FAIR AND STOCK SHOW
Week of August 18th
Ten-cent Concessions, especially Eric Diggers. Any
Concession that works for ten cents or less.
Address: **J. W. TOMLIN, Box 478, Lexington, Miss.**

EMPRESARIOS! CONCESSIONAIRES! AGENCIES!
Don't put off until "MAÑANA" that which your
good business sense will tell you to do **RIGHT NOW!**
**WRITE IMMEDIATELY FOR FACTS
AND FIGURES ON MEXICO CITY'S**
"EXPOSITION OF THE GOOD NEIGHBORS"
Construction under way on 12,000,000 square feet of beautiful grounds . . . 21
nation participation . . . No import taxes . . . government backing . . . huge
attendance certainty.
**EXPOSICION
PANAMERICANA**
DIRECTOR: **EZEQUIEL C. HUERTA** GANTE 15, MEXICO D. F.

**Mr. Fair-Park Managers, Organizations,
Building Managers, Promoters, and Booking Agents**
This Is Your Invitation To Attend Any Performance of the Opening of Our
BIG PAN AMERICAN CAVALCADE
All star cast direct from Old Mexico featuring highlights of Mexico's National Sports, re-enacted by
Mexico's Greatest Professionals. Real Mexican atmosphere, 60 people, 50 head real Mexican fighting
bulls, work oxen, pack donkeys, 35-piece Mexican band. It has more color than the rainbow, wilder
than a rodeo, better than a circus. The Show Beautiful plus Gayety. Seeing is believing. So see it
at the 50th Anniversary of the Rath Packing Company on nights of August 12th, 13th, 14th and 15th
at Waterloo, Iowa. We have some open time. We will play you on per cent or flat. If you cannot
be there and if interested, write, wire or phone.
LEW ROSENTHAL, 529 1/2 Commercial Street, Waterloo, Iowa

GREAT KANKAKEE, ILLINOIS, FAIR (DAY and NIGHT)
Sponsored by Merchants and 4-H Club. **AUGUST 18-19-20-21-22-23.**
Want few more shows and all kinds of legitimate Concessions. Must be legitimate. Bingo only
sold ex.; all others open. This is Second Annual Fair. Kankakee and Bradley have a population
of 25,000 and plenty of surrounding towns to draw from. This will be the banner fair of the season.
We are bringing back a fair that will be the equal of the Old International Fair held in Kankakee
for so many years, so don't miss this one. Concessions, come on in if you haven't time to write, we
will place you. Only a few of each kind will be booked, as we want all to make money. Shows
and Concessions, wire or write **F. R. HENREKIN, Secy., Chamber of Commerce, Kankakee, Illinois.**
P.S.: Thomas Rides of Indianapolis booked. Want experienced Help for Tilt-a-Whirl. Join New
Bethel, Indiana, August 11th to 16th.

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.

KALAMAZOO COUNTY FREE FAIR
KALAMAZOO, MICH., SEPTEMBER 24-27
Free Gate Free Parking Free Acts and Fireworks
Wanted—Legitimate Concessions and Shows of all kinds except Bingo. Positively no
racket. RIDES BOOKED. Can use one or two more Free Acts. New \$30,000 Exhibit Bldg.
recently completed. Wire or write, **DON'T PHONE.**
SUPT. OF ATTRACTIONS, P. O. BOX 729, KALAMAZOO, MICH.

Seventh Annual
SHELBY COMMUNITY STREET FAIR
SEPTEMBER 3, 4, 5, AND 6, 1941
Want Free Acts, Concessions. Can use two or three good, clean Shows.
C. L. BEAL, Supt. Concessions, Shelby, Ohio.

SEASON 34% BETTER

Per Capita Up 19% for Period In Ops' Reports

Weather helps 50 per cent, Hodge told in replies to queries on '41 operation

CHICAGO, Aug. 9.—A general average increase in season grosses of 34 per cent up to July 27 over the corresponding period in 1940 is noted by Secretary A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches, in questionnaires from park operators reporting on their business. General average increase for the week ending July 27 was 24 per cent for the parks reporting.

General average increase in per capita spending on the season up to July 27, according to reports made, was 19 per cent. General average increase in per capita spending for the week ending July 27 was 21 per cent. As to weather, 50 per cent reported improvement over '40, 40 per cent reported weather about the same, and 10 per cent reported worse weather. Questions asked and replies received:

How does your gross compare to date with the same period in 1940?

Alabama, 25 per cent increase; California, 30 per cent increase; Canada, 57.26 per cent increase; Illinois, 36 per cent increase; Eastern Maryland, 30 per cent increase; Southeastern Massachusetts, 57 per cent increase; Michigan, 30 per cent increase; Missouri, 59 per cent (See Ops' Average Up 34% on page 52)

Galveston Operating First Unit of Its "Jones Beach"

GALVESTON, Tex., Oct. 9.—First unit of Galveston's \$500,000 municipal beach-front resort, copied after Jones Beach on Long Island, is open at the end of Broadway. Stewart Beach, as it is called, has a front of white sand and is backed by 32 acres recently acquired.

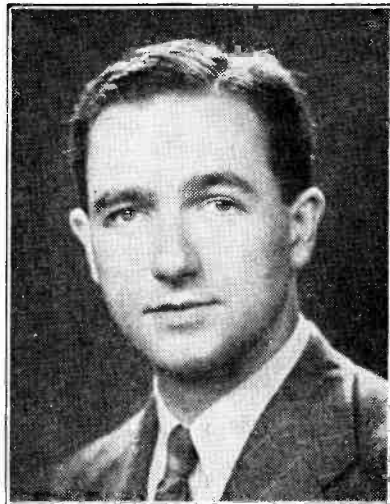
Main building will be flanked by a roller skating arena and an area for games. There will be an athletic field and stadium, and half-mile boardwalk with landscaped terrace and observation tower. At the east end is the decorative cabana colony, and there is a big picnic area with fireplace. Autos are barred from the entire beach preserve.

Idea originated with Mayor Brantly Harris. Galveston's first unopposed "city father" in 40 years, and a group of other leaders, including George Sealy, Maco Stewart, W. L. Moody III, and others, with Donald Boyce, who was affiliated for nine years with Jones Beach as manager.

Philly Getting High Marks

PHILADELPHIA, Aug. 9.—If good weather continues thru August the park season here will be the best in many years. Willow Grove has many picnics and special days drawing excellent business. Sunday concerts with Frank Schluth are pullers. Woodside Park and Crystal Pool have had unusual business. Concerts on Sundays have had big attendance, and auctions Wednesday nights are big features. Fireworks Friday nights are heavy draws. Forest Park, Chalfont, is having one of its biggest seasons. More picnics have been booked than ever before. Pool is getting a big play. Vaude is presented Saturday and Sunday afternoons and nights under direction of George E. Roberts.

ATLANTIC CITY.—Two beach-front hotels have applied for a restraining order against "shrieks and screams" of patrons of the Whip on Steeplechase Pier on grounds that the noise disturbed the sleep and serenity of their elite clientele. Order is sought by Leeds & Lippincott Company, owner of Chalfonte-Haddon Hall, and Louis B. Off, owner of the Strand Hotel. Suit was filed against Tilyou Realty Company, operating Steeplechase Pier, and Edward F. Campbell, pier manager.



"WE'RE ABOUT 30 PER CENT UP on last season and going higher as weather improves," runs a crisp report from Rex D. Billings Jr., who is putting in his first season as a manager—at Seaside Park, Virginia Beach, Va. Young, vigorous, fluent, and personable, he is impressing the amusement park industry with his "man-of-action" stuff. Most of his experience was gained thru working with his father, an old hand in the business—Billings Sr., chief of Belmont Park, Montreal, but the son has also filled a variety of executive positions on his own, possessing a background which would be the envy of many an older man in or out of the sphere of amusement parks.

Withdraws From Pier Suit

ATLANTIC CITY, Aug. 9.—Steel Pier scored another point in the easement deed suit when Angelo Elias, proprietor of the Bluebird Restaurant, served notice to drop his name as one of 19 resort restaurateurs named complainants against the pier for selling hot dogs and refreshments. Elias said he never gave consent for his name to be used in the suit. John C. Woulfe, president of Atlantic City Restaurant Association, said the suit was in the name of the association, with names of individuals used for legal purposes. He declared it would make no difference if all restaurateurs dropped out, since it would take only one person to continue the action.

Coney Island, N. Y.

By UNO

Operators elated over August 2-3 business. Ideal weather. Big crowds remained long and there was a particularly heavy rush at the rides.

James J. Kyrimes never tires telling of the heavy business done by his new ride that Allan Herschell built, the Sky Diver, which he improved upon, gearing it up to a 68-mile speed. Recites the tumultuous conditions that prevailed early Sunday (August 3) when, at the 3 o'clock curfew time, the mob had reached such large proportions he had to call the police to maintain order. They tried to disperse the throng, but the more insistent who had bought tickets before the official closing hour clamored so loud that Kyrimes pleaded with the officers, with the result that those holding ducats were let on and Sky Diver shuttered instead at 4 p.m. Kyrimes says it is speed the customers want—and will get. For Mardi Gras week he proposes raising the ante from 20 to 40 cents. For next season he plans to remove Sky Diver from present site in Feltman's to a more advantageous location on the Bowery. The ride, he adds, brings many repeats, and is sped up to 68 miles an hour after 8 p.m., when adults only are permitted aboard.

Newman Is Mourned

A jamboree at the Half Moon Hotel featured Diane Noble, vocalist; the Terrace Trio, and Harry Rogers and his ork. . . . Promoter Mike Santarpi and his

AC Scores Jam Week-End With Gas Curfew On

ATLANTIC CITY, Aug. 9.—On the first week-end in August this resort had more record crowds, the gasoline curfew having no effect on attendance. At the peak on Sunday, August 3, crowds were estimated as high as 550,000. And with fewer people on the beach, bathers estimated at 175,000, piers and other show places had capacity business. Railroads reported business 10 per cent better than the last week-end in July and bus lines reported the best week-end on record, exceeding the three-day July 4 holiday week-end.

Wildwood, Ocean City, Cape May, and other shore resorts reported proportionately big turnouts. Police estimated there were 500,000 in Wildwood, North Wildwood, and Wildwood Crest. Largest crowd on record for the five-mile beach there was 650,000 on July 4 week-end.

Biggest factor was a heat wave in inland cities. At Hamid's Million-Dollar Pier, headliners were Willie Howard, Mitzi Mayfair, and Howard Reynold's orchestra, with Belle Baker current week-end headliner. Steel Pier offered Jimmy Dorsey's orchestra and Eddie (Rochester) Anderson, this week-end bringing in Bud Abbott and Lou Costello, and Harry James's orchestra.

Pontchartrain Beach Notes

NEW ORLEANS, Aug. 9.—Plans of the government to double size of army and navy recreation centers adjoining the beach should increase patronage, with 5,000 soldiers and sailors week-end visitors already.

Among entries for selection of Miss New Orleans is a set of twins. Manager Harry J. Batt promised double awards if one or the other were chosen. Winner is to be city's entry at the Atlantic City pageant.

Stuart Roberts Troupe of four is declared one of the best horizontal bar acts yet seen at the beach.

July 28 brought out a big crowd for Aluminum Night, when each buyer of a ticket received a second one free for a piece of aluminum. Jitterbug contest eliminations will be held weekly, with cash awards to finalists late in August. Oiling of parking grounds has eliminated troublesome dust.

Reunion Harks Back to Old Days At Silver Lake

AKRON, O., Aug. 9.—Fifteenth annual reunion of former employees of Silver Lake Park, two decades ago outstanding in Northeastern Ohio, was held at Rebecca Sunnybrook Farm, near Akron, on August 2.

Ralph Lodge in 1874 bought the site, planted hundreds of small maple trees, and in a few years had one of the finest wooded sections in this area. In 1876 he began inviting the public to visit the park and picnic grounds. From that beginning grew one of the finest amusement parks ever operated in Ohio.

Among guests at the reunion were Fred H. Caley, secretary of Cleveland Automobile Club 29 years. He worked in the park four years, starting in 1892, and was bathhouse manager. Oakley Spaght, former member of the Ohio Legislature, was a concessionaire. Frank Farst played in the orchestra. D. W. Fretz played in the band. John Ballard operated a photo gallery. Arch Ranney was a life-guard. Perry Bixler, engineer on the miniature train, and other old-timers were present. W. R. Lodge, president, and other officers were re-elected. Next reunion will be on the first Saturday in August, 1942.

Texas Pier Work Is On; McFalls Has Plans for Coaster

PORT ARTHUR, Tex., Aug. 9.—Work is going ahead on several fronts on the Pleasure Pier project, and the swimming pool probably will be ready to open about the middle of September. C. W. Loeb, chairman of the Chamber of Commerce pier committee, told chamber directors. Whether it will be practicable to put the pool in operation that late in the season remains to be decided.

Loeb pointed out that F. M. McFalls, who will have charge of pier concessions, was here last week making plans for installing a Roller Coaster. It will probably be next spring, however, before amusement concessions are in operation. The city has water lines in and dredging has progressed satisfactorily. In spite of bad weather, on the boat basin, he announced. Plans for the pavilion are expected to be finished soon.

City Manager Taylor announced that workmen had begun pouring concrete on the Pleasure Pier road. The swimming pool is about 50 per cent completed, he said, and work has started on the bathhouse.

Chi Riverview Mardi Gras

CHICAGO, Aug. 9.—Climaxing the final four weeks of the season, Riverview Park's mardi gras carnival will get under way next Saturday. Music on Parade will be the theme of this year's fun fest, which will be highlighted by a mile-long parade of floats, clowns, and costumed revelers. Thirteen elaborate floats will depict popular American songs. Two comedy floats, *Six, Two, and Even and Cry, Baby, Cry*, will be featured in the parade, presented nightly at 8. Park's two-mile midway will be festooned with bunting, flags, and banners. Park has had a successful season so far, with attendance and receipts far ahead of recent years.

New N. O. Spot Expanding

NEW ORLEANS, Aug. 9.—Good patronage and steady expansion are reported by management of the new Negro lakeside resort, Lincoln Park. It is about 15 miles from the heart of the city and about five miles east of Pontchartrain Beach, but the distance has not been a handicap thus far. Henry Mills, lessee and operator, and Jerry Mills, general manager, present week-end features and plan operation thruout the year. Maxine Sullivan and Barry Turner's ork will appear at dedication on August 17 of the 150 by 150-foot dance pavilion. There are 6 rides and 12 concessions under management of Charles Eckert and Bert Early.

CANTON, O.—Mack McCausland, many years a lead gallery operator in Meyers Lake Park here and who retired six years ago, is back in the game, this time handling candy floss at celebrations.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Moses' Sandbox

Far be it from your weekly chronicler to belittle efforts of New York Park Commissioner Robert Moses, but above title is description of this pillar's sole heir upon viewing Jones Beach, Long Island, for the first time thru his 2 1/2-year-old eyes.

I have been visiting Moses' Paradise for many years, sometimes with commercial pool owners on a jaunt for a look-see or alone on biz, but never had I visited the spot as a customer until last week.

When you go to a place like Jones Beach as one of the masses you first realize how courteous all the employees are and how immaculate everything is kept.

My little one-day vacash there cost me more than if I were to go to privately owned Manhattan Beach, Coney Island, Cascades pools, New York City; Palisades (N. J.) Amusement Park pool, or 100 other commercial plunges I could name.

At those prices what aid is Jones Beach to New York's teeming poor? To be sure, the spot is a gem, but with State and municipal capital why shouldn't it be? Crowd you meet there as one of the mob is as exclusive as you'd find in any nice private club or beach.

Book Review

Jo Ranson, radio ed of The Brooklyn (N. Y.) Eagle, who has been known as the Boswell of Coney Isle, has come forward with a tome about the place that is a "must" on every outdoor amusement man's reading list.

Men and Mentions

Have always liked bulletins sent out by the Jantzen Swimming Association,

but must take exception to a recent one—No. 67, I believe—circulated by Paul H. Huedepohl, thru courtesy of N. O. Gunderson, M. D., commissioner of health, city of Rockford, Ill. Imagine that Paul suggests that other pool men follow health instructions set down by this medico.

See where there is a new set-up in the press department at St. George indoor pool, Brooklyn, N. Y. James Klarinet is in charge of the department, with a K. McKeagan (man or woman?) assisting. What happened to little Selma? Billy Friedberg, who ballyhoos George Tilyou's Steeplechase plunge, Coney Island, N. Y., is doing a bang-up job.

Palisades, N. J.

By MARION CAHN

Good weather over the week-end of August 2 and 3 contributed to excellent biz and made for a good wind-up of Doc Morris's Feenamint Week, which packs in crowds every year. Jackie (Doc Jr.) Morris, working with his dad this year, is doing a creditable job.

Families play a big part in business here. The Nierensteins, of weigh-guessing machines and another stand, have both their daughters helping them. Mrs. Steinberg, of the restaurants, has her children, Mae and Mickey, pulling for her.

Al McKee's picture and story not only appeared in The Daily News comic supplement, as previously stated, but in 100 papers thruout the country. Fred W. Pearce, Detroit park owner, was a visitor. New paper on week-end activities during September is out. Frank Farrell, of The World Telegram, visited with Jo Ann Sayers, stage star, and they did not miss a ride.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Attendance great, but let's not say anything about the weather. Second edition of Playland Circus a big success, the shows were given mostly between showers. Nelson's Elephants, Woolford's Canines, Laddie Lamont and Sol Solomon's Water Circus made up the show. This program was followed by Nelson's Elephants, Pallenberg's Bears, Fearless Fliers, Georgette Brothers, and Neptune, the Wonder Seal. Director H. F. O'Malley waxes enthusiastic over circus bills, also over turnaway crowds at huge grandstand in Arena. It's a case of SRO every night.

Outings going strong, ditto five-cent days and fireworks. E. Duffy, one of Fred Merritt's stand-bys at picnic grove, Gus (Wild) Bergman reports good biz at studio. John Mueller chiefting for John Macri and Mrs. Mueller doing well for Gus Rosascos on midway. Jack Wallace booking a line of Northern New York fairs for fall season. Alfred Fletcher,

Buy NOW for 1942 MOON ROCKET RIDE

A Most Powerful Money-Earner on Any Midway

WALDAMEER BEACH AMUSEMENT PARK

Eric, Pennsylvania August 7, 1941.

G. V. Sternweber, Allan Herschell Co., North Tonawanda, N. Y.

Please enclosed find check for \$1200.00, amount and September payments for 1941.

At this time I would like to express myself in to the satisfaction of this ride as given us in the way of business. It thought you might be interested to know we have had many nice days receipts on and our biggest day this season has been \$517.00.

Wishing you continued success and if at any time you feel like referring anyone to be in regards to this ride, please feel at liberty to do so.

Yours very truly,

WALDAMEER BEACH PARK

G. V. Sternweber

Moon Rocket and Kiddie Auto Rides. Must be ordered now for delivery next spring. The material situation is serious. We can make deliveries for 1942 but we must have your co-operation NOW!

ALLAN HERSHELL CO., INC. N. TONAWANDA, N. Y.

IT'S Lusse Auto-Scooters AGAIN THIS SEASON AUTO-SKOOTERS get the crowds, and you get the CASH when you operate them. LUSSE BROS., INC. 2809 N. Fairhill St. Philadelphia, Pa.

PARK FOR SALE ROCKY SPRINGS PARK, LANCASTER, PA. Modern, fully equipped. Now in its 76th successful season. Only amusement park in a county of 250,000 population, and known for many years as the richest agricultural county in the East.

\$250,000 Recreation Park and Ocean Pier and Hotel On seven-acre tract, first Fla. point on U. S. No. 1, on Atlantic Ocean shore line. Excellent driving, bathing beach same as Daytona. Four miles from U. S. Army's largest recreation camp, St. Augustine.

Chandu the Magician of radio fame, taking a brief vacation from air lanes and managing name-in-headlines booth. Elvira Ellis is graphing at one of Standard handwriting stands. Cynthia Dwyer is night operator at switchboard. Tony DiFranco in charge of Boathouse restroom. Officer Tom (Wimpy) Eagan visits Polo Grounds when Cincinnati Reds plays Giants.

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Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

California Gift and Art Show Features Goods Made in U. S.

Many interesting lines for bingo and salesboard operators concessionaires, and pitchmen are shown—plastic and wooden items appear in abundance

LOS ANGELES, Aug. 9.—Concentrating on "Made in America" and goods designed for the boys in training camps, the 14th annual California Gift and Art Show last week enjoyed a five-day session at the Biltmore Hotel. Display occupied 208 rooms. Buying was spirited and many new lines were shown. Many of the lines shown were of interest to bingo and salesboard operators, concessionaires, and pitchmen. Exhibitors availed themselves of the opportunity to introduce novelties. Items that could be produced without metals and other materials on the priority lists were featured. Plastics and wooden items were in abundance and pottery lines were seen everywhere.

One of the exhibitors that had lines appealing to prize users in general was the Leo Kaul Importing Agency, Inc., which introduced new perfumed floral rose candles. They are made of a specially prepared wax, petals worked out in detail. When the candle is lighted and grouped with other floral arrangements either in water or a shallow dish or on a mirror coaster, it gives a striking effect. Rose candles are about 2½ inches high and about 4 inches in diameter. They come individually boxed. Wax floating candles from 3 to 3½ inches in diameter and about 1½ inches high in red, white, pink, and yellow are also available. Rose on star, morning glory on star, and water lily are other variations. Wax fruit candles also on display drew much attention. The display, in charge of Kenneth E. Doak, also included handmade glass animals and birds, glass knit mesh animals and birds in colors, blown glass pitchers and vases, and other attractive miniatures.

William Rott, Inc., display, with Paul Stein in charge, featured a combination wood and plastic chip tray that has possibilities of becoming one of the top salesboard items of the season. Firm featured also a serviceman's game kit which included two well-known standard games silk screened on fine black rubber sheeting, with edges hemmed to make a neat finish. One model has checkerboard on one side and backgammon layout on the other. It is available with 30 1¼-inch wood checkers and a pair of dice. Comes with window faced canvas green bag and instructions. The second model has one side for Chinese checkers and the other for checkers.

The Verdian Lorraine Company showed its lines of Barnware, Nudist Scamps, Nudist Nymphs, and South Sea Sirens. The Nudist Scamps and South Sea Sirens claimed interest of those who serve bingo operators. Items are made of stonite, a material developed by the firm. Figures are 5¼ inches high and come packed six to a group. Tropical Tease, a brand new number, was bought well. Also displayed was a seven-inch figure of Winston Churchill in a satin-white finish. Figure has right thumb up.

Of interest to souve and novelty concessionaires was a new horseshoe key chain with magnifying glass, displayed by New Novelties, Ltd.

Designed especially for the service-

Bingo Trends and Promotions

By Emil Zubryn

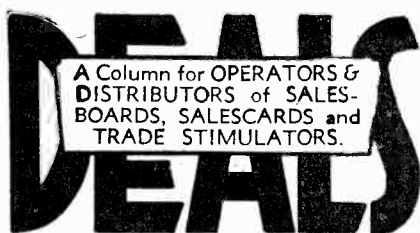
will be a feature of

THE BILLBOARD'S
FALL NUMBER

Dated August 30

men's market was the service memories scrapbook and diary created by Albert De LaVerne, of LaVerne Printing Company. Book is 13 by 9 inches overall, with military cover for the soldiers, and naval colors for sailors. Item is fully copyrighted and has pressboard cover, making it most serviceable. It has a special section for officers, headquarters, addresses, birthdays, stamps, and autographs. Books have 52 pages—one for every week.

Alex Dick displayed Worry Birds, a fast-selling novelty on the West Coast.



By BEN SMITH

Some operators just don't seem to be able to work a deal and plan ahead at the same time. They get along all right while the deal is clicking but, because they give little thought to the possibility of it every slowing up, are out on a limb when the deal does go sour. Why these men wait until the last minute to start their search for another deal we'll never know. We do know they can avoid a costly interlude, more often than not, by shopping around while the old deal is still hitting on all eight.

When you do run into a new deal don't ever pass it off with snap judgment. It has always been our belief that no one, no matter how long he has been in the business, can predict with any certainty how a deal will go. As there is no terrific gamble involved in placing a few cards, every deal is worth a test if nothing more. Maybe the operator who does this will lose a couple of bucks and his time occasionally. But in testing all possibilities the chances of missing out on the big deal will be measurably lessened.

Charlie Brand is playing around with the idea of putting out a special fur muff for a board promotion. Which may not be such a bad idea at that. The item is once again becoming popular with milady and as she and her boy friend have been going for fur coats and chubbies there is every reason to believe the fur muff should move.

The Minute Man Bank offered by D. A. Pachter in last week's issue of *The Billboard* looks like a natural for a small card. Item certainly is timely enough and apparently has plenty of consumer appeal. It is of all-metal construction in statuary bronze finish, has pickproof

V Merchandise Boom on Way

NEW YORK, Aug. 9.—The V drive started by England has been snapped up by American manufacturers and a V merchandise boom is under way. Altho only a limited number of items have appeared, indications are that the items will be pushed strongly. Sales are expected to be just as good as with patriotic and military items, according to manufacturers' reports.

Most of the merchandise now available is in the novelty classification, but present plans call for a wide variety of V merchandise. The campaign has captured the fancy of the public and the merchandise trade is rushing to tie-in with the drive.

Concessionaires, pitchmen, streetmen, and other merchandise users will benefit from the boom in V merchandise. One firm is offering a line of V lapel pins, with a choice of three designs: whirlwind wing, Victoria wing, and a hand and V. The pins are gold-plated and come in red, white, and blue colors. Demand has been very strong and pitchmen and concessionaires have already sold considerable quantities of this item, altho it has been out only a short time.

Window sticker V's for auto windshields, homes, offices, and stores have also been introduced and have met strong demand. A lapel bar which may be shaped into the form of a V is another item on the market. V plaques, novelty jewelry, and banners are being rushed for delivery to merchandise users. When the promotion is in full swing it is expected the line of V merchandise will rival that offered in the patriotic and military merchandise field.

Demand Is Steady For Summer Items

NEW YORK, Aug. 9. — Streetmen, pitchmen, and specialty workers report sales have been steady with staple summer items. The beaches and resorts have been thronged with record-breaking crowds this season and business has been better than average. Good profits have been made on drug items, first-aid kits, sunburn lotions, goggles, and carded goods, and the demand will continue for the remainder of the season, it is reported.

At this season of the year agents have been doing unusually well with such practical items as moth cakes, white shoe polish, fly swatters, roach powders, window cleaners, and similar household items. Practical merchandise of this type is always in demand and workers who specialize in these items report sales have been above average this year.

coin slot in bottom, and approved lock and key and is worth a look-see.

OUT OF THE MAIL BAG.

H. P. A., Florence, Ala., writes: "Have been in the salesboard business about five years and am a regular reader of your column. I work the same locality all the time. The merchandise section of *The Billboard* has saved my life on a number of occasions with new deals and priceless information on new items that couldn't be gotten elsewhere. "However, despite the fact that I have been in the game for some time, I can still learn plenty about salesboard operation and would appreciate a copy of *Salesboard A, B, C's*."

When conditions are right operators can make plenty of do-re-mi working with fraternal organizations on fund-raising campaigns. If you are in a position to make proper contacts with fraternal groups, charitable institutions, and other such organizations, you would do well to give this type of promotion careful consideration this fall.

HAPPY LANDING.



A NEWS STORY in this issue reports that the Massachusetts Legislature has given up the idea of investigating bingo. This is good news for the legitimate operators of merchandise games in the State who can now go ahead with plans for the fall and winter. The recurring legislative activity, and resultant bans on bingo games in various localities, has always been brought about by the questionable methods of some cash bingo operators.

Operators of merchandise bingo games, in the past, have done little if anything to combat anti-bingo moves. They have accepted adverse rulings in a philosophical manner, and gone on to new points where there were no restrictions on the game. However, the first faint glimmer of an attempt at organization has made its appearance in Massachusetts. Tho the spark is faint it may prove to be the torch that will show the way to operators in all sections of the country.

An association of merchandise bingo operators is necessary, not only to combat anti-bingo moves, but also to promote the bingo business (and it is a big business now). Thru mutual help and aid, and proper promotion and publicity, operators could conduct a national educational campaign for merchandise bingo as differentiated from cash bingo. A campaign of this kind would be a powerful factor in calling attention to merchandise bingo and, incidentally, would be instrumental in increasing profits for all operators.

SUNDAY BINGO in Elmwood, O., will not be permitted, according to an order issued by the mayor. The action had been under contemplation for some time, with councilmen concurring that Sunday games should not be permitted. Operators of the games, including individuals, groups, and organizations, have agreed to obey the order. Games will be held during the week and Saturday nights instead.

THE DEFENSE program offers good promotional tie-up possibilities for bingo operators. Idea to stress would be that bingo players who attend games aid defense. A certain number of defense savings stamps, in 10-cent denominations, could be distributed to players drawn by lot. A card or book, with space for additional stamps, would be effective in bringing the player back again. While this promotional idea calls for some outlay of cash, the interest created and added attendance, would be more than ample to pay for the initial outlay.

Bingo Probe Out in Mass.

BOSTON, Aug. 9.—The Massachusetts Legislature, after three days of reversing itself and creating a highly confusing situation, finally abandoned a scheme for an investigation of what was called the beano racket. After a stormy session in the Legislature, the investigation was abandoned once and for all. Meanwhile, another measure, in the form of a resolve, calling for an investigation by the attorney general's office, and sponsored by Representative Perlie Dyar Chase, Boston, failed to get sufficient votes and was killed also. Among measures calling for occupational taxes is one for an excise tax on persons operating bingo games. Under terms of the resolve, filed by the Ways and Means Committee, a recess commission appointed to investigate each bill separately would be asked to render a decision by October 31, 1942.

MILITARY JEWELRY



The most attractive piece of military jewelry you have ever seen! Every Service Man is a prospective customer. An appropriate gift for wife, sweetheart, and mother. Highly polished, yellow-finished Double-Hearts with enamel-trimmed, rose-finished, military insignia drop in choice of Army, Infantry, Artillery, Navy and Aviation. No. 236J325—Per Doz., \$1.50. Gross, \$16.50. In heavily gold-plated quality. Individually boxed. No. 236J326—Per Doz., \$2.50. Gross, \$28.00. Also an ideal item for Novelty Stores, Hotel News Stands and Drug Stores.

Military Stores! Write for prices on our complete line of "Service Jewelry" & "Patriotic Jewelry." MENTION YOUR BUSINESS. We do not sell retail.

Joseph Haqn Company
Wholesale Distributors Since 1911
217-223 W. MADISON ST., CHICAGO

Popular Items

Patriotic Items

The demand for patriotic and military merchandise continues and the public is buying considerable quantities of the novelties offered, according to reports by concessionaires, pitchmen, and other merchandise users. The Champion Specialty Company is featuring patriotic brooches, emblems, and lapel buttons. Latest styles and attractive designs are offered. A metal flag lapel button is going very strong, it is said. All patriotic items offered are timely, and are priced reasonably. A catalog is available.

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

JEWELRY ENGRAVERS TAKE NOTICE!



We have a large and complete stock of engraving jewelry for immediate delivery. All the new and wanted styles, and all at the right prices, to give you a good profit. Write for illustrations today.

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JOBBERS!

A NEW 3000 SET of Bingo Specials

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- in one serial

Write for Catalog.

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Agents handling the Hoover line of uniforms have earned sizable amounts, the firm reports. The uniforms are nationally advertised and have wide acceptance with restaurants, fountains, hotels, taverns, stores, offices, doctors, dentists, and other business and professional firms. The company also carries

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Takes and Finishes Black & White, or Sepia Photographs IN ONE MINUTE.

This amazing ONE MINUTE PHOTO MACHINE requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos. It's picture taking time. Carnivals, fairs, picnics, parks, beaches, street corners, back yards, porches—prospects and profits EVERYWHERE! Write or Wire for FREE Information.

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109 E. 35th St., Dept. BB8, Chicago, Ill.

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."

SPECTACULAR FUR COATS

JACKETS, BOLEROS

1942 STYLES with every smart detail revealing the full richness of radiant furs. Quality Workmanship at Popular Prices.

We offer Coneys, Sealines, Beaverettes, Caraculs, Marmots, Kidskins, Krimmers, Squirrels, Persian Paws, Racoons, Skunks and Foxes. Buy Direct From Manufacturer and Profit.

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TIMELY NOVELTY ITEM TAKES COUNTRY BY STORM!

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State your business.

LEON LEVIN, Mgr.

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1-day Service ACME PREMIUM SUPPLY CORP.
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WATCHES and RINGS WHILE THEY LAST!



WALTHAM & ELGIN—18 size—7 Jewel—with New Chrome Railroad Model Cases. In Lots of 6, Each. **\$2.25**

WATCH COMPACT—Elgin American. Lots of 6, Each. Special Prices for Quantity Users. 25% Deposit, Balance C.O.D. Sample 50c Extra. Send for Catalog.

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Buy Direct at Wholesale! Guaranteed GENUINE Better Fur Coats. Beautiful Up 1942 Styles. Perfect Quality! Fastest Sellers! Caraculs, Coneys, Skunks, Marmots, Foxes, etc. Write TODAY for big FREE Illustrated Catalog and Price List!

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JOIN THE PARADE

For Bigger-Better Values. FREE CATALOG Lists Many Timely Money-Making Items.

- ★ Patriotic Brooches, Emblems, Lapel Buttons—Send \$1.00 for Big Sample Assortment
- ★ METAL FLAG LABEL BUTTONS—100 for 95c (Include Deposit and Postage).

SUMMER SPECIALS!
Moth Cakes
White Shoe Polish
Fly Swatters
Roach Powders
Window Cleaners, Etc.

KNIFE & PEN DEALS

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.

CHAMPION SPECIALTY CO., 814-Y Central Street, Kansas City, Mo.

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BUY YOUR BINGO SPECIAL DIRECT FROM THE PRINTED

Standard	5	27	35	50	65
Standard	10	18	41	47	68
Standard	12	25	50	53	70

COMBINATIONS UP TO 3000 NO CARDS ALIKE

WRITE TO ST. MARKS PRINTING CORP. 50 FOURTH AVENUE, NEW YORK, N. Y.

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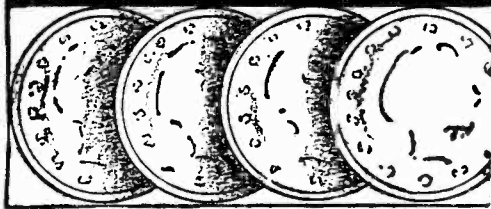


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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Music for Defense

A guest editorial by Patrick J. Buckley, president of Buckley Music System, Inc.

Music for Defense to me is something very definite and vital, for it fits right in with our National Defense Program. In our music business we have been in a position to contribute music from the very start. Music has always been a great thing in all our lives—it builds up our morale in times of war and in times of peace. Today, with all of us keyed up to top pitch and continually wondering about daily developments, there is a great need for amusement and relaxation of all kinds. Music is the answer.

Our organization for furnishing music is ready-made; it is here and has been functioning for years.



Thru this organization the music operator has led the way, for this man, located in every town in the country, already has the facilities for giving the public music of any type. The very foundation of the operator's business is music for amusement and for entertainment. He is equipped to give this commodity in small units at all times and at a unit of price that everyone can afford. This means that immediately upon receiving the call to contribute to this national emergency the music operator was in a position to play patriotic records in every town and to immediately contribute a big share to the cause of National Defense.

The music operators, who are constantly coming in contact with retail merchants, have placed patriotic records on every phonograph. Records have proved that the public wants this type of entertainment and relaxation. Registers indicate that patriotic records are regularly played by the public. To start with, the automatic music operator went so far as to offer credit to location owners for playing and familiarizing the public with the new patriotic records as they were released. Once this thrilling music is played, it no longer needs the push it received at the start.

In many cases the general public doesn't realize what the automatic music operator can do to quickly get response to a call for co-operation. His mechanism and whole organization are already set up. This man is represented in every section of the country and is one of our leading citizens because he instantly devoted his business to helping defense and helping to build up the high morale for the entire nation and join-

ing in the patriotic effort without any encouragement from outsiders.

Again, the automatic music operator is ready to go even further. He is willing to feature records to which may be added a few words at the end referring to the great defense effort. This is something that is bound to receive attention as it can be hooked up and utilized in connection with popular and patriotic music. Such phrases as "Buy U. S. Defense Bonds" and "Contribute to the U. S. O." can be heard over and over in connection with records all over the country. While this national emergency exists the public, the operators, and location owners won't complain that commercialization of their recordings, which the public pays to hear, will in any way hurt their business.

Instead of this hurting the music business it should prove of definite value to the entire music industry. It will gain the right sort of attention and comment from the public and from other people who watch developments in the business. It will prove to America that a voluntary effort is being made by the music industry to aid in the defense effort of our nation.

Automatic music is one medium that is a natural for defense. It helps the nation's workers, it calms the nerves of the citizens, and by the addition of a few phrases at the end of each recording the industry will enter actively into the defense effort of this nation. As the music on records is played thousands of times every day, these phrases will be repeated over and over thousands of times.

Something along these lines will bring the music industry into first place as an organization most actively engaged in defense work. It steps instantly into the class with the greatest work for the good and the welfare of the nation. It also brings much flexibility and capability of adopting its facilities to aid the defense campaign. This will gain much national comment, will forever remain in the public memory, so that the business will have won a following that will be hard to overcome regardless of what future there may be in the music business.

If the reader doubts the logic of this suggestion he may check up with location owners, with music operators, and with the public in general. This will prove that people are interested and that the playing public is willing to hear these phrases in connection with music for which it has paid. This is not only for today but for tomorrow and the many tomorrows to come—and for our nation forever.

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Aug. 9.—Business in the coin machine field continued good here this week, with vending machine operators reporting exceptionally good business. Cigarette operators are finding some difficulty in getting machines, but venders of candy bars and nuts report things moving along smoothly. Among jobbers there is the normal activity, with not too many sales reported. However, jobbers are looking forward to large sales about September 1. Arcade equipment men have been out in the field and say that new records will be set by this type of operation.

Curley Robinson, managing director of the Associated Operators of Los Angeles County, Inc., is back at his desk following a four-day trip east. At present he is busy assisting on the Comedians vs. Leading Men's ball game being held for Mount Sinai Hospital fund. Along with this work, he's busy on the Mount Sinai picnic. Both events are nonsectarian. Sid Mackin, managing director of the San Francisco Amusement Merchants' Association, spent a few days in town conferring with Robinson on some matters pertaining to the associations.

Mac Mohr was pleasantly surprised Tuesday (5) when coin machine men reminded him of his birthday. Bill Gersh sent a singing telegram, while Curley Robinson and Budge Wright wired their congratulatory messages. There were quite a few other telegrams in addition to telephone calls. When asked what birthday he was celebrating, Mac said, "Just tell them that I'm past 29 and out of the draft." Good things continued to happen at the Mohr firm, as three orders for the Kicker and Catcher of the Baker Novelty Company were received in one day from Honolulu. Orders for this game are coming in so fast that they keep Mac pretty busy wiring the Baker factory for more machines. The Mohr family is domiciled at Balboa Beach for a time. Mac spends week-ends at this popular resort.

When E. C. McNeil, West Coast representative for National Venders, said he was going fishing, no one took him seriously. But it seems that he's making good his threat, as Thursday he showed up at his place of business with a camping trailer, a new tent, and other accessories necessary for good fishing. He just came back from a trip to St. Louis, Chicago, and the Wisconsin woods. When asked about the business, McNeil said, "I'm going to let Preston Jarrell worry about it." Jarrell has been with the firm for years.

A. J. (Gus) Fox, of San Diego, recently moved into his new \$30,000 building. Reports here indicate that San Diego is a regular boom town, with the population doubling almost over night. Defense projects are under way there, and the pay rolls added to those of the navy make the town outstanding for coin machines.

Candy machines are going strong in the shipyards. New projects are under way in the vicinity, and operators are looking forward to installing candy bar venders in these spots. Airplane factories have for a long time been serviced by machines. Cigarette machines are also doing good business in this type of spot.

Robert D. Curley has established himself as one of the outstanding sportsmen in the coin machine field on the West Coast. The boys are sort of disappointed, for it seems Bob failed to keep all promises. He bagged a deer the second day out, but it seems that not all the boys have received their shares of the promised venison. Curley is with the East Bay Vending Company.

Louis Sylvester, formerly of British Honduras, has secured the South and Central American distributorship for Soundview. He will also handle California. Sylvester, who was in the mahogany business in Central America, arrived in this country about six months ago. Frank Jarrell has been named West Coast manager for Soundview movie machine sales and will have California, Washington, Oregon, Nevada, Utah, Arizona, New Mexico, Montana, Idaho, Colorado, and Wyoming. Sylvester and Jarrell will work together on the Soundview

sales in California. Sylvester has named his firm Soundview Sales Company.

Phil Robinson, of Chicago Coin, reports business meeting all expectations. He was seen along coin row talking to the boys on the eve of his departure for a trip north. This is one of the regular routine trips he takes thru the territory in the interest of Chicago Coin products.

Morro Bay section is viewed as the coming section on the West Coast. The government is considering establishing a submarine base at this point. Dick Bicker is contemplating a large arcade in this section and work will start as soon as the government gives the go ahead signal on its projects.

Marty Keller is doing a swell job with his arcade in Hermosa Beach, Calif. Keller, who operates a bowling alley, has established an arcade in connection with the alley. When bowlers finish their games they gather in the arcade. All of this mounts up to more profits for this enthusiastic operator. He has the latest of general arcade equipment.

Margie Morgan, secretary at the Southwestern Vending Machine Company, has returned from a two-week vacation which she spent in Alabama.

Lou Wolcher and Mrs. Wolcher are spending some time in Los Angeles. They spent the week-end at Marietta, a well-known Coast resort.

Altho the weather is pretty hot in Arizona, A. C. Jones reports that his Penny Arcade at Playland in Phoenix is doing swell business. Jones contends that arcades have plenty of drawing power and that patrons forget the weather when they see an up-to-date and well-equipped arcade.

Fred Riley, of Western Exhibit, held the grand opening of his arcade at Dancing Circus near Riverside, Calif. Circus covers 10 acres and affords entertainment of all sorts. Spot was established to provide amusement and recreation to soldiers stationed at Camp Haan and March Field. Riley has a general line of arcade equipment and the latest machines.

Ross Davis, who has operated amusement games in Lincoln Park the past 27 years, reports that his coin machine business is tops. He has card machines that are bringing him a steady flow of profits. He also has amusements in Griffith Park.

Al Anderson, who operates the Fun-zone and arcade in Balboa, reports that his arcade at Camp Elliott near San Diego is doing all right on pay days. It seems that the boys in that section really go for well-equipped arcades, and Anderson really has a beaut there.

Frank Linnell, of Ajax Amusement Company, is considering expanding his operations. He already has two arcades in Long Beach, one in Huntington Beach, and one in Balboa. Linnell keeps his equipment abreast of the times and reports that this accounts for much of his success in the business. No facts were available as to other spots where Linnell will establish arcades.

Barry Beauregard, who is associated with Mac Sanders, reports that he'll soon be back in the operating business. He sold his business when he was called in the draft. However, he was never inducted—so now he's going back to the first love. Firm will be known as Pike Novelty Company.

Paul Blair, of Exhibit Supply Company, is back in the city after a swing thru his territory. He visited Crestline, Calif., a summer mountain resort. He reports that people are going strong for arcades.

H. A. Grohe, popular West Coast operator, was in Los Angeles recently looking over new equipment. He hails from Venice.

C. T. Johnson, of Pismo Beach, is another arcade operator that is doing a top business. Friends were glad to know that

Mrs. Johnson is on the road to recovery following a recent illness.

Carl Gostafson reports that business is going strong at his arcade at Mission Beach near San Diego. Receipts have passed all expectations, he said.

Another coin machine operator who is doing a bang-up business is G. W. Tubbs, of Lake Elsinore. Modern and well kept equipment account for the crowds in his place, he said. He believes in good lighting and has recently added new fixtures to give the spot that new and bright look.

Ralph Arnold, who was associated with Mac Sanders and Phil Robinson during his time in the coin machine business, left July 22 to become associated with Irving Bromberg's Hawaiian branch. The day after Arnold left the mainland he became a pappy. It was a daughter.

Harry Hoppe and Mrs. Hoppe are vacationing in Los Angeles. He says they will be in California indefinitely and that he'd soon have an announcement of interest to coin machine people.

Harold Farmer, of Spokane, and Paul Mercer, of Yakima, are two Washington operators that are doing top business. Mercer has candy and cigarette machines and is a 100 per cent booster of National Venders. He also handles phonographs.

Jack Gutshall was host at a fishing party last Sunday. Catch was pretty good but not as good as on the two previous trips. He's the owner of Esquire Music Company.

San Antonio

SAN ANTONIO, Tex., Aug. 9.—Casey Jones is a phono operator of Uvalde, Tex., and a frequent visitor to San Antonio. Casey is kidded a lot about his name being same as that of the once famous railroad engineer.

Harry Peck, of Freer, Tex., says he is still pecking away at good machine locations in his territory. Harry is seen along the row in the Alamo City almost every week.

R. Warnacke Company, headed by Dick Warnacke, has just moved to a large and handsome building at 121 Navaro Street. Dick plans to expand his operating business.

Truman Hatch, Alpine, Tex., was a recent visitor. He is not only a live-wire operator but a stock farmer also. On his last trip to San Antonio he trucked in several hundred sheep and marketed them here. Hatch says that between his large route of phonographs and his ranches he is a busy man, especially with business increasing as it has the past month.

Sandy Crane, local operator, lost a new Wurditz counter model phono last week when the location burned.

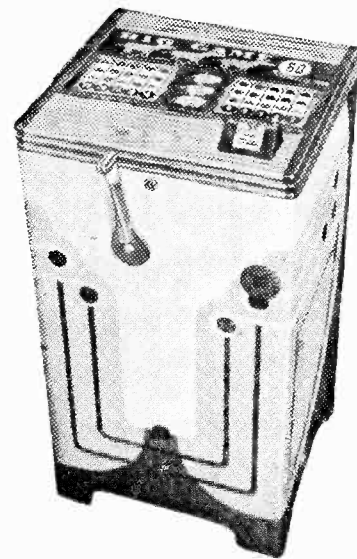
Mrs. R. J. Scott is one of the few women phonograph operators of this section. She is doing nicely and plans to enlarge her route this fall.

K. G. Garcia, operator of Benevedos, Tex., was a visitor to coin machine row the past week. Says business is fine in his territory.

Anna M. Fowler, another woman phono operator of this town, is going along nicely. She says the soldier trade is boosting receipts in many of her best locations.

Everyone is glad to learn that Ken Wilkinson is able to be back home. However, he will not resume his work at United Amusement until he has rested some.

Lee Meffett, of Central Cigarette Service, this city, was recently married in Philadelphia. Lee and his partner, Allan



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Jackson, have nearly 100 cig venders in operation.

Anthony Bolner is one of San Antonio's newest phonograph operators. Anthony has started with a few units but is already adding more to his string.

S. H. Flagg, San Antonio phonograph operator, caters to the out-of-town locations. He has a good country route.

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MUSIC MERCHANDISING

Press, Radio Mentions Show Popularity of Phonographs

Music boxes now regarded by reporters, dramatists, script writers, cartoonists as a typical part of the American scene—result is much favorable publicity for industry

CHICAGO, Aug. 9.—“As American as baseball” is the saying used by authors whenever they wish to type anything as a true bit of Americana, but week by week the juke box is establishing itself more firmly in this category, along with the hot dog, corn on the cob, ice-cream sodas, and other things that have long been regarded as typically American. In fact, a feature article sent out a few weeks ago by the NEA Syndicate on the playtime schedule of English RAF Volunteer Reserves being trained at Americus, Ga., listed the juke box, corn on the cob, and watermelon as the leaders in Americana among the English lads.

Not a week has gone by since the first of the year that the automatic phonograph industry hasn't been the beneficiary of some favorable publicity. This publicity hasn't come solely from the press, but from the radio and movies as well. In the past few weeks music boxes have figured prominently in spreads in leading picture magazines and newspapers. *The Saturday Evening Post* ran a feature story in its April 20 issue entitled *Land of the Jook*, in which phonos played a prominent role. Almost every week since then phonos have cropped up in some story or illustration in this leading weekly.

The movies are using phonos as props in most every tavern, drugstore, and similar-type scene. *Penny Serenade*, *Tight Shoes*, *The Roar of the Press*, and *Mr. District Attorney* are but a few of the recent releases in which phonos appeared.

Cartoonists are having a field day with music boxes of late. *Gasoline Alley*, *Joe Palooka*, *Side Glances* are some of the syndicated comic strips that have featured them. Phonos have also served as the subject matter of cartoons in leading magazines and newspapers.

Radio, too, has doffed its head frequently to the phonos. Several stations now feature regular weekly recorded programs based on the “Juke Box Favorites of the Week.” Producers of these programs, almost to a man, depend on *The Billboard's* Record Buying Guide to furnish the necessary data on which to select the tunes to be aired.

Lanny Ross dished out favorable publicity in two 15-minute lots recently when he dedicated two of his programs to the automatic phonographs of the country. First shot was so well received that he had to do an encore a few weeks later. Kay Kyser, Bob Hope, Eddie Cantor, and Bing Crosby are more of the top-flight radio program luminaries who have given valuable publicity to phonos on the air.

All this publicity coupled with the growing number of phono locations is establishing the phono as a definite part of the American scene. No longer is it regarded as a novelty. The average location owner today regards his machine as a necessity that's as important to his success as his cash register. The public, too, now takes the phono for granted. Many have formed the habit of having music with their sandwich and coffee—music the automatic phonograph way.

Leary and Loftus Prove They Know Their Phonos

MINNEAPOLIS, Aug. 9.—Automatic Sales Company, Minneapolis, headed by J. D. (Don) Leary, has released a broadside showing a page from *The Billboard* containing a story about title strips. The article contains a quotation from Charlie Loftus, of the Minneapolis firm.

“When *The Billboard*, the world's foremost amusement weekly, wants to get some inside dope on what the automatic phonograph machines are doing in Minneapolis they call on Charlie Loftus,” declares Don Leary. “Can you blame us for being proud of him?”

Another note of interest regarding Automatic Sales is the fact that Don Leary recently won a \$50 cash award from Wurlitzer for submitting the best “take-boosting” idea for automatic phonographs during July.

And the Band Played On...

MILLSTADT, Ill., Aug. 9.—The band played on—literally—a few days ago in Oscar Leiber's tavern here, even after the proprietor had gone to bed.

Leiber had closed his place of business and retired to his bedroom above the tavern. Suddenly his dreams were interrupted by a storm, but the thunder and assorted storm-noises couldn't drown out the sound of music coming from the room below. The tavern keeper, puzzled and a little fearful of burglars, decided to investigate.

Downstairs Leiber found lightning had struck an outdoor coin slot that operates a phonograph and had melted the switch and started the machine.

NBC Affiliates Hold Up Inking of Net-ASCAP Pact

NEW YORK, Aug. 9.—At press time hopes for a quick return of ASCAP music to the National Broadcasting Company seemed somewhat dimmer despite somewhat premature stories in the daily press last week that ASCAP and NBC were all set for an Anschluss. While NBC and ASCAP execs have finally agreed upon terms—calling for a payment of 2¾ per cent on network billings and 2¼ per cent on the local billings—a considerable obstacle has developed. This obstacle is the unwillingness of many of the NBC affiliates to accept the terms as agreed upon by ASCAP and NBC.

When checked late this week, NBC stated that approval of its 234 affiliates was very necessary to the conclusion of the ASCAP pact. Thus far, according to NBC, one-third of the affiliates have been heard from. Of this third, only two-thirds, according to NBC, unconditionally approve the deal. The remaining affiliates squawk on various grounds, falling into these categories: (1) Some stations claim they are satisfied with BMI music and do not want ASCAP music under any conditions. (2) Some what ASCAP music only on a per-program basis. (3) Other stations feel the chains have ASCAP on the run and resent the fact that NBC is apparently willing to make a deal with the Society.

NBC late this week admitted it was having trouble persuading its affiliates and stated that it could by no means disregard the wishes of these affiliates—much less drop them from the chain. Negotiations are now going on with various station groups, such as the Independent Radio Network Affiliates, in order to iron out any dissatisfaction that the indies may have.

Prior to this development of trouble with the affiliates, it had been predicted that ASCAP music would return to NBC by August 15. NBC late this week would not venture a date as to when the pact might be signed. Herman Finkel-

stein, of ASCAP counsel, queried yesterday, also would not guess as to how soon the affiliates might be won over. Finkelstein would not disclose what ASCAP's plans were regarding CBS, but trade feels that CBS will probably start negotiations soon on the same basis as the NBC deal.

MBS To Benefit

When, as, and if the NBC-ASCAP deal is consummated, Mutual, which had earlier inked a pact with the Society, will benefit. MBS terms call for a payment to ASCAP of 3 and 3½ per cent of the time sales, the percentage scaling upward during the nine years of the pact. Clause provided, however, that in the event other chains received more favorable terms, MBS pact would be revised accordingly. This will have to be done.

ASCAP music has been off the major chains since January 1, the old 5 per cent contract having expired December 31, 1940. ASCAP's first proposal to the radio industry called for a payment of 7½ per cent from the chains, with stations' fees scaling downward to 3 per cent depending upon the stations' income. Even if the current NBC-ASCAP deal goes thru quickly, it is obvious that ASCAP has come out of the battle rather battered and with a much smaller income-producing deal than it had hoped to get.

New Disk Distributors

PHOENIX, Ariz., Aug. 9.—Albert Mathias & Company, Phoenix, have taken over two territories as new distributors for Columbia and Okeh records. Dealers formerly serviced in Arizona by the Ray Thomas Company, Los Angeles, and those in the Southwestern corner of Texas and Southern New Mexico territory, formerly serviced by the Sweeney Electrical Company, Denver, will now be handled by the newly appointed distributors.



EDDY DUCHIN AND HIS BAND MEMBERS inspect a Wurlitzer theater lobby display. Duchin is pointing to the selector button, while the Merriel Abbott dancers look on. Russ Coan and Alan Weinstein, of the Graham Distributing Company, Cincinnati Wurlitzer distributor, are at sides. The picture was taken at the Palace Theater, Columbus, O. (MR)

Music Association Warns Operators Of Obscene Disks

CHICAGO, Aug. 9.—Another warning to operators against the use of obscene or otherwise objectionable records in any automatic phonograph location comes from Automatic Phonograph Manufacturers' Association.

On occasions in the past the association and its members have strongly advised operators against the use of such records. Their use on automatic phonographs would quickly result in widespread adverse public reaction against phonographs, it was warned.

The present warning comes as a result of recent advices of new suppliers of obscene records. Since the convictions in 1938 of producers of objectionable records, there have been very few such records available to operators.

Some months ago, however, such records were produced and sold by a Hollywood firm. Word was received at the APMA office recently that the head of that firm was convicted in federal court of shipping obscene records. Defendant was fined \$500 on one count, while on two other counts sentence was suspended and the defendant placed on probation for a period of three years.

Operators will readily recognize the danger to their business which may result from the use of these records, either by themselves or by other operators, and they are urgently requested to report promptly to Automatic Phonograph Manufacturers' Association, 120 South LaSalle Street, Chicago, any objectionable records which may come to their attention.

Baltimore

BALTIMORE, Md., Aug. 9.—The forward march in the coin machine business of this market continues, with distributors reporting brisk action on new numbers. Coinmen report a widespread interest in sportlands as a result of the growth in opening of these establishments.

“We are experiencing a steady increase in collections,” states Harry Sherman, proprietor of the Playland Arcade. Sherman has just purchased 16 Mutoscope Photomatics.

Ace Vending has purchased a number of Packard Pla-Mor wall boxes, according to William Landsman, partner.

Merit Music Service, operator of music boxes and games, has extended its operations to include the cigarette vending machine field. This operation, like others, will be under direction of Morris M. Silverberg.

A Wurlitzer phono has been installed in the new Arundel Ice Cream Company store. The new store is the 26th in the chain and in each is a Wurlitzer phono.

Michael Bandor, Maryland Novelty Company, reports business holding up well.

Vendo bottle venders, made by the Vendo Machine Company, are being installed in many locations here.

Dave Davison, Franklin Coin Machine Company, plans to leave for a two-week vacation in Florida.

Michael Bandor, head of the Maryland Novelty Company, leaves for a holiday at Atlantic City. He plans to go to Chicago later. His trip to the latter city will be a combination business and pleasure one.

Dave Davison, head of the Franklin Coin Machine Company, left last week for a holiday at Jacksonville, Fla. He plans to be gone about two weeks.



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Wurgler Gets New Wurlitzer Post

NORTH TONAWANDA, N. Y., Aug. 9 (MR).—Announcement from the Rudolph Wurlitzer Company reveals that Ed R. Wurgler has assumed duties as credit and collection manager for the firm at the North Tonawanda home office. Wurgler is widely known throughout the industry. His original connection with Wurlitzer was in a capacity of assistant credit and collection manager for a two-year period.



ED WURGLER

His versatility asserted itself when he became a special factory representative for the Wurlitzer sales department, it is said. His diverse activities on special sales assignments have taken him the length and breadth of the country during the past several years.

That Ed Wurgler's professional training eminently qualifies him for his new post as credit and collection manager for Wurlitzer is attested by his standing as a Certified Public Accountant. He is also a member of the bar, having been admitted in the State of Indiana in 1928.

Prior to his association with Wurlitzer, Wurgler served in responsible executive positions with the National Bank of Indianapolis, Eastern Rock Island Plow Company, Keyless Lock Company, Holcomb & Hoke Manufacturing Company, and the Anchor Stove & Range Company. Most of his efforts with these firms were directed along lines of financial supervision and general management.

Detroit

DETROIT, Aug. 9.—Sam Liebers, well-known amusement machine operator in the Detroit territory, is convalescing after a serious illness which put him in the hospital. As soon as his health permits Liebers plans to spend some time at a summer cottage at Crystal Lake, N. Y., as the guest of Boris Siegel.

Edward Kiely, head of the Mellow Music Company, has returned from a

successful business trip thru Michigan and Ohio.

Saboris Walton, Detroit colored operator, is adding new Seeburg phonographs to his route.

Morris Smith is adding DuGrenier venders to his established route here.

Joseph V. Lachar, a newcomer in the operating field, is another DuGrenier vender buyer.

Harry Angelos, whose headquarters are at Flat Rock, Mich., is buying more Seeburgs for his Southeastern Michigan route.

Alex Crinzi, another down-river operator, whose headquarters are in River Rouge, is buying Seeburgs for his established route.

Following out their policy of meeting recording artists when they are playing major ballrooms in this area, the United Music Operators staged a third event of this type recently at Eastwood Gardens. Guests of honor were band leader Alvino Rey and his featured vocalists, the King Sisters. Event was arranged by Al Switzer, chairman of the UMO entertainment committee, and C. R. Armstrong, of the Bliss-Strawn Distributing Company. About 70 operators and members of their families attended.

James Ashley, president of the United Music Operators, has returned from a business trip to Chicago manufacturing plants.

James A. Passanante, of the J & J Novelty Company, is to be host Monday (4) to the Detroit coin machine industry at an outing and picnic. Event is scheduled for a popular outdoor recreation park near Mount Clemens, Mich., with refreshments, games, and picnic all making up the order of the day.

Elizabeth Rambaum is leaving the Lemke Coin Machine Company. She has been the works in the office there the past several years, especially since Henry C. Lemke has been spending a large part of his time on outside contacts and attending to his numerous other interests. She will be married in October to George Hausey.

Robert Brooker, a new name among Detroit operators, is going into the music machine field, with headquarters at 6148 Hussar Street.

Bud Eby, new operator in the downtown district, is another recruit to the music machine ranks.

A. Jordan Spring, representative here for the Phoebus Company, Ray-o-Lite manufacturer, is busy expanding his route of these machines.

Joe I. Stewart and Robert Maskell, former partner in the Northwest Coin Machine Company, who have been operating their own businesses independently under their own names, have merged to form the Wayne Music & Novelty Company, with headquarters at 14840 Coyle Avenue.



MANAGER FRANK E. SNIDER of the Hotel Monte Vista, Flagstaff, Ariz., was so well pleased with the appearance of the Packard Pla-Mor Speaker that he had a special alcove built for it when he redesigned his cocktail lounge. The installation was made by H. Longfellow, of Flagstaff. (MR)

PHONOGRAPH HEADQUARTERS

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GUARANTEED PERFECT \$79.50
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616 Wurlitzer Regular \$54.50
616 Wur. Ill. Grill.	.. 59.50
24 Wur. Remodeled Marbl-Glo, Kyd.	119.50
500 Wur. Keyboard	149.50
500 Wur. Keyboard, Slug Proof	.. 159.50
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600 Wur. Keyboard, Slug Proof	.. 144.50

MISCELLANEOUS

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3 of a kind wins 1 pack.
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TALENT AND TUNES ON MUSIC MACHINES

PICKING THE RIGHT RECORDS FOR THE RIGHT LOCATIONS

and many other features of interest to operators will appear in the Third Annual Edition of **TALENT AND TUNES ON MUSIC MACHINES**
 The Billboard's Big Record Supplement for Operators.

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TALENT AND TUNES ON MUSIC MACHINES

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Sammy Kaye's recording of "Daddy" is supposed to have reached the 300,000 mark. . . Helen Forrest, Benny Goodman vocalist, handed in her notice while the band was at the Sherman Hotel, Chicago, Says she has no immediate plans. . . Twentieth-Fox is readying another Latin technicolor musical called "Week-End in Havana." Release date is October 10. Carmen Miranda and Alice Faye will warble the songs. . . A Broadway columnist recently "discovered" that Tommy Tucker's recording of "Tattle Tale" has what he calls a sinful passage in the lyrics. It's either a publicity stunt or the columnist has a mind which could probably interpret the Bible into a series of snappy stories. . . Jimmy Dorsey's disks should pick up some additional coin for operators in Chicago when the maestro takes over the stage at the Chicago Theater for two weeks starting September 19. . . Dusky singer Dinah Shore is on a theater tour until fall when the Eddie Cantor show returns to the NBC air waves. . . Band leader Les Brown has written a song titled "Joltin' Joe DiMagio" to commemorate the big leaguer's recent hitting streak.

Eddy Duchin winds up his engagement at the Copacabana in Rio de Janeiro August 29 and will fly back to New York before going on a "good-will" tour around the country. . . The Ray Noble orchestra will supply the music for the Edgar Bergen-Charlie McCarthy NBC series when it hits the air again September 7. . . The Andrews Sisters just finished 12 new sides for Decca in New York before going to Chicago for a month. . . Xavier Cugat and his band will give a concert of Latin and American music in New York's Carnegie Hall October 5. Then he goes to the Paramount Theater on Broadway for three weeks before heading for the Coconut Grove, Los Angeles. . . Benny Goodman goes into Frank Dalley's Meadowbrook, Cedar Grove, N. J., September 5.

Operators, Take Notice

Trying to dope out ahead of time what records will be hits on the coin phonographs has always been a problem for the operator. With this thought in mind *The Billboard* will publish an article in its coming third annual issue of the Talent and Tunes on Music Machines Supplement which will attempt to solve part of this puzzle for the operator. Basing its data on the past performance of hit records made by the coin phonographs, *The Billboard's* article will show operators what to look for in a record that usually spells success in the phonographs. It will mark the first time that such an analysis has ever been published and should prove invaluable to all coin phonograph record merchandisers.

Release Previews

The Standard label will record "Thomas Moustache," one of the hit songs in South America now. Standard's version will be in swing tempo, with English lyrics by Caval, CBS singer. . . Vaughn Monroe's next Bluebird cutting will include "Sing a Love Song," "It's So Peaceful in the Country" and "Lover Come Back to Me" will be Decca's next release on Mildred Bailey. . . Abe Lyman and his band have recorded "John-son Special" and "Yours" for Bluebird. It will be released this week. . . "Back Home in Illinois" and "You're My Darling" have been waxed on Decca for early release.

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:

BURLINGTON, VT.:

Blue Skies. Johnny Long. A really old tune with a new treatment by the Long band. Operators are getting a play on it in this area. Long's

popularity has taken a jump since the maestro started his engagement at the New Yorker Hotel, New York, last June. And the air time from that spot is evidently helping him to cash in now in other sections of the country.

KNOXVILLE, TENN.:

Any Bonds Today? Kay Kyser and Barry Wood.

Irving Berlin knocked this one off for the U. S. Treasury and its drive to sell Defense Bonds. Both the Kyser and Wood versions are starting to click on the machines in Knoxville. It's due a great deal probably to the novel title and the topic theme. Operators in other areas might not go wrong giving either record a test.

INDIANAPOLIS:

Be Honest With Me. Bing Crosby.

Crosby has made a departure from his usual ballads, and recorded a hillbilly song. And in this Midwest city it is already a top money-maker for the coin phonographs. The Crosby name plus the unusual type of song for that artist is no doubt the reason for much of its success.

BOSTON:

Don't Be Blue, Little Pal; Don't Be Blue. Vaughn Monroe.

Monroe is almost always a sure thing with operators in "Bean Town." He got his start here and the natives are still his fans. For this reason a Monroe record on the machines is almost sure to garner some coin and more than often is up with the other blue-ribbon disks. This particular recording is no exception and the operators are using it to advantage.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended August 9 and the week before, ended August 2, see the Music Popularity Chart in the Music Department in this issue.

Decca Plays Host To Record Sellers

HOLLYWOOD, Aug. 9.—Decca Distributing Corporation paid tribute to those

who sell records by throwing a party for them at the Hollywood Palladium Thursday night, arranged by Paul E. Featherstone. Woody Herman, Decca artist, was on hand to greet the sales people.

Attending were Mrs. Ann Stiver, Hancock Music Company, Pasadena; Hallie Bullock, Broadway Music, Glendale; Miss Ireland, Macauley's Music Company, Pasadena; Mrs. Stevenson and Ruth Hayes, Berry & Grassmuck, Pasadena and Alhambra; Mr. and Mrs. Don Miller, A. Don Miller, Burbank; Manuel Pedrini, Pedrini Bros., Alhambra; Betty Miller, Glendale Music Company; Dorothy Rutledge, Harry J. O'Brien Music Company, Glendale; Pauline Laurie, Sears, Roebuck, Glendale; Mr. and Mrs. Vaughn, J. Vaughn Music Company, Studio City.

Mrs. Hayworth, Miller Music Company, Studio City; Mr. and Mrs. Jim Corradi, Corradi Music Company, Burbank; Paula Robin, Pasadena Music Company; Carl Auer, Music City, Hollywood; Dave Hylton, Hollywood House of Music; Adeline LeClaire, Nicholson's, Hollywood; Mary Vaughn, Music Shop, Hollywood; Gladys Milling, Barker Bros., Hollywood; Lee Buck, Pappalardos Music Shop, Hollywood; Johnny Kovel, Crosson Radio, Los Angeles; Lucile Schoenfeld, Radio Specialists, Inc., Los Angeles; Mr. and Mrs. Ross Stratton, Larchmont Radio Salon, Los Angeles; Barney Unrath, Ruth Meservy, Beverly Hills Gramophone Shop, Beverly Hills; Marie Lewis, Westwood Radio Specialists, West Los Angeles; Lillian Kelly, Bairds Radio, Los Angeles; Mary Margaret McKay, Coast Music, Los Angeles; Mr. and Mrs. Hansen, Virginia Allsworth, Hansen's Music Shop; Mr. and Mrs. Arthur Crawford, Crawford's, Beverly Hills; Mr. and Mrs. Grisshaw's, Santa Monica; Mr. and Mrs. Shattinger, Libby Olin, Music Shop, West Los Angeles; Mr. and Mrs. Dixon Sorella, Miss Moore, Village Radio, West Los Angeles; Mr. and Mrs. Harvey Wilson, Mr. and Mrs. Stanley, Harvey Wilson Music Shop, Santa Monica; Miss Jones, Sears, Roebuck, Hollywood; Miss Becker, Sears, Roebuck, Los Angeles; Miss Peters, G. Schirmer, Los Angeles; Miss Hestmark, Miss McLaughlin, Barker Bros., Los Angeles; Mrs. McClure, William H. Richardson Music; Doris McCormick, Miss Perches, American Music Company.

Winifred LeClaire, Eastern Columbia, Los Angeles; Martha Perna, Phillips Music Company; Mary Wilkinson, Thelma Sans, Annetta Brown, Coast Music Company; Miss Carr, Mrs. Sandmayer, Miss Cathey, Bullocks, Inc., Los Angeles; Roberta Brown, Southern California Music; Rosemary Flaherty, Schwabacker, Frey Company, Los Angeles; Al Rogers, Mabel Nobes, Sears, Roebuck; Miss Leal, Sears, Roebuck, Long Beach; Bernice Jernager, Barker Bros., Long Beach; Adele Leonard, Fred S. Dean & Company, Long Beach; Miss Blanchard, G. Schirmer, Long Beach; Miss Mickey, Stricklin's, Long Beach; Arline Imm, Harris Radio, Long Beach, and Rae Cleminti, Nash Department Store, Pasadena.

Philadelphia

PHILADELPHIA, Aug. 9.—Still another sign that the record business is booming. Increased business necessitated the local Decca distributors to seek new and larger quarters at 1926 Arch Street. Messrs. Freedman and Cohen, in charge, advise that special attention is being made in construction plans to meet the increased needs of the operators.

Recorded music and music machines will come in for heavy plugs in an article that will appear in the November issue of *Better Homes and Gardens*. The article, *Music to Match Your Moods*, was written by Rosser A. Huff, prominent music merchant at near-by Bethlehem, Pa., where he operates Huff's Music Service.

The new showrooms and offices of Larry Yanks's Music Service, 607 South Broad Street, are unquestionably the most modern and unique in town. Unusual character of the store is because it is part of the corner bank building and in keeping with the architectural structure of banking institutions.

The local trade was very much surprised to hear this week that Harry Elkins, head of Royal Distributing Company, is giving up his Royal Record Shop. Due to his increased machine operations and outside real estate business interests, Elkins was forced to drop his record counters. He sold his entire stock and business to George Levin, who operates the Downtown Record Shop.

"See America First" is the slogan of Alex Lederer, head of General Automatic Amusements. Alex is just about completed packing for a cross-country vacation tour.

The regular stated meeting of the Philadelphia Music Machine Operators' Association Thursday (7) in the Schaff Building served as meeting ground for band leader Vaughn Monroe, making a personal appearance at the Earle Theater. Monroe was accompanied by Harry Bortnick, record promotion chief for Raymond Rosen Company, Victor-Bluebird distributor.

Artie Pockross, head of Universal Amusement Company, is spending his spare moments on the tennis courts, showing form that explains why he was able to walk off with tennis championship titles in earlier years.

Jack Jaspan is introducing for the first time in this territory the Vend-All machine, which vends eight different kinds of soda pop.

Dave Klein, associated with brother, Tipple Klein, in Premier Music Company, back hale and hearty after two weeks' vacation.

Herbert Hendler, who edits the various house publications at the RCA-Victor factory in Camden, N. J., is tuning up the wedding bells for an August 17 date here with Florence Shore, associated with the Hedgerow Theater, Moylan-Rose Valley, Pa.

Recordings get an added sign of recognition. In billing the band attractions booked into the Earle Theater the record affiliation of the maestro is included in the advertising copy.

Elliott Wexler, record promotion chief for Motor Parts Company, Columbia-Okeh distributor, back from a New England vacation and elated over an inter-office memo calling attention to the fact that the local firm has moved up into the No. 1 position among the record company's distributors.

Music machine operators elated over the new interest being shown in the latest Glenn Miller recordings. The maestro has been absent from the machines for a long time and it's like old times, they say, in putting Miller's name on the slips again.

Paul Knowles is being taken off the record counter at Raymond Rosen Company, Victor-Bluebird distributor, and goes out on the street as salesman. Due to increased business, Rosen firm has had to order the carpenters to enlarge the record department two and a half times its present size.

Sam Snyderman, head of Overbrook Music Company, has now fully regained his health and is covering his route again and continuing to increase it.



RADIO SONGSTRESS DINAH SHORE and "Buzz" Seeburg talk things over while they inspect the Seeburg phonograph. Dinah Shore met "Buzz" when she visited the Seeburg factory in Chicago. Buzz is the son of N. Marshall Seeburg, president of the J. P. Seeburg Corporation. (MR)

RENE MUSETTE ORCHESTRA (Standard T-2000 and T-2006)

Cubalero—FT. Happiness—FT. Sweet Canary Polka—FT. Toreador—FT.

The foreign branch of RCA-Victor offers four sides of highly acceptable polkas, the native and characteristic instrumentation of the Rene Musette orchestra giving true treatment to the soft melodious airs that signalize this particular type of dance music.

The third annual Talent and Tunes Supplement of The Billboard, to be ready for distribution late in September, is fast assuming its definite form.

There can be no discriminating between the sides for the music operator where the location calls for polka music.

JIMMIE LUNCEFORD (Decca 3931)

Flamingo—FT; VC. Siesta at the Fiesta—FT.

Lunceford establishes diverse musical moods for both sides, the combination making it a desirable disk.

TALENT TUNES ON MUSIC MACHINES

143 RECORD ARTISTS

TOLD MUSIC MACHINE OPERATORS

ABOUT THEIR RECORDS IN THE

'39 and '40 Editions of

The Billboard's Big Record

Supplement

TALENT AND TUNES ON MUSIC MACHINES

This year every important record artist will again be represented.

Have you made your reservation?

TALENT TUNES ON MUSIC MACHINES

On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disk reviewed.

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

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

(CONTINUED FROM PAGE 13)

on the West Coast and has caught on. Mood-inspiring and in a modern pattern, it's a song that first has to grow on the listener.

The Siesta side is more in the Lunceford light. Rather than inviting a siesta, this trumpeting Henry (Red) Allen composition, set in a medium fast tempo, is meant more for stomping.

In spite of the misleading title, it's the "Siesta" side that invites operator attention. It's the conventional type of swing tune so much in demand at the jitterbug parlors, and its appeal is primarily for such locations.

JACK LEONARD (Okeh 6324)

You and the Night and the Music—FT; V. You're My Thrill—FT; V.

Altho Uncle Sam has the first call on Jack Leonard's services, arrangements were made for Private Leonard to take time out from his army activities for a recording session.

Both sides have had their run in popular favor, and the favor they will find now will be only because they provide an outlet for Leonard's romantic ballad-eering.

It makes little difference which of the sides is placed in the music machines. Both are long-established ballad favorites.

KATE SMITH (Columbia 36272)

Time Was—FT; V. Along 'Bout Sundown—W; V.

Miss Kate's song selection for the A side is a wise choice for her loyal followers, giving the up-and-coming ballad all the brilliance and feeling that the radio songbird generally imparts to a song.

For locations where there is a ready-made interest in Miss Smith, either side will find favor, especially the "Time Was" ballad, which is currently making a bid for the hit parade class.

XAVIER CUGAT (Columbia 36270)

Paran Pan Pin—R; VC. Tumbando Cana—RC; VC.

The provocative rhythms of the rumba make up this exciting Cugat couplet, with interest particularly high because of Miguelito Valdes's dynamic vocal delivery for each opus.

and gives Valdes free expression for the oriental flourishes in his singing.

Both sides being on par with the high standard of Xavier Cugat for authentic Latin American lullabies, both are naturals for the smarter spots and class locations where the rumba urge is paramount.

BOB CROSBY (Decca 3929)

Elmer's Tune—FT. The Angels Came Thru—FT; VC.

The Crosby crew dispense with their Bobcat style to make two conventional dance sides. The A Tune, fashioned by Dick Jurgens, is an instrumental, taken at a medium tempo.

Maestro Crosby, backed by the mixed voices of the Bob-o-Links, gives voice to the Angels side, carrying the middle of three choruses.

Neither side holds sock interest for the music boxes, nor do the song titles hold any machine magic at this time.

KAY KYSER (Columbia 36269)

Free for All—FT; VC. Knee-Deep in Stardust—FT; VC.

The ole college professor is really cutting the sides these days. Major interest in this couplet is the Knee-Deep side, a smooth ballad on which is showered plenty of stardust in the singing of

Ginny Simms. She sells the first chorus strong, and, following the band interlude, returns to give it a punchy finish.

With Kay Kyser making a renewed bid for phono popularity, the "Knee-Deep" side is a formidable entry, doubly so because of Miss Ginny's song loveliness.

THE MERRY MACS (Decca 3930)

Kiss the Boys Goodbye—FT; V. Honk, Honk (The Rumble Seat Song)—FT; V.

Backed by a small instrumental group spotlighting the vibraphones, the mixed voices of the Merry Macs piping in a medium tempo provide only conventional harmonizing for the picture song on the A side, striking neither in voice or arrangement.

There is nothing here on either side to make strong music machine material. Little is added to the "Kiss," while the rumble seat song is strictly a novelty.

Cleveland

CLEVELAND, Aug. 9.—Joe Parker, with Jimmy Pavney's Mercury Amusement Company, is back from vacation.

The sizzling weather is not bothering Joe Luken, of the Luken Amusement Company. He has taken a cottage on the lake shore for the summer and spends his spare time submerged in the cool waters of Lake Erie.

Jerry Antel was in town for a short visit from Washington.

It Was Wonderful Then, the record of the month selected by the Phonograph Merchants' Association for August, is popular in this area already and its selection by the association is expected to increase this popularity.

Esther Feigles, secretary to Sam Abrams, secretary of the Ohio Cigarette Vendors' Association and other trade organizations, is back from a two weeks' vacation spent touring the Eastern States.



A PERSONAL MESSAGE

TO THE

COIN MACHINE BOYS—

DICK TODD

You have often asked me to tip you off on a sure-fire hit. Well, I finally found exactly what you want. Here it is—just released, Bluebird No. 11247—

"DON'T LET JULIA FOOL YA"

And, as an extra dividend, on the other side is another winner—

"Shepherd Serenade"

Because of your many requests I have recorded several oldies. Among them—

- Together (B11156)
Little Street Where Old Friends Meet (B11195)
Say It Isn't So (B11212)
I Wonder What's Become of Sally (B11212)
Glad Rag Doll (B11246)

WHY NOT GIVE 'EM A WHIRL?

Best regards

Dick Todd

"SONGS FOR YOUR PLEASURE"

Riding High!

"COWBOY SERENADE"

ON
**VICTOR and
BLUEBIRD
RECORDS**

GLENN MILLER

coupled with
Below the
Equator
—B-11235



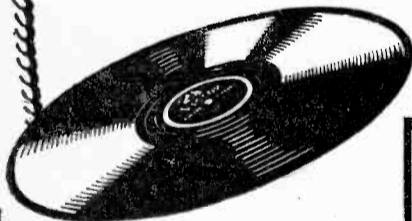
ART JARRET

coupled with
Call It Any-
thing, It's Love
—27534



BARRY WOOD

coupled with
Harbor of
Dreams
—27528



A pair of aces—



"'Til Reveille"

Wayne King—27511
Freddy Martin—B-11167
Lanny Ross—27538



"I Guess I'll Have To
Dream the Rest"

Tommy Dorsey—27526
Glenn Miller—B-11187
Lanny Ross—27636

Order Today From Your
Victor Record Distributor

In Canada, contact
RCA Victor Co., Ltd., Montreal

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

- | | |
|---|---|
| 'TIL REVEILLE | KAY KYSER (Harry Babbitt)
BING CROSBY |
| As predicted here last week, this dreamy, sweet song consistently pulled itself right up into the first money slots. The Kay Kyser recording with Harry Babbitt's melodic singing and the Bing Crosby waxing are just about splitting even honors on it in the reports, with Kyser having a little bit of an edge. Tune is more than likely in for a good run in this department. | |
| MARIA ELENA | JIMMY DORSEY (Bob Eberly)
WAYNE KING (no vocal)
TONY PASTOR (Dorsey Anderson) |
| As predicted here last week, this dreamy, sweet song consistently pulled itself right up into the first money slots. The Kay Kyser recording with Harry Babbitt's melodic singing and the Bing Crosby waxing are just about splitting even honors on it in the reports, with Kyser having a little bit of an edge. Tune is more than likely in for a good run in this department. | |
| DADDY | SAMMY KAYE (Ensemble)
ANDREWS SISTERS |
| As predicted here last week, this dreamy, sweet song consistently pulled itself right up into the first money slots. The Kay Kyser recording with Harry Babbitt's melodic singing and the Bing Crosby waxing are just about splitting even honors on it in the reports, with Kyser having a little bit of an edge. Tune is more than likely in for a good run in this department. | |
| THE HUT-SUT SONG | HORACE HEIDT (Donna and Her Don Juans)
FREDDY MARTIN (Eddie Stone and Ensemble)
KING SISTERS
THE JESTERS |
| As predicted here last week, this dreamy, sweet song consistently pulled itself right up into the first money slots. The Kay Kyser recording with Harry Babbitt's melodic singing and the Bing Crosby waxing are just about splitting even honors on it in the reports, with Kyser having a little bit of an edge. Tune is more than likely in for a good run in this department. | |
| GREEN EYES | JIMMY DORSEY (Bob Eberly-Helen O'Connell) |
| As predicted here last week, this dreamy, sweet song consistently pulled itself right up into the first money slots. The Kay Kyser recording with Harry Babbitt's melodic singing and the Bing Crosby waxing are just about splitting even honors on it in the reports, with Kyser having a little bit of an edge. Tune is more than likely in for a good run in this department. | |
| GOODBYE DEAR, I'LL BE BACK IN A YEAR | HORACE HEIDT (Ronnie Kemper-Donna Wood) |

COMING UP

- | | |
|---|---|
| YES, INDEED | TOMMY DORSEY (Sy Oliver-Jo Stafford) |
| Another week at the same strong pace shown this week and last will see this swiny T. Dorsey recording sharing honors with the top of the heap. It's a plenty punchy number with novel lyrics, and the coin phonograph players are discovering it to their liking. Operators not on this one yet had better make room for it on the title-strip holders. | |
| BLUE CHAMPAGNE | JIMMY DORSEY (Bob Eberly) |
| Brother Jimmy has a record here which is still on the fence as far as top-notch fame is concerned. It appears to be a little stronger this week than last, but it still lacks that decisive strength needed to make it a winner. It's a lovely ballad, nevertheless, and will bear watching during this maybe-yes, maybe-no period. | |
| KISS THE BOYS GOODBYE | BEA WAIN
TOMMY DORSEY (Connie Haines) |
| A great deal of improvement was shown around the country this week when the reports came in on this one, and unless it drops into one of those unaccountable slumps it will surely be holding its own with the best competitors for breaking into higher ranks. The film of the same name is no doubt helping to push more nickels into the music machines, and T. D. and Bea Wain still hold the field with it. | |
| YOURS | JIMMY DORSEY (Helen O'Connell-Bob Eberly) |
| After many false starts this Latin ballad finally makes the grade. It was included in "Possibilities" last week for the second time after a first mention several weeks ago. Whether or not it will now be able to maintain enough push to go higher is anyone's guess, but based on its performance around the country this week it should be at least in this category for a while. | |
| YOU AND I | BING CROSBY
GLENN MILLER (Ray Eberly) |
| Action on this one was slowed up considerably this week after its taking a hop from the "Possibilities" section of the Guide last week. However, it still shows plenty of life and is probably destined to higher laurels. Glenn Miller's recording of it nosed out Kate Smith, who was mentioned along with Crosby last week. Many other artists are on the tune, too, but haven't hit the machines in any great quantity. | |
| BOOGLIE WOOLIE PIGGY | GLENN MILLER (Tex Beneke-Modernaires) |
| This swiny novelty still keeps going along at about the same pace, no better, no worse. The operators evidently haven't seen enough figures on the meters or received enough requests to push it beyond this notch in the Guide. However, it still has its chances for better things and will at least be healthy enough for inclusion here for a while yet anyway. | |

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."

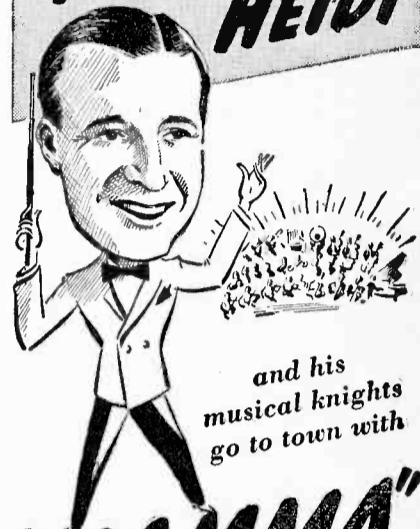
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|---|---|
| THE THINGS I LOVE | JIMMY DORSEY (Bob Eberly)
BARRY WOOD |
| Had to be dropped down from the above section this week. There is some activity on it yet, but not enough to keep it labeled as a "Coming Up" number. | |

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.

You've heard all about "Daddy"...

NOW hear
HORACE HEIDT



and his
musical knights
go to town with

"MAMMA"
the new smash

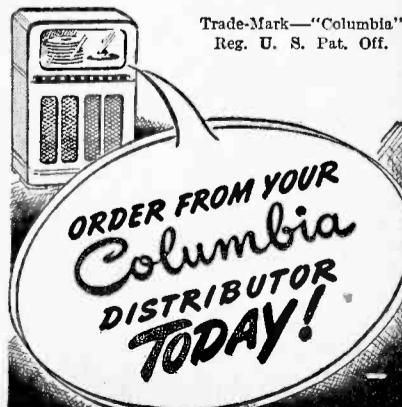


"Daddy" isn't the only big money-maker in the family... now "Mamma" will pull in those nickels, too. Here's a new smash hit, played by the band that gave America sweeter swing... and how the fans go for that! A good fast tempo steps right along, and the Glee Club really gives out on the vocal chorus. Flipover—"I Don't Want To Set the World on Fire"—another Heidt number that will do just that.

AND HERE ARE SOME MORE
RECENT HORACE HEIDT
HITS

- 36245 Seven Years With the Wrong Leader
- 36148 Goodbye, Dear, I'll Be Back in a Year
- 36138 The Hut-Sut Song
- 36100 Toy Piano Jump & Toy Piano Minuet
- 36026 C'Bye Now

Trade-Mark—"Columbia"
Reg. U. S. Pat. Off.



ORDER FROM YOUR
Columbia
DISTRIBUTOR
TODAY!

Minneapolis-St. Paul

MINNEAPOLIS, Aug. 9.—The coin machine business here has picked up a bit during the past week. From the tourist areas come reports of good collections all thru July, with August expected to up the take even more now that the fish are biting better.

Oscar Englund, operator from Alexandria, Minn., reports that now that fish are really biting up around his area, the tourists are pouring into and around Alexandria in large numbers—and coin machines are humming.

Ozzie Truppman and Irv Sandler, Acme Novelty Company, have returned from their respective tours for business thru Minnesota, Wisconsin, and Dakota territory. Both report biz booming.

Host to the personnel, their families, girl friends, and boy friends of Silent Sales Company on July 15 was William (Sphinx) Cohen. Following a sumptuous dinner at the President Cafe, the Sphinxmen and women adjourned to the Capitol Steamer for an excursion down the Mississippi River. Fred Sitar helped the Sphinx make arrangements.

Vera Foster, in charge of the record department at Acme Novelty Company, has returned from a one-week vacation at Trout Lake and Cross Lake, Minnesota.

Joe Engel, of Pine City, Minn., made one of his infrequent trips to the Twin Cities to add new equipment to his well-developed route.

Between servicing locations on his route, Joe Gibson, coin machine operator of Mound, Minn., is busy building a new home for his family during his spare time.

Jerry Lawler, coinman from Hurley, Wis., is busy passing out cigars these days. His wife gave birth to a girl on July 23.

Howard Schlecht, of the Arrowhead Amusement Company, Duluth, is the proud papa of a boy born July 14.

Herman Paster is busy getting advice on how to act from new daddies. Herman, the Mayflower ace salesman, is expected to be a papa within three weeks.

Another recent arrival in coin machine circles is the girl born July 19 to the Clayton Reins—he's a St. Paul coin machine operator.

George Jenkins, of Bally Manufacturing Company, Chicago, spent two days here visiting with officials of Mayflower Novelty Company. To beat the heat Wednesday evening, George journeyed to White Bear Lake, where he was the house guest of Morris Roisner.

Rube Wills, of Alm, Wis., was in the Twin Cities this week to pick up three wall box installations for his ever-growing music route.

Roy Millhizer, coinman from Ottumwa, Ia., postcarded his Twin City friends that he was spending the summer in San Diego, Calif., and would be back on the job taking care of his route in the fall.

Joe Epstein, of Des Moines, Ia., is so busy taking care of his route he hasn't time to come in for new merchandise so he is burning up the wires daily to St. Paul-Minneapolis distributors ordering merchandise.

Up from Blue Earth, Minn., to pick out a few new pinball games came Joe Webber, who said biz in his territory has been good.

Keeney's Skylark, reports Bill Cohen, of Silent Sales Company, has been so arranged by his engineers that several scoring methods are now in operation to simplify play and allow for a greater percentage of free plays. Skylark has been showing the ops some real profits since appearing on the scene, Bill said.

Fritz Nassauer, who is a serviceman for Pioneer Distributing Company, is anxiously awaiting the day when his parents and sister will be able to join him in his new home here. The rest of the Nassauer family is still in Europe.

Al Norman, one-time Minneapolis coinman now in the dental supply biz



BAND LEADER TINY HILL directs the members of his band as they give out in song while Mills Empress plays one of their records. Tiny weighs around 350 pounds. (MR)

in Oklahoma City, couldn't pass up the chance to visit his old cronies on a recent trip to the city.

Newest addition to the Silent Sales office staff is Shirley Hartman, of Minneapolis.

Sam Bender, of Silent Colncraft Company, Minneapolis, is hoping his three-year-old daughter, Sandra, will have a brother to play with in a very short while.

Murray M. Kirschbaum, of the record company bearing his name, in company with Dave Ziskin, Silent Sales salesman, left for a 10-day tour of Northern Minnesota, Wisconsin, and the Dakotas.

Henry Chappel, operator from Winona, Minn., came up to the Twin Cities for the purpose of buying more equipment.

Ray Gluth, operator at Rush City, Minn., is determined not to let anybody use any of his equipment any more. The other day Ray permitted a friend to take up Gluth's Taylor Cub airplane, and sure enough, the plane was cracked up. The next day another friend asked to use Ray's truck. Gluth agreed—and the truck was smashed up.

Eddie Shalicky, former coinman from Jackson, Minn., now a corporal in Uncle Sam's army, reports that he keeps abreast of all the news about the coin machine business thru *The Billboard*. Eddie, stationed at Camp Claiborne, La., Company EQ, 135th Infantry, 34th Rifle Division, A. P. O. 34.

Here to buy some merchandise for his numerous locations was Frank Yager, of St. Cloud.

Charlie Loftus, phonograph man for Don Leary's Automatic Sales Company, Minneapolis, reports that collections have been stepping ahead.

Music machine collections have picked up considerably after a lull, reports Leo Landsberger, in charge of automatic phonos for Minnesota Automatic Machines Company, owned by M. M. (Doc) Berenson.

Harry Shephard's Coin-a-Matic Amusement Company's central music system is doing a good business for this season of the year, with requests coming in steadily.

The industry is mourning the death of Delmo Befera, 52, top-flight Iron Range coin machine operator from Hibbing, Minn., who passed away July 7 in a Duluth hospital of a heart ailment. His death marks the second time in less than two months that the Iron Range has lost one of its best operators. About seven weeks ago Joe Healey, also of Hibbing, passed away.

Archie LaBeau, of LaBeau Novelty Sales Company, announces that his firm has taken over the one-story building and basement at 1950 University Avenue, St. Paul, adjoining the present LaBeau

quarters, thus adding one-third more space. A remodeling program will begin immediately at a cost of nearly \$3,000, LeBeau said. A five-year lease is being taken on the building, which will house offices and display rooms.

Ted Bush and his Acme Novelty Company are boasting about the fact that the firm has what is believed to be the youngest sales organization in the country. From the head of the company down, no one is over 35 years of age.

David Ziskin, of Silent Sales Company, accompanied by Murray M. Kirschbaum, the record man, returned from a business trip thru Northern Minnesota and Wisconsin to report trade thruout that territory very good. Dave and Murray stopped to fish at Barney Naverson's Split Hand Lodge near Grand Rapids, Minn., where the walleyed pikes and big Northerns were biting heavily.

Chester V. Case, Minneapolis, reports business has been very good and that he is steadily adding new machines.

Reports from Chisholm, Minn., on the Iron Range, are to the effect that Irving Baer is recuperating from an illness which has laid him low for several months. During his illness his sister tended to Baer's route.

Gilman Hansen, of St. Peter, Minn., came to the Twin Cities recently to pick up more equipment for his ever-growing remote control automatic phono route. Gil reports that he has entrusted part of the route to his 17-year-old son, Gerald, while two other sons, Earl, 15, and Allen, 11, assist their dad on his route.

Harry Johnson, of Mitchell, S. D., has returned from a five-week vacation in California and one of the first things he did was to journey to the Twin Cities to buy new equipment for his coin machine route.

Herman Paster, of Mayflower Novelty Company, went to Hibbing, Minn., to attend the Delmo Befera funeral. Jonas Bessler, of Hy-G Amusement Company, was also among the many Twin City coinmen present.

Vern Thomas, of Virginia, Minn., according to Jonas Bessler, of Hy-G, is using his Piper Cub airplane to make service calls on his widely spread coin route. He is trying to figure out a way to deliver phonos via plane.

Ben Friedman, of Silent Sales Company, accompanied by Mrs. Friedman and their daughter, Rhoda Jean, leave Sunday for a vacation in the Northland.

Leo Bearth, St. Paul operator, is back on the job after a week's layoff because of illness. Leo reports his locations doing a good business.

Oscar (Ozzie) Truppman and Irving Sandler, of Acme Novelty Company, journeyed to Hatfield, Wis., to visit Frankie Carle, songwriter, recuperating there from a nervous breakdown. Carle

is the author of such top tunes as *Sunrise Serenade* and *Lover's Lullaby*.

On display for the first time at Silent Sales Company is the new U-Need-A-Pak cigarette machine. It is drawing plenty of comment from the operators.

Cy Callahan, of Pioneer Distributing Company, Minneapolis, is getting plenty of air hours on his off days flying his Cub plane.

Eddie LaPage, of International Falls, came to the Twin Cities recently to pick up some new equipment for his locations. Biz in North Minnesota, LaPage reports, has been good all summer, with the tourist trade helping considerably.

Irving Sandler, of Acme Novelty Company, back from a week's vacation, visited with Jim Kadry, who claims to operate the northernmost Wurlitzer in the United States, almost at the Canadian border.

Mike Imig, of Menno, S. D., was here this week for the express purpose of adding more phonos to his ever-growing route of music stops thru the Dakotas.

In from Ferryville, Wis., for more phonos came Ken Adkins. He reported business very good.

Sid Levin, of Hy-G Amusement Company, back from a week's vacation, reports that Seeburg sales have been breaking all records.

Archie LaBeau, of LaBeau Novelty Company, St. Paul, is happy with the manner in which business has been progressing all season. Rock-Olas have been hitting a good pace, while pin games have been good.

Elmer Gold, of the Staples Novelty Company, Staples, Minn., came to the Twin Cities this week to stock up on consoles for his route.

Buying up equipment as heavily as he can is Bud Beck, of Frederick, Wis. Large shipments of merchandise have been going forward to him regularly.

Charles Gumm, Bloomer Wis., operator, has been doing a good job with consoles. He has been adding more units to his locations right along.

Larry Lockhart, of Hy-G Amusement Company, is on a good-will tour thru South Dakota, meeting operators and signing orders.

Earl Scholl came to the Twin Cities from Chippewa Falls, Wis., for more music equipment.

Mississippi

NATCHEZ, Miss., Aug. 9.—With the bivouacing of more than 20,000 soldiers in near-by Louisiana maneuver areas, Natchez operators are optimistic now that business has taken a sudden turn for the better. Summer slumps have been forgotten as new locations are springing up on all sides.

An influx of soldiers en route to war game maneuvers in Northeast Louisiana from Camp Shelby, Miss., is proving a boon to biz.

Luther C. Ritnor is receiving sympathy of friends and fellow operators on the death of his mother in Jackson, Miss., recently.

Whitley Craig says he is surprised that business has been so good. He recently installed several new machines.

A new beverage machine has been installed at the local office of the Southern Bell Telephone & Telegraph Company.

Word has been received here that Conner Burns is now stationed in Fort Francis Robinson, Cheyenne, Wyo. His interests here are being taken care of by his father.

Elmer Wilson, local operator, is No. 6 on the local list for defense service under the new draft legislation.

Baxter Turnage, Memphis, Tenn., operator, accompanied by Mrs. Turnage and her father, Willie Scott, were recent visitors here.

Sam McCabe, of the Seramac Company, has recovered from the effects of a recent fractured arm and is now back on his route.

IF IT'S A DECCA

IT'S A HIT!
TOP MONEY MAKERS IN ALL YOUR LOCATIONS

- | | |
|---|--|
| BING CROSBY | You Are My Sunshine
Ridin' Down the Canyon ...3952 |
| JIMMY DORSEY | A Rose and a Prayer
Be Fair3812 |
| ANDREWS SISTERS | Sonny Boy Gimme Some Skin,
My Friend...3871 |
| GUY LOMBARDO | You and I Yip-I-Addy-I-Ay
.....3880 |
| BING CROSBY | 'Til Reveille My Old Kentucky Home3886 |
| The MERRY MACS | Kiss the Boys Goodbye
Honk, Honk...3930 |
| DICK ROBERTSON | Goodbye, Dear, I'll Be Back in a Year
Be Honest With Me3791 |
| JOHNNY LONG | The Boogie Woogie Piggy
Chattanooga Choo Choo3905 |
| JIMMIE LUNCEFORD | Flamingo Siesta at the Fiesta3931 |
| MILDRED BAILEY
with THE DELTA RHYTHM BOYS | It's So Peaceful in the Country
Lover, Come Back to Me!...3953 |
| CARMEN CAVALLARO | Intermezzo Concerto3933 |
| MAXINE SULLIVAN | Loch Lomond Just Like a Gipsy3954 |
| WOODY HERMAN | Love Me a Little Little Prisoner of Love3955 |
| JAY McSHANN | Confessin' the Blues Hootie Blues.8559 |

DECCA COIN MACHINE SPECIAL!
GRACIE FIELDS The Biggest Aspidistra in the World ...18183
List Price 50c

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DECCA RECORDS, INC., N. Y.
Canadian Distributors
THE COMPO CO., LTD.
Lachine, Montreal, Quebec

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.

I GUESS I'LL HAVE TO DREAM THE REST TOMMY DORSEY (Frank Sinatra-Pied Pipers)

Not enough mentions yet to include this number in a higher rating, but it definitely rates repeating here because it is showing life now in some sections of the country. So far Dorsey's recording of it seems to be the standout among those reports coming in on the tune, altho Les Brown was mentioned here in connection with it last week.

MA! I MISS YOUR APPLE PIE GUY LOMBARDO (Kenny Gardner)
Above story just about fits this recording, too. It hasn't received the plugging that was expected by this time, but it's still in there very much on the honorable mention lists. Something should happen on one or the other soon, and it seems more than likely that it will be upward.

MISIRLOU
Several bands are in the process of recording this melancholy Greek melody, and from all indications it should soon mean something to the coin phonograph operators. There will be almost as many versions of the song as artists recording it, according to advance reports from the record companies. Swing, sweet, and rumba tempos of it are being made. Definitely something to watch.

COWBOY SERENADE
Here is a ditty which, in all probability, will have the coin phonograph patrons banging away with their nickels. It's a typical rolling melody of the wide open spaces and should prove a big hit in the country's beer stubes. Kay Kyser and Glenn Miller are already on it, along with several others.

LET ME OFF UPTOWN GENE KRUPA (Anita O'Day-Roy Eldridge)
A swing beat number which has been listed here for some weeks now, but doesn't seem to get any higher. It's still necessary, however, to keep repeating here because in some sections of the U. S. operators seem to be doing okeh with it. Of course, it may not have a wide enough appeal to get beyond this point.

MOMMY
This song has evidently been published as a sequel to Sammy Kaye's *Daddy* and is gotten out by the same publishers. Whether it will have the good fortune of its predecessor is questionable, but it deserves listing here as an item to be watched anyway. Sequels usually don't come close to the originals in popularity, but there's always a first time, and this might be it.

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.

I DON'T WANT TO SET THE WORLD ON FIRE TOMMY TUCKER (Amy Arnell-Voices Three)
A happy combination of lilting music and a good set of lyrics, topped off with a catchy title, this song has everything it takes to set the song world on fire. This Tucker version, devoted to solo singing by Amy Arnell, and a second chorus combining the efforts of the Voices Three, does full justice to the music.

EMBRACEABLE YOU JIMMY DORSEY (Helen O'Connell)
Removed from the style of his more recent music box hits, Dorsey depends on a well-known George Gershwin ballad to continue his fancy phonograph clicking. The entire side spotlights the sultry singing of Helen O'Connell, who gets real "cuddlesome" with the words. Whether the record hits or misses depends entirely on the public favor to be showered on Miss O'Connell's vocal rendition.

YOU AND THE NIGHT AND THE MUSIC JACK LEONARD (Ray Block's Orchestra)
Taking leave from his army duties at Fort Dix, the Leonard lad comes thru with a couple of ever-popular old standards, *You're My Thrill* on the reverse side, and does an excellent job of selling both ballads. The more soulful singing is found on the *You and the Night* side. Having an established following among the phonograph fans, especially the females, Leonard should be the answer to a maiden's prayer on this one.

SWEET CANARY POLKA RENE MUNETTE ORCHESTRA
For the specialized locations where partiality is shown in favor of the polkas, this record is highly acceptable. The Renee orchestra is readily accepted by such patronage and this polka music is to their liking. The number itself is particularly melodic, enhanced by the whistling interludes to make the song title really descriptive, and if it's still true that all the world loves a whistler, a long life is assured for this side in the machines.

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.

GUY LOMBARDO

AND HIS
Royal Canadians
PRESENTING



THE SWEETEST MUSIC THIS SIDE OF HEAVEN on—
These LATEST DECCA HITS!
THAT WILL MAKE A HIT WITH ALL YOUR MUSIC MACHINE PATRONS!

3890
SWEETHEARTS ON PARADE AFTER THE BALL

3822
MA, I MISS YOUR APPLE PIE BOO-HOO

3897
MAKE BELIEVE I LOVE YOU TRULY

On the Air—for Colgate Tooth Paste every Saturday, 8-8:30 P.M. CBS—Coast to Coast.

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MUSIC CORPORATION OF AMERICA
LONDON NEW YORK CHICAGO
BEVERLY HILLS SAN FRANCISCO CLEVELAND DALLAS
Seven offices to serve you, each a complete unit in itself.

St. John, N. B.

ST. JOHN, N. B., Aug. 9.—Weekly prizes for the best totals are being made to those patronizing the arcade in the Opera House lobby here. The offer prevails at all the gun machines. There are about 10 shooting games, all located in the street front lobby of the old theater. J. B. Jones, of St. John, active as a distributor of all types of coin machines, is operating the arcade.

One of the smallest coin machine locations in Canada is on King Street, in the center of St. John. It is about four feet deep and three feet wide, and is occupied by only one machine, an anti-aircraft gun. It catches a lot of transient patronage from tourists, naval and mercantile sailors, soldiers, and air force men.

Coin machines have provided amusement for members of the United States force doing army outpost duty on Newfoundland, as well as the men engaged in the construction of the buildings necessary to house the soldiers. Soldiers and workmen, too, consider themselves lucky to have a wide variety of coin-operated games to keep them amused.

Boston

BOSTON, Aug. 9.—Mike Bond, of Bond Sales Company, Buckley distributor, is jubilant over the installation of eight wall boxes in the Blue Hills Cafeteria, Mattapan, Mass. Mike considers the installation an achievement, as the cafeteria is the most magnificently appointed one in this vicinity.

Sol Chain, New Bedford, Mass., operator, reports he is very busy with his game route and his Newscis locations.

Game and music operators on Cape Cod report business not as good as last year. There are fewer tourists on the Cape this year than there have been in many seasons. The huge Camp Edwards with 40,000 soldiers is said to be one of the reasons why tourists remain away from the area, and the soldiers have little money to spend, so coinmen are finding collections slow.

Al Coulter, Worcester, Mass., coinman, in town to purchase equipment, accompanied by his brother Mike.

Ben Gordon and Rube Weiner, of the Putterman Novelty Company of Connecticut, spent a few days with Murray Schultz, of Atlantis Distributing Company, at the latter's summer cottage in Onset, Mass.

Louis Prince purchasing new equipment for his arcades in Revere and Salisbury, Mass. Prince's arcades are located in the amusement areas of the two resorts.

J. W. Lambert, Newport, N. H., music operator, making the long trip down from the wilds of New Hampshire to select new equipment for his route which he is expanding.

Frank Ward, of Fairlee, Vt., in town again to purchase equipment. Frank's visits are becoming more regular as his business increases and the need for new equipment grows steadily.

A surprise birthday party was tendered Lou Blatt, of Atlas, July 18 at his brother's house. Lou's birthday was the 19th and Barney arranged for a nice party. Irv McClelland, Seeburg representative in this section, was among those on hand. Others who dropped in to greet Lou and present him with gifts were Buddy Hasset and Bill Posedel, of the Boston Braves' baseball team, close friends of the Atlas man.

Bay State Automatic Music Company is expanding its music and game route and Herbie Kay has been kept busy selecting new equipment.

Andy Vrees, Lynn game and music man, is another operator who is buying more equipment constantly as his route expands by leaps and bounds.

Gerald Waterhouse, New Bedford, Mass., coinman whose interest lies in arcades, games, and music, purchasing more equipment for his interests.

H. Harold Harwich, Harco Sales Company, local music and game operating firm, walking around with his thumb in a case as a result of a recent injury.

Nat Fram and Norman Herman, Central Distributing Company, adding to their music and game routes.

Pete Torrisi and Larry Bonnano, of Lawrence, Mass., organizing the Royal Vending Company, which will handle cigarette merchandising machines.

Bert Finberg, of Finley Music Company, remoting a lot of his music locations. Bert also reports collections good on the telemusic route which he operates. Finberg is using Rock-Ola's mystery music set-up.

W. J. Loomer, Shrewsbury, Mass., pin game operator, came in town for a hurried visit to inspect and purchase new tables.

Sam Rome, Lynn game man, is expanding his route.

Arthur Ravreby, who operates a game route in and around Boston, reports business continues good and he is expanding his route.

Fire destroyed the arcade operated by Sam and Max Spector on the boardwalk at Old Orchard Beach, Me. The boys promptly got in touch with their

brother, I. Spector, of Hub Vending Company, and new equipment was rushed to Old Orchard. They set up in a roller-skating rink and were soon doing business as usual. Collections have been good at the resort, with many tourists reported there.

Ben Palastrant, district manager for Packard music, bustling in and out of town, pausing only briefly between trips.

Dave Schultz, Cape Cod coinman, in town for a brief visit with his brothers, Murray and Leonard.

Tony Samaska, Brockton music and game operator, reports collections increasing steadily. Tony has recently added to his route and is now planning a further enlargement.

Herman Finesteln, of Automatic Venders, Providence, R. I., Watling representative for this section, in Boston to visit with local coinmen and display the line.

Andy Vrees, Lynn, Mass., game operator, expanding his game route and laying plans to add a music route to his business interests.

Murray Schultz, of Atlantis Distributing Company, had the cast taken off his broken leg this week and discarded his crutches in favor of a cane.

Ed Trepanner, Hyde Park music and game operator, and Mrs. Trepanner have returned from a two-week vacation.

Irv McClelland, Seeburg representative, off on a week's trip thru Vermont and New Hampshire, visiting music operators in Northern New England.

Jim Woodward, secretary of the Amusement Merchants' Association, reports the organization will resume activity in September. A date is expected to be set next week.

Sid Wolbarst reports business good at his arcade in Wollaston, Mass. Spot is located on the beach where the young crowd congregates.

Bill Wells, of Apex Coin Machine Company, reports business slowed down a bit as a result of the mid-season lull.

John Connor, Hampstead, N. H., coinman, in town purchasing equipment, reports business good in his territory.

Frank King, of Automatic Coin Company, reports the firm is enjoying a greater volume of business than ever before since moving into its new location on Coin Row. One of the first visitors to the new showroom was J. Frank Meyer, Exhibit Supply president, who gave the new place a good send-off.

Anthony Di Carlo, Revere, Mass., music operator, now has more than 200 wall boxes in his route and reports collections mounting steadily.

Helen Brown, secretary to Mike Bond, has resigned to get married.

Pinball operator Jack Winet is giving up his route preparatory to entering the army.

Atlantis Distributing Company is making plans for redecorating its showrooms.

Pete Torrisi, Lawrence, Mass., coinman, already busy with his new cigarette route. Pete is using Rowe merchandisers and is lining up a large route.

Luke Levine is at Nantasket Beach recuperating from his recent illness. Brother Ike is managing the route during Luke's absence.

Arthur Pearlstein, Boston game operator, is ordering more equipment and enlarging his route.

Al Williams, Rockland, Mass., game operator, in town to purchase equipment, reports collections good in his section.

Jack Chambers, Claremont, N. H., coinman, visited Hub coinmen during the week and compared business conditions.

Joe Nemesh, of Acme Music, Cleveland Seeburg representative, spent a few days in Boston this week, visiting Louie and Barney Blatt, of Atlas Coin Machine Company, local Seeburg distributor.

I. Spector, of Hub Vending Company,

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TO HIGHER MUSIC PROFITS

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America's Finest
MUSIC SYSTEM
Featuring DIRECT TOUCH-TO-TOUCH ACTION

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BETTER BUILT BUCKLEY

reports that music collections dropped slightly the past few weeks. Business on the whole is better than last year, however, he says.

Joseph Joseph, Falmouth, Mass., bingo operator, has secured a permit for a year-round arcade in that town. Location is expected to do well, as there are few amusements in that area. Joseph has contacted Sid Wolbarst, and the two are working out an arrangement for operating the arcade.

George Marks dividing his time between his game route and his new arcade at Brant Rock, Mass. Altho the town was practically leveled by fire just before the season opened, new buildings have sprung up quickly and the tourist trade slackened off only slightly. Marks reports the arcade is doing good business.

Ben Simons, Providence, R. I., game operator, in town purchasing new equipment for his large route.

Charles Holt, Portland, Me., music and game operator, in town for a brief visit to look over the lines and chat with local coinmen.

Joe Green, of Hub Automatic Music Company, local Wurlitzer distrib, out of town on a business trip.

Ray Shea, of Ace Amusement Company, Worcester, Mass., in Boston to purchase equipment to add to his route.

Dave Bond, of Trimount Coin Machine Company, new A. I. C. distributor here, reports business good. Demand continues for the Singing Towers phono, Dave declares.

Manny Oliver, New Bedford coinman, in town to pick up more equipment for his game route.

Shaffe Assad, pin game and peanut vander operator in Lawrence, Mass., is enlarging his pin table route.

Nick Papolos, Waterville, Me., game operator, has taken a cottage at Old

Orchard Beach, Me., and commutes daily to his office.

Atlantis Distributing Company has hired William Martin, mechanic.

Gerald Waterhouse, New Bedford game operator, buying more equipment for his route.

Houston

HOUSTON, Tex., Aug. 9.—Anderson Sage took over as manager of Houston branch Electro Ball office August 1. S. H. Lynch, president of Electro Ball Company, came in to make the appointment. Sage has been with Electro Ball several years. During the past 15 months he has been connected with the office here as outside Seeburg salesman covering the South Texas territory.

A. M. Mendez, Wurlitzer district manager, while in Houston on a business trip, stated that Commercial Music Company's policies under the ownership of Raymond Williams would remain unchanged. "The same office and sales personnel and the same efficient service will continue as before," he said. Raymond Williams became owner of Commercial Music following the accidental death of his brother, J. D. Williams, last month. Commercial Music is Wurlitzer distributor in Texas, Oklahoma, Arkansas, and part of Louisiana.

John C. Kramer, of R. & A. Distributing Company, is a master of the art of fencing. He plans to start a free class in that sport this fall under sponsorship of the city recreation department.

IT TO 12, 25CEA. • 13 TO 99, 25CEA. • 100 UP, 20CEA.

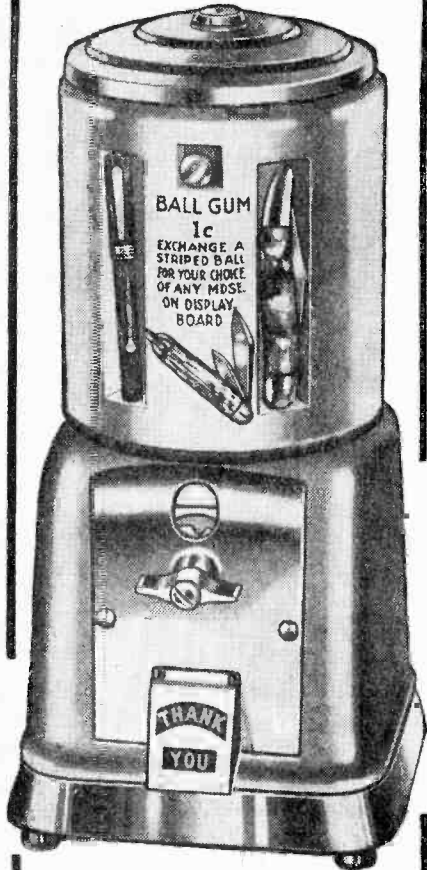
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Miracle Point Needles
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PHILA., PA.

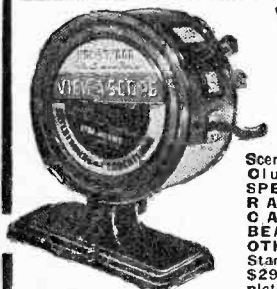
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PREMIUM VENDOR
SMASH HIT OF 1941



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**

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Shows Life-like TRU VUE 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. Operates on single Dry Cell Battery.

SILVER KING

\$5.50 Each in lots of 10

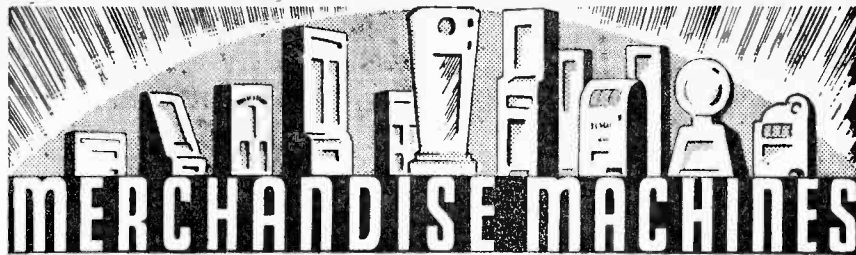
ONE OF THE 250 MODELS 5 Lb.

"SILVER KING," \$6.50
10 at \$5.50

1 SILVER KING
10 LBS. CANDY
1 GROSS CHARMS
ALL FOR **\$8.45** ONLY

Limited Time Only. Rush Your Order Now! Other Machines \$3.95 and up.

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PHILA., PA.



Maryland's
Vending Tax
Held Void

Judge rules that Governor signed bill after deadline — may go to higher courts

BALTIMORE, Md., Aug. 9.—On the ground that the governor had failed to sign the special vending machine tax bill before the deadline set by the Legislature, Chief Judge Samuel K. Dennis invalidated the law Thursday (7). The special tax was designed to raise \$25,000 in annual revenue.

The attorney general's staff, which had defended the license bill at the hearing, stated that if necessary the case will probably go to the Court of Appeals for a final ruling.

A section of the merchandise machines tax act passed by the Legislature expressly set May 1 as the date on which it was to become effective. However, it was not until May 26 that Governor Herbert R. O'Connor finally approved the measure.

Bill Unconstitutional

Judge Dennis said that this made the bill unconstitutional. Such measures must, under the Constitution, be finally approved before the effective date fixed by the Legislature, he decided.

The decision was the first judicial ruling on the point, the opinion indicated, altho the Maryland attorney general had given somewhat similar rulings in the past, notably when the late Governor Nice was informed he could not hold bills after the effective date of June 1, which is the effective date of all legislation not otherwise dated.

12-Page Opinion

In a 12-page opinion, supplemented by 12 additional pages of references, Judge Dennis brushed aside contentions which the State had advanced in claiming the vending license act should be held valid despite the late date of signing.

The judge opined that the governor must sign the bill within the dates set. Otherwise, it could be deemed dead, yet come to life at any time the governor saw fit to sign the bill—perhaps years later. He deemed this unfair to those affected by the legislation.

The jurist pointed out that since certain officials of the Legislature must by law be present at the signing, the survival of such officials at least would limit the time in which a bill could be brought to life, under the State's contentions. The judge said in such a case the citizens would have to "compute the expectancy of life of the feeblest of the four as indicative of the time when the bill, too, will die." but, he pointed out, that his decision was that the Constitution itself prevented such whimsicalities.

Interprets Constitution

The judge interpreted constitutional provisions and statutes to require the

governor to "approve or veto bills precisely as enacted." Otherwise, he ruled, an act would be a hybrid, part legislative and part executive, in origin. Citing the Declaration of Rights provision regarding separation of governmental powers, Judge Dennis said of it: "It has stood every test of posterity, panic, wars, changes in habits, political parties, and civic ideals. It represents the ultimate safeguard of our form of government. Nor should it ever be undermined by direct or indirect means, however amiable and innocent the intent."

The case had been held under consideration by Judge Dennis since last week. A group of operators of vending machines represented by Hilary W. Gans, attorney, brought the injunction proceeding protesting the vending license law. Defendants in the case were State Comptroller J. Millard Taves, Chief State License Inspector Frank P. Bratten, and Frank C. Robey, clerk of the Court of Common Pleas, where the licenses had been issued for Baltimore city.

Glassgold Reports
Business Terrific

NEW YORK, Aug. 9 (MR).—Burnhart (Bip) Glassgold, sales manager of Arthur H. DuGrenier, Inc., back from a three-day visit at the Haverhill factory, reported that July was one of the biggest business months in the history of the firm.

"For months the national defense program and all it entails in increased activity," stated Glassgold, "has enabled operators thruout the nation to embark upon unprecedented expansions of their routes. Because of this, sales of the Champion cigarette merchandiser and Candy Man 5-cent candy bar machine hit a remarkable peak in July. All DuGrenier representatives and distributors booked greatly increased orders for our merchandisers. We believe the upswing will continue into the fall and winter, when location activity is greatest. "My trip to our Haverhill factory was made for the specific purpose of preparing a big drive on our Candy Man machine this fall. Operators report this the soundest and most compact piece of equipment they have handled and we are preparing to promote it strenuously in the autumn."

Torr Hails Cooke
Cracker Vender

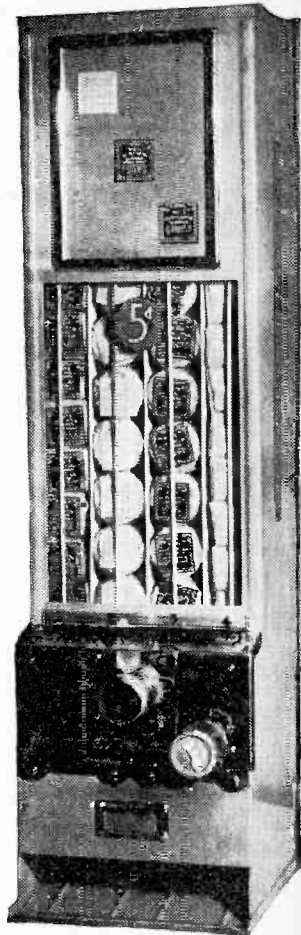
PHILADELPHIA, Aug. 9 (DR).—"The age-old adage, 'The way to a man's heart is thru his stomach,' might well be changed to read, 'The way to an American's change pocket is thru his stomach,'" declares Roy Torr, Philadelphia distributor.

"From the way the new Cooke Cracker Vender is going over you would get the impression that everybody's been on a hunger strike. Operators have been busy as bees filling these machines with delicious peanut-butter sandwiches, fig bars, etc. The demand has been overwhelming and it looks like operators will have to put in overtime catering to Mr. and Mrs. America's insatiable appetite for tasty, toothsome tidbits," concluded Torr.

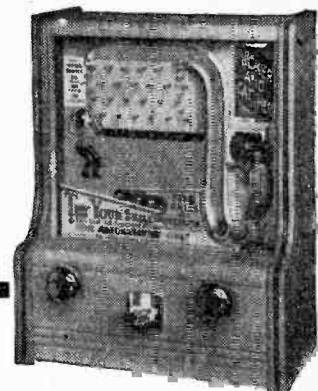
— TORR —
AMERICA'S LEADING MAIL ORDER HOUSE
ALL THE HIT NUMBERS OF 31 FACTORIES
LIBERAL TERMS TO THE DESERVING
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WRITE FOR DESCRIPTIVE
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ROY TORR
RECOMMENDS
BAKER'S

KICKER
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CATCHER

MOST SENSATIONAL
COUNTER GAME
IN THE INDUSTRY!

All skill—100% legal. Entirely mechanical, no wires, no batteries. Be wise—order yours quick!

PENNY \$29.75
PLAY

Nickel Play, \$31.75
Stand — \$6.50 Extra.

Sold on 10-Day Trial Money-Back Guarantee.

No ifs—And's or Euf's.

1/3 deposit with order, or mail full amount and save C. O. D. Immediate Delivery.

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Built For Operating! Candy Sales Up 13 Per Cent for First Five Months; 47 Firms Top Million Sales Mark in '40

DEPENDABLE! PROFITABLE!

That's why most experienced operators say it pays to buy

Northwestern

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Nine models to choose from! Time payments! Trade ins! Write for details.

FREE! If you operate, write for a free subscription to the **NORTHWESTERN** Fall of photos, hints and news for vending machine operators.

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Complete Deal Machine & Mdse.

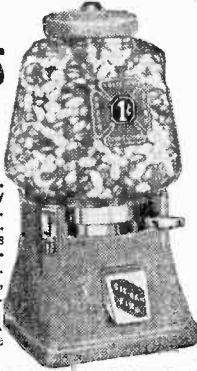
Only \$12.50

Takes in \$11.00 when sold. Pay location 25% or \$2.75. Your net return \$8.25. Write for refills and price on premiums.

USE SILVER KINGS

For Profits
\$6.50 Each

10 or More \$5.50 Ea. Easy to service—Easy to clean—Few parts. Distinctive design. Eleven beautiful finishes in porcelain, Hammer-head, Baked Enamel, Vends all charms, nuts, candies, toys, ball gum. You pay less—get more. Today's best buy. A fast money getter in use from coast to coast.



Immediate Delivery—Liberal Trade-In. 1/3 Deposit Required With Order. Send for List of New and Used Vending Machines. Groetchen, Daval and Baker Counter Games.
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NEW BIG MONEY-MAKER

3 Column 1c Cigarette Vendor



Sells all leading brands from original package, including King size. Gov't approved. Easy to place. Easy to service.

Very attractive. Enamelled in bright colors, trimmed with Chromium. 13 inches wide, 22 inches high, 7 1/2 inches deep. Capacity 9 packages or 180 cigarettes.

\$26.50 ea.
Lots of Ten Sample \$29.50

1/3 with order, balance C. O. D.

Order Today
MIDWAY, 432 W. 42nd St., New York

Bulk Candy Price Advances Announced

CHICAGO, Aug. 9.—Rising raw material and production costs coupled with increased wages has boosted wholesale price of bulk candies from one half to 5-cents per pound during the past few weeks, manufacturers of confectionery announced this past week.

Practically all bulk items were affected. There has been no general price increase on count goods, both penny and 5-cent numbers, but all deals, premiums, and special concessions have been eliminated. Basic price for both 24-count and 120-count items is 64 cents, with 40-count items selling for 40 cents. These are manufacturers' wholesale prices.

Most prices quoted are for immediate delivery. Most manufacturers are now guaranteeing prices until fall; in fact, most firms are now accepting orders at prices quoted on a three-month guarantee basis.

CHICAGO, Aug. 9.—America's sweet tooth was 13 per cent sweeter the first five months of this year, sales figures for the January to May period disclosed. Sales for the first five months for all lines totaled \$109,206,000.

Hot spot was the West Coast, where sales climbed a healthy 19 per cent. Next in line was the Atlantic region, including States from New York on down the coast to Georgia, where a 14 per cent jump was made.

Breakdown by months discloses that May sales as a whole did not come up to April but were ahead of May, 1940.

Production of bar goods during May totaled 36,686,000 pounds valued at \$5,913,000 for an average of 16.1 cents per pound as compared with April when these figures hit 42,477,000 pounds valued at \$4,871,000 for a 16.2 cents average.

47 Firms in Million Class

Other candy statistics of interest to the vending machine trade released recently by the Bureau of Foreign and Domestic Commerce of the Department of Commerce revealed that only 47 firms in the candy manufacturing business had a total sales volume in excess of \$1,000,000 during 1940.

While the number of firms hitting this sales volume is comparatively small, it still represents approximately a 20 per cent increase over the 1936 figures, when only 38 firms hit that total. These 47 firms were responsible for \$177,498,036 of the total 1940 candy tonnage.

Report also disclosed that 78 firms did a volume of more than \$400,000. Of this number 23 were in the bulk confectionery field, 17 in the chocolate covered bar field, 16 in the penny goods field, 11 in plain package business, and 11 more in the chocolate bulk field.

Vender Supply Notes

The tobacco industry continued its record-breaking production of cigarettes in June with output for the month topping the 18,000,000,000 unit mark for the first time in history, figures released by the Bureau of Internal Revenue disclosed today.

A total of 18,498,764,920 cigarettes was manufactured during June compared with the previous all-time high set in May at 17,858,111,310 units and with 17,565,041,013 in June last year.

The June figure lifted total production for the first half of this year to 98,490,605,350 cigarettes contrasted with 89,410,286,639 in the corresponding 1940 period.

It also boosted production for the government's fiscal year ended June 30 to a new record at 189,743,106,483 cigarettes against 177,679,553,983 in the previous fiscal period.

Tobacco growers in the Richmond, Va., area feel that this year they are going to have a "cigarette crop." Tobacco generally throughout the country has grown fast and as it nears maturity looks as though the greater part of the leaf will be bright with good body, constituting the ideal cigarette type.

Trade authorities estimated some months ago that more than 10 per cent of all cigarettes smoked are purchased from vending machines.

Tomorrow's Vending Business Should Be Built Today

By W. R. GREINER

Advertising Manager the Northwestern Corporation

How will your route of machines rate as a money-making enterprise in 1942—or even three or four years hence? Will they still be providing you with a good, steady income, functioning perfectly with a promise of many more years of profitable service?

Let's figuratively tear down your route and see what makes it tick and what possibilities are that it will be ticking for some time to come. Unless you are a new operator in this business, and there are even exceptions here, your machines can be divided into three classes—old models that have outlived their usefulness; machines which have provided good service and with a few replacements will be profitable for several more years; then the new models which probably five years from now will be among your best money-makers. Do you see these types among your machines?

Profits Going Up

From all indications profits from bulk vending equipment are headed for a new all-time peak. Operators in every nook and corner of the country are reporting greatly increased earnings from their routes—and it's only the beginning. Every man and woman in this industry will want to take full advantage of

Doublets is the name of a new cigarette brand packaged in flat metal cases of 10 each and sold in 20s with an overall cellophane wrap. The cigarettes retail at 20 for 20 cents. They are larger in size than the standard length cigarette, but shorter than the "king size" styles. Package is front-marked "Regal size." Tobacco blend is popular American style. Manufacturer believes the package will prove more convenient to carry and will keep the contents in first-rate smoking condition.

The cut in Southern tobacco acreage reflects the loss of export markets. Planting is far below the average of the past 10 years. The 1,376,500 acres of tobacco indicated for harvest in 1941, on the basis of July 1 conditions, is only about 2 per cent less than the 1,404,350 acres harvested last season. However, it is nearly 18 per cent below the 1930-1939 average acreage, reports the Agricultural Marketing Service of the U. S. Department of Agriculture.

Full mandatory control of cork, which is used very extensively in the cigarette manufacturing industry, was announced July 18 by the Priorities Division of the Office of Production Management. Complete distribution of cork is regulated by the OPM.

Peanut quotations on the Chicago Spot Market August 6 were:

	Cents per lb. in bags
VIRGINIA AND NORTH CAROLINA	
Jumbos	7.75



BURNHART (BIP) GLASSGOLD, sales manager of Arthur H. DuGrenier, Inc., upon his return from the Haverhill factory last week, reported July shipments of Champion cigarette merchandisers and Candy Man 5-cent candy bar machines among the largest in the firm's history. (MR)

Fancies	7.50
Extra large	11.25
Mediums	10.25
No. 1 Virginia	8.00 @ 8.25
No. 2 Virginia	6.75

SOUTHEAST

No. 1 Spanish	7.00
No. 2 Spanish	6.50 @ 6.75
No. 1 Runner	7.00
No. 2 Runner	6.50

TEXAS

No. 1 Spanish	7.75
No. 2 Spanish	6.50

Officials of Pan Confections have notified their customers that candy prices will remain high for at least another year. This is due in part to the fact that raw materials are hard to get. Flavors, coconut, peanut oil, and other ingredients are mentioned as being scarce. Pulp for packing cartons and boxes is impossible to obtain, as most of it comes from Finland, Norway, Sweden, and Russia.

The Illinois State Treasury reports that Illinois cigarette smokers paid \$1,881,806.43 in July, the first month the new 2-cents-a-package tax was collected. The high collections were attributed to heavy buying of tax stamps by dealers.

Gasparro Resigns Weston, Inc., Post

NEW YORK, Aug. 9.—Tony Gasparro, known to many coin machine men throughout the country today, announced his resignation from Weston Distributors, Inc., this city, as of Friday (8).

"I want to thank my many friends who have been so nice to me while I was engaged at Weston, said Gasparro. I may have an important announcement to make soon. It will be a pleasure to go on serving my many friends and to bring them the help that they need to continue in the coin machine industry in the most profitable fashion."

ASCO WEEKLY SPECIALS

VENDORS	5/8" Ball Gum, 25 boxes
1c Peanut 1/2 lb. \$1.95	\$2.75
1c Peanut 5 lb. . 2.95	Pistachio/Nuts, lg. lb. .38
1c Hershey 40 bar 1.95	COUNTER GAMES
5c Hershey 54 bar 2.95	1c Criss Cross BG. \$4.95
1c Stick Gum 2 col. 2.95	1c Bingo BG. . . 5.95
1c 400 B. Gum . 2.95	1c Imp. Clg. or Fruit 6.95
1c Silver King, 5 lb. 3.95	1c Ho-In-One . 11.95
1c Cigarette 2 col. 3.95	1c Spiffire BG. . 11.95
1c Everready 4 col. 3.95	1c Home Run BG. 11.95
1c Adv. #11 Nut. 3.95	1c Norm's Target. 13.95
1c Robbins 2 col. 4.95	1c AB' FireSmoke 19.50
1c Master Porc. . 5.45	1c Rover Name Plate 55.00
1c Snacks, 3 col. 7.95	Exh. DeLux, 2col. Post Card with Stand 19.50
1/2 Den. Bal. C. O. D.	Send for Complete List.

ASCO, 140 ASTOR ST., NEWARK, N. J.

WILL PAY CASH
For used DuGrenier Gum Machines. Write, giving number of machines and lowest cash price wanted! BOX No. 267, care The Billboard, 1564 Broadway, New York City.

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.
3711 W. GRAND AVENUE, CHICAGO



Grid Game Stars Aided by Assn.

MINNEAPOLIS, Aug. 9.—Thanks to the all-out efforts of the Minneapolis Amusement Games Association, coin operators' group headed by Andy Wolf, two University of Minnesota national champion Gopher football players have been selected for the All-Star grid team which will face the Chicago Bears professional gridders August 28 in a charity game.

When local newspapers began their drive to name five Gopher grads to the team Andy Wolf, new president of the coin machine operators' association, had printed thousands of petitions which were distributed by the operators among their various locations. Each operator took it upon himself to plug the five Gophers and signatures were inked to the petitions at a rapid pace.

Not content with just having the petitions signed, Wolf saw to it that they were brought into the offices of the local papers and the votes tabulated.

At the conclusion of the voting this week two Gophers, George Franck, All-American halfback, and Bob Paffrath, Gopher quarterback, were named. Franck, with 1,259,214 votes, will be one of the starting eleven, alongside Tommy Harmon, Forest Evashevsky, and George Paskvan in the backfield. Paffrath was picked as second string quarter. A third Gopher, Bob Borklund, who was co-captain of the 1940 national champs, finished a shade behind the first squad centers but may be invited to participate. The other two Gophers who fell by the wayside were Bill Johnson, end, co-captain, and Bill Kuusisto, guard.

VITAL STATISTICS



In Chicago This Week

J. E. Broyles, export manager of the Rudolph Wurlitzer Company, North Tonawanda, N. Y.

In New York This Week

F. H. Parsons, vice-president Buckley Music System, Chicago, and his wife.

J. Frank Meyer, president, Exhibit Supply Company, Chicago.

Sam Wolberg, head of Chicago Coin Machine Manufacturing Company, Chicago.

Deaths

Alexander Elconin, 62, father of Harry Elconin, died July 29 at Cleveland Heights, O. Harry Elconin is manager of the Cleveland Amusement Machine Operators' Association. Harry; the widow, Sonia, and a daughter, Mary, survive.

Delmo Befera, 52, operator of Hibbing, Minn., died of a heart ailment July 27 in Duluth, Minn.

In the Army Now

H. H. Holmes, coin machine mechanic for Kelley Music Company, Chattanooga, Tenn., is now stationed at Tallahassee (Fla.) Air Base as a mechanic.

Marriages

Andrew Gall, Roth Novelty Company, Wilkes-Barre, Pa., was married to Shirley Thomas in Kingston, Pa., July 24.

Irene Rich, Supreme Vending Company, Miami, married recently to State Highway Patrolman Church in Miami.

Elizabeth Rambaum, Lemke Coin Machine Company, Detroit, will marry George Hausey in October.

Baby Production

A daughter to Mr. and Mrs. Aaron Goldman, of Macke Service, Washington.

A daughter to Mr. and Mrs. Lou Goldman August 4. Father is a salesman for Gardner, Inc., Chicago salesboard firm.

Congratulations to Mr. and Mrs. Aaron Goldman, of Macke Service, DuGrenier operators in Washington, on the birth of a daughter.

Personnel

George M. Glassgold, New York attorney, has been named public relations counsel for the Coin Machine Industries Joint Council of New York.

Anderson Sage has been named manager of the Houston branch of the Electro Ball Company, which has its home offices in Dallas.

New Addresses

LaBeau Novelty Sales Company, Minneapolis, has taken over the building adjoining its present quarters. It now occupies lots represented by the addresses 1946-48-50 University Avenue.

Firm Changes

Oriole Music Company, Detroit, has been sold by Harry Wish to Don Mathews and Leslie Ellis.

Melody Music Company, New Orleans, headed by Jules Peres, has taken over the phonograph operations of Dan Cohen, Pleasure Music Company.

I. L. Mitchell & Company, headed by Irv Mitchell, have purchased the business of D. Robbins & Company, Brooklyn.

New Firms

Bill Shayne, Dixie Music Company, Miami, and Dave Fleischer, of Fleischer Movie Studios, have joined to manufacture a new coin machine.

Robert Brooker, 6148 Hussar Street, Detroit, has established an operating concern.

Philadelphia Panoram Company, Philadelphia. Firm is a partnership of two

music operating firms, namely, Eddie Klein, Premier Music Company, and Sam Weinstein and William Helreigel Jr., of Mutual Music Company.

Decca Distributing Corporation is opening the ninth Southern branch in San Antonio, Tex. Don Bruce will be office manager.

Robert Brooker has opened an operating business in Detroit, with headquarters at 6148 Hussar Street.

Joe I. Stewart and Robert Maskell have merged their businesses to form the Wayne Music & Novelty Company at 14840 Coyle Avenue, Detroit.

Diamond State Amusement Company has been chartered to deal in amusement devices in Wilmington, Del. Incorporators are H. Albert Young, Mildred Geisbert, and Ethel Stephan.

Miami

MIAMI, Aug. 9.—S. Ernest Philpitt, head of the musical instrument firm of S. Ernest Philpitt & Son, has been elected secretary of the National Association of Music Merchants at the 40th annual convention of the group in New York.

Coin machine business is below last summer's figures, says Bill Shayne, due to the fact skilled workmen have been leaving for other parts of the country, since Miami has very few defense jobs.

Modern Vending Company has moved off the beach and into its own building in northwest part of Miami.

Bill Frey's recently completed office is in a class by itself. It's an extra-large paneled room with air conditioning. The back of a leather chair stands six feet straight in the air, and the desk is mahogany, a quarter acre in area. The private office has three adjoining rooms, a shower room; a barroom, complete with refrigeration, and the secretarial room. No door knobs are visible. To get to the barroom or the showers or the secretary, one must know the exact location of the panel to push on before the doors slide open.

Irene Rich, of Supreme Vending Company, married State Highway Patrolman Church last month. The ceremony was held in her father's hotel in Miami.

Bob Miller has left to visit his folks in Youngstown, O., and Ad Trice has just returned from Camp Davis, N. C., on a visit to his boss, Lieut. Johnny Saxon. The three are associated with the Ace Cigarette Service.

Gil Wolfe and wife, of Modern Vending Company, left for a two-week motor tour to visit important cities along the East Coast.

Bill Shayne, of Dixie Music Company, holding the office of chairman of the special events committee of the USO, added considerable coin to the USO kitty with a benefit concert sponsored by the women's clubs of Greater Miami.

Bill Frey has opened a retail record department. His pet lion, Tanya, has



GEORGE M. GLASSGOLD, prominent New York attorney, whose appointment as public relations counsel for the Coin Machine Industries Joint Council of New York was announced last week.

Coinography

Mrs. Elsie Madsen

ONE of the few women operators in the Northwest, Elsie Madsen, of Superior, Wis., has shown more experienced coinmen, who have had many more years in the business than she has, how to go about building up a strong route of locations—and she's done it in a period of one year.

Together with her partner, J. H. Porter, Mrs. Madsen, in a year's time, has 91 automatic phonographs on location on their route which includes the territory along the Minnesota-Wisconsin boundary line. In addition, the firm of Madsen-Porter also has a large number of pin-ball machines and other coin-operated games in these locations.

Phonos Her Specialty

"But phonos are our specialty," Mrs. Madsen said. "The other equipment is carried only as an accommodation for the location."

Following the death of her husband, Mrs. Madsen who has been operating a tavern near here for nearly five years, decided a woman's touch is necessary in the coin machine business. She has hundreds of friends among tavern operators and other coin machine location managements.

At first her competitors laughed off Mrs. Madsen's entry into the business as just a "woman's whim." Today, however, they respect her and know she is "competition."

But let a competitor tell you how Mrs. Madsen works: "She's full of charm, always smiling, always ready with a joke. She's the toughest competition I have. I wish she were my partner."

Does Mechanical Work

Mrs. Madsen prides herself on being able to do all the installation of bar and wall boxes for her phonograph route. In addition, she is capable of handling all minor mechanical work on her firm's equipment. Ed Larson, however, is the Madsen-Porter Company mechanic.

The problem in the music business, Mrs. Madsen points out, is knowing what type of records to buy for the various locations. Where one spot will want swing music, another will want hillbilly or novelty platters. But she handles all the buying for the firm, and distributors tell you she is a very shrewd buyer.

Altho she operates a tavern now on Highway 35 near Superior, and at one time assisted a telegrapher for the Soo Line Railroad, where she worked for 15 years—she knows the Morse code perfectly—it's the coin machine business that is giving Mrs. Madsen her greatest thrill.

"I love to get around to our various locations and talk with the owners. I know their problems, listen to them, and wherever possible give them advice. The boys like it. Whenever I come in they give me a big hand. The coin machine business is swell."

its first taste of meat when it took a bite of "Legs" Bigger.

Bob Miller and wife, of Ace Cigarette Service, are back from their vacation.

D. F. Saxon, of Saxon Cigarette Service, is to be operated on in a Charlotte (N. C.) hospital. His son, Barney, is at his bedside.

O. S. McGowan, Hollywood operator, is in Lakemont, Ga., on vacation.

Ray Manning, operator of West Palm Beach, left for a month's tour of North Carolina.

Bill Turner, Florida Amusement Company, contemplates making a trip to Mexico.

Shirley Barnett, Modern Vending Company, left for a 10-day visit to New York.

Glenn Keagle, Miami Scale, is now at home recuperating from a recent operation.

Cliff Deale, Deale Music Company, has returned from Chicago.

Gleason Stambaugh, Florida Music, West Palm Beach, has just returned from a yachting cruise on his new 39-footer.

EASTERN FLASHES

NEW YORK, Aug. 9.—There were a number of important manufacturer visitors in town last week, among them Frank J. Meyer, of Exhibit Supply Company; Sam Wolberg, of Chicago Coin; and Mr. and Mrs. F. H. Parsons, of Buckley Music System.

The high spot of the Parsones' visit was a farewell victory dinner at the Terrace Room of the Hotel New Yorker. Present were Mr. and Mrs. Sugarman, of Newark; Mr. and Mrs. De Witt Eaton; Mr. and Mrs. William Blatt; Henry W. Seiden, and Bill Gersh. Parsons spent the week visiting the firm's district managers, special representatives, and the regional director. The trip to New York was made by plane.

Dave Firestone, sales manager of Cent-a-Mint, is now in Detroit and reports he will have something to crow about when he returns. . . . Al Simon, of Savoy Vending, took Sam Wolberg, of Chicago Coin, on a tour of Coin Row. Wolberg was well impressed by the job Al is doing with the firm's games. . . . Max D. Levine, president of Scientific Machine Corporation, finally was able to get away for a week's rest in the mountains. Meanwhile the office reports continued big orders for Batting Practice.

Joe Munves conferred with Frank Meyer in the Mike Munves showrooms for more than four hours this week, discussing new ideas for the coming season. Mike Munves, pointing to a coatless bald man walking down 10th Avenue, identified him as E. O. Nelson, one of the real old-timers of the coin machine industry. . . . In the Rosenberg-Munves showroom Hymie Rosenberg is preparing to take to the road to give coinmen the facts about Markepp's Flipper counter game and the new Rifle Sports target game. . . . A. de Kika, of the Phono Record Company, is rapidly developing a lucrative business for the sale of used records. B. Selsky, of the firm, is regarded as an expert on used records.

OF MEN AND MACHINES

Jack Fitzgibbons has been receiving many orders for Bally games from his two new roadmen, Ben Schilling and Mike Balkin, and he reports that coinmen in the territory like to hear about new ideas and new games. Tony Rex, handsome and cheerful as ever, is still working hard for Fitzgibbons. . . . Gil Faria has been nicknamed the Old Maestro by coinmen who gather in front of Joe Fishman's showrooms. Joe's place has become a meeting center for operators.

Charles Litchman, standing in front of his Midtown Vending spot, explains, "I'm looking for a big shipment of machines on the way in." . . . Lou Bloom, of Trenton, N. J., visiting coinmen in town, announces he will escape the rush of business for a time by taking a sea cruise to Florida. . . . Abe Green, of Royal, should have made plenty on the Zivic-Cochrane fight. He was willing to take the short end regardless of the fact that experts gave the match to Zivic days before the fight.

Jack Mitnick and George Ponsler spend all of their time in the General Motors Building selling Mills Panoram, even skipping lunch. . . . A leading tavern in East Orange has a large banner advertising the fact that it features Panoram. . . . Frank Hart and M. Seiler, of Eastern Automatic Merchandise Company, Newark, N. J., never finish talking about the good features of the Victor line, particularly Esquire. They both declare it is the best in vending machines.

Bill Rabkin and Earl Winter say they are developing telephonic ears as the result of the many orders being phoned in for Ace Bombers, Drive Mobiles, and Photomatics. . . . Bert Lane has worked out a new speed system with the Genco games which gets the machines to operators as soon as they roll in from the factory. With Sanford Warner bent over his books each day, it is a sure thing that Seaboard is making new records. . . . When Hymie Budin announces a close-out he is actually closed out within 24 hours.

FAST FLASHES

Al Simon, of Savoy Vending Company, reports shipments of Chicago Coin's Legionnaire are being picked up by operators right off the freight trucks. . . . In Baltimore, Hub Enterprises reports that the game has won many supporters there. . . . Leon Taksen says that business is better than it has ever been at Amsterdam. . . . Tony Gasparro, as usual, is not in his office. He spends most of



UP IN WISCONSIN good styling is the vogue, declare patrons of the North Star Tavern, Green Bay. They point to the Rock-Ola Spectravox ToneColumn with bar boxes as their appreciation of good style. The installation was made by the Badger Bay Company. (MR)

the day covering the trade telling them all about Exhibit games. . . . Willie Blatt has bought a chicken farm near Islip.

Tri-Way Products Company announces that orders continue to increase for its Ultratone and Illumitone speaker-baffles. . . . Irv Sommers and Harry Rosen, of Modern Vending, get a kick out of operators' analyses of the coin situation during luncheon sessions. Harry gets a bigger kick out of the orders for Seeburgs the firm is receiving. . . . Lillian Schoenberger spotted in the Manhattan Room of the New Yorker with her hubby and a group of friends and not once mentioning a recording. . . . Charley Aronson and Bill Alberg are awaiting the arrival of Evans's Play Ball machines.

Sam Sachs, of Acme Sales, reports that Sam Mendelsohn is signing up many distributors in Upper New York State for the sale of reconditioned phonographs. . . . Murray Sandow, of Simon Sales, preparing for a vacation tour of the White Mountains with his family. . . . Bill Wiener, U-Need-a-Pak Eastern representative, back from his vacation and out on the road again with the new Model 500 cigarette merchandiser.

"Bip" Glassgold, DuGrenier sales manager, took from the Haverhill factory and right out again to meet Jack Feinberg, DuGrenier Upper New York State representative. . . . G. V. Corporation is keeping things going at top speed with its 1-cent Adams Gum venders. . . . Al Sherry, Al Koondel, and Phil Gould, the three ambassadors of Ambassador Vending, are crying for cartons to help push out the orders they have on hand.

HERE AND THERE

Phil Bogin and Ike Berman are almost never in their showrooms, but they have an attractive secretary who handles visitors nicely. . . . Jack Kronberg, of Crown Distributors, rushing down Broad Street lost in thought, just missed being hit by a speeding auto. . . . Irv Orenstein, of Hercules, has developed an angle that is producing good results for the firm. . . . Eddie Corrison, of Palisades, hasn't been seen for some time. It is reported he's so busy he barely has time to catch his breath.

Roy McGinnis, of Baltimore, still offering used equipment, is out to prove that his firm never lets an operator down. . . . Irv Blumenfeld, of General, is back in action stronger than ever and reports the firm's business has increased over 150 per cent in the past few months. . . . Irv Morris, of Ponsler's Newark office, has to take care of customer's requests for machines and at the same time handle the rush for Panorams. Irv is also responsible for handling the newspaper advertising. All these activities keep him busy until late at night.

Distrib Cites Export Experience

To the Editor:

"In one of your recent news reports you have an item to the effect that a new company in Puerto Rico has asked for literature on coin machines.

"We had an experience recently which might be of benefit to other distributors. We made a shipment to the same city in Puerto Rico of two games, on a one-third deposit, balance C. O. D. basis. Upon arriving in Santurce the consignee refused to pick up the shipment, as he

claimed the freight rate was excessive. He had expected the rate to be around \$20. Ocean freight is charged at a rate of 35 cents a cubic foot. The freight on this merchandise was \$66.73.

"The difficulty is with a shipment going by steamer that you can abandon the shipment if you wish, but the shipper still has to pay the freight charges, as he is responsible. Our consignee finally picked up the shipment after we had reduced the price of our games half and the freight company hauling the shipment to the port deducted its normal freight charge. In view of our experience would suggest that any distributor in the United States notify any prospective customers in Puerto Rico of the charges on such a shipment. The charges consist of inland freight, transfer fee; ocean freight, 35 cents a cubic foot; landing charge, insurance, war risk, fee for clearing the bills, collection fee and interest, and steamship permit. It makes a large total.

"You may wish to pass this information along and we have given it to you with the hopes that we may prevent other distributors taking a loss as we were forced to take in this deal."

GENE CALLAHAN,
Ajax Novelty Company,
Detroit.

Automatic Games Has Two New Items

CHICAGO, Aug. 9.—"Shocking profits are to be had from the new Electric Defense Gun," declares H. F. Burt, of Automatic Games, Chicago. The firm is now in production on what it terms "the latest, most up-to-date item that has

Bally Air-Force Wins Approval

CHICAGO, Aug. 9 (MR).—"Operators and distributors are using the thumbs-up sign of the RAF to express their opinion of Bally's new Air-Force five-ball novelty replay game," says George Jenkins, general sales manager of Bally Manufacturing Company. "The game," Jenkins stated, "is definitely a hit, and thumbs up is the immediate reaction when Air-Force goes on location.

"For example, one distributor wrote to Ray Moloney, saying: 'We who remember the many marvelous games you've brought out since the days of Ballyhoo—who remember when the industry was down for the count of nine and you picked us up off the mat with Bumper—we've been expecting you to come up soon with another game that would give us that sudden, exciting thrill. And, Ray, you've done it in Air-Force!'

"Air-Force has plenty of good solid came-close appeal, plus a flock of new scoring angles that are different. Those two big circles and the square on the back glass—the red, green, and yellow airplanes—the way the 1,000 scoreboard is marked off in three sections—all those details immediately smack the player in the eye."

Firm Incorporates

WILMINGTON, Del., Aug. 9.—Diamond State Amusement Company has filed a charter with the corporation department of the secretary of state's office in Dover to deal in amusement devices. Capital is \$100,000. The principal office is listed as the Diamond State Amusement Company, Wilmington, and the incorporators named are H. Albert Young, Mildred Geisbert, and Ethel Stephan, Wilmington.

been introduced in months."

"Electric Defense Gun has been tested for months," said Burt. "In every test it has passed with flying honors. It has an elevating gun flasher light, self-starting induction coin that prevents points from sticking, and a six-volt standard lantern battery to give plenty of power and long life. It is heavy enough so that it cannot be knocked off counters.

"Advance orders lead us to believe that the gun will be outstanding during 1941—both for arcades and all other regular locations. It is a legal machine which takes in amazing profits and provides endless amusement with little or no service."

Automatic Games also announced another item to be released shortly. It is called Peep Show. Films are available in black and white and also in gorgeous technicolor. Regular 35mm. films may be used in the new machine, according to Burt, allowing operators to use films from many sources.

OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

FREE PLAY	FREE PLAY	1-2-3 . . . \$35.00
All American . . . \$42.50	O'Johnny . . . \$25.00	Paces Races, Bwn. 30-1 . . . 90.00
Armada . . . 32.50	Paradise . . . 42.50	Track Time, 1938 . . . 97.50
Band Wagon . . . 37.50	Play Ball . . . 57.50	Turf Tails, 1937 . . . 39.50
Big Chief . . . 40.00	Polo . . . 37.50	Good Luck . . . 35.00
Big League . . . 25.00	Powerhouse . . . 27.50	Burg Special . . . 18.00
Big Show . . . 20.00	Progress . . . 35.00	Big Game . . . 79.50
Big Time . . . 39.50	Red-White-Blue . . . 47.50	Derby Day, Slant Top . . . 25.00
Big Town . . . 22.50	Roxy . . . 15.00	Kentucky Club . . . 29.50
Blondie . . . 27.50	Salute . . . 37.50	
Bordertown . . . 32.50	School Days . . . 42.50	
Bowling Alley . . . 20.00	Scoop . . . 10.00	COUNTER GAMES
Brite Spot . . . 22.50	Score Champ . . . 15.00	Klix 1¢ . . . \$10.00
Broadcast . . . 45.00	Shortstop . . . 22.50	Pick-a-Pack 1¢ . . . 8.00
Cadillac . . . 25.00	Skyline . . . 32.50	Daval "21" 1¢ . . . 9.00
Chubbie . . . 10.00	Snooks . . . 9.00	Ace 5¢ . . . 6.00
C. O. D. . . . 17.50	Sport Parade . . . 47.50	Imp 1¢ Cigarette . . . 7.00
Commodore . . . 15.00	Sports . . . 17.50	Royal Flush . . . 4.50
Crossline . . . 32.50	Spottem . . . 12.00	American Eagles 5¢ . . . 15.00
Dixie . . . 27.50	Stars . . . 47.50	Vest Pocket Bell, J.P., Blue and Gold . . . 37.50
Doughboy . . . 18.00	Summertime . . . 20.00	Vest Pocket Bell, Green 27.50
Dude Ranch . . . 35.00	Super Six . . . 15.00	
Fifth Inning . . . 12.00	Three Score . . . 32.50	"AS IS"
Flicker . . . 37.50	Topper . . . 12.00	Bally View . . . \$ 6.00
Follies . . . 15.00	Twinkle . . . 15.00	Bang . . . 6.00
Formation . . . 30.00	Vacation . . . 18.00	Cargo . . . 6.00
Glamour . . . 27.50	Velvet . . . 42.50	Mr. Chips . . . 9.00
Gold Star . . . 32.50	Vogue . . . 10.00	Ritz . . . 6.00
Hi Hat . . . 62.50	White Sails . . . 15.00	Speed . . . 6.00
Home Run . . . 25.00	Wild Fire . . . 52.50	Contact, F.P. . . . 7.50
Horseshoe . . . 67.50	Zombie . . . 39.50	Follow Up, F.P. . . . 6.00
Jolly . . . 15.00		Golden Gate, F.P. . . . 7.50
Landslide . . . 25.00	1 BALL FREE PLAY	Keen-a-Ball, F.P. . . . 6.00
Leader . . . 37.50	Record Time . . . \$9.50	Thriller, F.P. . . . 6.00
Majors . . . 15.00	Dark Horse . . . 99.50	Garom, Payout . . . 8.00
Mascot . . . 32.50	1-2-3, 1935 . . . 35.00	Jockey Club, Payout . . . 10.00
Metro . . . 37.50	1-2-3, 1940 . . . 77.50	Golden Wheel, Payout . . . 5.00
Mystic . . . 62.50		Clocker, Payout . . . 10.00
O'Boy . . . 17.50	PAYOUTS	Longchamp, '39, Payout . . . 15.00
	Santa Anita, 1 Ball, \$107.50	

Write for Our Complete List on All Types of Used Games.
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We Have All the New Games On Hand for Immediate Delivery. Write for Prices.

OLIVE NOVELTY CO.

2625 LUCAS AVE.
ST. LOUIS, MO.

Oklahoma City

OKLAHOMA CITY, Aug. 9.—Coin machine business and the weather in this sector continue fair and warmer. That is, the weather is warm and business only fair. The summer lull still holds on, and operators who feel its effects blame it on the current three-figure temperatures. Strangely, the slowing down is spotty and apparently is not even felt by some. Reports from out-State operators are on the whole more favorable than those from the local group.

On the brighter side are two new defense projects announced this week, a huge powder plant at Chateau and a bomber assembly plant on the outskirts of Oklahoma City. These projects, while still futuristic, should prove business boons to the State generally, and the coin machine industry may expect its share of benefits.

Carl Jackson, Seminole operator, was a recent visitor here and reported business in his district good.

Jack Coil, Oklahoma City operator, showed that his talents are not limited to the coin machine business recently when he patented an idea for forcing motorists with parking tickets to pay off before they become delinquent and a heavy fine results. The idea is to place the ticket in a transparent envelope and attach it to the rear of the car by means of a metallic seal. To break the seal would be illegal and the ticket could be "spotted" easily by any traffic officer, thus saving both motorists and police departments time and money in the long run. "The idea came to me," Jack explained, "after I'd acquired a string of tickets and began to wish I hadn't forgotten about them."

Saddest vacation news of the week is of Lloyd Barrett, route man for Sooner Novelty Company. Scheduled to start his two weeks "away from it all" last Saturday, Lloyd was forced to postpone the vacation when his 22-month-old daughter, Karen, developed a lousy case of measles. Latest plans called for a fresh start a week later, but Lloyd is keeping his fingers crossed.

Phonograph and music distributors here report a slight increase in number of operators visiting Oklahoma City from the hinterlands, now that the summer vacation schedule is more than half gone. They expect travel to increase even more when the temperature begins to act a little more normally.

Louis Jacobs, Tulsa operator, was in Oklahoma City Tuesday and reported business in Tulsa holding up pretty well. Operators expect even better times, he said, as work progresses on the government's bomber plant now under construction there.

A. E. Lafferty, Wurlitzer credit man from North Tonawanda, N. Y., and John Burns, Dallas, Southwestern credit manager for Wurlitzer, were visitors here last week and spent a lot of time at Commercial Music Company before leaving for Dallas and South Texas.

Leroy Alexander, branch manager for Decca Distributing Corporation, will begin a two-week vacation Monday. He expects to go to Dallas, his "old home town," and "do my best to keep cool the whole time."

Byron Lewis, route man for Jack Coil, Oklahoma City operator, left Saturday for a two-week trip to the Southwest and California.

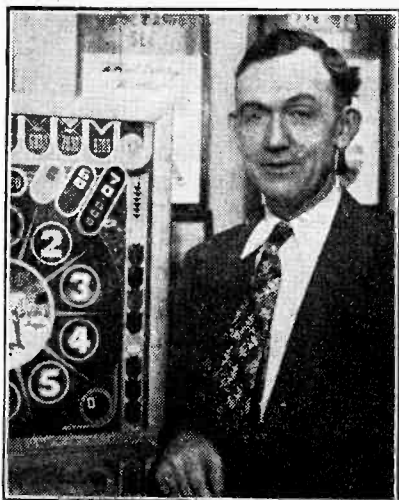
R. H. Eakins, of C. & E. Operators, Muskogee, Okla., has recovered sufficiently from an automobile accident of several months ago to return to work. He was in Oklahoma City last week.

Jim Jones, route man for E. E. Settlementmyer, Oklahoma City operator, has gone to California for a week and will bring his family back when he returns.

M. H. Rosenberg, district manager for Wurlitzer, left here last week on his vacation.

Edith Sherrill, an associate of Louis Jacobs, Tulsa, was a visitor in Oklahoma City this week. She is recovering from a recent illness, altho still under a physician's care.

Commercial Music Company exhibited a new Wurlitzer machine in the Casino



RED ZOGG, of New Kensington, Pa., pictured with Knock Out, Exhibit Supply Company's new release. (MR)

Ballroom of Springlake Amusement Park last week for several days prior to the coming of Bob Crosby and his orchestra. The machine was tabbed with nothing but Crosby records.

Ruby Day is the new office girl at the London Music Company. She replaces her sister, Ruth, who left to take the marital vows two months ago.

The local Decca Distributing Corporation office reports the current musical rage in this area is *Confessin' the Blues*, a number co-written and recorded by J. McShann, of Muskogee, Okla.

Jack London, head of the London Music Company, has taken over a route "on the outside for a change." The firm has not replaced Bob Taylor, who joined Norman Hickman a few weeks ago.

Operators who have recently bought new Wurlitzer equipment at Commercial Music Company include R. H. McCully, Muskogee; W. A. Reed, Enid; Alfred (Sonny) Kinkaid, McAlester; R. H. Eakins, Muskogee; Ike Leonard, Chickasha; J. N. Ledbetter, Ardmore, and A. B. Newman, McAlester.

T. G. Wolfe, manager of Sooner Novelty Company, reports his firm is having "one of the best seasons in its history." Seeburg deliveries are keeping up in good shape, he stated, and, altho price advances are expected, Wolfe said he is looking for no curtailment in material in this area.

J. B. Largent, Tulsa operator, has moved his office from 2627 East Sixth Street to 320 East First Street.

R. B. Gooch, Stillwater operator, has gone to Hot Springs, Ark., for his health.

East Coast Biz Growing Stronger

TRENTON, N. J., Aug. 9.—With so many operators in the territory operating arcades at the New Jersey seashore resorts, interest is centered on an editorial in the July 16 issue of *The Trenton Evening Times* striking a prosperity note on resort business. Captioned "Shore Business Booms," the editorial states:

"From Asbury Park comes word that despite bad weather, the recent Fourth of July week-end was one of the best ever experienced by shore concessionaires, hotel proprietors, and business men.

"And that constitutes nothing more than just due. The resort people suffered disproportionate hardships thruout the entire depression period. They are well entitled to the seasonal uplift that seems to be accompanying the economic revival of national defense.

"Nor should Jersey men generally overlook the importance of the favorable showing. The somewhat limited by calendar considerations, shore resort enterprise is a significant factor in the life of the State at large. Its current health and vigor will have a constructive effect thruout the length and breadth of the Commonwealth."

Fort Worth

FORT WORTH, Tex., Aug. 9.—Coin machine business in this section is all right and operators are doing good business. The grain crop was short, but the high price paid for grain was more than enough to offset the decreased production. Soldiers by the thousands are in town every week-end, and play on all types of machines is stimulated noticeably. The big Consolidated Bomber plant is now bringing in thousands of outside people who are instrumental in boosting cash-box receipts.

Fort Worth operators are making it a point to visit the Fisher Brown headquarters when in Dallas. Fisher is now distributor for several lines of machines of every type, including the Singing Tower phonograph and wall-box equipment.

Most all operators are home from their vacations and can be seen along the row most every day. Big fishing stories are the order of the day on the row.

Johnny Wilson, well-known local operator, is sporting a new convertible Ford coupe.

Bob Martin and wife report a swell time while vacationing in Old Mexico.

With hot weather at its height, outdoor spots are coining the money. Cafe spots are showing an upward trend in receipts. Spots around both Lake Worth and Eagle Mountain Lake are also doing swell. Hot weather makes better coin machine business down this way.

Who Is a Great American

By JAMES T. MANGAN

Advertising Manager, Mills Novelty Company

If you were born in the United States, or if you have been given your citizenship papers, you are an American. You can be that kind of an American. "an American who just happened" without even trying. But if you truly cherish your citizenship you will want to live so that people will say of you: "He is more than just an American, he is really a great American!"

Who is a great American? Are Washington, Lincoln, and others of similar stature the only great Americans? Not at all! Each of us right now can think of a man from our town or community, a great American whom we love and respect because the spirit of service burns in him so brightly and so individually!

About a year ago I talked with the director of an institution which gives social service to poor children. The institution has three buildings and a large staff of paid workers. The director proudly showed me the figures on the number of service hours it rendered in the course of a year.

That same afternoon I passed a certain corner on the south side of Chicago. Vacant lots on each side of the street had been flooded by somebody

and about a thousand children were skating.

I did some rapid figuring to discover the number of social service hours being yielded by those two frozen ponds. I happened to know the man behind the ponds, an American man who every second or third night dragged 150 pounds of fire hose out of his basement to do the flooding. He and men like him are what I like to call "great Americans." He is not a poser, not a politician, just a plain citizen who believes in giving off social service as his own individual duty. And in this skating pond project alone he delivered to his community more social service hours than the big professional institution—and it didn't cost anyone a penny!

I don't think it ever occurs to this man to shout, "I am an American!" His life and his actions do that shouting for him. He doesn't need a flag in his hand to make him an American, but when the flag flashes before his eyes, brilliant and glorious, no heart in all the world feels a truer love or a greater pride, than his, the heart of a great American!

I salute him and thank God I know him!

New Orleans

NEW ORLEANS, Aug. 9.—The Crescent City is getting too much heat, and operators of pinball games downtown report their business beginning to suffer, except in air-conditioned locations, where patronage is record-breaking.

The biggest month's turnover in the history of the Southern Music Sales Company is reported during July by Ernie Oertle, head of the firm which is State and Southern Mississippi distributor for Seeburg. Seeburg sales better than doubled those of the same 1940 month, Oertle says.

The appearance of Bob Crosby and His Bobcats at the Municipal Auditorium last week has stimulated interest in the ork's Decca recordings, according to R. N. McCormick, Southern sales manager of Decca. McCormick has just returned from a trip to San Antonio to help open Decca's latest branch in that city. It's Decca's ninth Southern sales unit, all under direction of McCormick.

Fred Bellow, well-known music operator of Eunice, La., made one of his frequent visits to the city this week to buy new Wurlitzer phonographs from the F. A. B. Distributing Company. Frank Giordano, of G. & H. Novelty Company, Algiers, and A. R. Giordano, Morgan City operator, were also on hand to buy new Wurlitzers.

A proposed business trip thru North Louisiana by Charles Wicker, sales manager of J. H. Peres Amusement Company, has been delayed by Wicker's illness. While not serious, Wicker's illness has kept him confined to his home the past 10 days.

F. W. King, head of the C. & N. Sales Company, is again up and on the road after being confined to his bed and chair for nearly two months after having the misfortune to step into a knocked-down exhaust fan in the Baton Rouge restaurant. He is on a trip in the Delta this week.

Mary Anna Prince, popular secretary of the Louisiana Amusement Company, is back from a two weeks' vacation at Corpus Christi. Her place had been filled by Elenor Edwards.

Raymond Martin, serviceman of the Dixie Coin Machine Company, Inc., New Orleans, is now in the service of Uncle Sam.

Johnny Thompson is new attache of the service department of Dixie Coin Machine Company, Inc., New Orleans.

Every Sunday finds a good part of the local office staff of the Decca Distributing Corporation on the City Park greens fighting it out for supremacy. Two sets of foursomes are the usual line-up, including R. N. McCormick, manager; E. J. Rice, office manager; Al Thiemann, J. W. McCarter, Elwood Theriot, Dick Voelker, John Gibson, and Louis Hattier.

Louis Boasberg and Ray Bosworth, partners in the New Orleans Novelty Company, returned this week from a vacation trip in New York and other Eastern points. The New Orleans company is enjoying a good summer business at the Sport Center on St. Charles Street and is planning to open a second coin machine sportland on Canal Street.

Jacobs Candy Company, this city, has been sold to a group of local business men headed by H. Stanley Butterworth. Other officers of the new operating company are H. D. Bannister, vice-president and general manager, and Charles N. Monsted, secretary-treasurer.

Collections of license taxes on operations of coin vending machines in Mississippi for the first half of 1941 totaled \$39,141, against only \$10,390 in the same period of 1940, according to official figures released this week by the Mississippi State Tax Commission. Collections in June alone were \$11,151, against \$10,273. The levy is called a privilege tax and does not apply to automatic pay-offs, which were ruled illegal by the State Supreme Court soon after the law went into effect.

The Coin Machine Industry Needs A National Educational Program

By BILL GERSH

The coin machine industry has neglected itself. Tho it has been a contributing factor for the success of many allied industries it has overlooked its own welfare. It has aided the steel, electrical, tobacco, candy, lumber, and dozens of other industries that continually carry on an educational publicity program of great benefit to themselves where the public is concerned. But, while it has heavily contributed in this direction, it has never yet developed an educational program for its own betterment and for its continued welfare as an industry.

Politicians and press have taken advantage of this lack of organization and co-operation on the part of the industry's leaders. In some cases the industry has deserved clean-up action. But many times it was simply lack of educational factors which created havoc. Ignorance of this industry was the reason for the wild headlines responsible for the closing of entire cities to coin-operated devices. And, as can be readily understood, the closing of entire cities meant a severe loss of prestige as well as profitable markets to the leaders of the industry.

The coin machine industry for some reason or other has always adhered to the belief that each individual connected with it must defend himself as best he can. This would have possibly been effective were each individual in such financial circumstances that he could afford such defense. But politicians are too shrewd, keep their ears too close to the ground, and know too much of human nature not to take advantage of such a glowing opportunity to further their careers at the expense of a few weak individuals lacking methods to protect themselves. An operator's last-minute rush to frantically and sometimes hysterically explain his position is a pathetic sight. The officials and politicians easily and quickly ward him off. But if this same operator had been instrumental in an educational program to the public there never would have arisen such conditions, for public sympathy is the most powerful weapon in the world.

Misunderstand Coin Machines

Thruout the country, as liberal as most folk are, there is a sad misunderstanding of coin-operated devices. And this does not exclude the so-called "legal" coin machines. Even so large an organization as the Wilbur-Suchard Chocolate Company term their penny merchandisers "slot machines" in their New York subway car card advertising to the public.

Certainly an organization of this caliber should have someone from the industry call on them and explain the various terms the industry itself uses to designate various types of equipment under the amusement, merchandising, and service machine classifications.

The public does not detest coin-operated equipment. It simply misunderstands it. It generally believes that the mass of equipment it encounters in stores and various locations to be under the supervision of some "mob" or individual "racketeers" and unless someone definitely explains and convinces it of the difference the public continues to believe this to be the fact. How many persons stopped on the street by an inquiring reporter would call even peanut vendors "slot machines" and designate their control by some local racketeer? If in doubt of this statement the average man that makes up this business need but question the first 10 strangers he meets.

The average operator wants to have his machines placed under official control in his own community. Operators welcome control exercised by city license departments. They realize that tho some of the department's actions may sometimes be a bit harsh, yet they are done for the betterment of the whole. And they also realize that while their equipment is under control of the city offi-

cial the public is more in accord with their policies of operation and locations certainly look upon them with better favor.

Such control of operation is desired by the majority of the operators thruout the country. Only in this fashion are they assured of a more peaceful existence. This is not an article preaching for outside control. The real control in any industry comes from the inside, from the members of the industry themselves, who band together to assure themselves public favor and public confidence by avoiding anything which will clash with public opinion.

Acquaint Public With Problems

The only answer to the problem is for the leaders in the industry, and this not only includes all the manufacturers, but the distributors, jobbers, operators, and the supply organizations who wish to remain in this business, to band together into an organization solely for the education of the public, the press, the officials, the church leaders, and others who feel this industry is anything but what it actually is.

Outstanding and commendable examples already in operation are the works of the Amusement Board of Trade of New Jersey, which, by taxing itself, started a newspaper campaign bringing home to the public the fact that coin-operated amusement is no different from any other type of amusement and that it is not under the control or management of anyone but individual business men who are using this means to earn a livelihood for themselves and their families and dependents.

The method used by the Amusement Board of Trade of New Jersey for gathering together the necessary funds can be just as well used by a national group or by individual groups thruout the country. Its method is unusually simple. It arranged a legal contract which was signed by all jobbers and distributors in its area to appropriate a certain amount from each new machine purchased by operators. A small sum extra was gladly paid by operators. This money was earmarked for advertising and educational expenditure for gaining better public relations for all concerned.

A committee of one operator, one distributor, and a neutral advertising man was appointed to direct the funds. These funds were kept entirely separate from any association funds. In this way, when the month's funds were collected, the advertising and publicity men were able to schedule a program for the coming month.

Why not some method for the manufacturers whereby funds could be definitely earmarked for public educational purposes? This to be spent on a national scale in national publications and for the use of a complete staff of intelligent and experienced public relations men.

Detail Good of Industry

What other industry can boast of helping America's retailers to weather the storm of depression as did the coin machine industry? What other industry can boast as well of keeping money in circulation in small towns where it was desperately needed by retailers to continue on an open credit basis as can the coin machine industry? What other industry has given so much economical amusement and relaxation and especially so advanced modern merchandising?

Public relations men who would study this industry and its past benefits to all industry can gain the confidence and better opinion of those whom they speak with and make clear these points.

Arrangements like that of the Amusement Board of Trade of New Jersey can be local as well as national. Coin machine men in every part of the country, regardless of their personal feelings and relationships, should get together for the general salvation of their own businesses in a group of this sort. Choose three men and meet but once per month to check over the program and schedule and they gradually will feel the benefits of this expenditure.

The wine growers of California have banded together in a similar body. They tax each gallon of wine to aid them gain national recognition for the California product. Certainly the work of the California Fruit Growers' Association is well known. Its famed Sunkist oranges and



JOHN RIFFLE JR., of the Kenyon Sales Company, Canton, O., on vacation at Luray Caverns in Virginia. Kenyon is distributor for Exhibit Supply. (DR)

lemons are a byword everywhere. And the same method of so much per crate tax was used to gain this great following and public favor.

The Brewers' Board of Trade, the automobile industry, the coal and oil industries, the milk and ice cream industries, the tobacco industry, glass, paint, steel, aluminum, copper, gas, and electric industries have all joined in such work, maintaining tremendous staffs of publicity men, public relations experts, and continuing effective advertising to further gain the good will of the public.

A complete and careful explanation of the aims of this industry to the public thru good publicity and advertising will certainly raise the level of general public opinion for this industry. Even cities and states now maintain such departments to publicize themselves. The work accomplished by the city of Miami stands forth as a shining example of what public relations, publicity, and advertising work can mean.

Public Relations Pay

In case of any skepticism, address a letter today simply to the public relations department of the State in which you reside. Ask questions about the State, its taxes, its work, its hopes, and its accomplishments. And get the biggest surprise of your life. You may even be visited by a public relations expert with complete portfolio telling all about your State, with statistics which have been compiled over a long period of time and learn more about the State in which you reside than you ever knew before.

Public relations men for this industry could be just as able after a survey of the type of equipment the public most favors in any certain community.

Everyone loves amusement. The very fact that some local politician has covered himself with glory and removed what he termed "gambling devices that take the bread out of our homes" doesn't necessarily mean that the public in his community agree with him. But it does definitely mean that the public did not care one way or the other. And so when

the votes were counted he had won his point.

The same community in which you reside, having a better understanding and knowledge of you, of what your intentions are, of how hard you work to earn a living, of what you are doing in return for the community itself, and what you would like to do to be in full agreement with the authorities in your community, would most certainly accord you a great deal more respect and a better chance to earn a living than they do at present.

And only a public education program can achieve this conclusion—a program that is sorely needed.

How much better it would be for everyone in this industry if he could feel sure that the next day he would wake up to find his machines just as he left them. That he would be given a chance to explain his side of the story in any press release or political controversy. That the manufacturer would know exactly what his market would be for more than 24 hours. That shipping a carload of machines one day wouldn't mean a telegram, "territory has just closed; recall machines." To not feel that the display of certain equipment would mean a jail term. To know that this is a business just as any other business, with certain restrictions demanded by the public and its authorities in each territory just as they do of any other business, and that the authorities could communicate with a centralized co-operative group in this industry who would support their policies.

Program Not a Dream

These things are not dreams. They are the accomplishments of other industries that were even more greatly persecuted than is the coin machine industry at this date.

"Create a public educational program" should become the watchword of the industry. Arrange for leaders of the industry to be sent thruout the country to gather together operators, jobbers, and distributors in each territory, as was done in New Jersey, for a public educational body, entirely separate from local association matters.

The only way out is to educate the public about this industry.

Washington, D. C., Has Arcade Boom

WASHINGTON, Aug. 9.—Amusement arcades are cropping up in ever-increasing numbers here. The growth in the number of these emporiums has been steady during the past two months and there are now 25 of them being operated.

At first a few were opened up in the downtown area. Immediately other operators set up locations after they witnessed the successful operations of the first few. Now they are to be found everywhere.

The Domestic Novelty Company, headed by J. Koutsos, supplied the equipment, pin games, and other games for four of these sportlands. This concern is now equipping a sportland which Koutsos plans to operate himself.

It is predicted that more sportlands will be opened up in this city within the next month or so, and still others will follow if the growing popularity for these amusement arcades continues.

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COUNTER GAMES In Original Cartons Liberty \$22.50 Mercury 22.50 American Eagle 22.50 Marvel 22.50 Holly Gripper 8.75 Pikes Peak 10.50		Factory Reconditioned Slots Mills Brown Fronts . \$75.00 Mills Blue Frts. 430,000 Serial, 5-10-25c . . . 59.50 Jennings Red Skins . . . 64.50 Jennings Air Line . . . 64.50			
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LOOK

IN THE WHOLESALE
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LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Industry Mentions



Magazines Newspapers Radio

The Nashville Banner, July 11.—The annual tinkle of 4,000,000 nickels (\$200,000) is sweet music to operators of 603 music boxes in Nashville, says the writer of an article five columns wide dealing principally with the automatic hostess type of music box. The article states that each machine averages a weekly intake of nearly \$7 in the city, \$6 to \$8 in county locations, and around \$25 in busy thoroughfare locations, and that it takes an investment of about \$1.50 a week to keep each machine supplied with records in locations not using telephone music. Benny Goodman for 5 cents is more for a nickel than coffee is to hundreds of local youngsters, says the article, which is headed by two pictures, five columns wide, one showing a sailor and his girl making a selection from a music menu at a music box, the other showing the record room where girls answer calls and play requests. The author of the article complains that "information concerning music boxes is not particularly easy to get because of the unwilling attitude displayed by many of the distributors."

The Atlantic City Press-Union, July 30.—In its *Night Club Round-Up* column: "Jackie Whalen, star comedian of *Bare-Evities of 1941* at the Club Nomad, claims he used approximately 849 nickels and 40 slugs in securing scientific data which he uses in his hilariously funny pantomime of a pinball machine player. Critics assert that this piece is on a par with the better bits of the famed Jimmy Savo."



Old Home Town. (By Stanley, Wilkes-Barre (Pa.) *Record*).

The Philadelphia Record, August 3.—Coin machines made the society pages of this newspaper. In its pictorial *Society Newsreel*, a Sunday society-page feature, staff photographer Ernest Kleinberg

shows blue-bloods at a Homespun Party playing a bell machine.

Newsweek magazine, August 4.—"Molars Filled to Waltz Time," is the title of an item telling of a dentist in Dallas who has installed in his office an automatic music box with 20 records of Wayne King, Guy Lombardo, and other soothing music. Photographs taken in the doctor's office show a patient making selections before sitting in the chair for fillings. The offices are equipped with the latest wall boxes and each room in the suite contains a loud-speaker.

Business Week magazine, August 2.—One solution of the army's entertainment problem may be coin-operated movie machines and music boxes, says a news item. A movie machine has been installed in an army post-exchange in Central California, it adds, with the idea that machines may be set up in army posts generally if the idea works out well.

The Daily Times, Chicago, August 1.—A reporter for this paper asked Pat Tompkins, attendant in the automatic games and vending machine room at the Hotel Sherman, what she thinks about while customers are playing the games, and then published her reply and her picture. Pat's reply was that she watches reactions of different people when they play the machines. She says some get excited and take the games very seriously; others are very quiet about it but obviously get a kick out of playing; and that young men of draft age prefer airplane target guns, high scores making them sure they will do all right when they get in the army.

The World-Herald, Omaha, August 3.—An AP news release appearing in this newspaper stated that over 100,000,000 records may be sold by New Year's Day, 1942, and credits automatic phonographs with being the No. 1 cause of it all. It also says that music box record sales are key indices of musical popularity for the whole nation.

The Minneapolis Daily Times, July 30.—The sports editor, in writing about the poll for the college all-star football team and the chances for Gopher players' winning places when the final count is finished, stated: "Heaviest support for Minnesota players came from a campaign pushed by *The Daily Times* carrier boys and agents and by the Minneapolis Amusement Games Association. These two groups produced magnificently and will deserve most of the credit if all Gophers make the squad."

Tide magazine, August 1.—"Macy's is experimenting with a vending machine for cosmetics which sells 10-cent packages of three items—face powder, eau de cologne, hand lotion—all Macy's own brands."

The Scrantonian (Scranton, Pa.) July 27.—Financially distressed Winton Borough (Pa.), says this newspaper, is obtaining some revenue as a result of the city council's recent passage of pinball and music box licenses. Other Mid-Valley boroughs, reports say, may pass similar laws.



PHYLLIS ARCURIA, secretary to Jerry Kertman, American Coin Machine Company, Rochester, N. Y., enthusiastically recommends Buckley illuminated music systems to operators. "Buckley systems are tops with operators," she says. (MR)

Restaurant Survey Shows Trade Value

CHICAGO, Aug. 9.—The National Restaurant Association here recently released some interesting data gathered in its survey of the restaurant business in the United States. Restaurants are excellent locations for coin machines and the trade will be interested in the following facts.

The average restaurant in the United States showed a profit of 4.45 per cent in 1940, the National Restaurant Association's special survey of restaurant operating costs indicated. The study was based on the reports of 240 widely distributed restaurants.

Making the best showing from the viewpoint of operating profits were the counter-service establishments, with an average of 9.48 per cent for the 24 reporting. Lowest in the scale were the combined counter and table service restaurants, 126 reporting a profit of 3.33 per cent.

Occupying a middle ground were 43 table service restaurants with a profit of 4.10 per cent and 47 cafeterias with 5.13 per cent.

Of the 240 restaurants reporting, 131 supplied the number of customers served daily. Daily sales per seat amounted to \$2.07 and the average check per customer, 35 cents. Each seat, therefore, was occupied 5.9 times daily.

The counter service establishments derived a daily sales revenue per seat of \$4.25 from an average sale per customer of 29 cents, altho the small number reporting in this class—four—may have prevented a typical showing for this group. The 72 table and counter service restaurants did an average business per seat of \$2.06, while the average check per customer was 32 cents. Thirty-six cafeterias, with an average daily sale per seat of \$2.20, reported the average sales check was 35 cents.

The aristocrats of the list, from the standpoint of the size of the average sales check, were the 19 reporting table service only. Here the average was 85 cents per check, but a daily seat turnover of 1.64 persons was the lowest on the list and kept the average daily revenue per seat down to \$1.39.

The customers in the smaller towns apparently bought more liberally than those in the big cities. Towns with a population of up to 50,000, in which 17 restaurants were located, showed the average sale per customer to be 39 cents. Those from 50,001 to 100,000 made the poorest showing. The average check per customer for the reporting restaurants in cities of 100,001 to 1,000,000 population and of over 1,000,000 was 35 cents.

Overhead of the 240 reporting restaurants was distributed as follows: Cost of goods sold, 46.72 per cent; pay roll, 25.74 per cent; rent, including heat, 5.69 per cent, and other expenses, 17.4 per cent.

At the headquarters of the association it was said that members were being urged to watch their overhead very carefully during the last half of 1941.

Buffalo

BUFFALO, Aug. 9.—Coin machine row is keeping active despite hot weather and vacations. Business is booming in practically all lines of the industry and this summer will most likely end up as one of the best in years.

Les Fien, newest Queen City games operator, returned to the coin biz after a five-year absence in the trucking line. He is being visited right now by his boy, who goes to school in New York City. Ed Hartman, Rex Amusement serviceman, will be married in early September.

Bill Flaschetti, service manager at Rex, just returned from vacationing at his summer camp in Hillside, N. Y., on foothills of Adirondacks.

Phil Rich, American Cigarette Machine Company, is busy with Packard Pla-Mor wall box installations.

Acme Coin Machine Exchange is so busy buying up used games and phonos that Manager Boris Siegel has had to install another phone in his office to take care of all calls. Firm is planning expansion in the fall.

The Mayflower Distributing Company, new Wurlitzer distributor here, is doing a good job of getting acquainted. Sam Taran, the big boss, is still in town lining up things for the fall sales.

Westinghouse Merchandise Distributors' Record Division, new Columbia-Okeh outlet here, is reporting the best month since January, 1941. Bernie Loncto, record counter head, reports particularly strong reactions to *Cowboy Serenade* and *Til Reveille* by Gene Krupa and *Why Don't We Do This More Often* backed by *I've Been Drafted* by Kay Kyser.

Atlas Phonograph Company has been entertaining Rochester operators regularly despite the heat waves. Near-by Rochester territory is important part of local Seeburg sales office and boss Ben Kulick is down there about once a week.

Sarah Palmeri has left Chippewa Amusement Company and is now at Colonial Radio Corporation. Ida Anzalone, daughter of Joe Anzalone, Chippewa's owner-manager, has taken over. Anzalone reports biz good and is still actively interested in the manufacture and sale of Pictorettes, movie machines.

Al Bergman is so busy with the re-vamping of his retail record store and office of his Royal Amusement Company he's going around in circles.

Florence Bloom, until recently in charge of Bergman's record store, is anticipating.

Ted Mills, Mills Amusement Company, is pleased with music collections. He's one of the largest operators in territory.

Fred Van De Walker, Modern Automatic Music Company, just returned from a Canadian fishing trip. The boys along cinnow doubtless will be hearing some mighty good fish stories this week. Mrs. Van De Walker held down the fort during hubby's absence.

Edward Britt, Gasport, N. Y., operator, is pleased with his investment in three set-ups of Packard Pla-Mor wall boxes. Two are already installed and are working okeh despite conversion to 25-cycle hook-up. Phil Rich, of Buffalo, Pla-Mor distributor, handled the job.

American Cigarette Machine Company, headed by Phil Rich, Packard Manufacturing Corporation outlet here, has set up a complete display of Pla-Mor remote-control music system in the salesroom.

Phyllis Clark, diminutive secretary at Atlas Phonograph Company, is vacationing, and Les Weintraub is doing double duty in the office.

Harry H. Cohen Vacationing

CINCINNATI, Aug. 9.—Harry H. Cohen, head of the Ohio Specialty Company here, is vacationing in Atlantic City after spending few days in New York visiting with the various coin machine lads. He is accompanied by his son, Milton. Cohen is due back at his office here late next week. He is stopping at Hotel Chelsea in Atlantic City.

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Announcing...
DERBY WINNER
1 or 5 Ball Replay with all the great money-making features of our outstanding Flying Champ Payout!

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MONEY MAKING QUINELLA! 40 COIN "BUY-THE-BOARD!" GIANT JACKPOT!

Immediate Delivery. Order From Your Distributor or Write Direct.

COMING SOON!

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WESTERN PRODUCTS, INC. 925 W. NORTH AVE., CHICAGO

Stoner Works on Defense; Vender, Game Biz Unaffected

AURORA, Ill., Aug. 9 (MR).—The Stoner Corporation is about ready to begin producing cartridge shells for the U. S. Government, according to recent reports from the firm. The defense contract allocated to Stoner was the signal for beginning of intense activity to reconstruct a portion of the huge Stoner factory to be used in the making of munitions.

Machinery has been moving into the Stoner factory for some time and most of it has now been made ready to begin production. Many changes were necessary in the factory itself to meet rigid government specifications; however, these changes were made only in the section of the factory where the manufacture of shell cartridges will be carried on. The games section of the factory, modern and well adapted to the manufacture of coin machines, will remain the same.

Also of interest is the announcement of Stoner official Clarence Adelberg that the manufacture of munitions for the government will in no way affect the manufacture of amusement or vending machines. "Stoner's line of venders has found an increased demand in the last few months," said Adelberg, "and we have been able to make deliveries quickly. We anticipate being able to continue to make quick delivery on all orders. Our latest pinball game is likewise meeting with quickened approval and deliveries are going forward satisfactorily. We shall continue to introduce new games from time to time as we have in the past, for our engineering department is well ahead of schedule on new game designs incorporating new principles of play.

Adelberg revealed that the government contracts have forced the Stoner company to hire many new workers to man the shell-making machines. The two units of the Stoner factory, however, are operated as individual units, each being independent of the other. Officials of the company are concerned as to the operations of both units, but active management has resolved in Harry Stoner devoting most of his time to the government business while Clarence Adelberg guides the game and vender manufacturing divisions.

Officials of the company expressed satisfaction that they were able "to do their part" in accepting the government contract, which is in excess of a million dollars. They are also happy, they declare, that they are so well able to supply their distributors fully with their line of venders and games.

Adelberg, in conclusion, stated: "We are in a position to move ahead rapidly. Unless one of those acts of divine providence—a tornado or similar occurrence—should occur, our distributors will continue to be able to supply all operators with games and venders for all of their locations."



AUTOGRAPHING A RECORD FOR LOWELL MATTHEWS, manager of the G & S Distributing Company, Wurlitzer distributor in Birmingham, Ala., to Guy Lombardo, popular orchestra leader. Lombardo visited the G & S sales-room while at the 11th Annual Air Carnival held recently in Birmingham. Lombardo was generous in his praise of Wurlitzer phonographs. (MR)

Daval Counter Game Sales Rise

CHICAGO, Aug. 9 (MR).—Sales of American Eagle, bell-fruit reel token payout, and Marvel, cigarette reel token payout, have set an all-time record for the Daval Company, according to Al S. Douglas and Dave Helfenbein, of the firm.

"Sales have continued at an even pace for over a year now," says Douglas. "There have been no slack periods in all that time. The games are recognized everywhere as outstanding.

"We have accounts in our files that haven't stopped ordering American Eagles and Marvels since the day they were introduced to the trade and who continue to write us that, in their estimation, these are still the two greatest token payout counter games on the market.

"It is possibly because of the continued demand for American Eagle and Marvel that we haven't been able for sometime now to swing into anything else along this line. The machines have kept our factory going at top speed. They have won more and more friends as they went along.

"It is also interesting to note at this time that the five-cent models of these machines are now leading sales. When first introduced the one-cent models took the lead. We attribute the swing to the five-cent models to the changing times and the fact that there are so many more coins in circulation at this time," they declared.

Convention Biz Aids Philly Coinmen

PHILADELPHIA, Aug. 9.—With conventions playing an important role in increasing machine collections, local coinmen are much interested in the revived Philadelphia Convention and Tourist Bureau. The bureau, since the first of the year, has operated as an individual unit, and while it is affiliated with the Philadelphia Chamber of Commerce, it is raising its own money and defraying its own expenses from contributions received from hotels, utility companies, purveyors, stores, and restaurants.

A campaign committee was organized last week functioning to raise \$75,000. Part of this fund is to be set aside as a contingent fund, and the rest is to defray the convention bureau's expenses and necessary costs detailed to bring conventions to this city. Already \$28,000 has been pledged to this committee and a considerable portion of the money has been received.

Added impetus to the activity of the convention bureau was the result of the appointment of Daniel Crawford Jr. as chairman of the bureau. Crawford is president and general manager of the Hotel Philadelphian and also president of the Philadelphia Hotel Men's Association and a national officer in the National Greeters' Association. A. Russell



DAN ORDWAY (top, right), Du-Grenier road serviceman, points out the features of the Champion Cigarette merchandiser to Lou Golden, of Ace Cigarette Service, Cleveland, while Sam Levy (bottom), of Star Vending, Toledo, listens attentively. Photos were snapped by "Bip" Glassgold, DuGrenier sales manager, at the Ohio Tobacco Convention held recently at Cedar Point, O. (MR)

conventions signed to meet in Philadelphia in 1941. Many other conventions, still unsigned, will meet here this year, but these names will not be publicized until all arrangements have been completed. Already 26 conventions have been booked for 1942, as well as some for 1943 and even for 1944.

Four of the largest conventions of the year are the Elks, which was held in July, the Veterans of Foreign Wars, to be held in August, and the Association of Carbonated Beverage Bottlers and the American Society of Metals, to be held during the early winter. These four conventions alone mean 250,000 persons coming to Philadelphia and spending several millions of dollars.

Late Market Report Canton, O.

CANTON, O., Aug. 9.—Continued rising employment and booming pay rolls were felt here during July in increased play on all types of coin machines. Beverage and service machines did extraordinarily well in factory locations. Cigarette machine volume picked up with chain-store price rise from 14 to 15 cents. Cigs selling for 17 cents in machines.

Phonograph play was up a good 10 per cent on the month. Penny counter games were also strong. Pin games did well in the surrounding county. Movie machines have just made their debut here and are going strong. Not much activity in the used machine market, but many operators report they are planning to enlarge their routes in the fall. Some operators reported a falling off of pin game patronage in smaller surrounding communities during the month due to less congregating in stores and other recreation centers as patrons took to the outdoors for amusement.

Phillips is acting director of the bureau and Charles S. Morgan Jr. is assistant director.

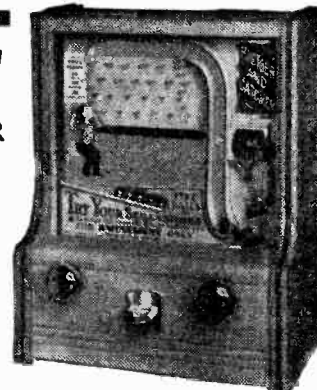
In the first four months of this year 71 conventions have met in Philadelphia, bringing in an attendance of 17,638 people. There are now an additional 86

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FREE PLAY NOVELTY GAMES

All A-1 Reconditioned — Ready for Locations

All American . . . \$44.50	Golden Gate . . . \$12.00	Roller Derby . . . \$17.00
Anabel . . . 25.00	Gold Star . . . 42.50	Rotation . . . 17.50
Armada . . . 37.50	Hi Dive . . . 64.50	Roxy . . . 19.50
Arrowhead . . . 12.50	Hi Hat . . . 62.50	Salute . . . 37.50
Attention . . . 39.50	Holdover . . . 22.50	Sara Suzy . . . 37.50
Bally Beauty . . . 16.50	Home Run . . . 22.50	School Days . . . 44.50
Bandwagon . . . 32.50	Keen-a-Ball . . . 15.00	Scoop . . . 12.50
Big Chief . . . 42.50	Jolly . . . 20.00	Score Champs . . . 18.00
Big Show . . . 18.50	Jumper . . . 10.00	Sea Hawk . . . 62.50
Big Time . . . 44.50	Lancer . . . 17.50	Seven Up . . . 57.50
Big Town . . . 19.50	Landslide . . . 21.50	Short Stop . . . 22.50
Blonde . . . 22.50	Leader . . . 39.50	Silver Skates . . . 47.50
Blue Grass, like new . . . 129.50	League Leader . . . 47.50	Skyline . . . 35.00
Boomtown . . . 59.50	Limelight . . . 27.50	Spot'em . . . 10.00
Brite Spot . . . 19.50	Lone Star . . . 22.50	Sport Parade . . . 47.50
Broadcast . . . 37.50	Mascot . . . 24.50	Sport Special . . . 67.50
Champion . . . 15.00	Merry Go Round . . . 24.50	Sporty . . . 22.50
C. O. D. . . . 14.50	Miami Beach . . . 74.50	Stars . . . 52.50
Commodore . . . 17.50	Mr. Chips . . . 17.00	Sunbeam . . . 57.50
Contact . . . 12.00	Mystic . . . 52.50	Super Six . . . 12.50
Cowboy . . . 12.00	Oh Johnny . . . 22.50	Three Score . . . 19.50
Crossing . . . 39.50	On Deck Birdie . . . 17.50	Triumph . . . 7.50
Crystal . . . 52.50	Paradise . . . 47.50	Ump . . . 52.50
Dixie . . . 32.50	Pickem . . . 12.00	Vacation . . . 22.50
Doughboy . . . 22.50	Playball . . . 62.50	Variety . . . 12.50
Drum Major . . . 21.50	Photo . . . 22.50	Velvet . . . 47.50
Dude Ranch . . . 32.50	Progress . . . 24.50	Vogue . . . 12.50
Fair . . . 10.00	Pylon . . . 25.00	Wild Sail . . . 15.00
Fifth Inning . . . 12.50	Rebound . . . 10.00	Wildfire . . . 47.50
Flicker . . . 44.50	Red Hot . . . 17.50	Yacht Club . . . 19.50
Follies, 1940 . . . 19.50	Red, White & Blue . . . 42.50	Zip . . . 12.00
Formation . . . 37.50	Repeater . . . 22.50	Zombie . . . 39.50
Fox Hunt . . . 27.50		

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Coinography

Ray Meeuwenberg

SUCCESSFUL operation of a large vending machine route based upon efficient co-ordination of effort is the story of Ray Meeuwenberg, Automatic Sales Company, who has been in the business in Detroit since 1928. He has actually become one of the old-timers in this fast-growing business, at the ripe old age of 45.

There is one unusual factor in Meeuwenberg's story—he has been blind since birth. His own success story may, incidentally, prove the inspiration for a successful business career in the machine field for other men similarly handicapped. It is just one of the things taken in his stride in developing his own business.

Originally a broommaker by trade, Meeuwenberg later ran a confectionery, and then worked at the Packard Motor Company factory for seven years. In the summer of 1928 he decided to go into business for himself and spent his two weeks' vacation putting 50 vendors into locations for the first time.

He kept his job at Packard, and his wife, who has been closely associated with the business ever since, ran them and handled calls. Occasionally he took an extra day off to put another machine out on location, gradually building up his route. About this time he bought out an established route of 25 machines and 25 new ones.

Full-Time Business

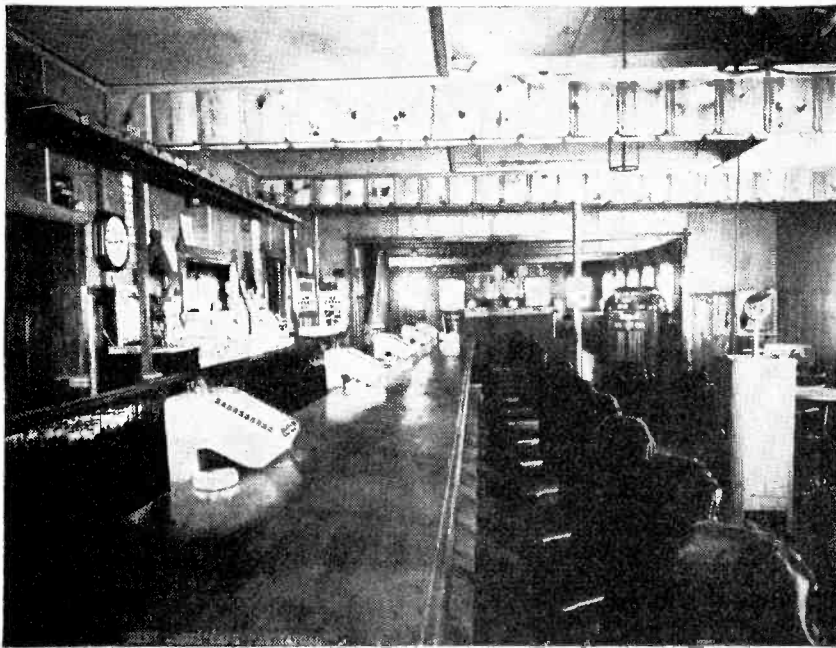
In 1929 he decided to make it a full-time business, bought 120 more machines, and had two men working for him as most of these machines required daily service.

Business looked good in 1930, despite the depression, and he took the important step of leaving Packard. When the depression struck harder in 1931 he had to lay one helper off.

But at the same time he bought 100 four-column venders and handled the route with the one man. With larger machines, servicing once or twice a week was enough.

"Business was good for a few years after that but it dropped off seriously about 1936," Meeuwenberg says. "I tried to kid myself it was the depression—but I ultimately realized where the trouble lay. The machine equipment I had was getting too old, and it was time for replacement with up-to-date machines."

He first bought 23 combination selective venders, and later about 150 com-



A CONVENIENCE AND GREAT ATTRACTION to patrons is this Seeburg Bar-o-Matio installation at the Deer Lodge Cafe, Pomona, Calif. According to Seeburg Representative Danny Donohue, patrons and location owner are more than pleased with results. (MR)

bination selective venders, largely six and eight-column type. These constitute the bulk of his operations today—nearly 200 selective machines, together with about 40 gum and 125 peanut venders.

Three men are required to handle this operation and give the frequent service required for this sizable route. Mrs. Meeuwenberg does the bookkeeping for the firm.

Prefers Candy Locations

Candy locations are preferred, although cigarettes are used in some columns on some machines. In one factory he is selling Copenhagen Snuff in a vending machine. An important factor in making the route flexible enough to meet changing location needs is the easy adaptability of his machines to either 5, 10, or 15-cent operation.

Locations are primarily in factories with a few in gas stations. Believing in concentrating on a particular type of location he is able to specialize in that type and knows how to face its peculiar operating problems with specialized knowledge. Talking on locations, Meeuwenberg said:

"With a candy machine, I do not

know of any other type of location which does a more profitable business than industrial locations. They turn over more merchandise in a year's time than any other. While it is true that a lot of industries have a slack period each year, it is usually during the summer when it is too hot to work hard anyway."

Meeuwenberg occasionally goes out looking for new locations and usually handles this important part of the business himself. Having a location or contact man to do this work proved somewhat less satisfactory, he says. His method is to find a suitable factory, perhaps one that he has known about beforehand, and then talk to the proper executive to determine what type of machines they already have in operation. Incidentally, Meeuwenberg believes in never putting in a machine in direct competition with another operator; of course, supplemental types of machines are another story.

Service Efficiency

His method of handling service calls is one of admirable efficiency. A helper goes with him and does the driving. When they come in to a machine, Meeuwenberg opens the coin box and counts the money while his assistant counts the number of bars remaining and figures those sold. They then fill up the magazines, with the boss putting in the cigarettes while the helper fills in the candy bars. In this way, he has found, they are able to service machines twice as fast as a single operator working alone.

With this style of operation, it is possible to cover about 50 miles a day with all required calls, although it is occasionally necessary to put in rather long hours to assure each location being properly serviced.

Meeuwenberg makes practically all repairs on his machines, unless they are so badly smashed as to require factory repairs. When the rush of repair work becomes too great one of his older service men is called in to assist.

He keeps his extensive candy stock in the basement of his own home, where he makes his headquarters. Built some 10 years ago, it is a large, well-constructed house. He buys in large quantities for his route as a matter of economy. An excavation about 8 by 15 feet under the front porch proved inadequate to handle the candy stock, and last year he took out the coal furnace and installed gas air-conditioning in order to use the former coal bin space, now well sealed, for additional candy storage. Now he is looking for a larger house.

Besides his wife, who is active in the business, his family has two other important members—a daughter of 14 and a young son of 5.

McGillChangeMaker Is Widely Used

MARENGO, Ill., Aug. 9 (MR).—McGill Metal Products Company, currently offering its multiple coin changer, Quick Change, to the trade, reports that there

New Line Sets Production Record

CHICAGO, Aug. 9 (MR).—"With Flying Champ and Derby Winner running a neck-and-neck race on the production lines in a furious race to meet present demand, modern production records have gone by the boards," reports Roy Guilfoyle, president of Western Products, Inc.

"Flying Champ is proving itself to be one of the finest payout games ever produced," Guilfoyle asserted. "As a one-ball multiple de luxe payout console, it is reaping a bumper harvest of profits in all payout territories, thanks to the strong appeal of the playing features."

"Derby Winner, announced recently, has become a standout contender for replay game honors. Operators have taken it to their hearts, as have location patrons, and this one or five-ball multiple replay machine is standing the players in line, from the reports I have received. The overnight success of Derby Winner was not wholly unexpected, because when we built into it the great features that are making Flying Champ the top game of the year we expected a grand reception. However, we are pleasantly surprised at the fact that the response is much more enthusiastic than originally planned for."

"Not Retiring," Says Dave Robbins

BROOKLYN, Aug. 9.—"There seems to have been a misunderstanding regarding the sale of the jobbing end of our business to I. L. Mitchell & Company," reports Dave Robbins, "for I am not retiring from the coin machine business. After all, I have been in this business for about 25 years, have always earned a good income, and hope to continue doing so when my new machine is ready for the market."

"During the next few months my entire time and efforts will be devoted to the perfection and development of a new idea in the coin machine field."

Thus Dave Robbins spiked rumors that he was definitely out of the coin machine business. He is retiring from the jobbing end of the business, but will now be interested in manufacturing of machines. Said Robbins: "At this time I wish to let you know the co-operation of *The Billboard* has always been greatly appreciated. May I also say that I found *The Billboard* the most profitable advertising medium of the entire coin machine trade magazine field."

Report Chattanooga Association Disbanded

CHATTANOOGA, Tenn., Aug. 9.—The Chattanooga Coin Machine Operators' Association, which was organized last December, was disbanded recently over the question of whether to operate or not to operate one-ball games. The majority of the members were against operating them due to legal opposition.

The group was formed to promote good will between the operators both in a business and social way.

J. W. Kline, of Kline Coin Machines, was president. There were approximately 20 members.

H. H. Holmes, coin machine mechanic of Kelley Music Company, was drafted July 18. He has been stationed as mechanic at Tallahassee Air Base in Tallahassee, Fla.

has been a heavy response and that hundreds of the change makers are finding their way onto location each week.

Officials describe the change maker as a natural for locations inasmuch as it provides faster change making and faster machine play. They declare that in the ordinary location where the owner must ring up his cash register or ply his cash drawer much time is lost—and what is more, the proprietor of the location is annoyed. "With the Quick Change," said officials, "there is no annoyance, change making is quick, and play is resultantly faster."

"The Quick Change has five long nickeled tubes which eject quarters, dimes, and varying amounts of nickels up to five at a time. A cash drawer is divided for half dollars and paper money. The change-making unit is mounted atop a finely finished wooden cabinet which holds the cash drawer."

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EASTERN HEADQUARTERS FOR EXHIBIT SUPPLY CO. PENNY ARCADE MACHINES AND SUPPLIES
VISIT THE COMPLETE DISPLAY OF EXHIBIT'S PENNY ARCADE EQUIPMENT AT OUR SHOWROOMS! IF YOU CAN'T CALL IN PERSON, WRITE, WIRE, PHONE FOR DETAILS, CIRCULARS AND ALL PRICES!!
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186 COIN MACHINE ADVERTISERS REALIZED EXTRA BUSINESS FROM THE BILLBOARD'S 1940 FALL SPECIAL

. . . . This is not just an empty statement—records prove it! Regular Billboard advertisers KNOW that The Billboard's Fall Special issue produces better than the average results. That's why they always use larger space in this important edition.

ALL RECORDS OF RESULTS point to a very high rate of returns from the Fall Special Number this year.

FROM A CIRCULATION STANDPOINT you get extra value for your advertising dollar. It not only gives the usual 100% coverage among established operators, but it reaches that extra market of seasonal and outdoor operators as well.

IN TIMELINESS The Billboard's Fall Special is hard to beat. It reaches operators at the most opportune time—when they are thinking about and planning for Fall and Winter operations.



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Mail your copy instructions today. Forms will be starting to press WEDNESDAY, AUGUST 20. Last pages go to press SATURDAY, AUGUST 23.

The Billboard

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WATCH NEXT WEEK'S BILLBOARD

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WILL ANNOUNCE

The FIRST REALLY NEW BELL IDEA IN OVER 30 YEARS

SEE YOUR KEENEY DISTRIBUTOR OR WRITE THE FACTORY DIRECT FOR ADVANCE INFORMATION

IT'S A KNOCKOUT! JUST WHAT YOU OPS HAVE PRAYED FOR!

Now in Production . . . SKY LARK, TWIN SIX and CONTEST . . . See Your Keeney Distributor

J. H. KEENEY & CO., INC. "The House That Jack Built"
 6630 S. ASHLAND AVENUE - CHICAGO, ILLINOIS



STEVE WARREN, arcade owner and operator at Silver Beach, St. Joseph, Mich., pepping up his tired feet on Exhibit Supply Company's new 1942 Streamlined Vitalizer in the factory display room. (MR)

Markepp Ups Flipper Production

CLEVELAND, Aug. 9 (MR).—The Markepp Company reports that it has stepped up the production of its penny counter game, Flipper, over 100 per cent above the original factory production schedule.

According to Meyer M. Marcus, president of the firm: "With new distributors joining in the big parade to Flipper, we have decided to step up our production to equal the demand that we are now enjoying by over 100 per cent of our original quota. This has helped us to meet deliveries.

"In the past few days orders have been coming in at a faster rate than at any time since the introduction of the machine to the trade. We have heard from outstanding distributors, jobbers, and operators that in their estimation Flipper is the first really pure amusement game for penny play in many years.

"There are still a few territories where we haven't as yet appointed distributors. These are going fast, tho, and we hope that within a week or so we shall be able to announce a complete distributor set-up thruout the country."

Badger Servicemen At Factory School

MILWAUKEE, Aug. 9 (DR).—"Badger Service Must Lead" is the motto of Badger Novelty Company," declares William (Bill) Happel Jr., head of the firm. "We consider our organization similar to that of a team of athletes competing for top honors. We know our task is a difficult one, in that a large part of our success depends on our ability to deliver the goods at the customer's will and to be able to guarantee mechanical success and resulting satisfaction.

"The past few years has seen great improvement in engineering perfection of coin machines, but new ideas have also resulted in the requirement of greater technical skill and knowledge in order that the distributor may keep the operator well informed so as to maintain efficient servicemen on their routes. It is with this thought in mind that our technical men are constantly receiving written technical advice from the factories for them to study and put in practice. For this reason we send our men direct to the factories at least once a year to be schooled in any new procedures that would be of help to the operator."

800 Present at J. & J. Novelty Fest

DETROIT, Aug. 9.—Perfect weather contributed to the enjoyment of more than 800 associates and friends of the J. & J. Novelty Company as they trekked to the eighth annual picnic given by the firm at Budka's Park, Mount

Clemens, August 8. The hospitality of the company's proprietor, James Passanante, was again demonstrated in an abundance of good eats, ranging from succulent barbecued steaks to watermelons, and refreshments to suit all tastes.

A program of sports events was staged. Among the out-of-town guests were Capt. James S. Walsh, tenor of Chicago Fire Department; Rose Knollmiller, Bally distributor from Toledo, and a large number from up-State and Ohio.

Herb Jones, George Jenkins, and Art Garvey, representing the Bally Manufacturing Company, were the life of the party and kept all on their toes watching out for the next casualty.

Highlight of the day was the baseball game between J. & J. Novelty Company and Upstate Exhibitors, umpired by Passanante and won by—the Novelty Company.

A vote of thanks and appreciation for a wonderful time was tendered Mr. Passanante, who personally directed all arrangements, and to his assisting committeemen Grace Mullen, Gerhardt Uperman, Otto Wisner, Al Hunter, Steve Branceleone, and Gene Callahan.

Come one... Come all...

THAT SPINNING ARROW GETS 'EM!

GREATEST BOARD IDEA IN YEARS!

Hurry, hurry, folks!—gather 'round the most appealing board ever known! Features a real arrow which spins inside a cut-out jackpot circle and gives the players 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.

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2307 ARCHER - CHICAGO

CLEAN-UP SALE

Rock-Ola Ten Pins, H.S.	\$29.50
Mystic	55.00
Zombie	39.50
School Days	55.00
Wow	62.50
Ump, F.S.	59.50
Sunbeam	47.50
Three Up, F.S.	65.00

1/3 Deposit, Balance C. O. D.

Hundreds of Other Games in Stock. Write for Prices on Close Outs and Floor Samples.

AVON DISTRIBUTING CO.
4700 Prospect Ave., Cleveland, Ohio

NATIONAL VALUES

5-BALL FREE PLAY GAME BARGAINS

Anabel	\$24.50	Congo	\$35.00	Limelight	\$26.50	Score Card	\$22.00
All American	45.00	Double Feature	22.50	Lucky	15.00	Score Champ	22.50
Bally Beauty	24.50	Dough Boy	27.50	Mascot	26.00	Seven Up	63.00
Bandyago	42.50	Drum Major	34.50	Merry Go Round	39.00	Sea Hawk	67.50
Big Chief	49.00	Fantasy	14.00	Mr. Chips	19.00	Skyline	37.50
Big Show	22.50	Flicker	49.50	Oh Boy	18.00	Speedway	35.00
Big Town	22.50	Follies '40	21.00	Paradise	50.00	Sports Parade	64.50
Biondas	27.50	Formation	37.50	Playmate	32.50	Sporty	27.50
Boom Town	65.00	Four Diamonds	69.50	Polo	32.00	Stars	59.50
Bowling Alley	22.00	Four Roses	62.50	Powerhouse	32.50	Stratolliner	47.50
Britt Spots	22.50	Gold Star	39.50	Progress	37.50	Summertime	24.50
Cadillac	34.50	Hi-Hat	69.50	Punch	20.00	Super Six	15.00
Clipper	15.00	Home Run	24.50	Red Hot	17.50	Three Score	27.50
Commanders	22.00	Landslide	27.50	Rotation	24.00	Vacation	24.00
		Leader	39.50	Roxy	20.00	Yacht Club	19.00
				School Days	65.00	Zombie	49.00

PAYOUTS	SLOTS
Sea Biscuit .. \$49.50	Mills F. P. Slot with Mint Vendor .. \$90.00
Grand Land .. 74.50	Jennings Console 5c Play .. 69.50
LEGAL EQUIPMENT	PHONOGRAPHS
Bally Rapid Fire .. \$104.50	Rockola 1940 Super Rockolite .. \$195.00
Bally Lucky Strike Bowling Game .. 24.00	Rockola 1940 Super Walnut .. 185.00
Bally Atlas Bowling Game .. 15.00	Rockola 1939 De Luxe .. 139.00
Cottled Billiards, New .. 65.00	Rockola 1939 Standards .. 127.00
Keene's All-Aircraft .. 49.50	Rockola 1939 Counter Models .. 64.00
Seaburg Children Sam .. 45.00	Rockola 12 Record .. 29.00
Keene's All-Raider .. 104.00	Wurlitzer 500 Piano Keyboard .. 145.00
Rockola Ten Pins .. 49.50	Wurlitzer 616 .. 52.50
	Wurlitzer 412 .. 35.00

IMMEDIATE DELIVERY ALL NEW GAMES!
 TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
NATIONAL COIN MACHINE EXCHANGE
 1411-13 Diversey Blvd. CHICAGO

THE BEST BUY ALWAYS AT LEHIGH
 100 Cood Free Play Games at \$9.50 Each.
FIKES PEAKS \$15.00 "21" **\$12.50**
FIVE-IN-ONE \$39.50

Complete Stock on Late Used Games at Special Prices. Write for Special Price List on Games in Original Cases. Write for Complete List or Send Order and 1/3 Deposit.

LEHIGH SPECIALTY CO.
 240 & GREEN STREETS PHILADELPHIA, PA.



MANAGER LOU NEMESH, Acme Phonograph Company, Youngstown, O., finds himself surrounded by pulchritude in the form of Ada Leonard and Her All-American Girls Orchestra and a Seeburg Hi-Tone Symphonola. (MR)

New Locations for Batting Practice

NEW YORK, Aug. 9 (MR).—Max D. Levine, president of Scientific Machine Corporation, announces that operators have been sending in additional orders

for Batting Practice to satisfy the demands of location owners. The popularity of the game is reaching new heights, and location owners, seeing the continued public interest in the game, demand machines for their own spots, says Levine.

"Operators who believed that they could switch machines from location to location find that it is impossible to do so," explained Max. "The location owner with Batting Practice in his establishment will not hear of its being removed. Not only does he benefit from the collections, which remain at a steady level, but the machine draws people into a location and this also adds to the profits of the location owner."

"The only solution operators have found successful is to order additional machines to place on location in other spots in their territory. In this manner they are able to keep all location owners satisfied and at the same time increase their own weekly profits."

Scientific's factory is being rushed to the limit to keep up with the demand, and shipments are being made immediately.

Sky Lark Sales Tops at Keeney

CHICAGO, Aug. 9 (MR).—"Yes, sir! We're in a predicament, but we love it," declares Bill Ryan, of J. T. Keeney & Company. "We're oversold on Sky Lark and don't know if there will be enough to go around. We suggest that operators contact their Keeney distributors, as most of them still have or can get Sky Lark tables for you."

"Sky Lark is popular because it is an all-territory game," he continued. "That is, it may be operated in either payout of replay spots, as the game itself is convertible. It also may be changed over from a one-ball to a five-ball and as a one-coin to a four-coin multiple."

Invitation to Ex-Servicemen

CHICAGO, Aug. 9 (DR).—Widespread comment has centered around the recent announcement of a get-together at the American Legion Convention next September in Milwaukee, according to Mac Churvis. This get-together has been planned for all ex-servicemen now in the coin machine business who crossed the Atlantic on the Washington during World War I. Mac Churvis, of Grand National Sales Company, of Chicago, one of President Wilson's personal radio men on board the Washington, is anxious to get these men together.

"I certainly hope that every veteran who was on that momentous trip will get in touch with me," said Churvis. "No matter what part of the coin machine industry he may be in at this time, I want him to write me. I am anxious to see all the boys—and I hope they'll be just as anxious to see me and the others who were buddies then. I promise them a grand little party all of our own during the Milwaukee convention."

BUY THESE AUGUST SPECIALS NOW! PRICES DUE FOR BIG INCREASES SOON

Airway	\$13.95	Dble. Feature	\$29.50	Lancer	\$22.50	Short Stop	\$24.50
Airport	13.95	Dixie	34.50	Lucky Strike	24.50	Sporty	29.50
All American	47.50	Dude Ranch	34.50	Landslide	29.50	Summertime	24.50
Box Score	13.95	Duplex	64.50	Leader	44.50	Scoreline	29.50
Blackout	13.95	Do Re Mi	69.50	Mr. Chips	19.50	Speedway	29.50
Big Ten	13.95	Double Play	72.50	Merry Go Round	24.50	Skyline	34.50
Bounty	13.95	Flagship	13.95	Metro	29.50	School Days	52.50
Big Town	22.50	Fantasy	13.95	Mystic	44.50	Stars	54.50
Big League	22.50	Follies	19.50	Miami Beach	72.50	Sports Parade	59.50
Bowling Alley	22.50	Fox Hunt	32.50	Majors of 1941	77.50	Stratoliner	59.50
Blondie	29.50	Fleet	32.50	Old Ball	16.50	Seven Up	62.50
Bordertown	37.50	Flicker	54.50	Oh Johnny	27.50	Sun Beam	62.50
Bandwagon	42.50	Four Roses	59.50	On Deck	29.50	Sluggo	64.50
Big Chief	44.50	Four Diamond	69.50	Pick Em	13.95	Sea Hawk	67.50
Barrage	72.50	Gold Star	44.50	Punch	22.50	South Paw	69.50
Contact	13.95	Gold Cup	39.50	Power House	32.50	Trio	13.95
Chief	13.95	Headliner	13.95	Playmate	32.50	Triple Play	13.95
Clipper	13.95	Holdover	24.50	Polo	34.50	Triumph	13.95
Chevron	13.95	Home Run	27.50	Progress	34.50	Topper	17.50
Chubbie	13.95	Highdive	72.50	Paradise	49.50	Three Score	32.50
Conquest	13.95	Hi Hat	72.50	Play Ball	64.50	Trapeze	34.50
Cowboy	13.95	Horoscope	72.50	Ragtime	13.95	Ten Spot	67.50
Champion	14.50	Jumper	16.50	Rink	13.95	Vacation	29.50
Commodore	19.50	Jolly	19.50	Roller Derby	16.50	Velvet	54.50
Cadillac	29.50	Keena Ball	13.95	Red Hot	17.50	Wings	29.50
Convention	32.50	Klick	13.95	Roxy	19.50	Wild Fire	67.50
Crossline	39.50	Liberty	13.95	Supercharger	13.95	Western Ball	69.50
Davy Jones	13.95	Lot of Fun	13.95	Snooks	13.95	Yacht Club	29.50
Dandy	16.50	Lonestar	22.50	Score Champ	19.50	Zip	13.95
Doughboy	22.50					Zombie	44.50

CONSOLES, PAY TABLES, ETC.

Evans Free Play Jungle Camp, Console	\$109.50	Mills 1-2-3 Payout, 1939 Model with Smoker	Reels	\$29.50	Breakneck Derby Day	\$27.50	Tanforan	\$27.50	
Bally High Hand, Console	\$189.50	Mills 1-2-3 Free Play, 1939 Model	\$39.50	Mills Free Play Jumbo Parade, Console	\$94.50	Hey Day table	\$27.50	Galloping D c m i n o e s	\$59.50
Paces Races, Black Cabinet	\$69.50					Liberty Bell	\$27.50	Turf Champ	\$27.50
Paces Races, Brown Cabinet	\$89.50								

SPECIAL! A Limited Number of Brand New Certex Prophylactic Vending Machines, \$25.00 Each FREE—50 Boxes of Merchandise With Each Machine

LEGAL EQUIPMENT

Seeburg Chicken	Sam Rayolite	\$49.50	Bally Bulls Eye Gun	\$49.50	Exhibit's Bowling	\$29.50	Groetchen Vender	\$6.00	
Seeburg Shoot the Chute	69.50	Bally Rapld Fire	109.50	Rockola Ten Pins	39.50	Keeney Air Raiser	109.50	New Pikes Peak	22.50
Seeburg Jailbird	79.50	Bally Defender	119.50	Keeney Air Raiser	109.50	Black Cabinet, Keeney	44.50	Mills Tickette	3.00
		Bally Alley, Bowling Game	22.50			Anti Aircraft Gun	44.50	Texas Leaguer	32.50

COUNTER GAMES

New A.B.T. Chal-lenger	\$29.50	Rockola Ten Pins	39.50
New Daval 21 Game	16.50	Keeney Air Raiser	109.50
New Yankee Double Header	16.50	Black Cabinet, Keeney	44.50

NEWLY REFINISHED MARBLEGO USED PHONOGRAPHS

Major, Electric Se-lector with Re-mote Control	\$269.50	12 Record Rhythm King	\$39.50
Colonel, Electric Se-lector	269.50	WURLITERS	
Colonel with Re-mote Control	289.50	412 or 312	\$34.50
Playboys	35.00	616 or 716	49.50
5-Selection Melody	4.00	616 in Illuminated Cabinet	69.50
Parades	4.00	24 Record Counter Model 61	79.50
ROCKOLAS		with Base	89.50
Regular 12 Record	\$29.50	600 Model	139.50
16 Record	49.50	Do Re Mi	\$24.50
Imperial 20	69.50	40 Three of Music	129.50

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SOUTHERN AUTOMATIC MUSIC COMPANY

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GET THIS ONE!

New—Legal "Electric Defense Gun"

It Tilt! It Fires! Feel it! Hear it!

3-way action for 1¢ or 5¢ play.

Shocking legal profits for all amusement and arcade spots.

An old favorite in Modern Style.

Complete \$32.50

Also Vendors, \$3.95 up, and Girl Film Machines. See your jobber or write for Free Details.

AUTOMATIC GAMES 2422-K Fullerton CHICAGO

STERLING BARGAINS

- 2 Pace Saratogas, Auto, Payout \$ 79.50
- 2 Mills Throne of Music, Marble-ized Cabinet 159.50
- 1 Seeburg Hitler Gun 59.50
- Evans Lucky Lucre, 5¢ 144.50
- Mills Jumbo Parades, F.P. 79.50
- Keeney Ky. Skill Time 37.50
- Jennings Paddock Club 37.50
- Bally Gold Cup, F.P. 34.50
- Columbias, Double Jackpot 45.00
- Mills Brown Fronts, Single Jackpot 69.50

Terms: 1/3 Deposit, Balance C. O. D.

Write for our complete list of Used Machines.

STERLING NOVELTY CO.

669 S. Broadway LEXINGTON, KY.

MILLS 1-2-3

One Ball Free Play at \$25.00

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AUTOMATIC COIN MACHINE CORP.

340 CHESTNUT ST. SPRINGFIELD, MASS.

ACE VALUES IN FREE PLAY GAMES!

Big Show	\$13.00	Hi-Hat	\$62.00	Roxy	\$12.00
Bally Beauty	13.00	Horoscope	63.00	Sun Beam	42.00
Big Town	9.50	Jolly	13.00	Super Six	9.50
Big Chief	23.00	Mr. Chips	11.50	Salute	46.50
Blondie	15.00	Metro	30.00	Score Card	8.50
Crossline	15.00	Leader	22.00	Speed Demon	12.00
Double Play	65.00	Nippy	11.50	Silver Skates	49.50
Double Feature	10.00	Polo	15.00	South Paw	67.50
Drum Major	14.50	Play Ball	51.00	Triumph	7.50
Four Roses	38.00	Pick 'Em	11.50	Trailways	44.50
Formation	21.00	Red, White & Blue	31.00	Vogue	8.50
Golden Gate	10.00				

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION! 1/3 DEPOSIT REQUIRED WITH ALL ORDERS, BALANCE C. O. D. F. O. B. NEWARK, N. J. PLEASE LIST SECOND CHOICE.

ACE VENDING CO., 69-71 THOMAS ST., NEWARK, N. J.

BADGER'S BARGAINS

SPECIAL MILLS SQUARE BELLS \$59.50

FREE PLAY GAMES

- Pace Saratoga Combination F.P.-P.O. \$119.50
- Bally Blue Grass, Like New 119.50
- Western Big Prize, Free Play 89.50
- Bally Record Times 89.50
- Jumbo Parades, Free Plays 89.50
- Bally Sport Specials 79.50
- Bally Gold Cups 39.50
- Mills 1939 1-2-3s 29.50
- Bally Eurekas 24.50
- Bally Triumphs 16.50

AUTOMATIC PAYOUTS

- Bally Sport Kings 109.50
- Pace Saratoga, 1941s 97.50
- Bally Grand Nationals 89.50
- Mills Jumbo Parades, Payouts 89.50
- Bally Grand Stands 89.50
- Jennings Fast Times, Payouts 79.50
- Bally Royal Flush, Console 69.50
- Bally Thistle-downs 59.50
- Jennings Good Luck, Consoles 39.50
- Bally Fleetwoods 24.50

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, WISC.

Bell Operators Hail Bally's Big-Top

CHICAGO, Aug. 9 (MR).—An increasing number of veteran bell operators are placing Bally's Big-Top, three-reel bell console, according to Bert Perkins, assistant sales manager of Bally Manufacturing Company. "Reflecting the trend to flat-top equipment," Perkins stated, "many operators are now replacing old-time bells with Big-Top, which combines the action and scoring appeal of a bell with the flash of a console. Earnings have justified the switch in every case reported."

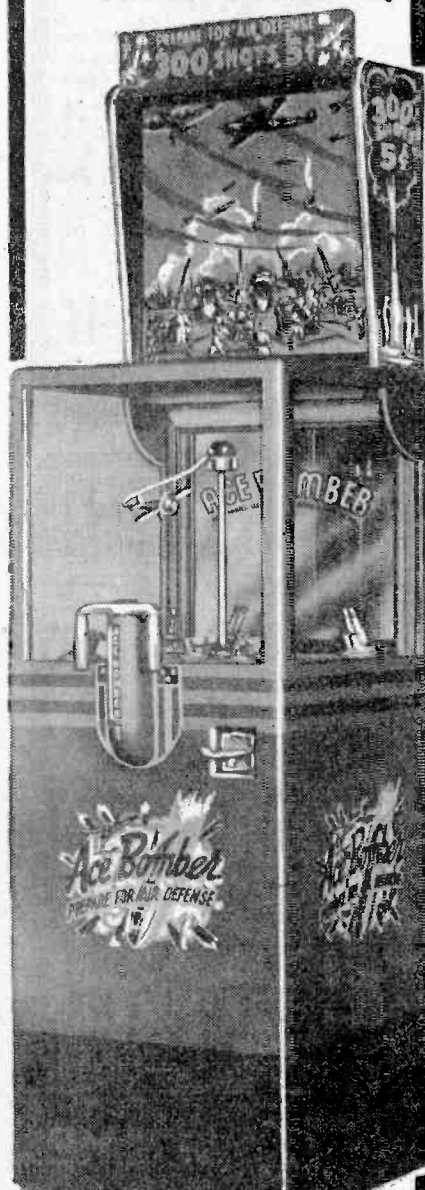
"Big-Top is available in three models covering every location, every operating condition. We have the regular payout model, which can be operated with or without check separator. Then there is the skill field model, which is exactly like the payout model with the addition of a fascinating compulsory skill feature. For replay territory Big-Top is built in a replay model. All models are available in either nickel or quarter play, and the Bally detachable mint vender can be used with all models."



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MUTOSCOPE'S

ACE BOMBER

AND KISS THE
BLUES GOODBYE!



Order From Your Mutoscope Distributor.

**INTERNATIONAL
MUTOSCOPE REEL CO., Inc.**
PENNY ARCADE HEADQUARTERS
SINCE 1895.
44-01 11th St., Long Island City, N. Y.



SALES MANAGER RUDY GREENBAUM of the Packard Manufacturing Corporation recently visited the R. & A. Distributing Company, Houston (Tex.) Packard distributor. The management turned out en masse to welcome him. Left to right: Rudy Greenbaum, Jack Renfro, Sam Ayo, owner; H. M. Crose, manager; Buster Ayo, service manager; Earl Reynolds, Packard district manager, and Mrs. Lilly Atkins, R. & A. secretary. (MR)

Baker Speeds Up Production

CHICAGO, Aug. 9 (MR).—"When orders flood in as fast as they are for our counter game, Kicker and Catcher, it's a pleasure to up production efforts to meet demands," say officials of Baker Novelty Company. "For weeks we've been stepping fast to make deliveries. But the time has come for greater speed, and the entire organization has rallied to the occasion.

"We recognize the reason behind this demand—Kicker and Catcher's earnings, its adaptability to all locations, its irresistible player appeal—and we're spurring ourselves to peak efforts to get every order out at the earliest possible moment. We assure operators and distributors that Baker will deliver the goods.

"At the same time Lucky Strike and Baker's Pacers are keeping us stepping. What's more, a new Baker surprise is being readied for announcement. Unique in its dazzling beauty, fast, flashy playing action and sock earning capacity, this five-ball novelty game promises to outdo even our fondest expectations."

Jersey Panoram Spots Clicking

NEWARK, N. J., Aug. 9 (DR).—Ivr Morris, of the George Ponser Company, in speaking of the Mills Panoram, stated: Locations endorse this musical movie entertainment. The press has also given the machine much good publicity.

"More and more operators are coming into the Panoram picture daily. Realizing the possibilities of the machine, they are ready to start operation. The pictures have caught on and many locations advise that their patrons look forward to the new releases. While some films have been criticized, other have won the praise of onlookers. This kind of criticism is bound to develop the best sort of pictures.

"Among the spots being jammed with people wanting to see Panoram movies are Carroll's, West Orange; the St. Regis Bar & Grill, Newark, and the White Palace Restaurant, Union, N. J.

"These are only a few of the many locations having Panoram installations. Many others are doing great jobs for operators thruout the State. Leading operators report they find Panoram to be one of the most profitable and interesting businesses in which they have ever been engaged."

Jack Mitnick and George Ponser report the same true of New York and Long Island spots.

Friendly Greeting At Atlas Novelty

CHICAGO, Aug. 9 (DR).—"Thirsty and hot? If you are, here's a way to beat the heat the next time you come to Chicago," declare Atlas Novelty Company officials. "Stop at the Atlas Novelty Company headquarters whether you want to buy or just look around. The official greeting is 'Have a Coca-Cola.'"

"You might meet Eddie Ginsburg as you come thru the Famous Door at Atlas. As always, Eddie will greet you with his hearty handshake. But you won't get a chance to get right down to business because his first words will be—'Have a Coca-Cola.'"

"If you step into Morrie Ginsburg's office, he'll peek up at you from behind a desk piled two feet high with miscellaneous papers. As he mops up a few beads of honest sweat, you'll hear him say—'Have a Coca-Cola.'"

"Maybe you will walk around to the right until you find yourself in the office of busily perspiring Irving Ovitz and Harold Schwartz. Whoever looks up first will give you the official 90-degree greeting—'Have a Coca-Cola.'"

"If Howard Freer, Rowland Schaeffer, or any of the other Atlas men see you come in during these torrid temperature days, you can't utter a word until you—'Have a Coca-Cola.'"

Said Eddie Ginsburg: "The drinks go fast these days and it's just a part of our friendly personal service policy. But we are also shipping plenty of new and used games of all kinds—and that keeps us perspiring. Yes, sir, business is good at Atlas."

★ Most sensational STRICTLY PURE AMUSEMENT COUNTER GAME EVER BUILT! Turns Pennies into BIG, PROFIT DOLLARS overnight! The one and only counter game that STAYS PUT ON LOCATION FOR BIG PROFITS. RUSH YOUR ORDER FOR 2 TODAY!!

\$19.50 EA.

Packed 2 in a Crtn. at \$37.50

DISTRIBUTORS!!

QUICK! WRITE FOR SPECIAL DEAL IN YOUR TERRITORY!!

THE MARKEPP CO
3328 Carnegie Ave., Cleveland, O.

A-1 CONDITION—FREE PLAY

All American \$34.50	Play Ball . . . \$54.00
Anabel . . . 16.00	Powerhouse . . . 17.50
Bandwagon . . . 24.00	Potation . . . 15.00
Blonde . . . 17.00	Sara Suzy . . . 25.00
Cowboy . . . 11.00	Sea Hawk . . . 55.00
Crossline . . . 21.00	Seven Up . . . 43.00
Dble. Feature 11.00	Short Stop . . . 15.00
Drum Major . . 15.00	Silver Skates . 52.00
Flicker . . . 33.00	Sparky . . . 27.50
Formation . . . 23.50	Sport Parade . 37.50
Lancer . . . 12.50	Stars . . . 36.50
Leader . . . 23.00	Stratoliner . . 32.50
League Leader 42.50	Thriller . . . 11.00
Lineup . . . 19.50	Triumph . . . 10.00
Lucky . . . 11.00	Velvet . . . 39.50
Metro . . . 32.00	Zombie . . . 32.50
Mystic . . . 30.00	Chips, Novelty 10.00

1/3 Cash Deposit, Under \$18.00 Full Cash.
Cable Address: Coinmachin, N. Y.

MARC MUNVES, INC. 555 West 157th St.
New York, N. Y.

Mills Four Bells, \$210.00

Jumbo Parades, P.O. . . . \$89.50	Bally Teasers . . \$15.00
Triple Entry . . 135.00	Jennings'
1938 Track Time 79.50	Pick'Em 45.00
Pace's Saratoga, 10¢ 95.00	Jennings' Paddock . . 45.00
Pace's Saratoga, 25¢ 95.00	Jennings' Derby . . . 25.00
Keeney's Dark Horse 25.00	Days 25.00
Mills' Rio 20.00	Ray's Track . . . 35.00
	Tanforan 25.00
	Evans' Galloping . . . 75.00

10 Groetchen GOLD AWARD SPARKS, 5¢, beer symbols @ \$22.50
3 Mills 5¢ F.P. Mint Vendor
Slots @ 95.00

One-Half Deposit, Balance C. O. D.

**CLEVELAND COIN
MACHINE EXCHANGE**
2021 Prospect Avenue Cleveland, Ohio

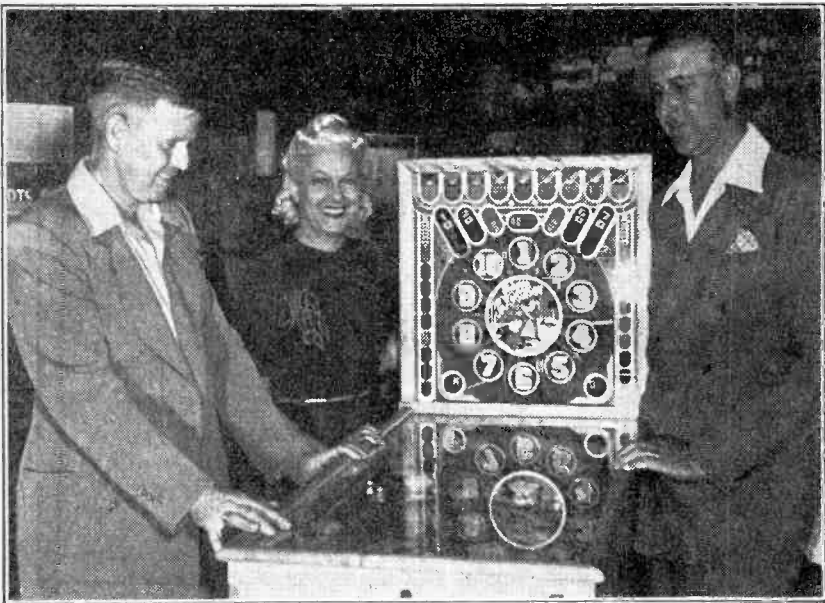
Employment in June at All-Time High

NEW YORK, Aug. 9.—Employment in the United States reached the highest peak in history during June, affording jobs to 53,120,000 workers, the National Industrial Conference Board estimated in an employment survey.

This was 1,359,000 greater than the number employed in May and 6,193,000 above the figure for June, 1940. It was more than 5,000,000 ahead of the 1929 average, a big year for employment in their record books.

Unemployment, the conference board reported, dropped to 2,536,000 in June from 3,848,000 in May, reaching the lowest level since June, 1930.

Accounting for the June rise, the survey said, were greater than seasonal gains in all employment fields. The number of workers in manufacturing showed a contra-seasonal increase of 200,000; construction provided jobs for 333,000 more persons in June than in May, the total exceeding 3,000,000 for the first time since September, 1930.



PAUL LAYMON, LOS ANGELES DISTRIBUTOR, with Mrs. Laymon and Bert Beutler, examines a newly released pinball game in Los Angeles headquarters. (DR)

Business Fine, Says Monarch Exec

CHICAGO, Aug. 9 (DR).—"Fame spreads far, wide, and fast," declares Al Stern, of Monarch Coin Machine Company. "Operators all over the country have not been slow to learn that Monarch carries the stock that assures them practically any type of machine they need. As a result we have set new records in sales for the month of July, as operators have sent in more and more orders, and new operators are being added to our customer list right along. During July we shipped more machines

and filled more orders than in any period in our history.

"It all adds up to one thing," Al pointed out further. "Operators have had the proof that they can count on Monarch, whether it's our promises, our merchandise, our prices, or our policies, and obtain complete satisfaction. We have long ago adopted the policy of reconditioning machines perfectly in every respect. We have found that this extra attention pays us better in the end and makes friends for us. We deal only in clean, usable merchandise that is good for long service and money-making on location for operators. By anticipating the trend of times and preparing with the largest stock in our history, we've put ourselves in position to help our customers save money. Their response, in the form of orders, has put our company out in front in its sales this year. It's an endorsement by operators of our policy, our methods, and our merchandise, and you bet we appreciate it."

London Vacations; New Office Opened

MILWAUKEE, Aug. 9 (DR).—Sam London, head of the Milwaukee Coin Machine Company, has at last found time to take off from duties for a brief but well-earned vacation, it is reported. The spot of his choice is Eagle River, Wis., where he reports having a great time.

"With business growing by leaps and bounds, moving to new quarters and installing new facilities and equipment, all at the same time, there wasn't a ghost of a chance for me to get away sooner," said Sam before leaving. "As it is, I hope I can stay away for two weeks and maybe give Izaak Walton a run for his money. Meanwhile the company is completely settled in its new offices, and new departments and facilities are functioning to perfection."

Legionnaire Widely Favored---Gensburg

CHICAGO, Aug. 9 (MR).—"The great popularity of our current hit, Legionnaire, is by no means sectional," reports Chicago Coin Machine Company's Sam Gensberg. "It is proving as great a success in the Middle and Far West as it is in the East and South, and that speaks well for the many intriguing playing features we have built into the game."

"Judging from the comments of such men as Carl Hoelzel, Dave Marion, and Sam London, Legionnaire is slated to crack many local records for money-making performance," Gensberg said.

"Hoelzel, United Amusement Company mentor, advises that the Kansas City, Mo., area is rapidly going Legionnaire in every district. A similar condition exists in the territory served by Dave Marion's organization in Wichita, Kan., while Sam London, Milwaukee Coin Machine Company chief, reports that Legionnaire has made a great hit with the residents and visitors in Wisconsin towns and resorts."

Presenting

JENNINGS' VICTORY CHIEF

Fine as a Jewel

Marching fast... the bugle's call... the Stars and Stripes forever. All this, and more, is captured by Jennings' designers in the blazing colors and symbolic beauty of Jennings' VICTORY CHIEF. One look at this newest and proudest of all Chiefs and you feel the urge to "fall in step" with today's parade of patriotism.

Jennings' VICTORY CHIEF is not an ordinary machine... not just another model... it is a stirring reminder of American tradition and a fitting symbol of personal liberties. All this adds an inestimable appeal to what is already recognized as the world's finest jackpot machine. There are hundreds of ordinary machines... but only one Jennings' VICTORY CHIEF.

Seamless cabinet of blazing gold, patriotic red, white and blue trim; non-clog coin chute; larger, more convenient payout cup; effortless gear shift handle; famous all-in-one, (jackpot attached), Chief mechanism; dozens of mechanical refinements found in no other machine. Available in 1, 5, 10, and 25¢ play.

For complete information, see your distributor, or wire us today! Buy the best... Buy JENNINGS!

O. D. JENNINGS & COMPANY

SINCE 1906
RATED AAA1

4309-4339 WEST LAKE STREET - CHICAGO, ILLINOIS

FOR A COOL, BIG BUNCH OF BUCKS BUY GENCO'S ZIG-ZAG

Bert Lane

ORDER TODAY!

SEABOARD SALES, INC.

619 10th Ave., N. Y. Wisconsin 7-5688

BUY DEFENSE BONDS

AMERICAN EAGLE

Bell-Fruit Reels! Mystery Award! Free Play Tokens Automatically Paid Out! 1¢ or 5¢ Models with or without Ball Gum Vendor! Mechanism unconditionally guaranteed for 2 Years!

SAMPLE \$34.50

Ball Gum Model Only \$2 Extra.

1/2 Dep. with Order, Bal. Shipped C.O.D.

ATLAS NOVELTY CO.
2200 N. Western Ave. CHICAGO, ILL.

ASSOC. OFFICES

ATLAS AUT. MUSIC CO., 3939 Grand River Ave., Detroit. ATLAS NOVELTY CO., 2219 Fifth Ave., Pittsburgh.

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.

QUALITY SPEAKS FOR ITSELF

PAYOUTS		FIVE-BALL FREE PLAY	
Four Bells	\$239.50	Jumper	\$12.00
Big Top, S.F.	115.00	Big Six	12.00
Paces Reels	114.50	Bangs	12.00
5¢ Royal Draw	97.50	Fifth Inning	12.00
1933 Kentucky Club ..	39.50	Thriller	12.00
Derby Day, Flat Top ..	19.50	Ocean Park	14.00
Mills 1-2-3	22.50	Super Six	14.00
Derby Time	29.50	Buckaroo	17.50
ONE-BALL FREE PLAY		Playmate, Novelty	15.00
Big Prize, Console	\$44.50	Progress	24.50
Mills 1-2-3, Tophat	34.50	Double Feature	24.50
		Mascot	25.00

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNegie AVE., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

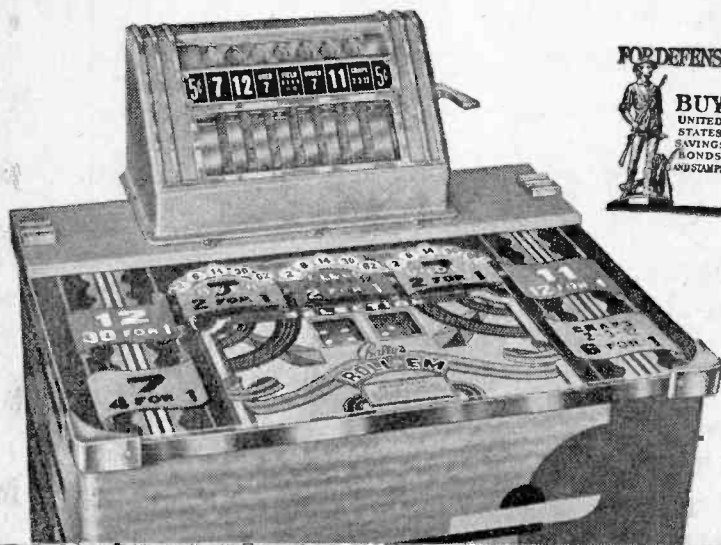
Buy U. S. Defense Savings Bonds and Stamps

ROLL-EM

2-REEL PAYOUT DICE CONSOLE

7-SELECTION COIN-CHUTE

THE OLD FAMILIAR SPOTS, whirling on the old favorite bell reels! New "Double-or-Nothing" feature permits player to "drag" or "let-it-ride"—and each "pass" doubles odds. No wonder ROLL-EM is earning fastest, fattest profits in 7-coin game history! Get your share—get ROLL-EM now! Nickel or quarter play, available with or without Skill Feature.



BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO · ILLINOIS



HERE'S WHAT A HURRICANE left of the famous Penny Arcade in Clark's Greater Shows at Bakersfield, Calif. Mutoscope's solidly built Sky Fighter and Punch-a-Bag remained intact and standing after the gale. Arcade was operated by Elmer Hanscom. (MR)

Wallop Poll Shows Clamor for Champ

CHICAGO, Aug. 9 (MR).—Undertaking a unique means of determining what distributors and operators want and demand in a coin game, D. Gottlieb & Company recently conducted what they call a Wallop Poll among distributors.

"Results were not only educational," reports Dave Gottlieb, president, "but immensely gratifying. For over 85 per cent of the replies insisted that Gottlieb go into production on an already established favorite—Champ.

"With an overwhelming request like this, we've turned our efforts to making our new Champ even better than before. The new model of this proven champion is named New Champ. And we're dressing it up in a brand-new guise, adding to its playing lure with more flash, brightening it up with colors that are sensational. Aside from the added sparkle, Champ remains the same. The principle of New Champ is identical—it has to be, because Champ's earnings, popularity, and proven appeal are definitely pointed out in our Wallop Poll.

"We predict that New Champ will surpass the success as Champ, for it has already been tried and has passed the sternest test of a machine's merit—public acceptance—with flying colors.

"For playfield and backboard action, for color, scoring features, New Champ is champ of all time." Its popularity is beyond all doubt.

"For a game to retain such popularity," continued Dave, "is a source of real gratification to our organization. While we have had consistent requests that we repeat this phenomenal game, we felt that a brand-new game would be preferred. We conducted our unique Wallop Poll to settle the question of whether or not to produce Champ again. Suffice it to say we were amazed at the response to our poll accompanied by letters giving reasons why they wanted it again."

and keep collections high. That is what really counts when purchasing equipment, and that is what Allied supplies to every customer. It certainly gives a person a feeling of satisfaction," Kleiman concluded, "to see the constantly growing number of customers accepting our invitation to stop in at Allied and the steadily increasing business activity day after day at our headquarters. This proves the reputation for dependability which our policies have earned for us."

A TRIPLE BREAK For EVERY EASTERN OPERATOR!!

1.

"AIR FORCE"

BALLY'S NEWEST AND GREATEST SENSATIONAL 5-BALL NOVELTY HIT! THE GAME YOU'LL RAVE ABOUT!!

2.

BEN SCHILLINGER

Our New York and New Jersey Roadman Who Has a Terrific Deal For You! Write Us To Have Him Visit You!

3.

MIKE BALKIN

Our New England Roadman Who Has a Bag of Real Profits For You! Get in Touch With Us Quick To Meet Mike!

JACK FITZGIBBONS

453 W. 47th STREET, NEW YORK
ALL PHONES: Circle 6-8343

NEW FLASH! NEW APPEAL!

Miss America

HARLICH'S LATEST ART DIE-CUT BOARD

Beautiful 7-color lithograph art picture plus color printing makes knockout player appeal. First jackpot punches out completely for 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.

CENTRAL OHIO QUALITY BUYS

FREE PLAY TABLES—TWO FOR \$25.00 OR \$15.00 EACH

Big 6	Topper	Vogue	Lancer	Super Six
Champion	Variety	Home Run	On Deck	Allport
Punch	Miami	Lone Star	Roxy	Roller Derby
Red Hot	Follies	Triumph	Short Stop	Majors

LATE FREE PLAYS

Leader \$82.50	All American \$42.50	Sports Parade \$57.50
Broadcast 45.00	Metro 45.00	Mystic 45.00
League Leader 49.50	Stratoliner 49.50	Hi Hat 74.50
Zombie 39.50	Stars 55.00	7 Up 55.00
School Days 49.50	Bandwagon 32.50	Sky Line 29.50

CONSOLES

Pace Saratogas \$ 75.00	Jumbo Parade, F.P. \$89.50	1938 Track Time \$ 79.50
Triple Entry 135.00	Bob Tail, F.S. 89.50	Big Top, F.S. 110.00
Jungle Camp, F.S. 115.00	Sugar King 75.00	Stanco Bells 69.50

SLOTS AND COUNTER GAMES

10¢ & 25¢ Mills Blue Fronts \$57.50	25¢ Watling Rotatops \$25.00	Amer. Eagles, Venders \$19.50
1¢ Watling Rotatops 25.00	5¢ Mills Q.T.'s, late 39.50	Liberty Bells 15.00
5¢ Watling Rotatops 25.00	Mills Smoker Bells 37.50	Aces 6.00
10¢ Watling Rotatops 25.00	American Eagles 17.50	Sparks, G.A., 5¢ Play 22.50

HALF DEPOSIT WITH ORDER. BALANCE C. O. D.

CENTRAL OHIO COIN MACHINE EXCHANGE, INC.
491 S. HIGH STREET COLUMBUS, OHIO

The Best Investment in the World Today is U. S. Defense Savings Bonds and Stamps

Operators Visit Allied Novelty

CHICAGO, Aug. 9 (DR).—"Operators from all over the country are making it a point to stop at Allied when they are in Chicago," reports Sam Kleiman, official. "There is a constant stream of these visitors who make our office their headquarters while in town. Not only do they make themselves at home as we want them to but they go a long way to show us the confidence they repose in us.

"For example, in their orders they merely mention the type of machine they want and the quantity and they leave it entirely up to us to send them machines that will please them and make money for them on their locations. For when they receive them from Allied they know that the machines will be perfect mechanically, as well as in appearance, and of the kind that have the appeal and popularity to get the play

WANT TO BUY

25 PAGES 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. M^c CALL NOVELTY CO.



JENNINGS REPRESENTATIVE HANK MASER (right) and Leo J. Kelly, vice-president of O. D. Jennings & Company, discuss advertising matters. In charge of Jennings' advertising is C. E. Vetterick, well known throught the trade. (MR)

Southern Reports "Greatest Business"

LOUISVILLE, Ky., Aug. 9 (DR).—"We are enjoying the greatest business we have ever had," states Leo Weinberger, official of the Southern Automatic Music Company. "We realize, of course, that this big business increase is due

In a large measure to the gigantic defense program which this country is engaged in. Because employment is at a top figure, there is a tremendous amount of money in circulation. This condition is responsible for thousands of new locations opening up in all sections of the country.

"At all four of the Southern salesrooms the policy is: 'Tops in equipment at a fair price to the operator, plus the absolute best in service.'

"Each of our branch offices is a complete organization within itself. In addition to our salesrooms and offices, modern elaborate service departments are constantly ready to give operators the utmost in good, fast service.

"For the convenience of operators who are too far removed from a Southern salesroom, Southern has traveling representatives. In the State of Indiana, Sam Dieter travels out of our Indianapolis office, which is headed by Sam Weinberger. In Kentucky, Homer R. Sharp completely covers the Kentucky territory out of the Louisville office, which is jointly managed by Sidney Stiebel and myself. At our Nashville office Bernard Radford, L. E. Pippinger, and C. Smith keep things running smoothly throught that territory. In Cincinnati Joe Weinberger and Monroe Stiebel have been directing the activities of that office as well as traveling the State of Ohio.

Stock Up Now, Says Lieberman

CHICAGO, Aug. 9 (DR).—Bud Lieberman reports that his used game sales are steadily rising. He attributes a large portion of his sales to operators who are readying themselves for their regular fall and winter operations.

"Many operators make a practice of picking up midsummer bargains and holding them for cooler weather, when prices usually stabilize at a much higher level," he said.

"We have a large warehouse stocked with games of every description for all types of locations. Our recently installed reconditioning department assures the operators that equipment will all be in first-class operating shape ready for the location."

Mitchell Clicks In New Quarters

BROOKLYN, Aug. 9 (DR).—Irv Mitchell clicked the very first morning in his new quarters with some large sales, it is reported. I. L. Mitchell & Company are now occupying the offices of D. Robbins & Company, which has been consolidated with the former firm.

"We found many letters, telegrams, and flowers waiting for us when we opened the door Monday morning (4)," Irv reported. "We appreciated the thoughts expressed by our customers and friends. We also found some operators waiting for us. Sales started during the first few minutes we entered here and have been going on ever since.

"Not only are we in a position to serve every type of operation in the country but we can afford to do many things because of the increased space and enlarged quarters."

Hi-Stepper

Hundreds of locations are now enjoying the fascinating . . . tantalizing

'PLUS APPEAL'
of Hi Stepper

STONER

CORPORATION

Aurora, Illinois

Do Your Bit
BUY
DEFENSE
BONDS



LUCKY SMOKES



Reel 1c 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 NOW! Terms: 1/3 Deposit, Bal. C. O. D.

BOTH GAMES IN ONE ONLY \$22.50 =

F. O. B. CHICAGO

ATLAS

NOVELTY COMPANY

2200 N. Western Ave., Chicago

DON'T MISS Coming Soon!

EVANS'

PLAY BALL

Realistic Baseball!

Manikin Pitcher Throws Ball! Batter Controlled by Player!

THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

Rotation \$14.50	All American \$35.00
Double Play 70.00	Flicker 34.00
Boom Town 59.50	Stratoliner 35.00
Leader 24.00	Sports Parade 40.00
Zombie 34.00	Mystic 29.50
Sea Hawk 58.50	1/3 Deposit, Balance C. O. D.

WRITE QUICK for Our Complete Price List of All New and Used Machines!!

SEND FOR SPECIAL PRICE ON THREE-UP!!

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 8-3700

BARGAINS

In Used Pay Tables, Free Play Tables and Counter Games. Clean and in Good Operating Condition. Bought New From Factory.

PAY TABLES		FREE PLAY TABLES	
2 Mills Pearl Harbors \$ 7.50 ea.	9 Groetchen Pok-o-Reels, Old Style . . \$5.00 ea.	2 Bally Gold Cup \$30.00 ea.	1 Roller Derby 25.00
7 Mills Tycoons (Play 1 to 7 Coins) . 15.00 ea.	1 Jennings Dickett 2.50	1 Bally C. O. D. 20.00	1 Bally Vogue 25.00
2 Mills Post Time (Play 1 to 7 Coins) . 10.00 ea.	2 Bally Ponies (Horse or Cigarette Symbols) 7.50 ea.	1 Bally Fleet 32.50 ea.	
17 Jennings Flickers, Late Model Red or Green Cab. 15.00 ea.	5 Bally Penny Packs 7.50 ea.		
5 Bally Preakness 15.00 ea.			
COUNTER GAMES			
1 Groetchen Twenty-One \$5.00			
3 Groetchen High Stakes 5.00 ea.			

Make me an offer on one or all of the above machines. Also other kinds of Free Game Tables, clean and in good condition.

TERMS: 1/3 Cash with order, Balance C. O. D., F. O. B. Austin.

JACK KEY

606 1/2 RIO GRANDE ST.

AUSTIN, TEXAS

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!



GETTING READY TO CATCH THE JACKPOT are Midge Ryan, Southwest territory manager of Mills Novelty; Frank Lorden, Mills roadman, and Charlie Schlicht, Western division manager. Machine is the Mills Bonus. (MR)

PENNY PLAY
\$29.75
F. O. B. Chicago
NICKEL PLAY, \$31.75
Stand, \$6.50 Extra

THE BAKER NOVELTY COMPANY INC.
1700 WASHINGTON BOULEVARD—CHICAGO, ILL.
WEST COAST Factory Sales Representative **MAC MOHR** 2916 W. PICO BLVD. LOS ANGELES, CALIF.

GREATEST TOKEN PAYOUT OF ALL TIME!

AMERICAN EAGLE

BELL-FRUIT REELS! MYSTERY AWARD!
FREE PLAY TOKENS PAID OUT! 1c or 5c MODELS!
MECHANISM UNCONDITIONALLY GUARANTEED FOR 2 FULL YEARS!! COMPLETE PERCENTAGE CONTROL!
ORDER QUICK!

\$34.50
Ball Gum Model Only \$2 Extra
Price Subject To Change Without Notice

★ BUY DEFENSE BONDS ★

DAVAL, 2043 CARROLL AVE., CHICAGO
Pacific Coast • MAC MOHR CO • 2916 W. PICO BLVD • LOS ANGELES, CALIF.

USED PIN GAMES

Big Show \$17.50	Golden Gate \$12.50	Score Card \$17.50
Blonde 22.50	Hold Over 25.00	Score Champ 10.00
Boomtown 55.00	Home Run 20.00	Scoop 10.00
Cadillac 25.00	Limelight 22.50	Shortstop 22.50
Champion 10.00	Mills 1-2-3 "40" 75.00	Sporty 17.50
C. O. D. 10.00	O'Boy 12.50	Summertime 20.00
Double Feature 12.50	Oh Johnny 27.50	Super Charger 10.00
Doughboy 17.50	Paradise 35.00	Super Six 10.00
Flagship 12.50	Pylon 25.00	Vacation 22.50
Gold Star 35.00	Red, White & Blue 40.00	Variety 10.00
Glamour 22.50	Roller Derby 12.50	Vogue 10.00
		Wings 20.00

All Games Guaranteed Ready for Location
1/3 Deposit—Balance C. O. D.

SHAFFER MUSIC COMPANY

514 S. HIGH ST. COLUMBUS, OHIO

Geo. Glassgold Publicity Head For N. Y. Coinmen

NEW YORK, Aug. 9.—George M. Glassgold, prominent New York attorney, has been appointed public relations counsel for the Coin Machine Industries Joint Council of New York, according to an announcement issued by the council this week. The Joint Council is composed of the Empire Distributors & Jobbers' Board of Trade, Inc.; the Greater New York Operators' Association, and the Amalgamated Vending Machine Operators.

"As liaison officer between our industry and associated outside interests," Glassgold stated, "as well as the consuming public, my primary purpose will be directed toward clearing the atmosphere surrounding bagatelle equipment. I intend to divorce it from any misconception that it is related or in any way connected with the slot machine or gaming devices.

"Our aim will be to help outside interests appreciate the fact that our industry is in the hands of legitimate business men conducting their enterprises on a legitimate plane. I will stress that the coin machine field is not infested with a racketeering element. I shall endeavor to have only proper and equitable legislation effected as far as taxes are concerned. I am of the conviction that, with the necessary co-operation of the industry at large, our business will continue to take its proper place in the scheme of American economic life. Members of our industry will thus be in a better position to receive adequate financial aid from regular banking sources."

Glassgold has been associated with the coin machine industry for many years in the capacity of attorney and financial adviser to many manufacturers, as well as distributors and jobbers.

Fitz Roadmen Never Rest

NEW YORK, Aug. 9 (DR).—"Our roadmen, Ben Schillinger and Mike Balkin, never rest," states Jack Fitzgibbons, Eastern regional director for Bally. "From the first day in our territory they have been sending in orders faster than we can handle them," he continued.

"Both Ben and Mike are so well versed in coin machine matters that they can tell operators exactly the type of machines we have that will earn them more money. Both men are in constant touch with us and keep us posted on conditions along the routes they travel. For our part, we keep them informed on the Bally machines as soon as they arrive. In this fashion we are giving operators speedy, co-operative service.

"A roadman from our office is always ready to aid operators in the territory, whatever their equipment problem may be. With the large and varied line of Bally games that we handle, there is equipment for every type of operation regardless of how small or large."

Hint at New Bell Production

CHICAGO, Aug. 9 (MR).—Keeney officials hint that something is brewing at the big Keeney factory. J. H. Keeney is reported to have a great big smile on his face. Bill Ryan, Keeney's general manager, has those Irish eyes all a-twinkle. Bill stated: "Next week a series of announcements will greet the operator in *The Billboard*. Will go so far as to say that the announcement will have something to do with a grand new idea in bells."



WINGS

5-Reel Cigarette Game

Here is a "Top Flight" money maker destined to soar to new heights of popularity.

WINGS has top-notch playing action—its 5 Cigarette Reels hold the promise to players of three tempting awards:

- 3 of a kind wins 1 pack.
- 4 of a kind wins 5 packs.
- 5 of a kind wins 10 packs.

The potential of getting 10 packs of cigarettes for one penny is a powerful appeal, bringing you sky-high earnings.

OPERATORS PRICE **\$22.50**

Groetchen Tool Company

130 N. Union Street Chicago

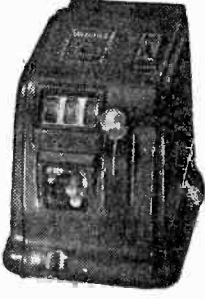
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Recommehdea Distributed Guaranteed
TORR 2047A-SO. 68
PHILA., PA.

MARVEL

WORLD'S GREATEST 3 REEL CIGARETTE TOKEN PAYOUT COUNTER GAME WITH MYSTERY AWARD

SAMPLE
\$34.50

Ball Gum Model
Only \$2 Extra



BALL GUM

15¢ 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 COMPANY OF INDIANA
827 Ft. Wayne Ave., INDIANAPOLIS, IND.

BARGAINS!

5-BALL FREE PLAY GAMES

- | | | | |
|-------------------------|------------------------|------------------------|---------------------|
| FILCKER | Five Ball... \$55.00 | GENCO | Seven Up... \$55.00 |
| Broadcast... 45.00 | Four Reses... 55.00 | Big Chief... 49.50 | |
| Attention... 45.00 | Big Chief... 49.50 | Metro... 47.50 | |
| Progress... 39.50 | Band Wagon... 39.50 | Dude Ranch... 39.50 | |
| Crossline... 42.50 | Blondie... 27.50 | Big Town... 24.50 | |
| Glamour... 29.50 | Folies of '40... 22.50 | Mr. Chips... 17.50 | |
| Lighthouse... 24.50 | GOTTLIEB | School Days... \$55.00 | |
| Roller Derby... 22.50 | Paradise... 49.50 | Gold Star... 42.50 | |
| White Sails... 22.50 | Bordertown... 34.50 | Drum Major... 29.50 | |
| C. O. D... 14.50 | Oh Johnny... 29.50 | Lite-A-Card... 24.50 | |
| Triumph... 14.50 | Score Card... 24.50 | Three Scores... 24.50 | |
| BAKER | Strat-o-Liner... 49.50 | Big Show... 19.50 | |
| Line Up... \$37.50 | All American... 49.50 | Bowling Alley... 24.50 | |
| On Deck... 29.50 | Dixie... 39.50 | | |
| Doughboy... 24.50 | | | |
| Four-Five-Six... 14.50 | | | |
| CHICAGO COIN | | | |
| Sport Parade... \$59.50 | | | |
| Strat-o-Liner... 49.50 | | | |
| All American... 49.50 | | | |
| Dixie... 39.50 | | | |

**TO AVOID DELAY,
GIVE SECOND CHOICE**
1/3 Deposit, Balance C.O.D.

MILWAUKEE COIN MACHINE CO.

3130 W. Lisbon Ave., Milwaukee, Wis.



Fifth Anniv. For Active

PHILADELPHIA, Aug. 9.—Joe Ash, of Active Amusement Machine Corporation, celebrates his fifth anniversary in the coin machine jobbing and distributing business August 15. Joe is spelling the 5 with the Roman numeral V because it ties in with the victory campaign of the allies and also to celebrate the fact that the past five years spelled victory for the firm, he declares.

Ash started in 1936 with George Ponsler to crack the tough Philly market. He did a good job and earned the respect, confidence, and good will of local coinmen, according to reports from leading operators. Joe always acted on the theory that service after the sale is just as important as service prior to the sale.

His organization at the start included one mechanic and an office girl. Today he has two shops working full time and staffed with repairmen and mechanical experts. A sales force and a large office force occupy space on three floors of his present headquarters.

"The past five years were tough in places," reports Ash, "but, generally, they have been very interesting. We worked hard to win operators throout this area and all over the country. We made it a practice to ship the finest merchandise and products we felt would do a great job for the operator. We intend to continue this policy. We hope, five years hence, to be able to report, as we can today, that we have always treated customers fairly and done everything possible to give the best service and co-operation."

Parsons Dines Buckley N. Y. Men

NEW YORK, Aug. 9 (MR).—F. H. Parsons, vice-president of Buckley Music System, Inc., Chicago, finished his week's visit in this city with Mrs. Parsons by giving the men representing the firm here a Victory Dinner at the Hotel New Yorker Terrace Room.

Present at the dinner, besides Mr. and Mrs. Parsons, were Mr. and Mrs. De Witt (Doc) Eaton, Eastern regional director for Buckley; Mr. and Mrs. William (Little Napoleon) Blatt, of Supreme Vending Company, Brooklyn, metropolitan New York district manager for the firm; Mr. and Mrs. Barney (Shugy) Sugerman, of Royal Sales Company, Newark, N. J., New Jersey district manager; Henry W. (Hank) Seiden, special representative in New York State for Buckley, and Bill Gersh, of Byrde, Richard, & Pound.

Parsons expressed his appreciation to those present for the work they had done in behalf of Buckley Music System in the Eastern territory. He also promised: "We are set for an all-out, go-ahead program with Buckley Music System even greater than ever before."

The district managers present reported that they "tremendously enjoyed this gradual up-hill climb with Buckley Music System" and each one reported that they "looked to Buckley to continue to give them just as fine equipment and just as regular deliveries as they have been getting."

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. **FOR 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
WEST COAST Factory Sales Representative **MAC MOHR CO.** 2916 W. PICO BLVD., LOS ANGELES, CALIF.

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FIVE BALL FREE PLAY

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- 1 Bally Headliner ... 19.50
- 14 Bally Mystic, Like New, SU ... 37.50
- 1 Baker Target Skill ... 45.00
- 1 Chicago Coin Yacht Club ... 19.50
- 1 Chicago Coin Sports ... 17.50
- 1 Chicago Coin Ocean Park ... 15.00
- 1 Chicago Coin Roxy ... 19.50
- 2 Daval Follow Up ... 19.50
- 2 Keeney Big Six ... 12.50
- 5 Keeney Red Hot ... 10.00
- 1 Keeney Super Six ... 15.00
- 2 Stoner Sparky ... 59.50

ONE BALL

- 3 Bally Record Time ... \$82.50
- 1 Bally Eureka ... 39.50
- 1 Bally Santa Anita ... 110.00
- 1 Mills The McCoy ... 19.50
- 1 Pacific Pamco Parley ... 8.50
- 2 Rock-Ola Three Up ... 10.00
- CONSOLES**
- 1 Jennings Fast Time, F.P. ... \$75.00
- 1 Keeney '38 Track Time ... 75.00
- 1 Keeney Anti Aircraft Gun, Black Cab ... 19.50
- 1 Mills Four Bells ... 220.00
- 5 Mills Jumbo Parade, F.P. ... 75.00
- 1 Western Baseball ... 35.00

COUNTER GAMES

- 1 Daval Twenty-One ... \$ 9.50
- 1 Daval Vest Pocket, Green Mercury ... 25.00
- 1 Groetchen Mercury ... 17.50
- 1 Groetchen Liberty ... 17.50
- 1 Groetchen Columbia Bell, J.P. ... 40.00
- 2 Groetchen Columbia Bell, Rear Pay, GA. ... 52.50
- 5 Groetchen Yankees, F.S. ... 15.50
- 1 Jennings Little Merchant ... 12.50
- 10 Blue & Gold Vest Pocket, Used Ten Days ... 38.50
- 8 Vest Pocket Chrome, Used Ten Days ... 42.50

"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 August 16, 1941."

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| Bandwagon... 27.50 | Sara Suzie... 27.50 |
| Big Chief... 31.50 | Stars... 40.00 |
| Blondie... 17.50 | Stratoliner... 36.50 |
| Broadcast... 36.50 | Sun Beam... 48.50 |
| Cross Line... 24.50 | Sea Hawk... 58.50 |
| Drum Major... 19.50 | Velvet... 46.50 |
| Duplex... 47.50 | Zombie... 35.00 |
| Flicker... 36.50 | |
| Four Reses... 43.50 | |
| Formation... 26.50 | |
| Gold Star... 27.50 | |
| Jolly... 17.50 | |
| Landslide... 16.50 | |
| Leader... 26.50 | |
| Metro... 35.00 | |
| Polo... 19.50 | |
| Powerhouse... 19.50 | |
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ANDERSON SAGE, new manager of the Houston branch office of the Electro Ball Company. The firm's home office is in Dallas. S. H. Lynch, Electro Ball president, announced the appointment. (DR)

Viva la Conga!!

**SUPERIOR'S
GOODWILL BOARD**

LA CONGA ... Operators say, "Muchas gracias for this DIE-CUT wonder" ... 1600 RE Holes ... 5¢ per sale ... Takes in \$80.00 ... Total average payout \$42.00 ... Average profit \$38.00 ... Additional profit from RE arrangement \$3.00 ... Total average profit \$41.00 ... Thick board ... FIESTA has the same action as LA CONGA ... 25¢ per sale ... Total average profit \$104.50 ... Extra-thick board ... Order these DIE-CUT masterpieces now!

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Limited Quantity Available

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Mills Brown Front Bell, 5¢ Play, Serial 432,000	\$79.50	Jenn. Silver Club, All Special 10¢ Club	\$49.50	Jenn. Chromo, 10¢ Play	\$69.50
Mills 5¢ Play Blue Front, Serials 400,000, S.J.	69.50	Mills 10¢ Bonus Bell, Serial 418,000	82.50	Mills 1¢ O. T.	34.50
		Mills 10¢ Blue Front	54.50	Mills 5¢ O. T.	34.50
		Groetchen Columbia	37.50	Pace 25¢ Royal Console	75.00
		Mills Cherry Bell	69.50		

COUNTER GAMES

CIGARETTE REELS		Reel Spot	\$ 5.50	Sparks 5¢ Pl. Ball Gum	\$17.50
Groetchen Zephyr	\$12.50	Sum Fun	3.50	Liberty 1¢ Pl. Frt. R.	17.50
Lite-a-Pax	17.50	Nugget	3.50	Liberty 5¢ Pl. Frt. R.	17.50
Cent-a-Smoke	6.50	Indian Dice	9.50	American Eagle 5¢ Frt. Reels	17.50
Penny Smoke	6.50	Hit Me Frt. Ris.	3.50	Marvel 1¢ Pl. Ball Gum	21.50
Ball Gum	6.50	Whirlwind Frt. Ris.	3.50	Marvel 1¢ Pl.	19.50
Bally Baby Reserve	6.50	Ace Card Reels	9.50	Marvel 5¢ Pl.	17.50
Bally Baby (New)	14.50	Baby Vendor Frt. Ris.	4.50	Ginger 1¢ Pl.	14.50
Jennings Penny Play	6.50	Baby Vendor Fortune Reels	4.50	Ginger 5¢ Pl.	12.50
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Leader	22.50	Velvet	39.50
Powerhouse	18.50	Sun Beam	42.50
Seven Up	39.50	Horscope	69.50
Stars	36.50	Mystic	32.50
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Four Diamonds	64.50	Bandwagon	22.50
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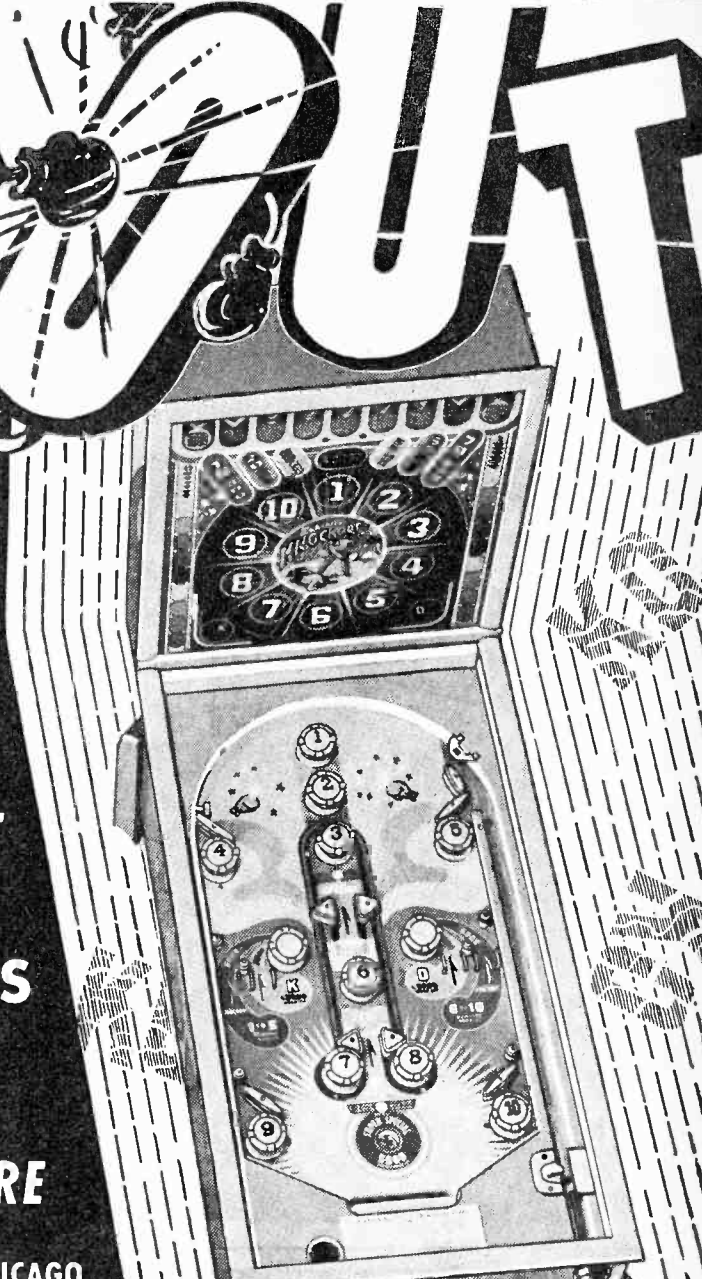
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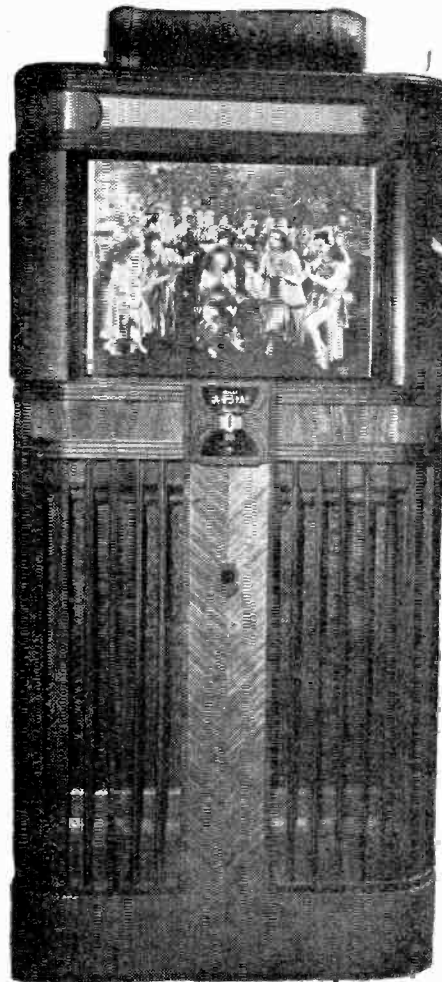
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Olive Novelty Co.
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New Mexico Soundies, Inc.
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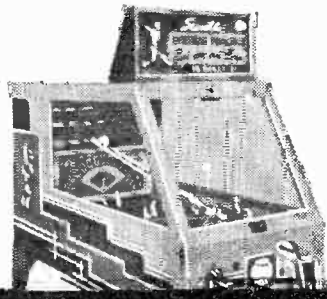
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