

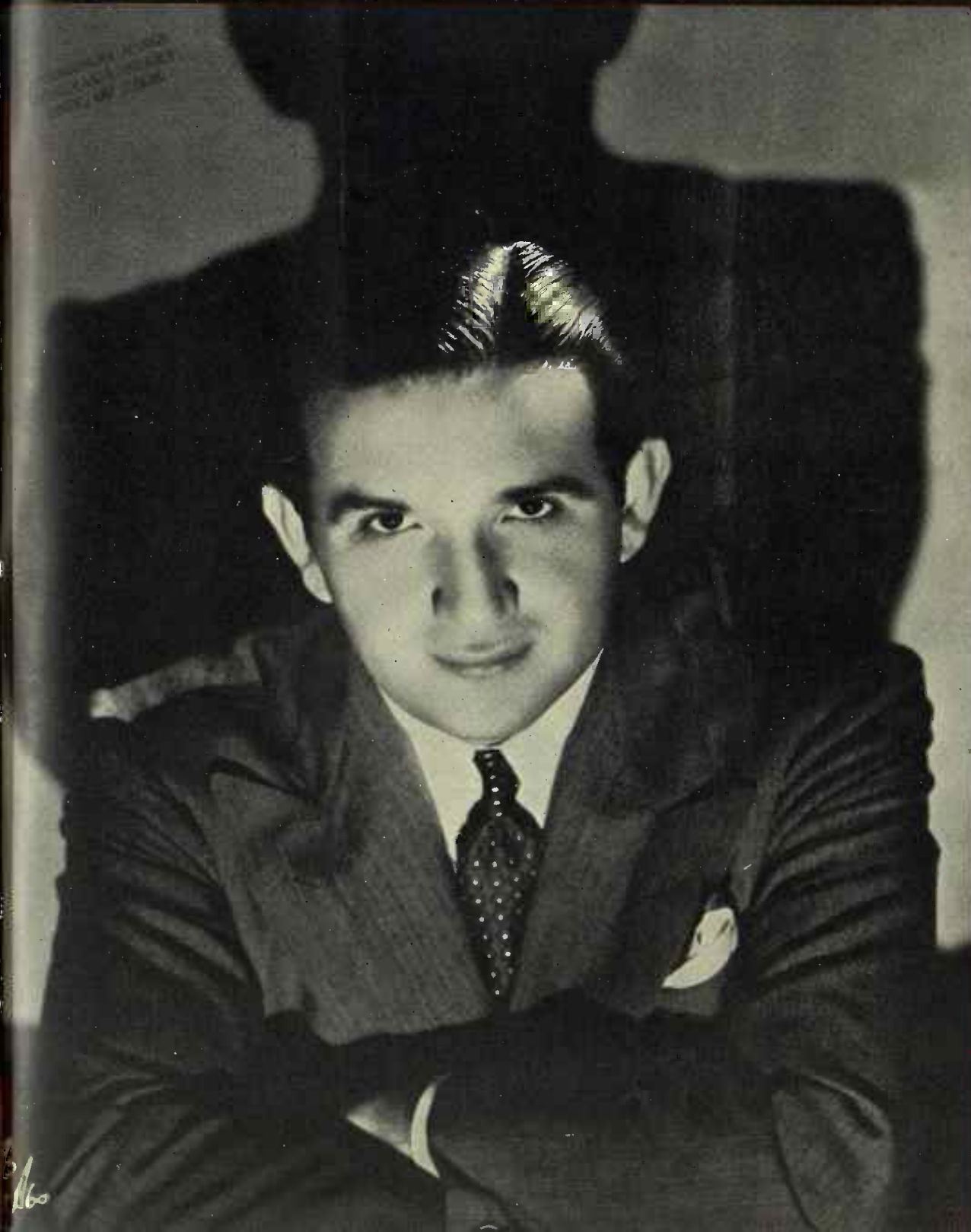
The Billboard

The World's Foremost Amusement Weekly

MARCH 22, 1941

15 Cents

Vol. 53. No. 12



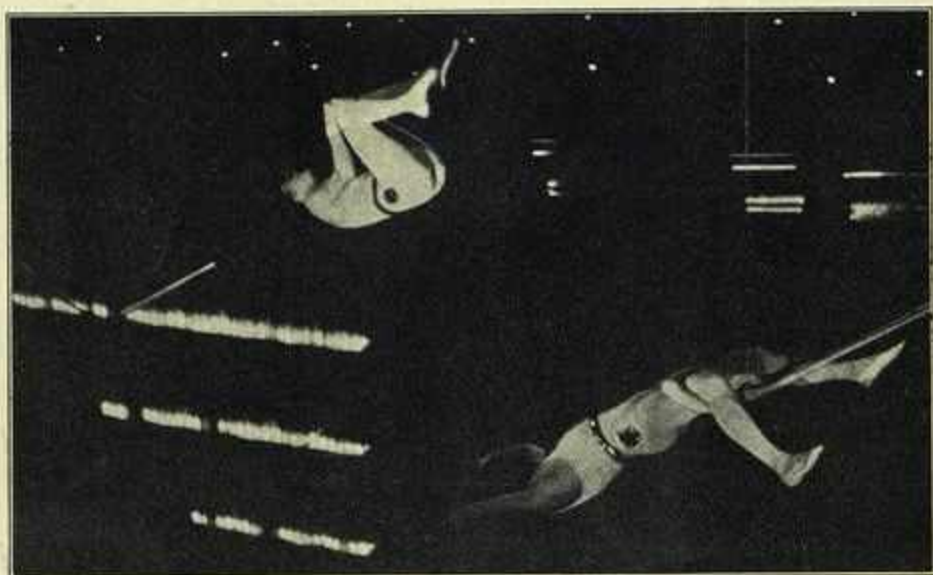
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March 22,
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ANOTHER UNION TANGLE?

Horse Act Models Girdles & Other Unmentionables

WASHINGTON, March 15.—New find for vaude acts has been found, according to Andy Mayo, whose "Pansy the Horse" and "Ferdinand the Bull" have worked vaude for years. "Pansy," according to Mayo, has been helping to model brassieres and girdles at recent fashion shows, and is next scheduled to help show latest styles for women.

Act appeared at concert and brass show at Hotel Astor, New York, on January 7, when models showing these garments paraded before prospective buyers. The "horse" put in comic relief by eying the scantily clad models and generally adding a dash note to the affair. Idea went over so well that same firm sent the Mayo act up to Hartford, Conn., for a showing there February 6. Next modeling to be done by "Pansy" will be March 15 at the Tailored Woman shop, New York, and on March 21 at Martin's Apparel in Brooklyn.

Fashion shows begin at 11 in the morning and are thru around noon, and acts are able to double when their theater or club appearances coincide. Mayo believes that, when custom of adding professional entertainment takes hold, competition between commercial designers will demand more acts for the model shows. Regular one-day theater rates are being paid now.

Mayo's "Pansy" last season broke the ice for professional entertainers at pro football games. The act was seen between halves at Washington, Brooklyn, and Detroit, and the novelty of the thing gave Mayo national publicity.

Noel Carter Asks 10G On Pic Display That Caused Cancellation

CHICAGO, March 15.—Noel Carter, featured strip on the Midwest Circuit, had suit Westday for \$10,000 damages, charging "invasion of her private rights" by Count Berni Vici, Michael Todd, and Jack Hunt, the last named manager of the Oriental Theater, Count Berni Vici's unit, *Pan-American Politics*, played the Oriental last week and used Miss Carter's photo in displays and newspaper ads, although she was not a member of the cast and at the time was playing the Alvin in Minneapolis.

Her picture, which had been submitted by her agent, had become mixed up with photo of the Berni Vici unit by mistake, according to James Stanton, Berni Vici's manager.

Result of the error was Midwest Circuit's cancellation of her 13-week contract, which provided that she could not be featured at any Chi theater other than the Rialto, local spots. She was to have opened in a Midwest unit at the Rialto yesterday, but Mitz Schuster, circuit booker, substituted another attraction.

Schuster said: "It was impossible to feature Miss Carter in Rialto's ads the very week after her picture had been used by another theater."

Todd, operator of the Oriental, declared, "If there's any responsibility, it's Berni Vici's, because I obtained his release on all photographs before any were used."

MINNEAPOLIS, March 15.—Shipstead-Johnson Ice Pooler of 1941 opened Twin City showing Tuesday (11) for nightly performances and Sunday matinees then March 23 at the Minneapolis Arena. Top is \$3.25.

Add Billy Rose Stories

NEW YORK, March 15.—Myron Hanley, who has had the relief band at the Diamond Horseshoe during the past five and a half months, says he approached Billy Rose last week and asked, "Mr. Rose, I'd like to be the relief band for the new show."

Rose said, "You'll have to audition," so Hanley explained, "Well, I've been here five and a half months. You must have heard me. What's wrong?"

Rose snapped back, "I never liked your band anyway."

Detroit Censor Cuts Increase; Legit 'Realism,' N. C. Ams Blamed

DETROIT, March 15.—There has been greatly increased activity by the Detroit stage censor in the past year. Report has been compiled and released by Sergeant Joseph Keller, censor for the Detroit Police Department.

Essential figures, comparing 1939 with 1940, include: Eliminations in burlesque theaters, 596 in 1939 and 371 in 1940; eliminations in cabarets, 59 and 177; eliminations in presentation houses, 3 and 4; eliminations in legitimate theaters, 10 and 48; theater fronts corrected, 38 and 85; stag shows stopped, 8 and 2; complaints from citizens, 23 and 22. There were eight arrests and four convictions in 1940.

The report of the Detroit censor no longer covers carnivals, which are separately policed by local precincts.

In explaining the big increase in most classes except in vaudeville shows, Keller told *The Billboard*:

"The increase of some 200 per cent in legitimate cuts is caused by the increasing number of plays dealing with the social problems of the country today. Such plays are becoming more realistic than Detroit is yet ready to accept."

"Burlesque shows an increase in cuts of about one-third, caused primarily

Union Gets \$250,000 For Talent Working English Army Shows

LONDON, March 15.—Absence of foreign performers and consequent loss of their Star Card membership was one reason given by Secretary Drewe for drop in 1940 income at 35th annual general meeting of Variety Artists' Federation yesterday. Other causes were drifting of many artists into other spheres, such as national service, and departure for home of colonial members. Considering all things, financial position was not deemed bad, total deficit on year being 24 pounds.

Most deflatable item on agenda was proposition that, for duration of hostilities, elections of honorary officers be suspended, but a definite decision could not be reached. Meeting was abortive, owing to number present being below quorum.

Chairman Schafer stated that the Federation representatives on ENSEA board had secured over \$250,000 worth of work for members entertaining troops. Revealed that since air blitz began in September, VAP affairs had been directed by the secretary and four council members (De Villiers, Schafer, De Valois, and Locardo) who had met every week either in Federation office or when things got too hot, in the basement shelter.

Musicians, AGMA, AFRA Fight; Maneuvers Move to Recording Biz; Gov't Watches Conspiracy Angles

NEW YORK, March 15.—Show business union leaders this week had a nightmarish feeling that it had all happened before in a place called Atlantic City. This came after AFM presy James Petrillo's appointment of Ben Selvin, v.-p. of Associated Music Publishers, to

investigate the wax industry. The up-tempest question in many minds is, what is Petrillo up to? Will the wax probe lead to a gigantic jurisdictional grab similar to that tried by IATSE's George Brown a couple of years back? Will it lead to a sharper-than-ever split between the American Federation of Radio Artists and the AFM? And, in general, who is selling out whom?

Outstanding immediate fact is that a race will now develop between AFRA and the AFM's investigating committee. This is considered natural in that two unions are converging upon the same industry—wax. AFRA for a long time has insisted a transcription code, but acceptance of the code was delayed and sidetracked when the union went on a tangential to finish other business, chief of which was the corraling and licensing of talent agents. On March 30 AFRA membership meets to discuss the code, and it is considered a sure thing that efforts will be made to obtain pacts before Selvin completes his probe and presents same to the AFM's convention June 8.

By the rehashing of old burlesque bits by producers. In doing this they tend to become a bit too realistic and we have to make eliminations.

"An increase of 100 per cent in cabaret show cuts was caused mostly by the increasing use of amateur acts in such shows. Outstanding offenders are the jitterbug shows and hoochman talent of various types. Professionals have not given us any serious trouble because they know what is permissible and do not offend."

"A drop of 50 per cent in cuts in presentation shows reflects the marked decrease in the number of such shows last year."

"Doubling of changes ordered in theater fronts was caused primarily by motion picture theaters."

Carnival Import Taxes in Canada Based on Units

OTTAWA, Ont., March 15.—Details of the recent order in council affecting temporary entry of circuses and carnivals into Canada, reveal that carnivals no longer can come in under blanket monthly excise duties and taxes, but must pay fixed monthly fees for each ride, show, and concession. No change was made in the order regarding circus fees, the ruling remaining at \$2,000 a month for six or more railroad cars or 12 or more motor trucks and \$1,000 a month for five or less railroad cars or 11 or less motor trucks.

The new fees for "individual units of carnivals, whether imported for the purpose of joining such outfit or of being operated independently," are \$100 a month for each riding device, \$50 a month for each individual show, and \$25 a month for each concession. (See *Carnival Import Taxes* on page 21)

Delaware Spots Jump Blue Law Repeal Gun

WILMINGTON, Del., March 15.—Without waiting for the blue law repeal to be signed by Gov. Walter W. Bacon, several bowling alleys and skating rinks in Wilmington and vicinity opened for business last Sunday. Patronage was described by proprietors as "very large."

The Prinkie Roller Way opened, but the Delaware Roller Rink remained closed pending the gubernatorial action.

Radio stations WDEL and WILM operated without police interference yesterday (15), the on the previous Sunday J. German Walsh, manager, and Harvey C. Smith, program director for both stations, were arrested on Sabbath violation. (See *DELAWARE SPOTS* on page 8)

Fact that a race is imminent also brings into sharp relief the fact that the AFM and AFRA have never really worked together in complete harmony. AFRA in the past tried to obtain a reciprocal agreement with AFM and failed—AFM's policy being stand-offish in respect to all other theatrical unions, even the IATSE. Tying in with this

(See *MUSICIANS, AFRA*, on page 8)

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FILMS USING PLENTY ACTS

Flood of Screen Musicals Sends Vaude, Club, Air Acts to Coast; Dough Is Far From Fabulous, Tho

HOLLYWOOD, March 15.—Night club, vaudeville, and radio people, particularly those who have standard acts and have worked them in the better spots, theaters, or on radio programs, are getting the glad hand these days from local production moguls. And with good reason, since every major and independent studio today has an schedule big budget musicals which need specialty artists to promote plot action or to augment musical scenes.

The poor box-office returns of war propaganda and anti-Nazi pictures, as well as the unsatisfactory receipts grossed by heavy dramatic fare, are forcing producers, more than ever before, to turn to comedy and music. Exhibitors are crying for tunefests, claiming that customers come into their theaters to while away a couple of hours and don't want thought-provoking fare to tax their troubled minds.

A blue note in this situation is the over-exploited salary angle. Specialty can't go now get the fabulous salaries badly needed by the syndicates, columnists and are lucky enough to earn their standard money while working in the studios. Only where an act is involved in a long-term contract resulting from a break in his initial picture do the salary figures appear to be more than ordinary.

Acts that can be spotted in a picture get only one-picture contracts, with the usual options, which are rarely picked up. The majority are plucked from the New York and local areas. There are no fewer than 40 musicals in the works here, some of them in the

shooting stage, some still in the script departments, and a few already on the market. This number will be increased in the next few weeks, as deals for several more are now being negotiated. Twentieth-Fox leads in the musical field in number but not in cost of its (See **TUNEFEST FLOOD** on page 17)

Lucky Strike Camp Unit Dropped; Army May See Kyser Show

NEW YORK, March 15.—The Lucky Strike army camp unit, headed by Jerry Lester and including Deane Janis, Florio Weston, Gail-Gall, and a different name band weekly, will be dropped after the 13-week broadcast on the *Hit Parade* after a 13-week period.

The unit's weekly cost, out of which the sponsors got a maximum of about



DUE to the pressure of work connected with his various activities, Hy Gardner has asked that he be relieved of responsibility for this column. So Mr. Spelvin is taking over again at the old stand. . . . A local hotel chain recently got the idea of including tips to night club writers in its special four rates, which always include a couple of night spots. But after a short tryout it was dropped. Patrons liked because waiters in the clubs kept dunning them for tips anyhow. . . . Dick Rogers, whose ark is playing Roseland, says that the spot's "Conga Fiesta Night" have him scared. It seems that conga fans are different from other people. When they make requests they just say, "Play conga!"—and in an ominous tone, yet. And if Dick doesn't come thru, there are hisses and outside remarks. He's afraid that some night there may also be a stiletto. . . . An agent, kidding a radio comic who was winding up a 13-week series, suggested that if the comic worked hard he might get three days in Worcester. "There was a time," said the comic, "when I would have jumped at such an offer—today!" . . . Dave Alber sent in his entry to *The Billboard's* radio exploitation poll last week in the form of a beautiful cake, with the entry itself baked in the bottom of the pastry. So the staff had to eat the cake in order to get to the entry.

ZIMMERMAN'S HUNGARIA is currently being picketed by a GIO cashiers' union, and on the opening night of the strike Zimmerman himself stood outside doing a pitch, telling onlookers of the fine labor conditions inside. Then he sent the doorman in for three slugs of rye. Zimmerman and the two pickets clicked glasses, wished each other luck and drank. . . . There's an agent around town who wants to go thru bankruptcy proceedings—but he hasn't enough money. His attorney, who's owed plenty already, won't take the thing to court without a fee in advance. So the guy's now saving his pennies for the luxury of legally going broke. . . . Charlie Spivak's five-year-old son, Joel, is already following in his father's footsteps. When the band concludes its Sunday afternoon tea sessions at the Glen Island Casino, young Joel delights the customers with a few minutes at the drums. The skill the baby displays could make a lot of adult skinbusters sit up and take notice. . . . Seats for the second night of *The Doctor's Dilemma*, Wednesday, March 12, were sent out with beautifully printed notices reading, "Enclosed are your second night seats for Tuesday, March 11." Just trying to pass the dilemma along?

IT SHOULD HAPPEN HERE DEPT.: According to an AP dispatch from Mexico City, bull fighters who give a "bad performance" will be fined \$1,000 a clip. The entire defense program could probably be financed if we put thru a similar ruling here to apply to comics. . . . Shep Fields is currently working on a new musical idea that bids fair to create plenty of stir. It's not a freak trick, but a musically sound idea, based on an unusual instrumentation that Shep wants to keep secret for a few more weeks until he's really got it in shape. But recordings of the new set-up prove that he really has something. If all goes well he may present the idea at his current stand, the Gay White Way. . . . Another shiny switch will be forthcoming from Gray Gordon, who will definitely drop his "The Toe" label when he starts Mutual airings from the Log Cabin, Armonk, N. Y., which he'll play the end of the month. . . . When Peggy Fears recently opened at the Hurricane, the American Guild of Variety Artists asked her to join and explained the protection she'd get. Whereat Peggy seriously replied, "I don't see why I have to join—I belong to Social Security and pay in regularly every week."

HARRY LEVINE, assistant booker at Paramount, offers advice to agents: "Early to bed and early to rise—and another agent'll steal all your acts." . . . How a Chinese restaurant meets the Latin craze: the one on West 47th Street known as Lee's Casino. . . . There a play announced for future production whose prospective sponsor describes one character as representing "the spirit of France, which later turns into red snow." No kidding. . . . Ivan Black, p. a. of the Cafe Society spots, dropped in at the Village branch last week and noticed the waiters rushing to the phone every few minutes. Upon inquiry he learned that the headwaiter had just become a

Selective Service Mail

In the Circus Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

eight minutes air time, was around \$10,000, the major hunk of which was taken up by the cost of the name band.

With the dropping of this unit, there will be only one other outfit supplying entertainment to the conscript army. A socialistic group, New York Friends of the Army and Navy, is sending out several low-priced units to tour the encampments.

Lester, after the break-up of the unit, is set to play two weeks of vaude on the Coast and is expected to return East heading a vaude unit of film players.

Arrangements are being made to broadcast the Kay Kyser show, under same sponsorship as the *Hit Parade*, from various camps. The program will be aired on March 25 from Fort Lewis, Tacoma, Wash. A previous show was aired February 26 from the Marine Base at San Diego, Calif.

2d Songwriter Unit Asks \$4,250; Baker at \$8,500

HOLLYWOOD, March 15.—A vaude unit tentatively called *Meet the Writers*, similar to the ASCAP unit, *Songwriters*, or *Parade*, is being started by the Leo Morrison office. The act will be represented in the East by Miles Ingalls, New York.

Included in the unit are Lew Pollack, Bert Kalmar, Sammy Stept, Archie Gotter, Harry Carroll and his wife, Ned Washington, Patricia Page, Cliff Edwards, Margaret Whiting, Mary Healy, and Peter Lind Hayes. The unit will utilize four pianos, with Miss Healy, Edwards, and Hayes working in front of them.

Submitting price will be around \$4,250.

NEW YORK, March 15.—Two units for de luxe vaude houses have been formed here. Milton Pickman, of the A. & E. Lyons office, has a combo headed by Paul Baker and Sid Silvers. The unit will include Mary Astor, Margo, Virginia Field, and several other acts. Dates are currently being lined up.

The submitting price will be around \$8,500.

Miles Ingalls has bunched the talent from the Latin Quarter, Miami Beach, into a vaude and night club unit. The acts include Emil Boreo, Henri Thierstein, Manzoni-Abbott Dancers, Helen Carroll, Charlene, Griska and Brana, and a 10-girl line.

Dates already signed are the Olympia Theater, Miami, March 27; State-Lake Chicago, April 4, and the Bowery Cafe, Detroit, for two weeks starting April 14. Being submitted at \$4,500.

NEW YORK, March 15.—The Martin Ray unit, starting at the Stanley, Pittsburgh, March 21, will include the Christian Troupe, Will and Gladys Ahern, Johnny Woods, and the Three Swits.

The outfit follows at the Earle, Philadelphia, March 28, and the Earle, Washington, April 4.

William Morris Agency is handling it.

Deertrees Not Yet Set

PORTLAND, Me., March 15.—Contrary to reports, Mrs. Ben Blau will not cancel the operation of the Deertrees summer theater at Harrison this year in place of her late husband. Alhno Blau had a lease for a third season, it was cancelled following his death.

Counsel for Mrs. Kerrie Dillen, owner, said that offers had been received from prospective operators, but that no deal has yet been closed.

father, and they were calling the hospital. Black, a genial soul, thought it was nice of them to worry so much about the baby. "Well, you see," explained one, "we've got a betting pool on his weight." . . . Dickie Van Patten's little sister, Joyce, made her Broadway debut recently in *Popsy*, a short-run turkey. So, ever since, Joyce has been going around the house, singing lustily and merrily. "Popsy was a floopy!"

HERB REIS and Larry Taylor, partners in the new music publishing house that bears their names, claim that when they move into their new offices shortly there'll be no piano in the place, definitely an innovation in Tin Pan Alley. They feel that in that way they can more easily discourage the horde of rampant amateurs who stymie publishers' efforts. . . . The Russian Kevichka has started a beauty contest to end all beauty contests. It's seeking "Miss Russia of New York." . . . Tony Pastor, who played with Artie Shaw from the old fiddle days and who succeeded to the baton when Artie threw up his band, has hired Garfield & Zimmerman, the press agents who publicized Shaw. Now all Tony has to do is start dating. . . . Turner or Betty? Orville. . . . An outdoor sign near Poughkeepsie, N. Y., still advertises the Casino de Paris, which folded seven years ago.

RAYMOND SCOTT

(This Week's Cover Subject)

RAYMOND SCOTT, born 31 years ago in Brooklyn as Harry Warnow, is most distinguished for his unusual melodious musical compositions, his unusual orchestrations, and his unusual interpretation. Ray's maturity took him into a study of engineering, but his talents in music, however, got the better of him, mainly because of the admonishments of his brother, Mark Warnow, conductor of CBS "Your Hit Parade."

Scott took a job with CBS as studio pianist, but emerged as a sensation when his compositions—like "Dinner Music for a Pack of Hungry Cannibals" and "Powerhouse"—attracted the attention of the music world. Later he organized his famous Quintet which became a regular feature of the CBS Saturday Night Swing Club, which was only the beginning.

He then made a night club appearance with the Quintet and was booked into New York's Paramount Theater for three weeks, and has appeared in several 20th Century-Fox films. Since then, he organized a full-sized band, which has taken its place among the best in the country. He hasn't abandoned composition either, because in between times he has managed to pen a few like "Huckleberry Duck" and "Twilight in Turkey," which are on Columbia Records best seller lists.

Besides being religious about his music and originating in titles and ideas, Scott has also blossomed forth as a showman, using "silent music" as an "auditory illusion," and during theater dates using slides to illustrate the band selections.

His engineering training comes in handy, too. He carries a recording unit with him, with which he works every rehearsal for foot and comparison.

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Plans Set for AGVA Election

NEW YORK, March 15.—Members of the American Guild of Variety Artists whose initiation fee and dues, to and including January 31, 1941, are paid up may attend a meeting in the Hotel Astor, Friday (21), to nominate candidates for election to the national board. Nominations from the floor will have to be seconded by 25 other members; a petition signed by 25 paid-up members may be handed into the AGVA office before the meeting.

Voting begins March 27, with April 17 the deadline. Other nomination meetings are to take place in AGVA locals, with all names to be turned by Saturday (22).

Shortly after the election it is expected that the new national board will appoint a new set of national officers and the present Four A's-AGVA special governing committee will be dissolved.

An AGVA New York local committee was set up Wednesday (13) to assist Gerald Griffen, present AGVA administrative chairman, in administering local affairs pending a New York election, date of which has not been set. Committee members include Chairman Dave Fox, Counselor Howerton, Peter Wells, Sam Kramer, Billy Glason, Hal Sherman, and Eton Rich.

MONTREAL, March 15.—AGVA local here was given back its charter after its being withdrawn last week because of a Canadian war ruling preventing the local from sending remittances to the national New York office. However, the Montreal local will not have a vote in AGVA affairs until it can become a paying member. Some 180 U. G. acts come into Canada weekly.

MINNEAPOLIS, March 15.—A clean bill of health for Ted Brown-Aloh as president-executive secretary of Twin City AGVA local and recommendation that the national AGVA issue a charter for the local unit is the decision of Jack Irving, executive secretary of Chicago AGVA, who completed a three-day inquiry into Sunday (9).

AGVA local was formed here several months ago and a charter applied for. However, bookers here complained that AGVA was actually booking Irving's visit was the result.

One thing was made plain to Brown-Aloh and other union officers, according to Irving. Neither the union nor any of its officers or members will be permitted to book.

Irving said practically every local actor is a booking agent. He met with eight local bookers at the Noodlet Hotel, at which they aired their grievances. It was decided that before AGVA licenses bookers it will wait for possible action by the Minnesota Legislature on a bill to license agents.

Irving said he will return to this area next week.

Other Twin City AGVA officers are Jack Mason, first vice-president; Eddie Miller, second vice-president; Gordon Hyden, treasurer, and Moekey Williams, recording secretary.

PHILADELPHIA, March 15.—Dick Mayo, local vice secretary, has called a membership meeting April 2 for nomination of officers. Elections to be held 30 days later.

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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

DIANA DEL RIO—Spanish bombshell caught recently with the Lou Holtz unit at Lowe's State, New York. Her beauty, flash, and genuine vocal talents offer plenty of qualifications for either a book show or a revue. When caught she was sandwiched between besties of Hollywood names, but was outstanding in her own right, both vocally and acting as a foil for Holtz. Handles lines excellently, which makes her a further asset for a book show. Also rates a screen test.

DRAMATIC

JOYCE HANN—student at the American Academy of Dramatic Arts, New York, caught in a wide variety of roles in student productions. She shines up as one of the finest young actresses caught by The Billboard's legit staff in years. Did exceptional work as Elizabeth in *Pride and Prejudice*, a job that compared favorably with that offered by Adrienne Allen in the Theater Guild production, and also scored heavily in character work as a middle-aged boardinghouse keeper in *Spring Tide*. An extraordinarily fine young actress.

KENNETH FORBES—American Academy student who, in the student productions, has displayed a real flair for juvenile comedy. A pleasant-looking youngster, he has shown a fine sense of timing, excellent readings, and the ability to do outstanding work in roles of the *Extra Stars* type. Offered top work in *Hay Fever*, *As Wilderness*, and others.

BARBARA MARCH—another American Academy student who has done excellent work in the school productions. Has insight into character, fine stage presence, ease, and a thoroughly professional approach. Offered outstanding jobs in roles as familiar as *Moss in Little Women* and *Lena in The Lake*. Definitely deserves a chance.

"Road" Sellout in Norfolk; Paper Urges More Legit

NORFOLK, Va., March 15.—Tobacco Road, with John Barton, played a three-day engagement at the Colonial Theater last week to capacity crowds at each performance. House holds 1,500, and on closing night every seat was taken and 200 additional chairs also filled.

Show was first legit production in Norfolk in two years, last to play here having been the same play in 1939. Banner turn-out evoked editorial comment in *Virginia-Pilot*, morning newspaper, suggesting that theatrical booking offices in New York "are losing a pot full of money by leap-frogging Norfolk" in Southern road-show itineraries.

Paper points out that the defense concentration in this area has created a "superb market" for well-advertised offerings of the speaking stage and alleges that Norfolk "holds today the largest aggregation of drama-hungry people in this section of the United States."

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Talent Scarcity in Europe as Army Gets Men; Few U. S. Acts Available

NEW YORK, March 15.—Bill Creedon, who for several years maintained a talent agency for American acts in Paris, has returned to this country, following a 60-day voyage from Egypt on the Kam Zam.

Following the German occupation of Paris, Creedon made his way to Egypt via Italy. He worked for a while in Alexandria. When he sailed, these American acts were still working at the Carlton, Alexandria: Maximo, Al and Val Reno, Martha and Maria, and Two Lovely Ladies. The Three Rays came back with Creedon.

Creedon says that, at the time of his

departure from France, there was a distinct shortage of acts thruout the Continent. Most of the popular acts had been conscripted into the army. Even famous acts were taken up with war work. As a result, there are heavy demands upon the time of the available acts, and these are working not only in Germany and France, but in the Scandinavian countries.

Americans still playing the Continent, according to Creedon, include Long and Short, Toby and Geneva, Birdie Dean, and Pink and Ayres.

Creedon's present plans call for resumption of booking in several of the South American Casinos which he booked from Paris before hostilities got under way.

Center Ice Show Off To Bad Start in Chi

CHICAGO, March 15.—The Sonja Henie-Arthur Wirtz Rockefeller Center ice show, it happens on ice, got off to a bad start Wednesday (12) at the Chicago Stadium due principally to the fact that the company, after having performed on the comparatively small rink of the Center Theater for months, was lost on the vast expanse of ice in the Stadium. Result was a rough performance, lack of co-ordination, and numerous falls. Joe Cook, too, was lost, had acoustics killing what ordinarily would have been funny routines. The management set about correcting the faults and expected to have the show running smoothly in a couple of days.

Show opened to about two-thirds of a house, heavily papered. Biggest applause went to the comedy numbers of Freddie Trunkler as Donald Duck, Trunkler and Fritz Dietl in the Duets, Sam Cumber, and the Four Bubbles in their scrubwoman hit and their street-cleaning act, the latter getting some disapproval for unnecessary vulgarity. Hedy Stenul, the Caley Sisters, Laverne, and Lloyd Baxter gave excellent straight skating exhibitions. Green.

Back to Europe—But How?

PHILADELPHIA, March 15.—Closing of Clifford G. Fischer's *Foibles Bergeres* unit here, following a week at the Earle Theater ended Thursday (13), means that 10 dancers in the troupe will be forced to return unwillingly to their war-torn countries in Europe. Gals all say they'd rather stay on these shores, but immigration rules forbid it if they're out of jobs.

However, with seagoing vessels few and far between, it's doubtful whether any of the gals will have to take an ocean trip immediately.

Earle in Philly; Sets Attractions; Prefers Name Bands

PHILADELPHIA, March 15.—With its biggest gross accounted for by names, Earle Theater has lined up more names for the spring, according to Hal Heisenberg, manager. Standard names and name bands are getting the call over the movie stars.

Following the current week with Orrin Tucker's orchestra and Bonnie Baker, a "crazy show" takes over Friday (21), featuring Mill Britton's orchestra, Patricia Ellis, and the Three Sailors. March 28 brings in Martha Raye and Wilbur Evans, and Ethel Pedlow, who, p. a. with her *First Romance* on the screen. Evans is a local lad.

April 4 (Holy Week) will have Bill Robinson and Jimmy Luncheon's band, the third all-stars show this season. Will Bradley's orchestra over April 11, with a variety name to be added.

Eddie Cantor, with his own show featuring Dinah Shore, follows on April 18. Horace Heidt's band and show booked for the May 2 week, with *Truth and Consequences*, radio quiz show, set for a May week, exact date to be fixed. Tentatively booked are Lucille Ball and Desi Arnaz to coincide with her latest picture, and the orchestra of Tommy Dorsey, Glenn Miller, and Raymond Scott.

WILMINGTON, Del., March 15.—Tobacco Road comes to the Playhouse for three days beginning Thursday (20), with a matinee Saturday. This is the fourth time for the play here, with John Barton for the third time. The first Tobacco Road production to reach Wilmington starred Taylor Holmes.

The screen version of Road opened yesterday (14) at the independent Rialto Theater here.

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NBC AUDITIONS WIDE OPEN

Bars Again Let Down; 'Romancing' Nixed; CBS Professional Policy; Not 1 in 500 Singers Lands Job

NEW YORK, March 15.—A performer or would-be performer with a yen for radio no longer need fall for the line, "I can get you into radio." At least not at the National Broadcasting Company. In view of the auditions department, started in February, has now resorted to a complete "Open Door" policy, with no applicants barred. Columbia Broadcasting System is still insisting on professional experience in both musical and dramatic auditions and has cut down drama auditions to about 20 to 25 weekly in order to keep the crowds away.

Switch in policy at NBC, according to inside sources, comes as a result of a growing abuse whereby salesmen, minor emcees, and even stage boys arranged auditions. Sidney Straits and Clarence L. Menner, NBC execs, caught up with the situation and sent thru an order that all applicants be heard. According to NBC spokesmen, new policy has cleaned up "romancing" and has sub-canceled the idea that the applicant must "know someone."

NBC in previous years had tried an open-door policy, then wobbled to insistence on professional experience. Three weeks ago policy again switched to allow hearings for all comers. Further changes in the auditions set-up are still to come, with the work to be apportioned among the various NBC directors.

Outlook Bad for Singers

But the NBC has opened the door, general outlook for newcomers to radio is not encouraging. Lucille Singleton, who handles musical auditions at CBS, claims that not one out of 300 auditions lands a job. Since the old days of radio, standards and competition have become so tough that professionalism is considered a paramount necessity. Warblers who appear uncertain as to what to sing, or who are hovering around the 30-year age mark, or who are not personable enough to do theater dates and other personal appearances in addition to radio work, already have two strikes on them. It's a business of young people, sums up Miss Singleton, and points out it has become a businesslike, sold proposition.

Further, applicants must have poise, must show no hesitation, should not be chatty and try to interview Miss Singleton instead of vice versa, and, when disappointed, "should leave in a way that enables them to come back."

Still a Few 'Curies'

Some "curies" still manage to land auditions. One recent one was a prison guard with a yen to be a canary. His brother asked Miss Singleton to send him back to prison, and Miss Singleton concurred. But the days when waitresses, etc., would audition at CBS are gone.

In general, the singers who audition come from all over the country. According to CBS, "they would rather starve in New York than eat at home." After an audition, and in answer to the stock inquiry, "What shall I do now?" Miss Singleton answers, "Now you can go home. Many do, some sit outside the door, refuse to move, and are taken away by detectives. Some threaten to write William Paley, CBS president."

The auditions department also is visited by FBI men, immigration authorities, and picks up a terrific amount of information relative to the domestic lives of the applicants.

Miss Singleton resents letters of introduction putting on pressure in behalf of applicants, claims it is a fallacious idea that it is necessary to "know somebody." She points out that agencies will often recommend somebody in order to please a client but will not turn on pressure.

Dramatic Situation

In contrast to NBC, applicants for dramatic auditions at Columbia need at least one year's experience on local radio and a couple of years' background in stock or legit. Marjorie Morrow, who handles these auditions at CBS, points out this is necessary because between

10,000 and 15,000 names are now on file. An average of 30 experienced applicants apply, and actual auditions number between 25 and 30 weekly.

In contrast to applicants looking for singing jobs, many of the drama applicants have ability. At least 10 out of 20 are good.

"We try to use all who pass auditions, but we have only two sustaining programs," says Miss Morrow.

Most of the good drama applicants are from Chicago, which, according to Miss Morrow, is second to New York as a radio drama hotbed.

NBC, according to Marjorie Loeber, does about 300 auditions weekly, or 1,500 a year. Applicants get 15 minutes of time, enough for three or four excerpts, and are attended by a director, engineer, and secretary. Since the open-door policy inaugurated lately 50 per cent of applicants have had no experience.

WIP Feeding Mutual

PHILADELPHIA, March 15.—WIP, which joined Mutual the first of the month, starts feeding studio sustainers to the net starting Thursday (20) with the inaugural of a weekly quarter-hour *Quaker City Melrose* at 8:30. Show built around Joe Frassetto's studio orchestra and feature the singing voices of the Three Lads and a Lassie, Frances Cooper, and Armand Camp. Lee Vines draws the announcing assignment.

Advertisers, Agencies, Stations

NEW YORK: A. K. SPENCER, of J. Walter Thompson, son agency, appointed chairman of National Committee on Radio Broadcasting of the American Association of Advertising Agencies. . . Charles Michelson is preparing an extensive merchandising campaign in connection with his wax show, *Sunny Tabor*. . . Federal Accident Insurance has inked 15-week contract with WIP for participation in Bob Byron and Bruce Wendell programs and sponsorship of UP News. Huber Hoge & Sons are the agency. . . David Loew, WNEW's movie and Broadway critic, has been commissioned to write a book on horn circuit theaters. . . Tony Gottuso, guitarist in Merle Pitt's orchestra, is the father of a new girl, Rose Marie. . . Starting March 21, Philip Morris's Johnny Presents program on CBS will be replaced by *Great Moments From Great Places*. . . Douglas Way, formerly announcer at WJJD, Chicago, and WFRM, Indianapolis, has joined the announcing staff of WWRB, Woodside, N. Y. . . Louis A. Mindling, for the past four years with Music Corporation of America, has joined Columbia Artists, Inc., as assistant to Herbert L. Rosenthal. . . Maxwell Dana has become sales promotion manager of WMCA. . . The hockey playoffs for the Stanley Cup will be broadcast by WIPN. Sponsored by Pabst Beer. . . Arthur Korlin will do his own adaptation of *The Petrified Forest* on WIPN. . . WIPN will begin 18-hour schedule as soon as it starts operating on the 50,000-watt power recently granted by the FCC.

YOUNG & RUBICAM has assigned production stint on Aldrich Family to Fran Van Hartesvelt. George McCarrrett will take over production on *The Amazing Mr. Smith*.

DENVER:

KOA Control Engineer Vern Andrews and Mrs. Andrews, KOA receptionist before her marriage, announce the birth of Carol Marie. . . Bob Freed, KLE announcer, accepts same position with WLV, Cincinnati. . . A. S. Hirschfeld Press to sponsor basket-ball broadcasts over KFEZ, starting March 18, final games to be fed Mutual net for fifth consecutive year, with Bill Walsh, Joe Myers, and Frank Bishop handling mike work. . . KOA announcer Martin

How Sponsors Go Broke

LINCOLN, Neb., March 15.—KFOR is indulging in closer checking on telephone numbers picked at random in the book for calling in connection with Ed Cooper's *Miller Money*, 15-minute show. Cooper, on the air, calls about 18 numbers on each broadcast, and offers to pay each person \$1 if they have a box of Miller's Corn Flakes about the place. One lady told him she not only had one, but three dozen, to which Cooper cracked to the effect that she could go in the grocery business.

"What do you mean?" demanded the lady on the other end of the wire. "I AM in the grocery business."

Kraft Gets Ameche On Exclusive Pact

HOLLYWOOD, March 15.—Lead man on the summer edition of the Kraft Music Hall program most likely will be Don Ameche. Danny Danker, of J. Walter Thompson agency, has inked a long-term contract with the film star calling for frequent guest shots beginning March 27. Contract is unusual in that it calls for star's exclusive services for a non-consecutive series.

Addition of Ameche will not change the status of Bing Crosby, Bob Burns, Connie Howell, John Scott Trotter, the Music Makers, and Ken Carpenter. Summer format will have Ameche warbling in addition to emcee stint, and Miss Boswell will sing more frequently than she does now. Crosby will probably take his summer vacation in June. Burns will do occasional guest shots in the summer.

Clearing Music At Source Seen Delaying Factor

NEW YORK, March 15.—The National Association of Broadcasters is meeting Monday (17) to set up a committee to negotiate with the American Society of Composers, Authors, and Publishers, no very rapid settlement of the controversy is expected here. Aside from the single of price for music, the greatest stumbling block is believed to be the principle of clearance at the source—a principle to which both ASCAP and BMI are now committed.

It is pointed out here that before a licensing method embodying clearance at the source can be set in operation, contracts between networks and their affiliates must be revised. This is likely to be a slow process.

Further, clearance at the source in the ASCAP consent decree is called for within the space of 90 days, whereas in the BMI decree it is specified within one year.

The NAB negotiating committee will act in an advisory capacity only, with respect to stations.

MILWAUKEE, March 15.—Fins was written to the government's anti-trust action against ASCAP Thursday (13) when Federal Judge F. Ryan Duffy, upon a plea of nolo contendere by the officers and directors of the society and 19 corporate members, assessed fines totaling \$33,250. Gene Buck, ASCAP proxy, and E. C. Mills and John G. Palma, respectively chairman of the administrative committee and general manager, were fined \$1,500 each, while 23 remaining officers and directors were assessed \$500 each.

Society itself was fined \$5,000, while 19 corporate members, named as defendants, were each fined \$750.

Navy Will Not Grab Stations in Event Of War—Washington

WASHINGTON, March 15.—Responsible officials this week threw cold water on trade rumors that the navy plans to grab control of domestic broadcasting stations in event of war. Story circulating in the trade concerned an alleged plan to take over some station operating on 600 kilocycles or lower.

Pact is that the navy always has had domestic use of 600 kilocycles, the frequency once held by NAA in Arlington and which the department has never relinquished. Broadcasting assignments on this channel have been given over to Canada and Cuba, but our government could use the same frequency if power and directional antenna conformed to treaty obligations. Nationwide coverage on this channel, it was said, is impossible.

The more likely course in case of war, officials state, is to order existing radio networks to carry whatever announcements are deemed necessary to the safety of the country. Facilities of the chains are already capable of carrying to the nation anything Washington wants broadcast. Why go to the trouble of building or taking over a station when better means are at hand, the officials ask.

Frozen Double Talk

OMAHA, Neb., March 15.—It was a literally cold day, and CHIE Johnson, special eventer for KOHL, was having a tough time keeping his teeth from chattering in the mite while telling about the dedication ceremonies for Fort Crook's new \$10,000,000 bomber plant. Came time to introduce Brig. Gen. George V. Strong, and Johnson horrified himself with this remark: "Now to our mikes comes Jigacker Bremer Strong . . ."

FROM ALL AROUND:

FRANK DOONE is a new announcer at WFLC, New London, Conn. . . Ed Dymczek is the new technician at WRLD. (See Advertisers, Agencies, on page 8)

Radio Talent

New York by HERRY LESSER

BILLY HODAPP, who wrote the *Janet Alder* show here in the East, has been in Chi for some time. He decided to come back home and landed here only to find a wire requesting him to speed back to Chi to join the Grant Advertising Agency. . . . **BRUNO WICKS** daughter, **PHYLLIS**, announced her engagement this week. Seems like yesterday when she was just a little girl. . . . **BETTY CHAMBER** returned from a rest cure at Puerto Rico and San Jose in Costa Rica, declares there's just no getting away from the press. She was interviewed in both these places, proving her popularity as a radio actress in those far spots. . . . **KEMP HEAD** and his ock started another series of broadcasts over WNHU, New Bedford, Mass., Thursday (13). . . . **EMILY GILBERT HATCH**, of Martandam, India, guested on **ALMA KITCHELL'S** *Brief Case* Monday (17) via WJF. Miss HATCH abandoned a career in dramatics in this country to assist her husband in his work at the Martandam Rural Reconstruction Center, which is a portion of the work being done in India by the Young Men's Christian Association.

FRANK LUTHER and **ZORA LAYMAN** have a smash hit in their Sunday morning *Sweet Land of Liberty* show over NBC. They teach the history of America thru song, and I've never listened to a more salable sustaining **WYNN OMH** directs and proves himself

Chicago

By NORMAN MODELL

BRUCE KAMMAN is leaving the *Uncle Berra* show to join NBC's New York production staff. . . . There's an oddsmen chance that **CLINT STANLEY** will star over the production of the show. . . . The 18th annual *Wax-Ma* show of Northwestern airs on WGN next Tuesday (30). . . . **LYNN BRANDT** became a father March 9. It's a boy. . . . **HELEN VAN TUYL** is playing the new part of Rose Palmer in *Night to Happiness*. . . . Another new part on the same show went to **PHIL LORD**. . . . Production of *Stepmother* written by **CHARLES PEROMAN** to **ALAN WALLACE**. . . . The *Golden Hayes* Theater originates in Chicago soon, when **Miss Hayes** and her *Twelfth Night* Company begin an indefinite run here May 5. . . . Ready for the music-sheet counters is a new hitlisty song by **WALDY'S BEN KANTER**. It's tagged *The Building of Boulder Dam*.

FRANK BEHRENS temporarily bowed out of his Chi radio roles to trek to the West Coast for a Warner Bros. screen test. . . . Added to *Midnight* are **STEVIA JACOBS**, **JANE GREEN**, and **HEMRY HUNTEL**. . . . **JOHN GORDON**, of the local *Piedale* office, has washed his hands of publicity to become radio director of Needham, Louis, & Borby. . . . **BILL O'CONNOR** and **MARGARET SWENNEY** were added to the *Alka-Seltzer* *Bern Dence* Saturday night. . . . On March 31 **EDDIE** and **PANNIE CAVANAUGH** will celebrate their 19th anniversary on the air. . . . **LILLIAN GORDON** has opened an office in Philadelphia to handle her Eastern business. . . . **HALLOWEEN MARTIN** has bagged another sponsor for her *WRBM Musical Cloc*—the *Mistercloc* Company. . . . **SHERMAN MARSH** and **MALCOLM MEBACHAM** are additional castings in *Helen Trent*.

Philly Mayor Kelly Expands Radio Plans; See Network for Campaign

PHILADELPHIA, March 18.—Entrance of John B. Kelly, Democratic city leader, and Anthony J. Drexel Biddle Jr., former U. S. Ambassador to Poland, into the local radio field, as reported here earlier this month, was confirmed this week with the disclosure that Kelly and Biddle have purchased a 49 per cent interest in WBO, suburban station at Glenside. The reported purchase price was \$70,000. Paul Harron, WBO proxy, and Joseph Lang each held a 50 per cent interest in the station. Harron and Kelly are close friends.

It is understood that Harron and Lang relinquished enough of their stock to provide for the set-up, reportedly, Kelly and Biddle each acquiring 49 shares and 300 shares, leaving Harron-Lang retain the controlling 51 per cent interest.

Politico Kelly's radio interest isn't confined. At the same time he singly purchased a 33 1/3 per cent interest in WROM, Jersey City, N. J., station controlled by the Harron-Lang interests, who were 50 per cent owners each and again relinquished enough of their stock to bring Kelly into the picture.

The Jersey City station now operates with 500 watts night and 1,500 day. It becomes a Class II outlet under the March 30 reallocation, and the way is paved for 3,000 watts. WBO has operated 1,500 watts during the daytime only,

but with radio's "moving day" is reported to go into full-time operation. Further plans for the station call for the studio to be moved into the city proper and application to be made for an upping to 10,000 watts. Also rumored that Jack Stock, WFL vet announcer, will come in as general manager.

With Kelly's political leadership of the Democrats challenged by J. David Stern, publisher of *The Philadelphia Record* and owner of *WHAT* here, for which station ambitious plans are being made, reports have it that Kelly is further seeking to grab the radio lead by acquiring radio holdings in Reading and in Pittsburgh, making for a strong State network which would prove invaluable in the forthcoming gubernatorial campaign when Kelly's candidate will be pitted against Stern's hope.

Riggs Back for Old Gold

NEW YORK, March 18.—Tommy Riggs and his voice, Betty Lou, return to the air via the NBC-Red Pacific network starting April 17, in the interests of P. Lorillard Company's *Old Gold* Cigarettes. Contract is set for 28 weeks, and show will air Fridays, 9:30-10 p.m., Pacific time. Program will probably go over an expanded network later.

J. Walter Thompson is the agency.

Selvin App't Highlights Unions' Ignorance of Wax; Questionnaire Readied; Employment Hypo Seen

NEW YORK, March 18.—The American Federation of Musicians knows very little about the wax industry, but is now smart enough to admit it. That is the trade interpretation placed upon the AFM's appointment of Ben Selvin, Vice-President of Associated Music Publishers, as chief of a wax probe. Altho Selvin still holds a Local 802 card and has always been interested in the welfare of musicians, fact remains that the AFM had to go to the canned music camp to get a man able to handle the job.

During the negotiations immediately prior to Petrillo's appointment of Selvin, Petrillo is known to have pointed out that other organizations make surveys to gather information. "We," he said, "know nothing."

At another stage in the conversation Petrillo stated, "Didn't I tell you we don't know a thing about it?"

These statements paralleled those of execs of Local 802, who one time admitted that the transcription business was so complex that they were at a loss to specify scales for certain jobs. Wax

execs, too, have always claimed that the American Federation of Radio Artists—which is now trying to draw up a wax code—have showed a "startling" ignorance of the business.

One indication of the fog that surrounds the business came to light in the first Petrillo-Selvin talks, when it was discovered that one of the biggest waxeries in the East had been operating without AFM license.

Selvin will take the first step in his "census" of the industry by sending out a series of questionnaires to stations, advertising agencies, recording and transcription companies and wired music companies. He thinks he can show the AFM that the industry is larger than is commonly believed; that it means more to musicians than is commonly believed, and that many more men can be employed. This would tend to discourage the AFM's long-milled idea of putting an iron clamp on the wax industry—Petrillo having always aligned himself as a deadly foe of canned music.

The "census" may show, according to Selvin, that the real evil faced by musicians is not transcriptions but phonograph records played over radio stations. This, he points out, comes as a result of the recent legal decision which permits stations to play phonograph recordings. In addition, points out Selvin, a popular record will be played over as many as 700 or 750 stations and is bought cheaply, whereas a transcription is likely to go over 100 subscribing stations and is expensive.

"There must be a readjustment," points out Selvin.

Any AFM regulation of records as opposed to transcriptions will likely have the backing of talent agencies, which have found it increasingly hard to sell bands to radio owing to fact that name bands are heard so frequently on the air via recordings.

Results of Selvin's probe will be dependent upon what co-operation he gets from the different elements within the industry.

Interesting sidelight is that Local 802, New York, has currently been mulling the advisability of making its own investigation into wax.

Florence Bernard WOR Talent Rep in Pennsy

PHILADELPHIA, March 18.—Florence Bernard, of the local Edith Sherman booking office, has been appointed Pennsylvania State representative of the WOR Artists' Bureau, New York. Strict enforcement of a State law prohibits outsiders from booking acts in Pennsylvania unless they first procure a State license, costing \$100 a year, and maintain an office within the State borders. Under the tie-up, Miss Bernard, licensed agent here, will book all WOR acts and shows here, except those tomorrow (19) at Town Hall here, Henry Youngman heading the cast.

WNEW's Gag Musical

NEW YORK, March 18.—Merle Pitt, who conducts WNEW's house orchestra, takes the air with a gag musical show titled *Little Symphony*. *Symphony*, digressing from the usual practice of stringing the classics, will attempt to classicize swing music. Dorothy Starr will do vocals.

Program airs Tuesdays and Saturdays at 8:30 P. M. Merle Pitt, the station, or the audience goes nuts.

Anything Goes—In B'klyn

NEW YORK, March 18.—Sid Acker, Brooklyn scribe and writer of column *My New York*, has found out that anyone with unlimited telephone service can make his own radio survey without extra cost. Deciding everyone is his own best Crossley or Hooper, Sid made 156 telephone calls in Brooklyn, securing Tuesdays and Thursdays for four consecutive weeks at 7:15 p.m. His results, no doubt, are immediate, yet interesting, give top spot to WNEW among metropolitan local stations, with WOR leading all network stations.

P. S.—But this happened in Brooklyn.

WDAS Finally Succumbs; Files for Power Hypo

PHILADELPHIA, March 18.—WDAS is the latest and last of the eight local stations joining the parade in the push for power. Station has filed application to get 5,000 watts in the daytime and 1,000 at night. It had pooh-poohed the mad rush of the other stations in town for increased wattage, satisfied that its 250-watt transmitter covered the local field in view of its excellent transmitter site.

Grant Advertising Expands

CHICAGO, March 18.—Grant Advertising, Inc., occupied new quarters this week covering the 23d floor of the Palmolive Building, Agency, which recently added a new identity sign called *Wax's Yow Mex* for Marc Gandy Company, required the extra space for the heavy content mail pull on both this show and *Professor I. Q.* New offices include a radio studio, recording equipment, a sound-treated control room, and audition room. Move marks the fifth expansion in space since the Texas agency opened a Chicago office four years ago.

Cugat's Camel Renewal

PHILADELPHIA, March 18.—Xavier Cugat, in town for a night club engagement at the Club Bali, disclosed that he has inked a 13-week renewal for his *Camel* Caravan night show. New contract signed Tuesday (11). Cugat reports here for four weeks, but taken off on Thursdays for his air commercial from New York.

WSOC Debut in 2 Months

SALISBURY, N. C., March 18.—Working on the new WSOC station has been moving fast the past two weeks, giving indications that it will be in operation within the next two weeks.

Speediest progress is being made on the huge steel antenna tower which, when completed, will be the tallest structural point within the city limits.

Chi NBC Sales Up

CHICAGO, March 18.—Revenue for the two NBC Chicago stations, WMAQ and WENR, continued upward during February, according to the report of M. M. Bord, NBC Central Division Spot Sales Manager. WMAQ showed an increase of 23 per cent over the same month a year ago, and WENR business was up 14.9 per cent over February, 1940.

CHICAGO, March 18.—Brown & Williamson, thru Russell M. Seeds Agency, has bought the 10:15 to 10:45 p.m. spot on KSTP, Minneapolis, to plug the new well-proof Avalon cigarette. Contract runs for 28 weeks, starting March 15. Program is tagged *Sunset Peppy Bern Dence*. The cigsy outfit added this market to its extensive network commitments in order to pep up weak sales in this territory.

Program Reviews

EST Unless Otherwise Indicated

"Your Business"

Reviewed Sunday, 12:45-1 p.m. Style
—Comment. Station—Sustaining on
WOXR (New York).

Program impressed as one of the most interesting comment programs now on the air. Show is run by Lester Velle, who, as business editor of the Journal of Commerce, tries to analyze developments in industry and commerce with particular relation to their effect on the business man. He seems especially well fitted to do this, and is able to give an interesting financial slant on the day's news.

This financial slant is ordinarily missed by most commentators—or, if it is not missed, it is likely to be glossed over so that its importance is minimized. Velle's Sunday talk paid particular attention to the Lease-Lend Bill, its effect on American economic life, and the angle that the country was moving into a war economy. Stuff is packed with interest.

Program technique has station announcer throw a few questions at Velle just to start him off. *Aokerman.*

"Fort Devens Radio Party"

Reviewed Friday, 8-9:30 p.m. Style
—Variety. Sustaining on WSPR
(Springfield, Mass. Originates over
WAAB, Boston, for Colonial Network).

Program is made up of talent recruited from the enlisted men stationed at the fort, some of whom were professionals in civilian life. As a whole it is excellent, has popular appeal, and seems to get in well with the army's program to make selective service popular with the boys and home folks.

Private Kern (first name not given), a former staff announcer at WTIC, Hartford, Conn., did the announcing and emceed. He kept the show rolling in good style and did a fine all-around job.

Private Hooch, playing the first movement of Moonlight Sonata, was the best of the group, but was pushed hard by Private Al Thompson, baritone, who sang Suzanne River.

Private Charis Miner and William Burrough did a good hillbilly number on the accordion and guitar, with Burroughs singing the choruses.

Sergeant Charles J. Cardinal warbled Mexican Rose fair. Corporal O'Dell did a swell job on a wash boiler, making it sound like a bass fiddle with orchestra accompaniment. *Zack.*

"Newsrel Theater"

Reviewed Wednesday, 10-11 p.m. Style—News. Sustaining on WHN (New York).

The idea of having a continual batch of news items rebroadcast five times within a one-hour period is new in these parts. Once the idea is accepted by the general public, it looks as tho this period will have five changes of audiences.

The news here is sharply edited, and embraces many subjects of national, international, and human interest. The presentation is okay.

While the program is still a sustainer, it is not available for sponsorship. A bankroller, the MacMillan Petroleum Corporation of Los Angeles, has made a definite commitment to take over some time in April. The sale was made thru the Stack Gold Agency. *Cohen.*

"Name It—Find It"

Reviewed Friday, 10:30-10:45 p.m. Style—Scavenger hunt. Sponsor—Public Service Transportation of New Jersey. Agency—Direct. Station—KYW (Philadelphia).

This is the newest and by far the scrawniest of the audience participation programs on air lanes here. All the participation goes on before the weekly broadcast. And for those who enter into it, it must be fun. It's an out-and-out scavenger hunt with the broadcast interviewing the best hunters and awarding the prizes. Stanzas sponsored by the bus company on a bus-card advertising sweep with station.

Each weekly evening, two articles are mentioned in a spot announcement. On Friday evening articles are brought to the studios by those participating in the hunt. Week caught out for such paired items as a set of false teeth and

a large-sized dollar bill, a KYW news picture and set of red flannel underwear, a straw jacket and a 1938 newspaper. All articles remain property of participants. In addition to the list given, contestants must bring along an unusual item of their own choice.

Three bringing in the biggest list are interviewed by Don Bennett, master of the hunt. Apart from the usual personal reports, Bennett gets the winners to tell experiences getting most difficult item in the list and goes into detail on the unusual items submitted. Even for those who don't participate, interviews pack plenty of interest. Sponsor plugs in good taste. Arthur Hissett, organizer, provides the full music.

Prizes included a Longine watch, week-end trip to Atlantic City for two, an RCA personal radio, and a pair of downtown movie tickets. Listeners earn a dollar for submitting the best lists for the following week's hunt.

Orudensker.

"Ben Yost Singers"

Reviewed Monday, 1:45-2 p.m. Style
—Musical variety. Station—Sustaining on WINS (New York).

A quarter-hour of lively entertainment, consisting of music, comedy, and chatter. Ben Yost emceed, featuring a different singing group each week. Yost opened with comedy talk, followed by a song, *So You're the One*, by Beverly Sisters. *I Hear a Shophody* and *You Walk By*, rendered by Yost and the singers, followed. Trio harmonies nicely, putting over all tunes.

Yost's chatter consists of facts concerning the careers of theatrical personalities. Comedy is supplied by a variety of stogees who constantly interrupt Yost as he goes about his chores as emcee. *Colfer.*

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. Backs to that a one-time program review is inadequate for a production that varies each time it is presented.

Author's Playhouse (NBC-Blue, 10 p.m. Wednesday) in its interpretation of Irvin S. Cobb's *The Snake Doctor*, had the opportunity to illustrate the effects of good and bad radio technique during the opening sequences of the yarn, during which motives and atmosphere had to be established, had long stretches of dialog drawn out by two bits of white trash from the Old South. This gabby sequence was monotonous and utterly devoid of action. Script was in need of considerable tightening. This episode could have been telescoped into a briefer time.

However, those who dialed elsewhere, discouraged by the drab start, missed a fine and exciting story of lust and superstition among tobacco smokers. Cobb's briefer contains many elements that make neat radio drama. The program's latter part made the most of it. Charles Gussman did the writing. *J. G.*

Wednesday's program of *Doctors of Work*, presented with the blessing of the American Medical Association, treated of the work of the brain surgeon. Plot was alright, the program apparently being content to let medical terminology take the place of the very thin story material. Episode described the effects of different diseases and ailments. All the sufferers lived happily ever after following the expert ministrations of a brain surgeon.

Following this clinical tour, Dr. W. W. Bauer delivered a talk on the role of the brain surgeon in modern medicine. *J. G.*

HIGHLAND, Tex., March 15.—In amendment to original charter, the Park Cities Broadcasting Corporation announces an increase in capital stock from \$25,000 to \$100,000. The firm has also amended request to FCC for a 5 kw. new station on 710 band.

Squatters' Rights

NEW YORK, March 15.—WINS, New York, may have to establish "squatters' rights" in order to obtain additional acreage adjoining its transmitter in Carletts, N. J.

Station recently increased its power to 50,000 watts. As a result it was necessary to secure added land in order to enlarge its transmitter. However, a careful search of records dating back over a 100-year period has failed to reveal ownership of the land. If further investigation fails to produce an owner, station execs say the only procedure left will be for the station to move in and set tight.

Commish Sets Apart STL Service for FM

WASHINGTON, March 15.—New policy adopted by the Federal Communications Commission Thursday (13) will eliminate need for telephone lines between studios and transmitters of FM stations. Twenty-three frequencies above 380 megacycles have been set aside for a service called "STL," which means "studio-transmitter link." Under the rules adopted, only an FM station may receive authority for STL service and only one frequency will be allotted to a station.

Standard broadcasting stations feed their programs from studio to transmitter over leased telephone wires. FM stations employing STL service would use a low power FM transmitter sending thru a highly directive antenna.

ADVERTISERS, AGENCIES

(Continues from page 6)

replacing Jack Adams. . . Chief Engineer I. A. Martino is progressing rapidly on audio equipment for WIXPW, FM station operated by WDRG, Hartford, Conn. . . Lottie Simmons will leave *The First Offender* on WICC, Bridgeport, Conn. next month for Hollywood.

Diane Doling; McClellan van der Veer, WSON newscaster, gets Saturday afternoon 15-minute spot over MBS with program *This Week—and Next*. . . Joseph Chast, head of WDSU Broadcasting Company, New Orleans, back at his desk after two months in hospital with pneumonia. . . Jack Kelly, of WWL's transcript staff, returns to Atlanta and Station WGST, from whence Jim Bush, former librarian of WWL, replaces Kelly.

Announcer Dow Lewis, of WWL, named his new 6-pounder Linda Cross.

H. V. Kallenborn conducted an informal interview in KGO-KFO (San Francisco) manager Al Nelson's office last week. . . Allan Keen, KSPG, San Francisco, engineer, has received word of the death of his sister in Chongtu, China.

Jim Moore, formerly of KRE, Berkeley, Calif., recently replaced announcer Charles Arlington at KEPG. . . "Professor Puzdewit" begins fifth year over KPO and NBC Pacific Coast network April 6.

OKLAHOMA CITY NOTES: "Bing" Gilmore has replaced John Rogers on announcing staff of KOMA, Rogers is with the army at Fort Bliss, Tex. . . Jack Swinford, KOMA announcer, has married Mary Laurette Bryant, Chicago. . . Deryl McAllister, traffic manager at WKY, was the only radio member of the cast of the recent *Orchid* show here. The show was put on by local newspaper men. . . B. M. Grotkop, for three years with the sales staff of Station KOMA, has resigned to take a position with the George W. Webber Program Service of Des Moines, Ia., a production firm for transcribed radio shows.

Firemen to the Rescue

CHICAGO, March 15.—WON special events department is going in for speed these days, and, in fact, involved the service of the fire department the other day when it had to wade thru two miles of evening traffic to reach the studios. Station interviewed soldiers of the Illinois National Guard at the La Salle Street Depot, but couldn't make a direct broadcast because of a conflict with a commercial program. Hence a recording was made, scheduled for airing five minutes after it was completed, and rushed thru the busy Loop in two minutes flat via the chief gas-buggy of Deputy Fire Chief Anthony J. Mulaney.

Musicians, AFRA, AGMA in Tangle as Gov't Watches 'Em

(Continued from page 3)

factor, Petrillo, AFM proxy, was never a lover of AFRA, but he was to some extent held in check by previous president, Joseph Weber. Weber, very cautious, not only acted as brake for the entire AFM, but balked a jurisdictional grab contemplated by Local 892 early in AFRA's history. This brake is now gone.

Should the AFM's anti-AFRA elements gain the upper hand, things will begin to pop. Petrillo has already shown his hand in relation to AGMA, and it is figured that a grab is possible—one that will equal in scope the grab attempted by Browne, IA chief who once served notice that he would take over the entire Four A's.

Any jurisdictional grab, or for that matter any deepening of the rift between AFM and AFRA, is figured as being a tough pill for labor at this particular time—in view of policy evidenced by Federal Government. It is argued that in view of this, the best thing the union can do is form a solid front rather than figure up ways of undermining each other.

Who is Selling Out Whom?

All the threads come together in Selvin's hands. As a representative of the transcription companies, the trade figures he may unconsciously play into Petrillo's hands on an anti-AFRA angle, particularly where AFRA is trying to license the waxes.

Or the transcriptionists may try to play off AFRA against AFM, leaving Selvin to just dangle. Waxers won't warm up too much to Selvin, because of his unique position now as a union prober and a transcriptionist. This is the kind of an angle which the Department of Justice could easily hang another "conspiracy" charge on, should things go too smoothly between AFM and the transcriptionists as a result of Selvin's liaison work. AFRA will be alert, too, for a chance to nail this point to the attention of the Department of Justice.

Strategy of each party involved will, of course, depend upon how much farther Thurman Arnold's trust-busting division functions along union lines. Good indication will be the DJ's action on the AGMA-Petrillo squabble now in its files. Majority of labor leaders are extremely apprehensive today of the U. S. Government's role.

At any rate, personal ambition of union heads is not the vogue this year as far as Uncle Sam is concerned. Jimmy Petrillo's Selvin spearheaded into the transcription industry has the entire entertainment unions plenty confused, according to their own statements. Should they fight Petrillo and risk the DJ's wrath, or sit tight and hope the mucker chief trips himself? That is the question, they say.

DELAWARE SPOTS

(Continued from page 3)

lation charges. When the case came before Judge Henry B. Isaac in Municipal Court on Friday the judge ruled that radio is a necessity "not only on Monday but on Sunday as well." The 200-year-old blue law banned worldly labor but excepted "works of necessity and charity."

Later Friday afternoon the General Assembly at Dover passed a repeal bill by a vote of 18 to 16 in the House and 13 to 8 in the Senate. This measure would provide a wide-open Sunday except for certain specific prohibitions against horse racing, public auction, public dance, public theatrical performance, or public performance of motion pictures, with or without sound, at any time on Sunday outside the corporate limits of any city or town in the State, and banning these activities within the limits of any incorporated city or town prior to noon and between 6 and 8 p.m.

This would permit Sunday theatricals and the other mentioned activities from noon to 6 p.m. and from 8 p.m. to midnight, the city or town councils could ban them.

Poster May, WOV (Omaha) special event, is waiting for spring weather to take off for Camp Beal, Ark. to cut a series of seven platters on the Nebraska National Guardsmen there. . . Chuck Miller, program director of KPAB-KFOR, Lincoln, is the father of a boy-

GOV'T WANTS AFM CHANGE

Sammy Kaye Set For Meadowbrook, First Sweet Band at Spot

NEW YORK, March 15.—In a booking that marks a surprising innovation for the spot, Sammy Kaye has been set for Frank Dalley's Meadowbrook, in Cedar Grove, N. J., for a four-week stretch starting April 29. The engagement will mark the first regular one of any length for a sweet-styled band at a place that has built a national reputation as a mecca for swing outfits. Since Meadowbrook gained prominence, only one sweet aggregation within the past couple of years has occupied the stand, Del Courtney having filled in there for a three-day week-end run a year or so ago.

The Kaye booking is the direct result of patronage demand. The spot conducts a poll of its youthful customers as to their preferences for future bands, with Sammy winding up in seventh place in the current voting. That expression of patronage desires, plus many instances of verbal insistence on Kaye's appearance by the spot's clientele, decided both Dalley and James V. Peppé, Kaye's manager, to take a chance on the unusual booking.

Meadowbrook offers a band as many as a dozen radio waxes a week, which has resulted in widely publicizing the spot as well as establishing a number of orks that have played there. The roadshows' weekly prominence in one of the nation's most active areas, among the bands to have played there being Glenn Miller, Tommy Dorsey, Jimmy Dorsey, Glen Gray, Gene Krupa, Bobby Byrns, Woody Herman, and Larry Clinton.

Atlantic City To Quiet Noisy Bands This Summer

ATLANTIC CITY, March 15.—Chronic complaint of Boardwalk hotels against the band boys playing the Boardwalk night clubs and piers that their blaring bands of music disturbs the sleep of guests is expected to be put to rest this summer. Mayor Tom Taggart Jr., returning from a look-see at the Florida resorts, indicated his intention of framing an ordinance cancelling the spots to keep their windows closed. Means they would have to depend on air conditioning to keep the patrons comfortable. Mayor was impressed by the way the Florida resorts put the muffler on night club noise, and aims to follow the example here.

Past season more than ever found orchestras haled into court and ordered to mute all the horns and make the drummer boys skip the cymbal beats so that those who actually come here for a rest can do their sleeping without being accompunctments.

PASADENA, Calif., March 15.—Booking of Gene Pieper by Reg D. Marshall into the Civic Auditorium here (21-22) makes the third time for the Midwestern outfit in as many months and set a new record for quick repeats at the spot.

No Appreciation

MINNEAPOLIS, March 15.—Altho he had a boogie woogie number especially written in his honor and titled "Red Mc Dimitri," Minneapolis Symphony Ork director Dimitri Mitropoulos was disappointed with his introduction to eight-best music. Said the Greek maestro, "It is superficial. It is monotonous."

Mitropoulos was guest of honor at a meeting of the University of Minnesota Boogie Woogie Club—some 400 strong—in the university's Union Ballroom. *Red Mc Dimitri* was written by two students, and the audience—excepting Mitropoulos—clapped hands, stamped, and cried "seru manna" while it was being swung.

After listening to an explanation of boogie woogie by Kenneth Green and Ed Smith, the tune's authors, the symphony conductor declared, "Funny music is only funny when you play it seriously. Otherwise it is no good."

The Prisoner's Songs

TRENTON, N. J., March 15.—Clinton F. Brewer, serving a life sentence at the New Jersey State Prison here, is the newest member of Count Basie's aggregation, having been placed on the band's pay roll as a composer-arranger.

The unusual set-up started several months ago when Basie discovered musical ability in the convict thru the medium of a jazz arrangement that Brewer had penned and forwarded to the Count. Compo, tagged *Stampele in G Minor*, was waxed by Basie for OKeh.

The leader thinks so highly of Brewer's works that the contract was the result. Brewer has served 19 years of his life sentence, and some time ago took to writing music to fill in the lonely moments.

Basie Totals \$2,000 On One-Nighters in Lincoln, Des Moines

LINCOLN, Neb., March 15.—With all the other local ballrooms laying off for the night (7), Count Basie, on his first appearance here, pulled close to \$1,100 at the University of Nebraska Coliseum.

Occasion was the climax of the formal season, the junior-senior prom, and the price was \$1.50 per couple. Band was in for \$750 with a 90 per cent privilege for the night and, altho it didn't go high enough to get into the percentage, it did very well.

R. H. Pauley's spot, the Turnpike Casino, came out equally well the following two nights, getting around \$540 with Seger Hills at 55 cents per person. His long Sunday (8), dancing from 7 p.m. to midnight, helped considerably to lighten the take. Lent made no appreciable showing at any gate during this week-end.

DES MOINES, March 15.—Lent failed to make any dent in grosses at the Tremor Ballroom here, with first week attendances up to par and better on some nights.

Count Basie on March 6 had an even \$800 gross, plus taxes, Otto Menke, making his first appearance at the ballroom in some time, had only 700 dancers on Saturday (6) with a \$315 gross at 45 cents.

"Beat-the-clock" night on the 9th with Count Husey brought in 1,300 customers, slightly better than par on the early-bird deal. The gross for the evening

AFM Local 802 Crack Down on Violations by Dantzig and Rosen

NEW YORK, March 15.—El Dantzig, a leader in the club date field, was fined \$1,000 by Local 802, musicians' union, for "conspiracy to evade the price scale," and at the same time the American Federation of Musicians' International Board levied a \$4,000 fine against Nathan Rosen, music contractor for S. Hunk, concert impresario, on kickback charges.

Dantzig was charged by the local with having turned over undervalued dates to another leader, Milton Merrill (real name Gruber), thru either "courtesy, service, or a paid arrangement." At the time Dantzig was fined, Merrill was expelled from the union. Dantzig admitted to the trust board that he knew of the violations, but said that he wouldn't work the undesirable jobs himself and turned them over to Merrill because "he felt sorry for him."

Union said that approximately 15 jobs were involved in a period of less than a year, and that, while Dantzig himself didn't play those dates, he was a party to another leader violating the laws of the union.

The Rosen case, which was finally determined by the AFM board last week, grew out of charges filed with the na-

D of J Would Shift Structure Similar to ASCAP Alterations

WASHINGTON, March 15.—Planned government action against the American Federation of Musicians and its more direct target, James C. Petrillo, president, is now under way with the goal of changing the constitution and bylaw structure of the AFM as drastically as the changes obtained by the Department of Justice in ASCAP's set-up as a result of the radio fight.

Interest was aroused in Petrillo after he defeated the concert instrumental soloists in their battle to stay in the American Guild of Musical Artists and keep out of the musicians' union. The G-men have had their attention called to certain phases of this fight, but were at loose ends on taking any action because they were fully occupied by the ASCAP-radio situation.

Victor O. Waters, special assistant to the attorney general, who is in charge of the AFM case and also directed the action against ASCAP, was in Milwaukee Federal Court attending the arraignment

of ASCAP officials on criminal charges of monopoly. Court formalities were necessary to dispose of the criminal information filed prior to the New York consent decree, entered into March 4. The Milwaukee action had to be treated separately.

With the ASCAP case off the books, Waters and his assistant, Eugene P. Cunningham, are expected to take up discussions with Henry Jaffe, attorney for AGMA. The latter claims that the AFM is not prosecuting a jurisdictional fight with AGMA, but instead is trying to wipe out another union, even tho the two are not in competition. D of J officials have declared that Petrillo himself admitted no interest in long-hair artists before they organized a union of their own.

No determination of a Federal Court to hear the AFM case has been designated, but it is said that federal men favor Petrillo's home grounds, Chicago. Any Federal Court in the country is qualified to hear the case because of the national scope of the AFM.

Prager Into Village Barn For First Eastern Stand

NEW YORK, March 15.—Col. Manny Prager, ex of Ben Bernie's band, who left a year ago to form his own, debuts in New York at the Village Barn April 1 for a month's stay.

Prager outfit, since its organization, has been playing in the Midwest area. Barn date marks the band's first Eastern joint and also an opportunity for the trade to look-see the efforts of the ex-Bernie singer. Deal was agented by Prager's personal manager, Fred Williamson.

Fox's St. Paul Ballroom Opens 26th With Two Orks

ST. PAUL, March 15.—The Prom, Carl J. Fox's new \$250,000 ballroom here, opens Wednesday (26) with a dual band set-up on the rostrum—Paul Moorhead and Boyce Stoermer.

The Prom is Fox's third spot and will be managed by Earl Harding, who came on from the surf in Clear Lake, Ia.

was \$220, with more than 1,000 dancers getting in for 21 and 24 cents, and the remaining 500 at 46 cents each.

AFM Local 802 Crack Down on Violations by Dantzig and Rosen

national body by Local 802 of alleged underpaying of musicians working with the road company of the Monte Carlo Ballet House, 1937-38 season. Charges, counter-charges, and threats have been kicking around since then, until union felt that it had proof that Rosen had received \$3,508 in kickbacks, thru a subcontractor. Scale for the company was \$100 per man, but the union alleged that most men were receiving \$85 and \$90, and not being paid for rehearsals and extra performances. The subcontractor involved testified before the union that he had turned back that amount of money to Rosen.

It was indicated that the ramifications of these cases would be a general clean-up of the club date field and also the concert field, where it was said the kicking back of wages is just as fierce as on tavern jobs.

Club date field has long been a sore spot with Local 802, and, while officials claim that the creation of the Collection and Escrow Department has saved hundreds of thousands of dollars in musicians' wages, they say there is still plenty of double-dealing going on.

Dantzig and Rosen have been given until March 26 to pay their fines.

Stoky Quits; Philly Ork Says No, and The Battle Rages

PHILADELPHIA, March 15.—Management of the Philadelphia Orchestra isn't yet taking Leopold Stokowski's "no" for an answer concerning concerts here next season and is waiting hopefully for him to change his mind. Stokowski announced Wednesday that he was quitting the local symphony group to work for the government at \$1 a year as overseer of its army's band music.

Dr. Earl McDonald, orchestra manager, made public an exchange of letters and said that schedules for next season's concerts would be withheld until Stokowski had a chance to reconsider. Stokowski's decision not to conduct here next season, after being associated with the orchestra since 1912, climaxed a series of conflicting rumors and developments in connection with his relationship with the orchestra. Jangling became hottest when Stokowski signed with Columbia Recording Corporation for his All-Youth Orchestra in competition to his Philadelphia Orchestra, phatters on the Victor label. Record royalties so far in meeting the ork's deficits each year.

In addition to his army band work it is also understood that Stokowski is scheduled to make another motion picture next year. In any event, he will not be altogether absent from the major podiums of the concert world next season, since he is scheduled for a series of concerts with the New York Philharmonic. In recent months Stokowski has been deroting his time to streamlining army bands and band music. His renovation of bands, which include omission of certain instruments, has been criticized by army bandmen and by band instrument manufacturers.

Seal's Talent Concealed

NEW ORLEANS, March 15.—Apparently no one is safe from the tentacles of the ASCAP-radio embargo. It isn't bad enough that it hits bands, singers, publishers, and the public, but even Shorkey, the trained seal, is now affected by it.

Seems that *Where the River Shonnon Flows* is not only Shorkey's piece de resistance, but the one and only selection he can play on his horns. The seal was stated to broadcast his proficiency with this ditty on a program of the Southern Sportsmen's Show held at the Municipal Auditorium here last week, but fate and the perversity of human nature intervened. The song, alas, is ASCAP.

Pitt. Local Trying To Line Up Concerts

PITTSBURGH, March 15.—President Claire Meeder of Local 68, AFM, heads a committee of musicians and civic leaders that has petitioned the Allegheny County Commissioners for \$7,000 to pay for four free concerts this summer in South Park. Concerts would be partly Beethoven and partly boogie-woogie.

More than 15 union, business, and civic groups have endorsed the project, which would employ 100 musicians, Meeder stated. If the program this summer were successful, a full schedule of hot weather entertainment, leading eventually to outdoor opera similar to St. Louis's project, would be the goal.

A series of summer concerts in Schenley Park here was held a couple years ago after a campaign for them led by Meeder, but they were dropped last year.

New Victor, Col. Distrib Set-Ups in Oklahoma City

OKLAHOMA CITY, March 15.—Recent dealer changes here have brought new distributors for Victor-Bluebird and Columbia-Okeh and Vocalion disks. W. C. Dance, Inc., taking over RCA-Victor line of equipment, is now handling Victor and Bluebird waxes.

Columbia and Okeh records, formerly handled by Damon, are now under State distributorship of Miller-Jackson, Inc.

Just the Thing for Any Fling

EARL BETOURNE

and his "Earls of Sweet Swing"
1 Year "Opportunity Program"
WCLT, Joliet.
KANKAKEE, ILL. Tel. 5933

Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

GRAY GORDON won't renew on the Bluebird label when his contract runs out this month... money and tune reasons... **MOE GALE**, who guides the destinies of Ella Fitzgerald, the Ink Spots, and Eskine Hawkins, as head of Oak, Inc., is due back from the Coast Friday (21)... he set the Spots for a 20th Century-Fox flicker while there... **CLARISSE BARRON** writes in to say that brother Hue is not in his "early 30s," as stated in the blot that ran in conjunction with his photo on *The Billboard's* front cover a week ago... he's just 27, she says... **MILDRED BAILEY** does a single at La Ruban Blue, four weeks, starting March 29... she'll be backed by the Delta Rhythm Quartet... **HARRIET KANFER**, former chirper, changes her name to **HONEY HAYNES** and will front an all-male band which will be managed by Al Zepf... a songwriting partnership that ran thru a number of pop tunes and a couple of picture scores was dissolved when **DON HAYE** took on a new collaborator in place of **HUGHIE PRINCE**... **GESSE DE PAUL**, ex-Jan Savitt pianist, is now penning ditties with Hays and left for the Coast with Don this week to work on the score of the new Andrews Sisters' Universal pic... **JOHNNY PINEAPPLE** and his Hawaiian orchestra signed a three-year exclusive representation pact with the William Morris agency... outfit is currently in town cutting disks.

Midwest Melange

EDDIE LE BARON gets a holdover ticket good for six more weeks at the Book-Cadillac Hotel, Detroit, and then

follows Eddy Duchin into the Beverly Hills Country Club, Newport, Ky., April 25... When the radio show, *Uncle Walter's Dog House*, moves to Kansas City, Mo., next week for its broadcast, **BOB STRONO**, orchestra leader on the program, will take advantage of the change of scene to take over the stand at the Cass Loma Ballroom, St. Louis, March 28-30... **BUD FREEMAN** follows *Wingy Manon* into the Milt Schwartz-Al Greenfield Brass Band... **AL BOTTORFF** premed his new band last week at Benjamin Joe's Limehouse... **ENRIC MADRIGUERA**, after a month at Cincinnati's Netherlands Plaza, is bound for his first vacation in 12 months—a cruise to South America... **JOSH MOHAND**, rounding out his second year at the Staller in Cleveland, will probably remain all summer... **FELIX** and his International Organists moved Friday (14) from Old Heidelberg to Brinn's Palm Garden, Chicago, replacing **TUBBY VEIL**, at the spot for six and a half years... **KING'S JESTERS** open today (15) at the Brown Derby, Sam Rindell's new Loop spot in the Windy City... **FREDDIE FISHER'S** option was picked up at Lantz's Merry-Go-Round, Dayton, O.

Penn-Jersey Patter

MANGUEL OVANDO takes over the rumba assignment at Jack Lynch's Walton Roof, Philadelphia, replacing Augustus Sanabria... **HOWARD BOON** brings his band to the new Schocker Place, Williamstown, N. J... **SIL ROBERT** rhythms at Clin-Mott Tavern, Trenton, N. J... **MARY JANE** gets the nod at Rue's, Manor Park, Morrisville, Pa... **CHIEF RICHARDS** brings his band to Brookside Inn near Flemington, N. J... **BETTER KEMMERER** gets the call at Supper, near Allentown, Pa... **ANTHONY BOVIE**, harpist at WPEF in Philly, records his band for the new Acme label... Geneva Restaurant, Trenton, N. J., brings in **HARRY CHIDLIN**... **BOB KURTZ** at Keystone Trail Inn, Allentown, Pa... **BOB ROBINETS** holds over at Selva's Inn, Trenton, N. J... **TOMMY DORSEY** set as the Easter Sunday attraction for Atlantic City's Steel Pier... **CHARLIE GAINES**, current at Carroll's, Philadelphia nitery, celebrating his 10th anniversary without a single change in his music crew... **KAY'S MOON DUSTERS** at the Golden Key near Allentown, Pa... **HOWARD SEABRIDGE** set at Martonick's, Trenton, N. J.

Of Maestri and Men

MARSHALL TWINS lose **BURT ENNIS** on the vocals, **JIMMY FOSTER** coming in... **AL DONAHUE** makes it the New Orleans Roosevelt on April 12... **DICK TODD** is house-hunting around the New York suburbs, preparatory to moving in from Chicago for the summer... **ROBERTA**, Dick Kuhn vocalist, left that outfit to join Barry Winston at the Rainbow Grill, New York... Winston slides next door into the Rainbow Rooms in May... **JIMMY FLOSA**, relief band at the Pennsylvania's Cafe Rouge, New York, has been renewed following a seven-month stand... **PAUL TREMAINE** is hitting the comeback trail with a new band of 14 pieces and a girl

Fine Thing

MADISON, Wis., March 15.—Completely filled hotels and failure to make reservations in advance forced Ada Leonard and her all-girl trio to find sleeping accommodations in several unusual spots.

The troupe arrived here last week for a two-day engagement at the Capitol Theater. Hotel rooms were filled by labor legislative conferees and delegates to organization meetings. Two of the members of the unit found berths at a Madison Hospital; Miss Leonard found temporary sleeping quarters at the Capitol, and others of the company spent the night in the Belmont Hotel lobby.

Music Items

Songs and Such

AL DUBIN inked a songwriting contract with Warner Brothers and left immediately for the Coast to work on forthcoming musicals.

Don Ray and his new songwriting partner, Gene De Paul, also left for the Coast this week to prepare the score of the new Andrews Sisters picture for Universal.

Sammy Kahn and Saul Chaplin completed 10 original songs for Columbia's new flicker, *Show Business*, which will feature Rudy Vallee, Rosemary Lane, Joan Merrill, Glen Gray's orchestra, and a host of others.

Al Bourne and Mel Leven have written a new tune tagged in an *Abolition* as a *See-Line to You*. Braniff Airlines is working on a publicity tie-up.

New Brazilian song hit, "Aurora," which has been sweeping South America, was picked up by Walley Downey for Robbins Music during his tour down there. Harold Adams, who adapted the lyrics of "Ferryboat" and "Woodpecker Song," has also given a set of new lyrics to "Aurora." Mario Lago and Roberto Robert are the original writers. Mangini published in Brazil.

Publishers and People

KEYSTONE MUSIC PUBLISHERS debuted with a catalog of 10 new tunes.

Joe Dracoz replaced Larry Daniels in the Chicago office of E. B. Marks.

Bell Music, Chicago firm, sold its catalog to BMI.

Quince has acquired a catalog of rambas and congas from South America. Regent Music has a new song, *An Act*, fresh off the press.

Alpha Music, longhair publishing firm, issued its first pop tune this week, entitled *You Begin the Strangest Magic*. Andrew Salter and Ray Elliot authored.

JOHNNY MARTELL takes over the first trumpet chair in the Bobby Byrne crew... **LOUANNIE HOGAN**, recently giving the vocals for Terry Shand, moves over to Ruby Newman's outfit...

EDDY MORGAN, for the seventh consecutive year, has been signed for Hamill's Million-Dollar Pier in Atlantic City, opening in June... **Weems**, Inc., signed **DON PEDRO**, Chicago band, to a contract... **VIC ABBES** and his Californians open March 25 for an indef stay at Chi's Congress Hotel.



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
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BLUEBIRD VICTOR RECORD NO. 11019

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Joe REICHMAN

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week of March 21st—**ORPHEUM THEATER, MINNEAPOLIS**

just concluded Smash Engagement—**LOEW'S STATE, NEW YORK**

Director
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PAUL CHELLE

CARE OF THE BILLBOARD, NEW YORK

On the Records

A critical analysis of the latest record releases, stressing their commercial value to record retailers and music machine operators. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.
Key: FT—Fax Treat; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

GLENN MILLER (Bluebird B-11069)

A Little Old Church in England—FT, VC. *When That Man Is Dead and Gone*—FT, VC.

A DOUBLE that should roll up exceptionally heavy sales is this Miller pairing of the two latest (and much-talked-about) Irving Berlin songs. The numbers by themselves are certain to attract great interest and attention; for that matter, the music trade is watching their progress with considerable speculation, inasmuch as they will be banned from the air until the ASCAP-radio mess is finally adjudicated. And the music boys are curious to see whether the publicity accorded them plus the elements of timelessness and songwriting name as potent as Berlin's (particularly after *God Bless America*) can make up for the lack of radio plugging. A smart merchandising stunt on the part of the Victor-Bluebird disk planners now finds the related ditties on the same platters, and played by the top recording dance band. With the word-of-mouth engendered by the newspaper space given both these numbers, and with Miller's name to complete the picture, this pairing is liable to be the biggest seller of the early spring season. And to place a further stamp of certainty on it, both songs echo public sentiment to an even greater degree than effortful patriotic flag-waving opuses that have come along since war flared abroad. All of the sympathy directed toward Great Britain is contained in the churchlike melody and the sentimental but intelligently straightforward lyric of the *A Little Old Church*; and all the venom directed elsewhere is neatly expressed in the lines of *When That Man Is Dead and Gone*. "That man" doesn't have to be named in the words; the inference is obvious.

Glenn's treatment of *Little Church* is exquisite with feeling and respect for the song's meaning. Slow, sensitive, the scoring is exactly what is called for, complete to chimes effects. Ray Eberle and the Modernaires blend for the lyric in admirable style. The reverse is fast and hot, and perhaps could have been bettered if it were less so. As it stands, it's essentially a swingeroo, when a little more elegant handling to make the lyric idea stand out would have been more in keeping. Saxman Tex Benke takes the vocal lead with the Modernaires behind him in a good performance that would have been better if they didn't have to lose some of the lines in order to stay with the tempo.

That, however, is the only flaw on a disk that deserves and undoubtedly will receive much more than average attention from record buyers. It's hard to see how either side can miss, either in the home or coin phone field.

KATE SMITH (Columbia 35996)

We're All Americans—V. *Lamplight*—V.

THE first side of this newest Kate Smith platter contains the patriotic number by James T. Mangin, advertising and publicity director of Mills Novelty Company. The song has been waxed before this, some months ago by Dick Todd on Bluebird, and by a couple of other artists. This, however, is the first recording of it that would seem to have a chance to boost the number into the popular favor that has thus far escaped it. Miss Smith's success with the Berlin *God Bless America* is legendary by this time, and here she has another stars-and-stripes to work with, and fortunately a good one for its type.

The natural swing and lift of the melody suit Ester's full, clear voice perfectly, and backed by the Kate Smith Singers, the side offers much that is stirring and highly listenable. Choral work of the singing ensemble is particularly effective, and with Miss Smith's robust tones taking the lead, the obvious flag-waving propaganda of the lyric becomes more than palatable in a generally fine all-round musical and vocal performance.

Flip-over is the old James Shelton ballad, *Lamplight*, which was one of the late Hal Kemp's most requested band numbers. Excellent contrast is afforded on the disk via the soft, sweet style of this side as against the bold vocal strokes of the reverse. Miss Smith is alone on *Lamplight*, and sings what has always been a nice melody and a forthright lyric in an intimate, clean-cut manner. Jack Miller handles a capable baton for the orchestral backgrounds on both sides.

BENNY GOODMAN (Columbia 35992)

Corn Silk—FT, VC. *The Memory of a Rose*—FT, VC.

Several recordings of *Corn Silk* have already been released, but it remained for Goodman to come along and show the boys how to play the number in a way to get the most out of it. Styled after the lines of Josephine and others of that type, *Silk* is pretty definitely on the corny side in theme and general structure. The beat, drive, and arrangement that Benny brings to it, however, playing it a little slower than it is done on other disks, removes all of the corn and leaves an intricate, tricky rhythm tune that makes good listening. Helen Forrest rains a low bore for not letting the complex and many-worded lyric get her down, turning around instead and contributing a honey of a vocal on one of the most difficult-to-sing songs of the year. Plattermate is the much-recorded English ballad, taken here at a slightly faster pace than on most other disks. With Goodman's clarinet leading the way, it's a nice version of the number. Miss Forrest is also heard to advantage on this side.

XAVIER CUGAT (Columbia 35964 and 35993)

In Chi-Chi-Corrientango—Bumba, VC. *Let's Meet a Tune From Offenbach*—Beguine, VC. *Chico Chico Bamba Chico*—Bamba; VC. *J, Y, Y, Y, Y*—Bamba; VC.

A quartet of Cugat sides, each of which has about it the same quality and polish that have distinguished Xavier's waxes during the past several months. Unfortunately the choice of material on these two disks is not all it should be. The latter two songs (*From That Night in Sicily*) have their chances for popularity, but Cugat's way with real Latin music is so fine that it's wasted on the sym-

phonic rhythms of these Hollywood imitations. First pair of tunes is even the reverse, *Meet the People*, and they are good numbers, but it's also a mistake for this band to record merely good numbers that aren't apt to get anywhere. Cugat brings rumba, beguine, and samba tempos to the foursome, and there's plenty of instrumental shine and color. Lena Romay handles all four vocals excellently.

(See ON THE RECORDS on page 63)

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

Leighton Noble

(Waldorf-Astoria Hotel, New York City, Mutual Network, Thursday 12), 12:05-12:30 a.m.)

LEIGHTON NOBLE'S half-hour rhythmic stint on the networks is a worth-while musical session. It isn't one of those crash-bang, cymbal-jumping orgies, but a rather subdued, tonal sort of affair that fits in with the mood of the trend, after-midnight atmosphere.

The maestro stuck pretty much to the pop music field, giving many of the numbers a vocal lift himself, but the dancy, listenable rhythms were relaxing and yet pleasing to those who might want to wear out the living-room rig. There isn't much of a conscious effort on anybody's part for doing the unusual in the way of instrumental features and production bits, but it was worth the

On the Stand

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

Eddie Hopkinson

(Reviewed at Bellevue-Stratford Hotel, Main Ballroom, Philadelphia)

LATIST of the local society youngsters to seek a niche in the ork whirl, Hopkinson shows more promise than his predecessors, who soon found out that public fancy among the dance fans holds little respect for the hiss boom. Still in his teens, Hopkinson is almost a vet when it comes to leading a band. A proficient pianist, he had his own school band. But since stepping out in competitive circles, he has wisely rounded up a capable crew of accomplished musicians.

Instruments take in four sax, three trumpets, single trombone, and four rhythm, with Hopkinson effective out front. Many of his side-men saw service in name circles, pianist Leisher formerly with Jan Savitt, and guitarist Duke Rasmus with Joey Kearns. Rasmus fashions the arrangements.

In spite of social bearings, band is geared to the rhythmic dance style rather than the smart supper salon affair. And alternating the sweet with the swing, it's thereby enjoyable dance music throughout that's easy on the hoof. While it lacks fullness that makes for a sock impression, outfit is still in the formative stage, and is headed in the right direction.

Library is varied, with Ken Francho, tenor sax, and Eddie Schlutz, trumpet, providing the instrumental highlights on the side ditties.

Waxels are in top order in the keeping of Maurice George, former Isham Jones thrasher. Oat not only looks great but sings so well, equally effective on the ballad and rhythm orders, with personality that heightens the setting.

Ordegenker.

Jay McShann

(Reviewed at Caza Fiesta, Kansas City, Missouri)

AFTER six months on tour this band returns, here somewhat revamped, with more accent on phrasing and ensemble work as compared with a smaller, more compact rhythm section. Changes are for the better, making the septa combo sharper and a better bet for waxing than previously.

Crew measures four brass, four sax, and three rhythm, latter the same as when the band started three years ago and made up of pianist-conductor McShann, bassist Gene Ranney, and drummer Gus Johnson. Negro guitarists are rare in this area, but despite this lack the section jumps with a quality reminiscent of Count Basie. McShann handles his ivories in Basie-like fashion, but his style is slightly more flowery, with a better-developed left hand.

Band plays fast stomp numbers particularly well. Trumpets are paced by Bernard (Barry) Anderson's horn, while

Bob Mabane and John Jackson's sax take-offs are spotlighted in the reads. Tenor saxist William Scott, responsible for most of the band's arrangements, has been drafted, leaving the band short-handed for a period.

Joe Coleman croons lyrics on the ballads. On blues or "sonic" novelties, Mabane takes a lead vocal with ensemble backing. The band is an up-and-coming outfit which appears to be ready for a whirl at the big-time. Concentrating on swing, the crew is a definite possibility for the nation's larger swing dens or ballrooms. *Local.*

Ray Heatherton

(Reviewed at Stevens Hotel Continental Room, Chicago)

NEW to Chicago, Heatherton made a fine impression on Continental Room customers, his smooth, good looks, and the voice going particularly big with the ladies. Has a danceable band—composed of three sax, two trumpets, violin, clarinet, drums, bass, and piano—that plays sweet, listenable music.

Ray himself is much in evidence, vocalizing sentimental numbers. "Wimpy," 200-pound singer, is an attention-getter, not only for his bulk, but also because of his excellent pipe; and the Heatherton Glee Club does a nice job. In Judy Clark, 18-year-old singer, Heatherton has a real find. Pretty, vibrant, and possessed of a splendid voice and engaging personality, Judy sings hit tunes and novelty numbers, her interpolated jitter-gyration siddie in selling them. *Green.*

Hal Leonard

(Reviewed at the Rainbow Ballroom, Denver)

GREATEST need of the Leonard outfit is seasoning, and a few more class jobs such as this one should send them on the way, for the boys are hard workers, versatile, and good musicians. Basically, the outfit works a four-three-three combination, but Leonard sits in with his trumpet in practically every number, this making four brass; two of the boys double on trombone, and the reads are often expanded to five. Featured trumpet trio, consisting of Hal, Huck Andrews, and Bob Andrews, puts out some smooth triple tonguing. A Dixieland combo of trumpet, tenor, clarinet, and rhythm is used to break the variety of the full orchestra.

Andrews carries most vocals in a clear, deep voice devoid of all crooning, doing equally well on ballads or swing. For novelty is a trio of Andrews, Leonard, and Kenyon carry on. Ralph Banpert does some outstanding skin beating. Bunny Dillon, Kenyon, who handles troy work, and Andrews arrange for the outfit.

Majority of sending is done with a full front, and altho primarily a brass outfit, it hits a nice balance between reads and brass. While most of its work is on the swing side with strong brass, sweet work is taken care of nicely by varied combinations. Tempos are all paced nicely for dancing, and, while presently pointed mostly for ballroom work, with some reshaping this outfit should work nicely in hotels or clubs.

Leonard himself is a personable fronter who chatters in a pleasant manner. *Trackman.*

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-intent 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*, 35-27 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.



The Billboard MUSIC POPULARITY CHART

WEEK ENDING
MARCH 14, 1941

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports submitted each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 39 most important phonograph operating centers in the country.

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

GOING STRONG

FRENESI. (10th Week) Artie Shaw, Woody Herman.

I HEAR A RHAPSODY. (8th Week) Jimmy Dorsey, Charlie Barnet.

STARDUST. (7th Week) Artie Shaw, Tommy Dorsey

I GIVE YOU MY WORD. (5th Week) Eddy Duchin, Mitchell Ayres.

HIGH ON A WINDY HILL. (2d Week) Jimmy Dorsey, Sammy Kaye, Vaughn Monroe.

COMING UP

THERE'LL BE SOME CHANCES MADE. Benny Goodman, Ted Weems, Vaughn Monroe.

NEW SAN ANTONIO ROSE. Bing Crosby, Bob Wills.

IT ALL COMES BACK TO ME NOW. Gene Krupa, Hal Kemp.

SO YOU'RE THE ONE. Eddy Duchin, Hal Kemp.

YOU WALK BY. Tommy Tucker, Blue Baron.

TONIGHT. Xavier Cugat, Gene Krupa, Jimmy Dorsey.

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; Bloomsfield Music Shop; Liberty Music Shop; Vesey Trade Shop; Cadey Music Shop; Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc.; Buffalo: Whitman Music Shop; Broadway Music Shop; Avenue Record Shop; Pittsburgh: Volkswain Bros., Inc.; Philadelphia: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co.; Washington: Gemma's Radio Co., Inc.; Detroit: The May Co.; The Record Shop; Charles E. Walls Music Co.; Salt Lake City: E. C. M. I. Record Dept.; Portland, Ore.: Meier & Frank Co.; J. K. Gill Co.; Los Angeles: Birko-Richardson; Southern California Music Co.; Hollywood House of Music; San Francisco: Schwabacher-Parr; Quare Music Co.; Chicago: Beas, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Garrick Music Shop; Oakland: Ross, Cincinnati: Song Shop; Willis Semon Co.; Hudson Wurlitzer Co.; St. Louis: The 100 Club Music Shop; Milwaukee: Schuster's; Record Library (Ed Strum); Broadway House of Music; J. B. Bradford Place Co.; Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Auding Co. of Music; Famous & Barr. St. Paul: W. J. Dyer & Son; Mayflower Novelty Co.; Cleveland: Radio Bros. Co.; Springfield, Mo.: L. E. Lines Music Co.; Birmingham: Helen's Radio Service Shop; E. H. Purdie & Sons; Memphis: Sales Co.; Louisville: Fritz Dry Goods Co.; Atlanta: Cox Prescription Shop; Raleigh, N. C.: James E. Tolson; C. H. Rosenbaum Music Co.; Miami: Richards Store Co.; Burlington, Ind.: New Orleans; Louis Grunewald Co., Inc.; G. Schirmer, Inc.; Fort Worth, Tex.: McCrooy's; Memphis: Beas; Furniture Co.; San Antonio: Thomas Acorns; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION	LAST THRU	POSITION	LAST THRU	POSITION	LAST THRU
1-10	10-20	1-10	10-20	1-10	10-20
1	1	1	1	1	1
2	2	2	2	2	2
3	3	3	3	3	3
4	4	4	4	4	4
5	5	5	5	5	5
6	6	6	6	6	6
7	7	7	7	7	7
8	8	8	8	8	8
9	9	9	9	9	9
10	10	10	10	10	10

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week: New York City: Music Dealers' Bureau, Inc.; Ashley Music Supply Co.; Pittsburgh: Volkswain Brothers, Inc.; San Francisco: Pacific Coast Music Jobbers; Sherman, Calif. & Co.; Los Angeles: Morse M. Freeman, Inc.; Seattle: Capitol Music Co.; Phoenix, Ariz.: Helix Music Co.; Chicago: Lyon & Healy; Carl Fischer, Inc.; Danville: Jimped Music Co.; A. C. McLaughlin; St. Louis: St. Louis Music Supply Co.; Kansas City, Mo.: Sunline Music Co.; Detroit: Grinnell Brothers; San Antonio: Southern Music Co.; Fort Worth, Tex.: Audi Music Co.; New Orleans: O. Schirmer of Louisiana; Atlanta: Cable Piano Co.; Phoenix, Ariz.: Devon Music Co.

NATIONAL		EAST		WEST COAST	
POSITION	LAST THRU	POSITION	LAST THRU	POSITION	LAST THRU
1-10	10-20	1-10	10-20	1-10	10-20
1	1	1	1	1	1
2	2	2	2	2	2
3	3	3	3	3	3
4	4	4	4	4	4
5	5	5	5	5	5
6	6	6	6	6	6
7	7	7	7	7	7
8	8	8	8	8	8
9	9	9	9	9	9
10	10	10	10	10	10

SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (WJZ, WRAP, WABC) between 6 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sundays for the week ending Friday, March 14. Independent plugs are those recorded on WGB, WNEF, WMCA, WHN. Film tunes are designated as "F"; musical production numbers as "M."

Position	Title	Publisher	Plugs
1	IT ALL COMES BACK TO ME NOW	BMI	22 15
2	THERE'LL BE SOME CHANCES MADE	E. B. Marks	19 12
3	HIGH ON A WINDY HILL	Artie Shaw	18 12
4	GEORGIA ON MY MIND	Southern	17 5
5	YOU WALK BY	BMI	16 10
6	WALKING BY THE RIVER	BMI	15 5
7	WISE OLD OWL	BMI	15 1
8	I HEAR A RHAPSODY	BMI	14 12
9	TWO HEARTS THAT PASS IN NIGHT	E. B. Marks	13 4
10	AMAPOLA	E. B. Marks	12 10
11	KEEP AN EYE ON YOUR HEART	BMI	11 5
12	TONIGHT	Southern	10 11
13	OH, LOOK AT ME NOW	Embassy	10 8
14	MAY I NEVER LOVE AGAIN	BMI	10 6
15	FRENESI	Southern	9 13
16	SO YOU'RE THE ONE	BMI	9 5
17	I GIVE YOU MY WORD	BMI	9 1
18	LET'S DREAM THIS ONE OUT	BMI	9 —
19	HIGHTY NIGHT	Bacon	8 8
20	HERE'S MY HEART	BMI	8 4

DAILY PHOTOGRAMS

The Sensation of the Florida Season

DEAN MURPHY

"Exceedingly brilliant impersonations—leaves him without a single rival in this field—He's terrific."

—Dorothy Day, Miami Herald

"The best we've seen this season—and probably the best we've seen any season."

—Hal Pearl, Miami Daily News

currently GULFSTREAM ROOM—VERSAILLES HOTEL—MIAMI BEACH

DIRECTION

Phil Tyrrell

203 N. WABASH AVE.

CHICAGO

sneering while doing the conga; unintentional, but very unflattering.

Musie is still contributed by Jack Harris (pop dance sets) and Nino Morales (Latin). They alternate on show music.

—Sam Honigberg.

Bal Tabarin, San Francisco

Talent policy: Show and dance band; floorshows at 9:30 p.m. and midnight. Management: Tom Gerun and Frank Martinelli. Prices: No cover; \$1 minimum; drinks from 40 cents; diners from 75.

Hitler is on the eve of his 10th anniversary and enjoying a wave of popularity equaled by no other spot in town.

Current show has Ted Lewis and groups. The high-hatted showman has lost none of his technique, and patrons from the old Orpheum days haven't forgotten their favorite.

With him, besides his band, are Jeanne Blanche, tap and acro dancer; Kay, Kaye, and Kay, ballroom trio; Geraldine Ross, dancing comedienne; the Lee Hahn sisters, and, of course, his shadow, "Snowball" Whittier. Best of the two shows is the midnight performance, which opens with a special by Lewis, *The Birthday of My Old Clarinet*, with all the trappings, including a huge birthday cake.

On next is a toe number, which is the weakest in the entire show. Followed by Jeanne Blanche, a looker in an excellent tap. Lewis himself next revives nostalgic memories of old San Francisco with *I'm Stepping Out With a Memory Tonight*.

Kay, Katya, and Kay on next in a Viennese waltz and a novelty doll number in which the wardrobe change by the female member is done smartly and in full view of the audience. Well received.

Highlight is Geraldine Ross, who sings and then goes into her forte of high-kick acrobatics enhanced by a grand comedy and mugging. Definitely a socko. Comes next the perennial "Snowball" Whittier in a brace of imitations. Show closes with all taking bows.

Booked thru William Morris Agency of Hollywood. —Edward Murphy.

Essex House-Casino On-the-Park, New York

Talent policy: Dance band; intermission entertainment 9:30-10:30. Management: Oscar Winfruth, managing director; Mary Ramsey Quinn, publicity director. Prices: Dinner from \$1.75; Saturday minimum after 10, \$2.

A comfortable home for sweet bands, which play to good dinner business and, during late hours, particularly on week-ends, to hordes of the more youthful dancers. During Lent the budget has been trimmed to accommodate a seven-piece outfit only; otherwise full groups occupy the bandstand. Recent musicians here included Joe Reichman, Shep Fields, Al Kavelin, Sammy Kaye, Dick Stabile, and Bob Chester.

Current is Paul Baron's new orchestra, playing its first location date. It is a sweet and swing combination. The latter element properly exhibited during late hours. Baron leads from the piano much in the Duchin manner, and turns in a pleasing performance due to a likable, young personality and a thorough knowledge of keyboard-commercialism.

Baron is a former NBC staff conductor

and currently handles the band on Ika Chase's Luncheon at the Waldorf commercial. He is also an arranger of music. Plan is to strengthen the band after Lent and develop it into a Duchin competitor. One thing is clear: Baron is a leader worth following.

Instrumentation includes three sax (two doubling on flutes and flutes), one brass, and three rhythm. Feature waltzes, standards, pops, and a number of Latin favorites. Vocals are handled by Nancy Nelson, tall, slim brunette who is only fair on ballads, her most frequent offering. Band can use a stronger vocalist.

The band is off for an hour after 9:30 and the intermission is taken care of in a noble manner by the piano work of Charles Murray and the solid vocals of Nina Korde, good looking, talented singer who is effective with such standards as *Night and Day* and *More Than You Know*. Her wide-range voice commands attention. Pair appear in the adjoining bar between 9 and 7 p.m.

—Sam Honigberg.

Hotel Syracuse, Terrace Room, Syracuse, N. Y.

Talent policy: Dance band; floorshows at 8:45 and 11:15. Management: Walter F. Kaiser. Prices: Dinners from \$1; minimum, \$1 weekdays, \$1.50 Saturdays.

Show here is in keeping with the room's atmosphere, and it adds up to a completely relaxing half hour for an appreciative audience.

Carlton and Juliette are billed as a ballroom team of poetry and rhythm, and they offer just that. After their first few steps the usually noisy crowd comes to a complete halt in an effort to take it all in. From a Spanish routine they strike into a rumba, and their out-of-the-usual tricks bring a terrific hand. Encore with a neat ballroom and a conga, to the driving rhythm of Johnny Messner's orchestra. Messner does a neat job of emceeing.

Vera Ferne, a well-costumed tap and acrobatic dancer, begins with a waltz accompanied by Professor Goldsaw and the band. A big hand brings her back for a conga. She does an entirely different conga than that offered by Carlton and Juliette. Drew loud applause. Show is further helped along by a band number, a vocal by Jeanne D'Arcy, and a chorus by Professor Goldsaw.

Messner adds another week here before he goes to New York's McAlpin. In keeping with his belief that the public will react to the floorshow name-band policy, Kaiser will bring the McFarland Twins' band here beginning March 22. Messner and show were booked thru MCA. —Robert E. Taber.

Michael Todd's Theater-Cafe, Chicago

Talent policy: Two bands alternating for dancing and one playing for show; shows 9 and 1. Management: Michael Todd, manager; Howard Meyer, publicity. Prices: Dinner from 75 cents; drinks from 25 cents; admission charge 50 cents and tax.

Michael Todd has given Chicagoers something pleasantly novel in *Right This Way*, his new show, which he conceived and directed. It carries the circus theme through, has the gay colors, lively music

and fast tempo characteristic of the white tops, and the talent has been wisely chosen for its novelty and variety. Show opens with a grand entry in which the orchestra is attired in circus band uniforms and the entire company appears in spangles, clown suits, and grotesque papier mache heads, and at conclusion of the entry the calliope strikes up *The Billboard March*. Opening act is Lelago, European aerial artist, who makes her appearance by dropping thru a paper ceiling and proceeding to do a clever routine of web and Roman rings, stunts and one-armed pianos. Raymond Wilbur follows with a lively session of masterly hoop rolling. Ben Yost's Light White Guards, in clown suits and make-up, sing excerpts from *Pagliacci*. Paul Remon and his Toy Boys, standard vaude novelty, score with a clever perch-pole and acrobatic routine by the two

curt midgets and their full-sized partner. Continuing the novelty angle, the Lane Trio presents its always entertaining *Golfing* act. Miriam Page follows in her colorful Little Egypt dance, with the 10 line girls and the Eight White Guards in oriental costumes furnishing an appropriate setting. Closing act is Professor Lamberti, xylophonist, whose comedy antics get plenty of laughs. A tall, shapely strip-tease artist lends zip to the act, and as a finale the professor

offers some fine straight xylophone music.

Production numbers in the show are beautifully costumed and nicely presented. Stage settings have been changed from the Gay New Orleans theme to the circus motif. Entire idea has been cleverly worked out and makes a whale of a show. —Nat Green.

Houston Club Reopens

HOUSTON, Tex., March 15.—Pete Club reopened Wednesday in Mo-Marte Club's old location. Felix Stagno fronts a house ork and Judy Roberts is vocalist.

Ranch Club has put in an all-girl floorshow for two weeks, with Jean and Dixie featured.

O. B. Johnston leaves the band at the Aragon to join Russ Morgan's crew.

Jessel Date Changed

NEW YORK, March 15.—George Jessel and Lole Andrews have had their State dates put back one week so that they will go in prior to Holy Week. They were originally scheduled to start April 3. Now Jimmy Lunceford will play these Holy Week. Joe E. Lewis's date remains April 10.

With Jessel and Miss Andrews will be Sheila Barrett, Harrison and Peber, and the Delta Rhythm Boys.



currently

★ RAINBOW ROOM, Rockefeller Center, N. Y. ★

Personal Rep.: Edythe Philips

Palace, Houston, Resuming Vaude

HOUSTON, Tex., March 15.—Will Horwitz, chain theater op, plans reopening of the long-darkened 480-seat Palace today with vaude and double pictures. The theater replaces the 980-seat Ritz, open since 1926 as half-and-half Horowitz house, on which the lease recently expired.

Dutch Mahan, former Ritz manager, is transferred to new house. Palace will have enlarged chorus in stage show. Fred F. Charnita is general manager for Horwitz interests.

The Palace was first opened as a vaude house in 1910.

2 Detroit Split-Weekers Fighting

DETROIT, March 15.—Town Theater, operated by Jack Broder, which went into five-week vaude two weeks ago, is scheduled to a split week, changing Friday and Monday.

The Colonial, only other house in town to use vaude seven days a week, recently switched from full to split week also. Houses are in direct opposition.

Wagnerian Strip

PHILADELPHIA, March 15.—Walt Disney and Szokowski welding classical music with the visual arts in *Pastorale* have nothing on Scarsdale Kelly, strip lead for a first unit at the Troc last week. Miss Kelly used a modern arrangement of the *Foot and Peasant Overture* to enhance her peeling.

"Some day," says Miss Kelly, "I'm going to strip to the music of Wagner's *Ride of the Valkyries*. What burlesque needs is the operatic touch."

Minne 4-Day Vaude Out, But May Resume

MINNEAPOLIS, March 15.—Princess Theater, which experimented with four-day vaude last week, starring Stepin Fetchit, switched to straight films this week and plans the same for next. This nabe house, managed by Roy Secrest and Peter Karalis, had only five days to publicize the policy change.

Due in this week for a confab was Poe Keyes, of Stanford Zuckor agency, New York, which booked the initial bill.

Lewis, Tucker, Whiteman Remain In Miami After Marden Folding

MIAMI, March 15.—Ben Marden's \$250,000 Colonial Inn, one of the most sensational local night club ventures, closed Saturday (8) and it may not reopen again next year.

Cost of his show would have covered production costs of any other 10 clubs down here, excepting the Royal Palm. Club featured one show during the whole season. Harry Richmond, Sophie Tucker, Joe E. Lewis, Paul Whiteman, Chandra-Kaly Dancers, Marianno, and Chester Hale girls.

Marden is leaving for New York to prepare for the annual opening of his Riviera in April.

Joe E. Lewis opened at Royal Palm Tuesday (11), where he joins Martha Raye, Abe Lyman's orchestra, the Royal Guards, and the Janadays.

The New Equire Club opened with Sophie Tucker Monday (10). Included in the line-up are Ann Boland, singer; La Comperian Rumba and Congo Troupe, staged when the Rumba Casino closed; Dorothy Hill's orchestra, and *Hermanias* and *His Continentals*, with Bob Baxter as emcee.

Paul Whiteman and troupe started a four-day engagement at the Olympia Theater, Thursday (13). His act includes McEachern, Ann Sutherland, Frank Howard, Buddy Weed, and Marianno.

The Chandra-Kaly Dancers are report-

edly going into the Rainbow Room, New York.

Miami will be really sorry if the Colonial Inn doesn't open again next year. Marden does not like winter season, saying that they are too short for good production. Marden's place has been the only equal of the Royal Palm ever to open here, but the Royal Palm runs a longer season, also keeping the act acts for the "season" only.

Talent Agencies

AL AND BELLE DOW, New York, are booking specialty vaude acts for Hinz in conjunction with Phil Rosenberg. WILLIAM MORRIS Agency has signed Sheila Barrett and Arren and Berendsoot to management contracts. MILES INOALLS, back from a Florida vaudeau, has left his New York office again to fly to Cincinnati to book acts into the Beverly Hills Country Club. AL GROSSMAN, New York, has signed Val Irving.

WILL J. BARRIS has moved into the new, enlarged quarters of the William Morris Office in Chicago and will be associated as producer of club shows.

JACK W. GORDON, manager of the Gordon Entertainment Bureau, Hartford, Conn., is still in Veterans' Hospital, Newington, Conn.

MATTHE ALTHOFF, New York agent, has set the Janadays for a return at the Royal Palm, Miami, to the end of the season.

Club Talent

New York:

MILDRED BAILEY opens her first solo club single at the Le Ruban Bleu March 20 for four weeks. JACQUELINE (nee Jackie Stuart), accordion-singer, is now at Mori's, new East 85th street.

JEAN HELLINGTON, singer, has filed a petition in bankruptcy listing liabilities at \$117 with no assets. ROY SEDGEY is doubling between the Bowers (formerly the Torch Club) and the next door Club 18. JACKIE WHALEN moved from that spot to the Crawford House, Boston.

BARBARA READ, film starlet, will make her local night club bow at Leon and Eddie's March 21. EDDIE DAVIS received the *Mirror-Two* Friend award as the outstanding performer of 1940. JACK DEHN, band organ, opens May 1 at the Village Barn. EDDIE OLIVER goes to La Martinique April 15. PEGGY AND MORO are out this week at La Martinique because of an opening night accident.

Chicago:

JOHN BUCKMASTER opens at the Camelia House of the Drake Hotel Tuesday (20). CONSOLO AND MELBA have opened at the Edgewater Beach Hotel. THE MALO TRIO, following a 15-week stay at Colosseum, opened Tuesday (18) at the Bal Tabarin, San Francisco.

Cincinnati:

BEVERLY HILLS Country Club, Newport, Ky., opened a new show Friday (14), including the Weston Brothers, Vera Wilcox, Frank Payne, George Bernard Danvers (Baldovers), Gene Kerwin and His Swingin' Strings, and May Noble's orchestra. Beverly management—John Croft, Sam Tucker, Sam Behrader, and Murray J. Cook—has redecorated the club's bar and main room. COLLETTE AND BARBY and the Fauser Dancers are appearing with Del Casino's act at the Netherland Plaza. FIERRE AND HENKE and the Manzoni-ques at Mayfair were holdovers last week at the Lookout House, Covington,

Ky. New show, opening Tuesday (18), has Peter Higgins, Chandra Kaly Dancers, Beverly Roberts, and Jack Sysel. CHARLOTTE VOGUE makes her bow at Kallner's Little Bathkitchen. INE SPOTS set to return to the Kallner spot late in May. NITZA AND RAVELL, closed last week at Evergreen Casino, set to return there for the spring show April 17. FISHER LOOSE NUTS, after local hit, go to Pipers, Baltimore, Md. JOJOEY JOHNSON, emcee at 524 Street Carroll's, added the 18th solo flying hour to her aviation credits. DON AND BETH MARSHALL new at Hotel Philadelphia. JOHNNY LEARY returns, after a short retirement, to Mayo's Show Place.

Philadelphia:

MOUSIE GARDNER and his Fanatics new at the New 20th Century. CHARLOTTE VOGUE makes her bow at Kallner's Little Bathkitchen. INE SPOTS set to return to the Kallner spot late in May. NITZA AND RAVELL, closed last week at Evergreen Casino, set to return there for the spring show April 17. FISHER LOOSE NUTS, after local hit, go to Pipers, Baltimore, Md. JOJOEY JOHNSON, emcee at 524 Street Carroll's, added the 18th solo flying hour to her aviation credits. DON AND BETH MARSHALL new at Hotel Philadelphia. JOHNNY LEARY returns, after a short retirement, to Mayo's Show Place.

Here and There:

GUY CHERNEY, singing emcee, closed a seven-week run at Arabian-Bupper Club, Columbus, O., Sunday (16), a record for an act at that spot. NICK LUCAS, forced to forego a holdover at 35 Dupmo, Cleveland, due to previous bookings, opened March 10 at the Continental Club, Chesapeake, O., for a two-weeker. CHANNY AND HARLEY are being held a third week in the Eldorado Room of the Commodore Perry Hotel, Toledo, O. LUIS AND DELITA have closed the Hofbrau, Lawrence, Mass., and are now at the Laurier Club, Lowell, Mass. BUDDY LISTER, night club emcee, has quit the business to manage a shoe store in Chicago. He is a brother of Jerry Lester who, incidentally, is taking a two-month vacation on the West Coast following a tour of army camps in the East. SKILES BROTHERS held for three weeks at the Mayfair Club, Boston. JIMMY BAE opens at the Ches Pave, Chicago, March 28. JERRY KRUGER has left the coat of

1,855-Seat City Resumes; Split Week

NEW YORK, March 15.—Opening of the City Theater, a 1,855 seater, is set for Thursday (20). Opening bill will have Mills Brothers, Molly Picon, Egan Arthur's band, and several more acts.

House will change Thursday and Sundays. Ben Wain will head the first Sunday (23) bill.

Sam Brickman is partnering with Max Hinderk, who operated the Irving Place, which was recently taken over by the Minkeys, in operating.

Prior to leasing this house from Walter Heide interests the duo shopped about for a burly spot. The old Irving Place was being considered, but cost of making necessary alterations to provide an additional entrance on 14th Street was too expensive.

Al and Belle Dow are booking the City.

DuBerry Was a Lady to open at the Troc, Milwaukee.

BRAVO SPIERMAN is now managing and emceeing the Clover Club, Fort Worth, Tex. UNA COOPER goes to the Top Hat, Union City, N. J. following her date at the State Theater, New York.

HENRY TOOTHMAN is set for the Bowers Detroit, Monday (17). BEVERLY KIRK starred at the Whitehall, Palm Beach, Fla., Saturday (15) for two weeks, closing the season there.

BALLY RAND is booked for two weeks at the Latin Quarter, Boston, starting May 4. DIXIE DUNBAR goes to the Roosevelt Hotel, New Orleans, April 12.

JACKIE GREEN starts at the Walton Room, Philadelphia, Monday (17). LEE MORSE, after a two-year retirement, is making a night club return at the Cher and Buffalo. FAY AND GORDON start at the Hotel Ben Franklin, Philadelphia, March 24.

DELISSE AND ELLIOT DWIGHT are current at the Club Charles, Baltimore, Md.



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		T. H. Duke and Duchess of Kent

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Atlantic City—300 Club		New Orleans—Jung Hotel	Providence, R. I.—Biltmore Hotel
			Jacksonville, Fla.—Roosevelt Hotel

★ HAVANA—National Theatre

★ MIAMI—Olympic Theatre

★ KITTY DAVIS' Allstar

PERMANENT ADDRESS: LONDON TERRACE APTS., NEW YORK

State, New York

(Reviewed Friday Evening, March 14)
Show this week is laboring under handicap of half-filled houses and consequent chilly audience response. Individual talent is okay, despite a short stage-show budget.

Opener is the Friday Dancers, three couples doing pleasing and graceful ballroom and tap. Make a nice appearance, girls using two sets of gowns while men stay in tails. They alternate with tap and ballet, both sections being nicely conceived. Between gown changes, the men give off with an imaginative mechanical ballet.

Franklyn D'Amore goes his accustomed creak with his knockabout act. Despite its being around these many years, act still retains its surprise elements, especially when his partner reveals a feminine shock of hair. Out their usual solid hand.

Homo Vincent registered big, rocking across floor, Gabriel, Blouy, if I Only Had a Brain, and a cabbie's lament, all of them interpolated with neat comedy bits. He cocored with his Love Ranges and took several solid bows after that. The audience requested his Lighthouse Impression, but he explained that the act wasn't prepared for it.

Flick Rogers' act (formerly led by Will Osborne) has swell arrangements, and the combo made the most of them. A standout is their Second Hungarian Rhapsody. Rogers ably aids with his vocals, his sock being *Dinah* in various dialects, which brought down the house as well as the curtain. His other offerings were *Summertime* and a duet with Dale Jones of *Between 18 and 19 on Chestnut Street*. Jones does a capable comedy number, *Nobody*, which netted him a good hand. Bobbie Engel, band's femme chirper, does well with a pair of numbers. Another standout is *Shadrach*, with Rogers teaming to a glee club and instrumental background. Band went over big.

His way off, Pin, Arizona.

Joe Cohen.

Chicago, Chicago

(Reviewed Friday Afternoon, March 14)
An excellent show, perfect weather, and the pic *Tobacco Road* gave the Chicago a big opening day. Only three acts



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Vaudeville Reviews

on the bill, Lawrence Welk's orchestra supplying additional entertainers. Welk gives the show a sippy start with several lively tunes in his popular Champagne Music style, bringing on Bonnie Healey, attractive tapster, who turns a swell hand for her graceful routines. Back to the band, Farrell Griza leaves his bass vital to sing *More*, which he sells nicely. "FeeWee" Lewis pipes a couple of lovely songs; Welk scores with an accordion solo, and the band offers a concert arrangement of *Blue Danube* waltz, beautifully done.

Paul Nolan, veteran juggler, sells his stuff superbly, working a lot of comedy into his juggling of balls and silk hats. Following a medley of pop songs by the band, Jayne Watson, attractive warbler, sings *There'll Be Some Changes Made* and *Little Sleepy Head*, winning a big hand. A clarinet polka by the band is outstanding.

Cookie Bowers is a comedy rief. A facile juggler, his description of inquiring his way out of the park and his pantomime of a man threading a needle, a woman retiring, and other impressions had the audience in convulsions.

Show closes with more of Welk's grand music. Entertaining all the way. Anticipating large attendance, house has scheduled six showings a day of the picture.

Net Green.

Strand, New York

(Reviewed Friday Evening, March 14)

The perennial Ben Bernie, his lads and the Bailey Sisters, and supplemented by three other acts, hand out a stage-full of good entertainment. Bernie's patter, altho not fresh as a daisy, do pull things together.

Band does a good job on a versatile set of arrangements. Four rhythm, six brass, and four reed is the set-up. They strike off with a swingy version of *Derk Eyes*, followed with Don Saxon singing *Of Max River*. Led has a rich tone and sells it.

Ralph Olsen and Lynn Shirley's acro dance work is absolutely tops and different. Turns and contortions are completely unorthodox, each doing their own stuff, yet working simultaneously. A re-

freshing act. The attractive Miss Shirley does smart hand-turns and twists alone, and Olsen's bit with lighting the candle from a match on his foot, net big hands.

Bernie's boys take a whirl at *Avril* Chorus, then Johnny Ryan, one of their male vocalists, tonarizes a couple of Irish ballads. Boy has pleasant pipes.

Al Norman takes over next (a last-minute replacement for Bob Bromley, who was taken ill) with his soft-shoe and "double-talk" leg work. His unique stop-and-go stunts are always tops, and show-stopped.

Bailey Sisters come off the band podium for a couple of songs, first a novelty, *L.H. Abeer*, and *The Man That Comes Around*. Gals do all right with both.

Virtuoso Bernie takes up a few minutes teasing the crowd with a threat to play his fiddle, and ends up doing a not-bad version of *The Last Time I Saw Paris*.

Gene Sheldon, assisted by Linda Preston, went over big with the banjo and screwball pantomime, his fem partner. Audience went for all of it right down to the bit when Gene sews up his fingers, then pulling the string thru his elbow while he thumbs his nose.

Band closes giving imitations of McCoy, King, and Krupa.

Fair business last show of last Gay. Next attraction is Charlie Spivak's band with Warner's *See Wolf*. Pic this week is *Footsteps in the Dark*.

Harold Humphrey.

Olympia, Miami

(Reviewed Friday, March 7)

With five good standard acts, headed by Belle Baker and Irl LeRoy, this week's stage-show was one of the best balanced of the season. Versatile Belle Baker struck home with her arrangement of *The Last Time I Saw Paris*, with dramatic interpolations. On her last encore she had them cheering with a quick medley of songs especially identified with her.

Irl LeRoy tapped off a couple of swell routines. But his closer was especially well received, a nonchalant sitting-down tap routine.

Three Arnolds do a unique acro tumbling act, most effective bit giving the appearance of the three of them rolling from flat positions on the floor on to a three-tiered peak, and then rolling down again.

Reynolds and White seemed at first just copy old-time stuff, with outlandish tramp costumes and a trumpet breaking while playing and sour notes and all the rest of it. But the act was well paced and kept picking up with new and unusual tricks. One trick had the most amazing instrument we have ever seen, with violin strings that broke easily, firecrackers, a skisoon head that bit the player's fingers, and a bow that fell apart. Climax came when team shuffled out to take their bow and one of them suddenly snipped the tramp outfit to reveal a lovely girl in evening dress, who then played the violin straight.

Wally Brown's vague attempts at describing anything or telling a story are hilarious. Turned in a very neat job, both as emcee and with Annette Ames in a skit.

Ork was house band, with Charlie Shay, Pic, The Hardboiled Canary, Fred J. Gobello.

Music Hall, New York

(Reviewed Thursday Afternoon, March 13)

A tedious stage bill, built along entertainment lines of handkerchief mustache days so far in with the nostalgic atmosphere of the film, *Cheers for Miss Bixbit*. If anything something of a contrasting nature should have been designed for the stage. The picture is long, slow, and sad, and the needed balance could have been achieved only thru a lively, modern stage-show.

Produced by Russell Markert, show is labeled *Yesterday*, and is presented in five scenes. The two redeeming (the brief) features are the snappy precision routine by the dependable Rockettes and some unexcelled tumbling by the Three Trojans. They contribute about the only lively note to this faded stage picture.

Our Bayou Quartet (Stanley Bonham, Loren Hollenbeck, Jack Paddock, and Paul Matthen) open the bill harmonizing old ditties while the lyrics are flashed on a curtain. Stay on too long, and the

presentation is not novel.

The ballet in *Dance Piquant* contributes a neat rope and hoop dancing routine. Florence Rogge's imaginative choreography dominates.

Bill Baird and Company (four men and a woman) present a group of puppets on a small stage. They are manipulated thru a long and winding melodrama that can hope for little effectiveness on this huge stage. It might go in a more intimate house. The act's stage set, complete with front boxes, is decorative.

The two closing scenes feature the mixed singing ensemble in more old tunes and a woman suffrage finale, during which the Rockettes strip their long skirts to go into their union dance.

Three Trojans follow the vocal ensemble with spirited acro stunts that become increasingly intricate and yet are performed with admirable grace and ease. This hour for this occasion wear Gay '90s costumes and work to appropriate music of way back.

Business off second show opening day. *Adam Had Four Sons* advertised as the next picture.

Sam Honigberg.

Oriental, Chicago

(Reviewed Friday Afternoon, March 14)

The hybrid shows so far presented by the Oriental under its new management have lacked audience appeal, and this week's offering is no exception. Over-emphasis on production numbers slows up the proceedings. Idea of having an appropriate production number to introduce each act probably sounds good but doesn't work out, and the acts on this week's bill are but average. It looks as if the house has saved money on talent to the detriment of the show.

A bench scene with the line girls doing a bench-act number introduces the Olympia Boys, bar act. A regulation bar routine nicely done. Girls in cowgirl get-up and spinning ropes introduce Turner and Swift, rope spinners, who offer a fast turn. Ballroom, a lanky chap in tails, comes on as the Great Ballantine, magician, and proceeds to start various tricks which he never finishes, his burlesquing garnering many laughs.

Dagmar, who is featured, presents a Hawaiian love chant dance which would be more effective if accompanied by appropriate music. She then annals herself with oil and finishes with a song since which garners some applause. Fred Sanborn, veteran comedy xylophonist, has his act hopped up with some Olsen and Johnson touches which get some laughs, and finishes with a bit of straight xylophone playing. Jimmy Coy, coming on to the accompaniment of a military production number, offers a pleasing tap routine. Richard Gordon delivers several excellent vocal selections with the line numbers.

Picture is *Goodshow*. Next week's stage-show will be *Gay New Orleans*, which just closed at Michael Todd's Theater-Cafe.

Net Green.

Town, Detroit

(Reviewed Friday Evening, March 14)

This house, formerly Orchestra Hall, has been reopened by Jack Broder to give a 90-minute stage-show plus two feature films for 20 cents on a split-week policy, booked by Peter J. Todd, of Amusement Booking Service. Show needs tightening up, being slow-paced in several spots.

Al Brown competently conducted his own seven-piece band thru a difficult opening show, and emceed in a self-effacing style. Eight Both and Berdan Jitterbugs open with an appealing Gay '90s hit that shows their increasing maturity, and close the show with *Le Congo*, winding up by each bringing a partner from the house upon the stage to try it. Comic results are good.

Bob King, ventriloquist, opens with a near life-size female dummy, and shifts to a 12-inch sailor partner, doing some neat falsetto song work with the latter. Encored.

Bert Nagle and Company have a swell feline romance number, he in black and she in white cat costumes. Working partly without music, it is a witty and

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elastic bit. Girt returns for some tip-up acrobatic work alone.

Ted Lawry and Bette Gay have a good line of patter in a modernized vaude sketch.

LeBlanc and DuChene, acro-dance team, have a clever story dance of a Parisian flirtation, done with real wit.

Bob Zorke, headliner, has an off-hand way of stroking the keyboard of his piano. Pleases equally well by his intimate manner of addressing audience between and during numbers. His skill is impressively shown in *Dark Eyes*. Audience wouldn't let him go.

H. F. Reese.

Post Street, Spokane, Wash.

(Reviewed Friday Afternoon, March 14)

Recent switch from Bert Level Circuit to Joe Daniels Circuit at this house has resulted in a night spot favoring with music and dance acts preponderating.

Joe McCormick and Marta, headliners, combine good comedy, dancing, impersonations, and music. Open with Joe playing dumb army recruit who falls up orders of Marta, enacting drill sergeant, but ending by neatly tap-dancing out the orders. Joe also presents clever impersonation of Charlie Chaplin. Wind-up sees fast duet work on guitar and accordion.

Valentine Vox and his boy, Happy, put novelty into ventriloquy. Vox puffs cigar, while Happy, much like him in mouth of his dummy, and sings while his wooden partner apparently whistles. Happy rolls his eyes cutely and flirts with Ruth Deuning, pretty blond singer, who helps with act as well as giving out with pop tunes.

Tiny Rosen plays a mean trumpet, blasting out his impressions of Henry Armstrong playing Tiger Rag, rendering *When Do I Do* as he says he did with Henry Burr, and Paul Whiteman, and holding a high C while Sid McNutt's house orchestra plays an entire chorus.

Earl and Fortune offer original and humorous eccentric dance routines, featuring the "seizure step."

Waford Conrad.

Irving, Wilkes-Barre, Pa.

(Reviewed Thursday Afternoon, March 13)

Manager Fred Bernann has a varied, well-balanced bill. After Don MacLukie's pit band's overture, layout got under way for a good start with *Visvan* and Her "Boy Friends" tap specialty. Visvan continued with an acro novelty, well received, and then the two men returned for a military tap number which deviated from the usual. Trio then came thru with another sparkling military dance.

Harmonious, unusual arrangements brought applause for B. Love, Jack, and the Tams, who offered tuneful pop renditions and special arrangements of Mother Goose rhythms. The quartet needs a little more stage experience but their delightful harmony style and arrangements help to cover up.

Max and His Gang opened uniquely with Mar doing a soft-shoe specialty.

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Then he brings out his trained dogs, who mimic his antics. A natural for children. Max occasionally does a single sketch as visiting himself around completely while picking up a handkerchief with his teeth.

Hilarious comedy was furnished by Senator Murphy with his quips on current events. Drew continuous laughs.

The Four Fantinos closed with daring gymnastic feats, one of the women members doing most of the work atop a trapeze.

Pic was Republic's *Barnyard Follies*. House was good.

Milt Miller.

State-Lake, Chicago
(Reviewed Friday Afternoon, March 14)

Show caught was not overburdened with acts, the slightly threadbare effect no doubt due to the illness of Lole Andrews, who was unable to put in an appearance. Marion Shaw, vocalist with Joe Reichman's band, substituted in her place, and tossed off some good commercial singing with *Summertime* and *Stop Kissin' My Sister*. Reichman's band does little in the way

of clowning. Boys have a good listenable style, brass and reed tootlers coming in for some excellent solo work. Adherence of band to straight music serves to emphasize Reichman's showmanship on the horns. Effective hit is his solo job on *Smoke Gets in Your Eyes*, with smoke rising from the piano and spreading thru the light of a spot.

George Jewel offers an excellent performance, gets a lot of laughs, and proves that he can still give a good accounting of himself. Two sock acts fill the hour—Maxine Brothers and Bobbie and Pat Henning and Company. Maxine Brothers have a combination dog and balancing act. Dog Bobbie is one of the smartest canines on the stage, his tricks stop the heads of his acrobatic trainers being positively astonishing.

Pat Henning throws the audience into an uproar with his impersonations and comic nonsense. Female partner looks a little superfluous, unnecessarily standing by while Henning does his work. She is used in a short comic dancing exit and does well here.

Pic is Dr. Rickard's *Crisis*.
Norman Modell.

of four reed, five brass, and four rhythm, the last five including a novachord and an electric organ. Musical output won't win any prizes but manages to get by.

Tito Valdez and Margarita do an exciting interpretative dance ostensibly patterned after the Yagui Indian ritual love dance. Not only artists but plenty commercial by reason of a sex slant that couldn't offend but certainly does court. Al Samuels contributes his share with a comedy song routine that opens show, followed by a soldier tap routine with his partner, Chicken Little. Work of this team is very smooth. Later set does a routine that is half apache and half burlesque of the Yagui love dance, and this, too, is applauded vigorously.

Helen O'Hara performs cleverly with songs and impersonations. Her Chaplin take-off is okeh but is bettered by her flawless imitation of Bette Davis telling Schickel why she would have made a better Scarlett O'Hara. An act with flash plus is Sandy Lang and Company, roller skate trio, which performs on a small portable rink. Their stunts are subordinated to line routines, which, completely phosphorescent, stun the audience with the beauty of their appearance.

Always a selling duo, Carroll and Howe, using practically the same routine they have in the past, a smart quip build-up to a dance-step climax, pull the dual-buyers off their hands. Decker and Pals provide several minutes of jollity. This canine pal is always good for plenty of laughs.

Frank Flavin adds vocal accompaniment to line routines and represents an asset. Pic, *Dancing on a Dime*.
Norman Modell.

Reviews Of Units

Hoorah for Rhythm
(Reviewed at Columbia Theater, Alliance, O., Thursday Evening, March 6)

Paces change so rapidly in the parade of swing bands here that Billy Yates's name may be unfamiliar to regular vaudevillegoers, but not to the musically alert. To the latter, Yates is one of the owners in rag-cutting synopses. He has a vigorous and adaptable swing outfit. Altho it hasn't adhered to the vaude showmanship of the Glenn Millers and Benny Goodman, it captures your ears with its expert transitions from torridly hot numbers to soothingly dulcet tunes. Yates vocalizes most capably. His 11-piece outfit is well balanced and dominates this unit assembled by Joe Hiller, Pittsburgh booker.

Yates's combo takes over the entire stage for the curtain raiser and dishes out *PB Get By*, *Blue Lou*, and *There I Go*, with Yates warbling sweetly, Sidney and Anee do a neat rhythm tap in fascinating triple time. A clever pair. Band closes with a musical cocktail with five of the boys doing solos, and the entire band beating it out for a finish.

Russ Le Beau does some extremely difficult handstands on a stairway and closes with trick balancing while walking upside down. A real novelty. *Lowering Road* in swing is the next band offering, and Sidney and Anee do a novelty, "Dance Impersonations." They garner the unit's best applause.

The band boys demonstrate their vocal ability in *It's a Wonderful World*, their only ensemble number. A refreshing melody is offered next-to-closing.

Back entertainment is the International Rollee, roller skating turn, three girls and a man. They do a tricky routine which borders on the sensational. Heavy applause. A swell finish. Wardrobe, tops.

House nearly full for first show despite Lent, which is keenly felt here. On screen, *Where Did You Get That Girl?* (U.)
Rez McConnell.

"Trans-Continental Revue"
(Reviewed Thursday Afternoon, March 5, at the Langley Theater, Hampton, Va.)

Elbert Calvert has built an entertaining show around a few standard illusions and the whole shapes up an adequate family fare. With its small company (eight people, exclusive of the band) it should be ideal for the smaller spots, and is by no means inferior in quality to other units playing major locations.

Opening is not very impressive, with the three Carr Sisters, harmonists, leading off cold. They sing *Ferryboat Serenade*, followed by Buster Ridley, accordionist, who also taps. Carrs are back again with a medley of old-time favorites.

Calvert introduces the novelty puppet act featuring "King Kong Jr.," and they appear quite as mildly amusing. Magician follows with cigarette production number, assisted by Florence Beger, former swimming champion.

Show picks up speed with a rock tap featuring the Carrs and one more girl. Carrs are nimble and sure-footed and they look yum-yum.

Ridley, nice-looking youngster, returns

in his "Duke of Broadway" specialty, comedy juggling turn that was appreciated.

Calvert offers a paper-tearing stunt and then causes Miss Beger to vanish at the most interesting point of her disrobing behind a screen. He then presents a hypnotizing bit with audience volunteers.

Close is a flash, with girl quartet returning for a spell of hip-wearing in fetching Hawaiian costume against a background of hula music by the six-piece stage band and interpolating a vocal bit by the Carrs.

Management said business was far better than average. This was first unit to play here, and it is planned to book others.
Warner Tinsford.

"Pan-American Follies"
(Reviewed Saturday, March 8, at the Oriental, Chicago)

Count Berni Vici thins the going with this production, offering as good a crop of entertainment as has hit Chicago in some time. In addition to sock acts, unit registers with production that shows much thought and showmanship. Berni Vici leads a girl band made up

GERALDINE & JOE

Sailed March 14 for an extended tour in South America. Opening at the Casino Atlantico, Rio de Janeiro, Brazil, March 28.

THANKS TO HAL SANDS
just completed eight successful weeks at GEORGE WHITE'S "GAY WHITE WAY"
New York

Direction—Charles V. Yates Agency—Hattie Althoff, Associate.

DAGMAR
— DRAMA DANCER —

currently
ORIENTAL THEATER
CHICAGO

Just Concluded 5 MONTHS
COLOSIMO'S
CHICAGO

featuring "The Love Chant"



THE OLYMPIA BOYS
— On the Triple Horizontal Bars —
currently
ORIENTAL THEATER, CHICAGO

TENNER AND SWIFT
"The Lariatours"
NOW—ORIENTAL THEATER, CHICAGO

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

A
Adams, Charlie (Ora Club) Miami, Fla.
Adams, Lela (Columbian) Chi.
Adams, Lela (Ora Club) Miami, Fla.
Adams, Lela (Ora Club) Miami, Fla.

B
Baldy, Miltred (Hudson Hotel) NYC, ne.
Baldy, Miltred (Hudson Hotel) NYC, ne.
Baldy, Miltred (Hudson Hotel) NYC, ne.

C
California, Four (Beverly Hills) Buffalo, N. Y.
California, Four (Beverly Hills) Buffalo, N. Y.
California, Four (Beverly Hills) Buffalo, N. Y.

D
D'Amico, Frankie & Co. (Habit) NYC, L.
D'Amico, Frankie & Co. (Habit) NYC, L.
D'Amico, Frankie & Co. (Habit) NYC, L.

E
Eddy, Nelson, Newark, N. J., 29, Utica, N. Y., 30.
Eddy, Nelson, Newark, N. J., 29, Utica, N. Y., 30.
Eddy, Nelson, Newark, N. J., 29, Utica, N. Y., 30.

F
Fabares, Manette (Pierro) NYC, L.
Fabares, Manette (Pierro) NYC, L.
Fabares, Manette (Pierro) NYC, L.

G
Gallagher, Jim & June (Palmer) Seattle, L.
Gallagher, Jim & June (Palmer) Seattle, L.
Gallagher, Jim & June (Palmer) Seattle, L.

H
Haddy Dancers (Helmack) Chi.
Haddy Dancers (Helmack) Chi.
Haddy Dancers (Helmack) Chi.

I
Irene, Baby (Hudson Hotel) NYC, ne.
Irene, Baby (Hudson Hotel) NYC, ne.
Irene, Baby (Hudson Hotel) NYC, ne.

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE
Billboard
Acts-Units-Attractions
Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATIONS OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-night club; h-hotel; mh-music hall; n-night club; p-amenuement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Dead, Carol (H Habit) Chi.
DeLoach, Fred & Max (Wolf's Rendezvous) NYC, ne.
Del Rio, Margarita (El Chico) NYC, ne.
Del Rio, Margarita (El Chico) NYC, ne.

J
Jacob, Anita (606) Chi.
Jacob, Anita (606) Chi.
Jacob, Anita (606) Chi.

K
Kadeta, Three (Shubert) Cincinnati, L.
Kadeta, Three (Shubert) Cincinnati, L.
Kadeta, Three (Shubert) Cincinnati, L.

L
Lalage, Mike (Mike Todd's Theater Cafe) Chi.
Lalage, Mike (Mike Todd's Theater Cafe) Chi.
Lalage, Mike (Mike Todd's Theater Cafe) Chi.

Healy, Dan (Village Barn) NYC, ne.
Healy, Dan (Village Barn) NYC, ne.
Healy, Dan (Village Barn) NYC, ne.

M
MacFarland, Frank (Barney O'Connell's) NYC, ne.
MacFarland, Frank (Barney O'Connell's) NYC, ne.
MacFarland, Frank (Barney O'Connell's) NYC, ne.

P
Polly Jenkins
Presenting Outstanding Attractions
Freddy Bernard—Comedy and Song King
Henriette & Adrienne—Old, Phila.
JOLLY JOYCE
Waltz 6877 Erie Theater Bldg. Philadelphia, Pa.
Waltz 6877 Erie Theater Bldg. Philadelphia, Pa.

R
Rabbits, Baby (Hudson Hotel) NYC, ne.
Rabbits, Baby (Hudson Hotel) NYC, ne.
Rabbits, Baby (Hudson Hotel) NYC, ne.

Lambert, Prof. (Mike Todd's Theater Cafe) Chi.
Lambert, Prof. (Mike Todd's Theater Cafe) Chi.
Lambert, Prof. (Mike Todd's Theater Cafe) Chi.

M
McDuffy, Jack (Roxy) NYC, L.
McDuffy, Jack (Roxy) NYC, L.
McDuffy, Jack (Roxy) NYC, L.

N
Nancy, Betty (Herald Plaza) Miami, ne.
Nancy, Betty (Herald Plaza) Miami, ne.
Nancy, Betty (Herald Plaza) Miami, ne.

O
O'Connell, Frank (Hudson Hotel) NYC, ne.
O'Connell, Frank (Hudson Hotel) NYC, ne.
O'Connell, Frank (Hudson Hotel) NYC, ne.

ICE SHOWS ON TOUR
See Canada of 1941 (Arena) Vancouver, B. C., 19-22.
See Canada of 1941 (Arena) Vancouver, B. C., 19-22.

Gale Troupe Begins Road Trek March 24

NEW YORK, March 15.—Gale Players, 15-piece dramatic and vaudeville show managed and directed by James Norman Gale, is slated to hit the road March 24 to play halls in small towns in New Jersey and Pennsylvania. Troupe will switch to canvas when the weather permits. This will mark the show's second season.

The Gale organization totes a five-piece orchestra and presents dramatic plays and eight acts of vaude, with a candy pitch during intermissions. Troupe will travel in three cars. Three sets of flats and two sets of hanging pieces are carried.

Show is rehearsing a three-act play, *Captain Escapes Dilemma*. Other bills in the company's repertoire are *Shanty Irish, Rooms for Rent, Call of the Woods, Imagination, Sarah Jane, and Take My Advice*.

In the cast are James N. Gale, character John C. Webb, leads; Frances Mann, leading woman; Arthur Durham, second banjoist; Mary Boylan, character; Rita Facetti, character; Mary Jane Stockman, ingenue; Leslie Culler, juvenile, and Henry Brown, general business and character.

Demorest Sr. Back In Tent Show Biz

CAMP BLANDING, Fla., March 15.—Bob Demorest Sr., veteran of the tent vaudeville business, who retired from the field in 1930, is back in it again. In association with E. W. Hayes, Demorest has taken over the Elmer Lawson tent theater to house a revue-type show on a desirable lot near the entrance of Camp Blanding.

Business has been rolling along satisfactorily since the opening several weeks ago, according to Demorest, even tho the weather hasn't done its best to aid business. There are at present some 32,500 soldiers at the camp, with that mark expected to be doubled by May.

The Demorest company totals 16 people. Lee Allen has the orchestra. The troupe makes its headquarters in a large house on Kingsley Lake, with the members filling in their spare time with boating, bathing, and fishing.

C. W. Webb Buys Savidge Equipment

WAYNE, Neb., March 15.—Walter Savidge, who for years has operated his own dramatic company under canvas, has sold his canvas theater with full equipment to C. W. Webb, owner-manager of the Russell Brock Circus, wintering at Rolla, Mo. The Savidge tent has accommodations for 2,000 patrons.

George King, representing Webb, was here this week to look after the loading and shipping of the tent and equipment to Rolla.

Savidge reports that Webb will use the outfit to house a musical comedy troupe on a permanent location.

PHOTOGRAPHS AT WHOLESALE

Highest Quality — Lowest Prices — All Sizes.
Send for Samples.
PREFERRED CUSTOMER CARD
ORCAJO PHOTO ART
301 Kaseen Street, DAYTON, OHIO

WANT ACTORS — MUSICIANS
For the original TOBY'S COMEDIANS,
Only make correct April 15. Need General
Business People who desire to be seen
and heard. Write or wire, give name and address.
Send Track Drivers: **BILLY TOBY YOUNG**,
M.P., one Wright's Playhouse, 1438 and Gray,
Wash., Wash.

CLYDE R. PIERCE'S MIGHTY MINSTRELS
Was Colored Minstrel (All Instruments). 10
Night Show Shows: Girls, Novelty Acts, Comedians,
Band, Dancers, Singers, Vaudeville, Straight Men
and any other useful people for the largest Tent Show
on road. Write or wire, give your name. Address:
FRANK H. YOUNG, M.P., Barnhart, Pa.

WANTED
Complete Tent Outfit, 20 or 30 ft. x 10 ft. Chairs, Blankets,
etc., and Tractor, ready to go. Write or wire best offer.
HAPPY HILL
Waterbury, So. Dak.

Selective Service Mail

In the Circus Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

Rep Ripples

REDFORD LOST a grand trouper with the recent passing in Chicago of Charles (Speck) Corwin, who toured for years with the old LeComte & Fletcher show and who headed the family act known as the Four Corsinas, popular for years in rep, stock, and vaude. All told, "Speck" Corwin put in 30 years in show business. . . . **YESKE MARTIN'S** Idaho Rambler, presenting vaude and 15mm. pictures, are reported getting dandy play in Western Idaho. They are using the dance-after-the-show idea. . . . **WILLIAM A. HAAS** (Uncle Bill), veteran rep show agent and manager before settling down to vaude and picture theater management, is still active in Pasadena, Calif. . . . **RAY BUSSE**, who formerly operated tent shows in the Texas country, is now manager of the Hotel Wooster, Wooster, O. . . . **BEET LANE**, ex-rep, is now an auto salesman in Covington, Ky. . . . **MR. AND MRS. HARRY E. GRAP** (Midge Kinsey) are in Florida, O., lining up a cast and making preparations for a new season. . . .

EDDIE MASON, country store expert, for several seasons with the Midge Kinsey Players, is now doing his trick on Tuesday nights at Stone's Oak 90s Club, Columbus, O. He also resumed last Thursday (13) at his former stand, the Palace Theater, Hamilton, O. . . . **CHARLES (DOVE) WILLIAMS**, repeter now appearing as a singing waiter at Stone's Oak 90s Club, Columbus, O., lost his partner, Al Price, last week when the latter was inducted into the army. . . . **"KIMWIP"** CHANDLER, former rep and lay performer, is now tending bar at the Franchi Hotel (formerly the Fountain) in Springfield, O. . . .

CLIFFORD McWILLIAMS, owner of Cliff's Vaude-Picture Show, reports business okay in Love County, Okla. He plans to take his trick under canvas soon and make Northwestern Oklahoma and Southern Colorado. . . . **HERB**, magician-entertainer, is still with him. . . . **BOB BERRY**, formerly with the Ten North Players, is now engaged in commercial lines in Oklahoma City. . . .

Says Lofgren Is All Wet Regarding Stage Unions

Lansing, Mich.

Editor *The Billboard*:

The most senseless, ridiculous, and idiotic letter I have ever read in *The Billboard* appeared in your issue of March 8, written by one Henry Lofgren, of Blue Island, Ill. I did not believe that a man, connected with show business could be so ignorant in regard to the doings of show business today.

First he speaks of the noble order of stagelands not standing for loose drops

which the show's stage manager buttons onto the regulation house drops. He says "that's out." Oh, no, it isn't, my friend. The stagehand does not care whether the drop buttons on or slips on with the aid of safety pins, as long as he (the stagehand) gets his. His second statement, that the musicians' union would not stand for the piano players taking tickets at the gallery door until 8:15, then start to work in the pit, is a laugh. Last summer I saw two piano players not only taking tickets, but selling candy and after-show tickets as well. And they were both union, believe it or not.

Then he speaks of the advance man for the Eunice Goodrich Company painting four three-ahed flashes for damn in front of the theater and putting them up himself. This he says, would be objected to by the billers' union. Let me inform this movie lover that W. H. Van Etten was the advance for William Pottle, husband of Eunice Goodrich. I was with the Goodrich Company five years and I never knew this cheap way of advertising existed with that company. The next crack Lofgren makes is that the merchant of today will not stand for lithos in the front window. It is very evident that he has traveled very little. This summer he should take two weeks off and visit some of the fine traveling stocks or repertoire organizations and learn something about their operation.

He says that road shows, vaude, and stock companies are a thing of the past—thanks to the movie interests, stagehands, musicians, and Equity. His thanks to the movie interests may be all right if it were true. But when he comes to thank the stagehands, musicians, and, above all, Equity, boy, that's a wow. Could it be possible that the gentleman is a small-town movie manager?

JOHN ELLIS.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

9 Teams Hang on in Chi

CHICAGO, March 15.—With an even hundred days clocked off, the Coliseum contest continues to pull 'em in, with nine couples remaining on the floor. Still going are Phil Arnold and Jo Jo Speech, Billy Willis and Ruthie Willis, Jack DuVal and Hazel Burton, Buddy Jeffries and Patsy Peterson, Bozo Gilardi and Tillie Donelson, George Bernstein and Leona Barton, Johnny Huchee and Sally Smith, and Reddie Rhoades and Estina Trabon, and Beck Munro and Pat Young. Staff remains intact.

Capitol City Show Slated

WASHINGTON, March 15.—With a dearth of flesh entertainment in this territory, Jerry Green believes that his coming walkie, slated to get under way the middle of next month, will be a red one. Contest will play in the Riverside Stadium, and will no doubt benefit by the hefty influx of soldiers. Green also banks on getting the drop on the beach trade by starting the contest before Old Sol starts bearing down.

CHARLEY BALDWIN cards that he is at home in Anderson, Ind., where he is working at the Guide Lamp Corporation. Charley says he will not be able to participate in walkies again since he suffered a leg injury in a motorcycle accident.

ANSWERING the recent query as to who is the oldest emcee in the field today, Bobby Burns Jr. says he believes King Brady might rate that classification.

ST. LOUIS FANS would like to read notes on Mary Phlegmy and Art Robertson.

R. M. (DICK) EDWARD'S endurance epitaph: "After 13 years in the game, I now bid the field adieu. I began my walkie career in Canton, O., November 4, 1928, with a contest at Moonlight Ballroom which ran 776 hours. Dan Salisbury and Vivian Saunders pulled down first prize. During my time I have been associated with the Simulair, of Meyers Lake Park, Canton, O. In the promotion of a number of marathon games, of Danville, Ill., later joining Crockett and Pop Dunlap in a series of contests which extended from Florida to Old Orchard, Me., and to the California coast. Then there were three for Charlie Pressmy, and two or three others on my own. All told, I staged or was connected with over 30 contests and, egotistically,

can say that out of all of these, only two financial losers; two that broke even, and never a location personally set that was closed. My address book, which I cherish, shows that over 1,700 contestants have danced for me and in contests with which I have been associated. My file contains more than a thousand pictures of various contests, while my clippings and scrapbooks could certainly portray the history of these contests." Edwards is now connected with S. B. Ramagoes, of Carl & Ramagoes, Inc., of Wildwood, N. J.

"JUST RETURNED from a hunting trip," writes Porky Jacobs from Long Beach, Calif. "Had a good rest and hope to be in a contest soon." Porky adds that Stan Herring is slated for a screen test soon, and that Bill Stein is now in the army.

JOHNNY GUISPOLLE is in his 11th week at the 41 Club in Philadelphia.

JACKIE RICHARDS is appearing at the Silver Cloud club in Chicago.

RE INQUIRIES on Clyde and Angie Hamby, they're participating in the Alexandria, La. contest.

JACK LEONARD is lounging around Los Angeles waiting for a contest to open in that vicinity. "What's happened to George Paghe?" Jack asks.

JANE HELEN, AND DOLORES of Butte, Mont., want an inquiry on the whereabouts of Johnny Bowman, Pat Gallagher, and Marjorie Van Haan, whom they refer to as their favorite contestants.

BUDD GRAHAM, of Sioux City, Ia., wonders what's happened to Eddie Halverson.

AFTER 12 consecutive weeks at the Eagles' Club, Dayton, O., Wiggins Royce is now assistant manager of the Boy E. Steele Shoe Company store there. However, he still works the club two nights a week. His wife, who formerly worked as cashier with various contests, is now employed in that capacity at the Purple Cow Coffee Shop, Dayton. They ask about Harry Smythe.

JOE BANANAS info that Marje Sheffield is enlarging her new dress shop and has made Mary Shanks manager. According to Joe, Marty is contemplating getting hitched in the near future and settling down on a farm in Iowa.

Ellis "Rip" in Lansing

LANSING, Mich., March 15.—After winding up recently in Chicago schools, its fourth season, in that area, the John Ellis Rip Van Winkle Company is headquarters here to make schools in the territory from March 10 thru April 30. From here the show jumps to Saginaw, Mich., schools from May 5 thru May 10. Ellis reports business as good.

WASHINGTON, D. C. WALKATHON

Starts Thurs., April 10

This should be best show run in years. We are getting started this year in cool weather. There is more people, more money than ever before. People screaming for show. You must make this show.

Good flash teams contact. Sponsors guaranteed.

Help all departments contact. Letters only. No collect wires.

Mickey and Ellen, contact HAL BROWN, MICKY ERENNAN.

24 HOUR SHOW AROUND CLOCK

JERRY GREENE
RIVERSIDE STADIUM
26TH & D STS., N. W.
WASHINGTON, D. C.

OPENING
KANSAS CITY, MO.
APRIL 15

PLAMOR ICE PALACE
\$3000 Guaranteed Sponsor and Prize Money
All Good Teams Register at Once.
Wichita, Kan., and Buffalo, N. Y. to follow.

Hal Brown—Monty Hall—Lenny Polz
—Ralph Borgman, write at once to

NATIONAL SPEED DERBY
Plamor Ice Palace, K. C., Mo.

The Final Curtain

Collins had been in vaude with Louis McCannell and Lou Tellegen, and in stock with Robertson-Gifford and the Oscar O'Brien Players.

CRAMER—Charles H., 71, pioneer resort builder in Atlantic City, March 8 in St. Mary's Memorial Hospital, Somers Point, N. J., following a stroke a month ago. Survived by three sisters and a brother.

DEMMEAD—Robert, 69, formerly with the Downie Bros. and Sparks crosses and J. Harry Six Attractions, recently in Baltimore, Md.

RIKETT—Augustus, 70, pioneer Ohio amusement park operator, March 10 at his home in Canton, O., after a long illness. Soon after the turn of the century he began operation of the hotel 10 Meyers Lake Park, near Canton. Later he built a Mill Chutes, one of the first rides there, and with George Sinclair, present operator, built other rides and concessions, which he supervised with assistance of his three sons. In 1919 he acquired Springfield Lake Park, near Akron, O., disposing of its interests there in 1918 to Springfield Lake Park Company. A year later he rebuilt a Coaster which had partly burned in Buckeye Lake Park, near Newark, O., and operated it until a storm razed it two years later, when he retired. Survived by three sons, Raymond, Canton, concessionaire for many years in Chippewa Lake Park, near Medina, O.; Emmet H., Canton, and George K., concessionaire in Buckeye Lake Park and owners of Ennet Bros., Concessions Company, operating at Ohio fairs the past 20 years; two sisters, and one brother. Funeral services March 13 in St. Joseph's Catholic Church, Canton, with interment in the church cemetery there.

REHET—Mrs. Gertrude, 48, who with her husband, Raymond, operated the popcorn and caramel corn concessions for many years at Chippewa Lake Park, near Medina, O., March 7 in Mercy Hospital, Canton, O., after an operation. Besides her husband she is survived by two brothers and seven sisters. Services in St. Joseph's Catholic Church, Canton, with burial in the church cemetery there.

ELWOOD—Roy L., 50, former ventriloquist, magician, and lion tamer, March 10 in a Syracuse, N. Y., sanitarium. During the heyday of vaudeville, Elwood played on the Keith Circuit, and in late years had been active in religious work. Survived by his widow, Dolly; his mother, three daughters, and a son.

EWING—Willace M., 74, retired head leader in Champaign, Ill., of a heart attack March 15. He organized Ewing's Zeave Band more than 35 years ago and tramped with such organizations as the John Robinson Circus, 101 Ranch Show, and Johnny J. Jones Exposition. Burial in Champaign March 17.

HANLEY—Harry R., publicity man past two years for Wally E. Klefer's Skateland, Saginaw, Mich., March 4 of a heart attack. He had been connected with skating business about 35 years. Years ago he did speed skating and later became associated with White City and Riverview rinks, Chicago. Hanley operated a rink in South Bend, Ind., several years ago. Survived by his widow, Dorothy, who has charge of Skateland's wardrobe; his mother, Mrs. E. Oberg, Mendota, Ill., and a brother in Minneapolis. Following services in Saratoga the body was sent to Cortland, N. Y., for burial.

HUMES—W. H. (Shetzer), employee of Mrs. Marie Jones, operator of the Glass House in the Deo Lang Pantomime Shows, March 3 near Cuero, Tex., while she show was on route to Austin, Tex., from Victoria, Tex. Survived by a sister.

KELLEY—Jack, 94, carnival trouper, March 10 in a Bay City, Tex. hospital. He was with Burdick's All-Texas Shows last season. Survived by his widow, Mae, of Palestine, Tex.

LAWLORD—Amber, 65, retired actress, March 4 at home in Milwaukee of a heart attack. She had once appeared with Six Berry Irving and later with Douglas Fairbanks in The Pit. She leaves her husband, a daughter, and a brother.

LONG—Warren (Peck), musician, vaude performer, minstrel, and circus

man, March 11 at his home in Indianapolis. Long's last show affiliation was with the Sun Bros. Circus. His three children, Frank, Harry, and Florence, are also in show business. Other survivors include his widow, Susie, and two brothers. Services in Indianapolis, with burial in St. Mary's Cemetery, North Vernon, Ind., March 14.

LUTZ—Edward C., 66, former vaudeville entertainer, March 5 in Bridgeport (N. J.) Hospital after an operation. He was employed at the Hotel Laurel, Bridgeport. Two daughters survive.

Wilbur B. Ruthauff

Wilbur B. Ruthauff, 53, vice-president of Ruthauff & Ryan, Inc., advertising agency, died March 13 at his winter home in Camden, S. C., of a heart attack after an illness of 10 days.

Ruthauff, a native of Toledo, O., moved to New York in his youth, and was graduated from the Yale Scientific School in 1909. In 1912, together with Frederick B. Ryan, he founded the advertising agency of which he was vice-president.

He was largely responsible for the reviving of a school of routine in advertising. He introduced narrative copy, which presented advertising in story form. He was also among the first to use "balloons," commonly used in comic strips to include dialog, to create reader interest in advertisements.

He leaves his widow, a son, a daughter, and a sister.

MACADAM—Ronald J., 63, theater owner and manager for 29 years and promoter of dramatic stock, musical comedy, and concert tours in the Eastern Provinces, recently in Halifax, N. S., Canada. His first theatrical affiliation was in Sydney, N. S., in 1902, as manager of Alexandra Hall, which in 1907 became the first film theater in Nova Scotia. In 1916 he established the Casino, Halifax, as a combination road show and picture house, later taking over the Casino, Halifax. Several years ago he turned both over to Famous Players, but continued as major owner of the Casino, retiring as manager a year ago. Survived by his widow and sister. Funeral and interment in Halifax.

MASQUELIERE—Joseph, 60, director of several bands, including the Carnegie Steel Band of the early '20s, March 6 at his home in Sharon, Pa. Burial in that city.

MILAM—Aubrey Elmer, 34, concessionaire of Waco, Tex., recently in that city of a heart ailment. Survived by his parents. Burial in the family plot, Waco, March 6.

NICHOLS—Daniel De Vance, 82, at one time a widely known slack-wire artist, March 7 at his home in Philadelphia. A former resident of Canton, O., he and his brother, Fred, toured as the Nichols Brothers with many of the leading circuses, including several seasons with Barnum & Bailey. Later he divorced his widow and son, Harold, toured vaude circuits with a wire act. He leaves his son, two sisters, and two brothers. Services and burial in Philadelphia.

OLMSTED—Harry A., 67, six times president of the State Fair of Texas, Dallas, and director general of Texas Centennial Exposition, in Dallas hospital March 6 after a two-month illness. A former railroad man, he became head of the State fair in 1922 and was re-elected in 1928, 1934, and 1935, returning to the post after the death of Louis Lipsett, in 1927. He was a Rotarian, Elk, and Mason. Surviving are his widow; a son, Robert, and two daughters. Services in Dallas March 7.

OLSON—W. H., artist and designer with Patrick's Greater Shows, in Newport, Wash., March 8. Body was shipped to Kansas City, Mo., for burial March 11.

OTTENBERG—William, 61, founder and president of the American Stage Equipment Company, New York, March 9 at home in North Bergen, N. J., of a cerebral hemorrhage. He leaves his wife, four daughters, and two sons.

PICKERING—Mrs. Dan, of the Pickering Family Show, March 3 in Fallston, N. C., of a heart attack. Survived by her husband and six children, Dan Jr., Herbert, Altha, Valura, Florence, and Mary. Services in Fallston March 6.

REARDON—Casper, 23, musician, March 9 at the Polyclinic Hospital, New York, after a brief illness. He had been a harpist with the Cincinnati Symphony

Orchestra and later won recognition thru radio and recordings for his swing arrangements on the harp. He appeared twice on the radio with Paul Whiteman's orchestra, when it combined with the Philadelphia Orchestra. He leaves a sister.

REILLY—Thomas, 43, Philadelphia tenor and former vaudeville performer and minstrel, March 9 in a Williamsport, Pa., hospital after an emergency operation. Reilly was at one time associated with Dumont's Minstrels. In recent years he worked night clubs. He once was in partnership with Jim McLeod, minstrel singer, and later with Charley Douth, former vaude performer. Reilly leaves his wife, his parents, a sister, two brothers, a son, and a daughter. Services and burial in Philadelphia March 7.

ROSCOE—James (James J. Hayes), 58, actor, March 9 in New York after a brief illness. Among the stars with whom he had appeared were Chauncey O'Brien, Sir Harry Lauder, and Marjorie Rambeau. He had appeared in The Girl From Up There, and The Princess of Kensington, among others. Survived by a sister. Burial in Syracuse, N. Y.

SCHNEEBE—F. Howard, 34, theatrical producer, March 12 at the Pitkin Memorial Hospital, Neptune, N. J., of pneumonia, contracted after a fall three weeks ago. For many years he was manager of the Hudson Theater, New York, resigning in 1930, after which he became a manager for William Harris Jr., John C. Wilson, and George Abbott. He supervised the operation of such plays as Boy Meets Girl, Tonight at 8:30, and Set To Music. Schneebbe was co-producer of The Cat and the Canary and My Girl Friday. He leaves his wife, his mother, a son, and a brother, Allan, president of the Treasurers' Club of America and manager of the Lyceum Theater, New York.

EHELDON—William (Uncle Billy), 67, owner of a small carnival company for a decade, March 2 in Jackson, Mich., after a lengthy illness. He retired from the operation of a newsstand in Jackson a year ago. Burial in that city March 3.

STEIN—John, 89, musician and honorary member of the American Federation of Musicians, Local 48, March 9 at his home in Oakbrook, Wis. Stein was a member of the Arto Band 58 years. Survived by his widow, two sisters, and a brother.

WADE—R. H. 51, owner of the R. H. Wade Park Attractions, at Dallis, Fla., March 9. Body was shipped to Millfield, O., for burial in Hilltop cemetery March 7. His widow and a brother and sister survive.

Marriages

AHLBERG-MERLIN—Harry Ahlberg, composer and director of the Ritz Ballroom, Bridgeport, Conn., and Pops Merlin, singer, in Bridgeport March 8.

BOWERS-FINNESTY—Herbert J. Bowers, Comford Theater employee, Scranton, Pa., and Elizabeth Finnefty, Scranton, Pa., February 22 in that city.

ELLS-KIMMEL—Sheldon Ellis, Hillsdale, Mich., and Ethel Kimmel, daughter of Louis Kimmel, owner of the Washington Theater, Royal Oak, Mich., March 9.

ERDMAN-STROUD—U. Dushane Erdman Jr., nonpro, and Charlotte Stroud, cashier at the Arcadia Theater, Philadelphia, in Norristown, Pa., March 8.

GOAD-WRIGHT—Dan Goad, guitarist with the Tex Ellis Wild West Show, and Rita Mae Wright, wand and trick rider, February 22 in Mason, Ga.

HALL-GARNETT—Charlie (Red) Hall, night club singer and comedian, and Sybil Garnett, dancer, in Williamsport, N. Y., March 10.

JUDGE-KEEGAN—Charles Judge, assistant manager of the Arcadia Theater, Philadelphia, and Eleanor Keegan, of the service staff of the Mayfair Theater, Philadelphia, in that city March 8.

KIMMEY-HYK—A. Kimmey, drummer with the WBBM-CBS staff orchestra, Chicago, and Helen Birk, of the station's accounting department, March 10 in Waterloo, Ia.

LOTZ-STOKES—George Deon Lotz and Frances Stokes March 6 in Ogleston, Tex.

MANUOSO-PARKER—Bob Manuoso, staff member of the Cass Nova night club, Buffalo, and Chae Chae Parker, singer and dancer, March 12.

Births and Divorces

Appear on Page 27

Stuart Walker

Stuart Walker, 81, actor, producer, and playwright, who for 10 years conducted the Stuart Walker Stock Company in Cincinnati, died of a heart attack in Beverly Hills, Calif., March 12.

Walker graduated from the American Academy of Dramatic Arts, New York, and studied pantomime with Eva Alberti. From 1910 to 1914 he was with David Belasco as play reader, actor, and stage manager, and then became director for Jessie Bonstelle in Buffalo and Detroit. His first professional experience with play production came in 1915, when he went to Indianapolis to try repertory at the Moral Theater. In 1923 he organized a stock company at the Cox Theater, Cincinnati, and within a few years was directing companies in Indianapolis, Louisville, Ky., and Dayton, O. The Portmanteau Theater was his organization, for which he directed and wrote many plays.

After the Cincinnati Stuart Walker Company dissolved in 1931 he went to Hollywood, where he became associated with the Paramount-Publix Corporation. He was director for Universal in 1934-35, and since 1936 was an associate producer for Paramount. Some of his plays were King of the Flies, The King's Best Site on the Floor, and Debutante. Walker had been directing pictures since 1931. Among his films were Sons of the Legion, Emergency Squad, and Tonight Is Ours.

Unmarried, Walker leaves an adopted son, Arthur. Services in Hollywood March 14. The body was returned to Cincinnati for burial.

Conducted by CLAUDE R. ELLIS, ROBERT DOEPKER, Associates. Communications to 25 Opera Place, Cincinnati, O.

SLA PARTY IS A TURNAWAY

Hames' Fort Worth Start Fair; Other Shows Represented

PORT WORTH, Tex., March 15.—With new livestock buildings being erected on the Southwestern Exposition and Fair Show grounds here, the midway for the Bill H. Hames Shows has been cut down. However, there is still room for 12 rides and about eight shows. Opening business for the shows on March 7 was hurt considerably by extremely cold weather, but clear and warmer weather brought out good midway crowds over the first week-end.

C. C. Allen again is in charge of the Hames concessions, while other regular concessionaires on the grounds include Denny Pugh, games; Kentucky Hay, games; Pete and Candy Groeschel, 14 stands; George Cunningham, Roger Pitcock, games; Mr. and Mrs. Bob Carey, salt-lime HAMES START OKEH on page 31)

Rain Beats Tidwell At 2 Dates; Bow in Mineral Wells Okeh

MINERAL WELLS, Tex., March 15.—With all departments clicking, T. J. Tidwell Shows nine-day inaugural stand, which got under way here on February 28, proved highly satisfactory. William A. Reed reported. One of the longest rainy spells to hit this section in 15 years caused cancellation of shows scheduled opening stand in Brownwood, Tex., and a five-day preview showing for part of the organization at the stock show in Abilene, Tex.

After shows were started by a flooded lot in Brownwood, General Agent Jim Schneck found a local lot, which could be played, but which presented numerous difficulties. It had to be cleared of heavy timber and tractors were used to get the trucks located. Special Agent Jack Turner did a good job of billing the town on short notice, while Manager Tom Tidwell, assisted by Harry Craig, Roy Edzell, Jim Lukens, William Fisher, William Reid, Bobby Yoho, and Schneck, handled the shows for opening. Shows presented an attractive appearance and plenty of fun provided on fronts and sides. Manager Tidwell reported that a crew is working on three new shows, under direction of William Fisher and Al Johnson.

Shows received good co-operation from the American Legion Post, sponsors. Line-up here had 13 rides, 10 shows, and 35 concessions. The Flying Roman and Queen, educated elephant, are the best acts.

DeBelle and Queer Contract Side Show With Jones Expo

MOUNT PLEASANT, Pa., March 15.—Starr DeBelle, widely known showman and publicity director, announced here today that he and Clark Queer, publisher of The Mount Pleasant Journal, had signed contracts to present a side show on the Johnny J. Jones Exposition the coming season.

Show, which will be under management of DeBelle, he said, will be new from the ground up, and he will leave here for the Jones winter quarters in De Land, Fla., to make the attraction for the season's opening in the autumn, Ga., on April 12.

Publisher Queer has a wide acquaintance among outdoor show people and has long taken more than casual interest in companies playing this territory. DeBelle, who has been in charge of publicity for the Jones show for several seasons, has been working this winter in a similar capacity for the International Congress of Oddities.

SUPERIOR, Wis., — Hennes Bros. Shows will play the 1941 Tri-State Fair here, replacing the Royal American Shows, which have been booked for a number of years.



THESE SHOWFOLK, most of whom are members of the International Association of Showmen and The Missouri Show Women's Club, St. Louis, were guests at a dinner tendered them by Hostess Mrs. Anna Jane Pearson at her home in Bernany, Ill., on March 2. About 35 attended. Mrs. Pearson is at the extreme left. Others in the photo are Anita Jane Neilson, Mr. and Mrs. Don Leonard, Mr. and Mrs. Francis L. and Nancy and Louis Deane, Mr. and Mrs. Floyd Hesse and son, Bob; Mr. and Mrs. Bob Neilson; Mr. and Mrs. Leo Lamb, Mrs. Tom W. Allen, Mrs. Leslie Burke, Alma Obermark, Mr. and Mrs. Kenneth Blaise; Mr. and Mrs. Arthur C. Gulliana and son, Arthur; Powell Leonard, Mr. and Mrs. B. Tracy, Mrs. Florence Parker, Byron and Jacqueline Tracy, Mr. and Mrs. Glen Hyder, Mrs. Maud O. Staff, Clifford Hayes, Billie Jane and Dona Jean Staff, Charline Denton, and Mr. and Mrs. Jack Burton.

Arthur Plays Host To PCSA at Formal Bell, Calif., Debut

BELL, Calif., March 15.—Following a satisfactory preview showing in Bakersfield, Calif., Martin E. Arthur's Mighty American Shows formally opened their season in the downtown sector here on March 4. Located at Gage and Fifth Street with a 16-cent gate, shows' business was good despite two days of rain and a small lot, which would not permit the erection of two shows and a ride. Transported on 11 semi organization presented an attractive appearance.

All equipment has been overhauled and carries an eye-appealing color scheme. The new giant searchlights, with generating units mounted on trucks, caused considerable complimentary comment. On the night of March 6 Arthur played host to members of the Pacific Coast Showmen's Association and Ladies' Auxiliary. After touring the grounds all parties of lunch and refreshments in Mr. and Mrs. William Groff's cookhouse. Open house prevailed at the office. Assisting Arthur as hosts were Mr. and Mrs. Al Fine, Mrs. H. W. Campbell, Ed Smithson, Mrs. Arthur, Manfred Stewart, Margaret Balcom, and Walton G. Pellston. Staff includes Martin E. Arthur, owner. (See ARTHUR PCSA HOST on page 30)

Greenspoon With Conklin

HAMILTON, Ont., March 15.—Jack Greenspoon, well-known concessionaire, will be associated with the concession department of the Conklin Shows on the organization's tour of the Western Canada Class A Fairs and the Fort William, Sherbrooke, and Quebec City exhibitions, Owner J. W. (Patty) Conklin announced here. Deal was arranged recently while Greenspoon was visiting the shows quarters in Brantford, Ont.

Snyder Signs With Lawrence

CHESTER, S. C., March 15.—Bill Snyder, vet newspaperman and publicity director of St. Petersburg, Fla., has signed as secretary and press representative of Lawrence Greeter Shows. Last season he handled the press chores on Zaccanti Bros' Shows and several years ago was publicity director of Altona (Pa.) Speedway. He will assume his duties on April 1.

WASDAW, Wis.—City council amended the ordinance relating to licensing to provide that no license shall be granted any circus or carnival to show within city limits during the period beginning 30 days before and 10 days after dates of Wisconsin Valley Fair and Exposition here.

Beatty To Take Animal Show on Jones Expo Tour

PORT LAUDERDALE, Fla., March 15.—Local newspapers carried a story announcing that contracts had been signed between E. Lawrence Phillips, owner of the Johnny J. Jones Exposition, and Clyde Beatty, noted wild animal trainer, who operates his Jungle Farm here, whereby the latter will join the Jones show as a feature attraction for the 1941 season, to open in Washington, D. C., on May 1.

When reached for confirmation of the story, both parties admitted that negotiations which have been going on for some time had reached a successful conclusion on Tuesday, when Beatty had affixed his signature to contracts making his first agreement with a collective-amusement organization to present himself personally and his acts. Beatty will bring five wagons of cages and other paraphernalia to the Jones show, on which he will be presented under a 100-foot round top. Two rings will be used, one occupying elephant and other animal acts and the other will be used for Beatty's arena, in which he will work the wild-animal act that has gained him renown throughout the amusement world.

Phillips said four trailers had been ordered for addition to the Jones train for transportation of the Beatty equipment and that builders have already started work on a new 118-foot chromium, neon-lighted show front for the attraction. A sound-truck will be used and Jones advertising and publicity will be stepped up 100 per cent to publicize the feature, it was said. Attending the conference between Phillips and Beatty were Ralph Lockett, secretary of the Jones show, and Duke Drunkenbrod, who will have charge of the Beatty front.

Hicks Is New Page Aid

JOHNSON CITY, Tenn., March 15.—William B. (Red) Hicks, for several seasons with the Blue Ribbon Shows, has replaced Billie Clark as assistant to Owner J. J. Page, of J. J. Page Exposition Shows. It was announced here this week. He and Mrs. Hicks arrived recently and are living in their trailer home adjacent to show's quarters here.

Weiss Bingo With Williams

NEW YORK, March 15.—Ben Weiss said here yesterday that he has signed one of his de luxe bingo with the Ben Williams Shows for the coming season. Unit is new thru-out and a new trailer has been ordered to transport it.

Spring Benefit Draws Over 850

Prelim check-up indicates profit will be near \$1,000 — success pleases workers

CHICAGO, March 15.—The eighth annual Spring Theatrical Night of the Showmen's League of America on the night of March 10 saw another of a long line of successes chalked up by the League. The College Bit of the Hotel Sherman here was packed to capacity with paying customers, and a show of such variety as could not be seen in any single night club or theater in the regular course of events was presented. Attendance passed the 800 mark, and many more tickets could have been sold had there been room to handle the people.

Lee R. Sloan, chairman, announced yesterday that a check-up of the party is almost complete and that net profit will amount to nearly \$1,000.

Talent for the show, which followed the dinner was recruited from half a dozen night clubs and the vaudeville theaters. Heading the list was Pat O'Brien, noted screen star, who was given a great reception when he appeared at the mike and proved himself a regular fellow, entering whole-heartedly into the spirit of the occasion. Brought on to the strains of the Notre Dame song, O'Brien sang the number, then sang a humorous parody and followed with several popular college tunes, winning thunderous applause. At the conclusion of his hit he was literally mobbed by people seeking his autograph.

Show Great as Enesco

Pert and pretty little Judy Clark, juggling along with Ray Hackett's co-chairs, was another highlight. Her youthful appeal and bubbling personality made her an ideal Queen of the Show, and her singing and juggling brought a storm of applause. Willie (See SLA SPRING PARTY on page 31)

Gangler Bros. Unit To Tour With Buck

TRENTON, N. J., March 15.—After 15 years as a vaudeville unit, Gangler Bros. Circus will return to the outdoor field this year as a feature on the O. G. Buck Exposition's midway. Arrangements were completed here on Wednesday by Joe Gangler and Manager Oscar C. Buck.

Unit consists of dogs, ponies, monkeys, and bears, all performers, and has been filling theater engagements in New York this winter. In order to open with Buck, several engagements will have to be canceled, Gangler said. A new outfit has been ordered for the attraction.

O'Connell Is Strates P. A.

BOSTON, March 15.—Thomas F. O'Connell said here today that he had signed as publicity director for the James E. Strates Shows. Well known as a press representative, O'Connell previously served in that capacity with Rubin & Cherry Exposition, Gene Austin Bevue, and Billy Webb's Billroy's Comedians. He was also general press representative for the Shubert, Boston theaters, and Miami Municipal Opera Association.

MADISON, Wis.—Bill No. 295A, introduced in the State Assembly by the committee on agriculture and referred to that committee, provides that as a condition for granting showmen's licenses, the State department of agriculture may require that the applicant agree in writing not to exhibit or operate his show in the same city in which any State, district, or county fair, receiving or drawing State aid, is being held, for 14 days prior to or during operation of the fair except on the grounds of the fair and with its consent. The department may refuse, suspend, or revoke a permit if, in its judgment, a "circus, caravan, or menagerie" is being operated in an objectionable manner.

Museums

Address Communications to Cincinnati Office

Warren, O., Good for King; Dayton Bow Is Satisfactory

DAYTON, O., March 15.—Floyd King's New York World's Fair Museum successfully opened a week's stand here on March 5, coming in from Warren, O., where the unit chalked up a good run. Edna Price, sword swallower, continues to check. Other acts include Master Rissell, mentalist; Pedro Lopez, palm-leaf man; Chief Amok, head hunter; Tiki Cowan; Rosemary, midgett; Bell Trio; Mrs. Zipp; Prince Hamanhandi, quarter boy; Professor Kunta, the circus. Madam Lestra continues in the amuse.

Joe Levine closed here and his place in the concession department has been taken by Harry Harvey, James M. Beach, general agent, closed today, and Frank Blend replaced him. Beach leaves to assume his duties in advance of Wallace Brock's Circus. Among visitors entertained at Warren, O., by General Manager King were Frank (Dutch) Hildebrand, formerly of West's World's Wonder Show; Bruce Smith, editor Democracy News; Victor Johns, and Mary Bell, formerly with the J. B. Edwards Shows. The Cobb, chef, continues to prepare good meals, and General Superintendent Frank Jones keeps the shows moving at a fast pace. Mr. and Mrs. Howard King have the front ticket boxes, and Pedro Lopez is doing the lecturing.

Lewiston Freaks Continue To Good Biz in Evansville

EVANSVILLE, Ind., March 15.—Now in its third week at 701 Main Street here, under American Legion Post auspices, Harry Lewiston's World's Fair Freak Museum continues to chalk up one of the best stands of the season. Paul D. Sprague reported. Units is said to be the first to show locally in six years. Last Saturday drew more than 2,500. Two 15-minute remote broadcasts are being used daily in addition to spot announcements over Stations WGBF and WEOA.

Winter-Quarters News and Gossip As Reported by Representatives for the Shows

John H. Marks

RICHMOND, Va., March 15.—A recent blizzard delayed the scheduled opening of quarters activities, but with warm weather much activity prevails, and 12 men have been added to the work crew. All transportation units are being overhauled, the new seals have been delivered, and a crew of painters are engaged in refurbishing the show fronts. A news report is adding new lighting fixtures and an indirect and fluorescent system will be utilized on fronts and new light towers. Jimmy Zabriskie, master mechanic, is scheduled to arrive from Florida soon to supervise overhauling the trucks, which have been used at Camp Lee. Several changes will be made in show staff this year. Season's tour is practically booked solid. Owner John H. Marks' two restaurant units, which he has operated at Camp Lee, have been successful. Clarence (Blacky) Cramer has arrived and will be caterpillar foreman again. L. D. (Duke) Jeannette advises from Florida he has booked a strong line-up for the Circus Side Show. Speedy Merrill will arrive soon to pre-

pare his cookhouse and Motordrome, and Bolly Childs, whose girl-show unit recently played the National Theater here, visited. Nick B. Stepp, secretary, is in Asheville, N. C., awaiting opening. Doc Anderson reports his Minirel Show roster will include many new performers. Obes Dunn, now in Florida with his rides and concessions, is expected soon. The new Rocket ride will be delivered in time for opening. Al Palmer, transmitter, is at quarters and will manage one of the Marks shows this year. This is his 16th year with the show.

WALTER D. SEALAND, R.V., is scheduled to arrive from Florida soon to supervise overhauling the trucks, which have been used at Camp Lee. Several changes will be made in show staff this year. Season's tour is practically booked solid. Owner John H. Marks' two restaurant units, which he has operated at Camp Lee, have been successful. Clarence (Blacky) Cramer has arrived and will be caterpillar foreman again. L. D. (Duke) Jeannette advises from Florida he has booked a strong line-up for the Circus Side Show. Speedy Merrill will arrive soon to pre-

Kortes' Unit Garner Fair Results at Hollywood Date

HOLLYWOOD, March 15.—Said to be the first unit of its kind ever to exhibit here, Pete Kortes' World's Fair Museum opened to fair results at the Masonic Temple, 6840 Hollywood Boulevard, on March 5. Business picked up considerably the remainder of the week. Several hundred invitations were sent out for the unit's premiere performance and an estimated 100 movie stars, city, and country officials, as well as many members from the Pacific Coast Showmen's Association turned out. Roy H. Jones reported. A strong publicity campaign was carried out 10 days in advance of opening.

A huge false front covering the wall of the Masonic Temple and illuminated Klein searchlights caused considerable comment. Los Angeles and local newspapers gave good co-operation while a strong radio campaign over four stations brought successful results. Bert Chipman, former circus man and now manager of the Masonic Temple, Steve Henry, *The Billboard* representative; Joe Gley, Lou Johnson, John A. Pollitt, and Harry Chipman co-operated with Jones in making the date possible.

pare his cookhouse and Motordrome, and Bolly Childs, whose girl-show unit recently played the National Theater here, visited. Nick B. Stepp, secretary, is in Asheville, N. C., awaiting opening. Doc Anderson reports his Minirel Show roster will include many new performers. Obes Dunn, now in Florida with his rides and concessions, is expected soon. The new Rocket ride will be delivered in time for opening. Al Palmer, transmitter, is at quarters and will manage one of the Marks shows this year. This is his 16th year with the show.

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Zeiger Unit

ALBUQUERQUE, N. M., March 15.—Work at quarters, under supervision of Hugh Warren, is almost finished and shows will be ready before opening on April 1. Bill Farrar redecorated and painted the fronts. Jack O'Day has the motors and engines overhauled, and Charles Bullich, Frank Howard, E. M. Blair, and Earl Tomlinson are also working here. Octopus Foreman Louis Meyers has that ride ready. Vance LaJune built a new frame for the new top, which will use on his bingo stand. Mr. and Mrs. Paul Sturm, who are now in Phoenix, Ariz., will have their popcorn, candy applica, and a new ball game with H. O. E. Montgomery is returning with a new iron-claw concession, hoopla, and (See WINTER QUARTERS on page 51)

CONCESSION TENTS
Give Measurements as Indicated BUY from Factory SAVE Money
POWERS & CO., Inc.
26th and Reed Sts., Phila. Pa.

DAVID E.

RALPH N.

ENDY BROS.' SHOWS, Inc.

Presenting

THE NEW 1941 STREAMLINED EDITION, COMPLETELY MOTORIZED, MODERNIZED, AND NEONIZED, OFFERING THE GREATEST ARRAY OF ENGAGEMENTS EVER BOOKED IN THE EASTERN STATES.

Can place Showfolks, Talkers, Grinders, Snake or Reptile Exhibit, Unborn, Fun House, Fat People, Dromo Riders (Lady and Gent), Pony Ride. Have beautiful Monkey Circus outfit complete. Want capable Monkey Man with Chimp to handle same. Want Ride Help, Canvas Men, Semi Truck Drivers, Chairplane Foreman, Press Agent, Revue Girls (office paid). All legitimate Concessions open.

We will again present the greatest of all outdoor Free Attractions, The Great Wilno, Human Cannon Ball. 4th season.

Have for Sale—S-Car Whip, Caterpillar, 25 KW Suro Light Plant, numerous Fronts, Show Tops, and Show Equipment. All can be seen, and are in perfect condition. Transformer Truck and Office. Terms if we know you.

All address ENDY BROS. SHOWS, INC., Miami, Fla., Until April 10. America's Most Progressive Show.

GIRLS . . ORGANIZED BAND . . SINGERS

Chorus and Specialty Directors, Berlie Austin and N. J. Liss. Dances, wire. Musicians—must be good. Net more than 9 pieces. Must be able to cut a show. Also Girl Trio Singles. Hill-Billy Band.

Give age, send photo, if possible. Best salaries, long season. Good treatment.

Write or Wire

RAYNELL

ROYAL AMERICAN SHOW, Tampa, Fla.

CALL —LAST CALL— CALL ZACCHINI BROS.' SHOWS

Opening April 6th at Charleston, S.C., in the heart of the city. Can place Talkers and Grinders for Monkey Circus, Trampoline and Police and GUY Revue, Want Girls for Girl Shows and Petting Show. Will buy No. 12 El Paris Wheel, Want Watermelon City, Fun House, Motor Drome, Good game for Penny Arcade and Pony Ride, Miscellaneous Fair Post, Wood-La, Mill Camp, Lead Gallery, Ball Games, Polish-Yiddish, Cakes, Candy, Waxing Alley, Cigarette Smoking Gallery, Car Race, Photo Gallery, Wash-La, Duck Pond, Snakes, Spring Game, Bumper, Jewelry, Hat Game, Par Game, and any other 10-Cent Grid Game. This is the cut on your way north. H. W. Jones, get in touch with us at once. People already contacted, please acknowledge this ad. Want Ride Help. Those that drive post-trainers, great preference.

Winter Quarters: 2801 Fountain Blvd., Tampa, Fla. BRUNO ZACCHINI, MGR.

SIDE SHOW PEOPLE WANTED FOR JOHNNY J. JONES EXPOSITION

Freaks, Working Acts, Mental Act, and Any Unusual Feature. Annex Attraction Wanted; no Sex. Also Ticket Sellers, Working Men and Cook. Want to Hear from Harrison King, Ross and Ross.

Show opens in Savannah, Ga., April 12. State all in first letter.

STARR DeBELLE, De Land, Fla.

JUST TO STOP FALSE RUMORS

10 OUTSTANDING CARNIVALS HAVE BOOKED

JONES' BETTER BINGO GAMES

O. J. BACH SAM PRELL SAM LAWRENCE JAMES E. STRATES
O. C. BUCK FRANK WEST MARKS ZACCHINI BROS.
ART LEWIS BANTLY

Need a Few More Sabers, Reliable, Courteous Agents. 3305 BOWDEN'S FERRY ROAD, NORFOLK, VA.

J. J. PAGE SHOWS

OPENING APRIL 19

Down Town Location JOHNSON CITY, TENN.

CAR PLACE legitimate Concessions of all kind except Cook House, Gem Game, Petting, Candy Cakes and Candy Apples. Good opening for Frozen Custard and M&C Game. WILL PLACE GRID SHOWS on any other respectable attractions. WANT one of Grid Show for Milwaukee, Wis. Also small Grid Show for Hawaiian Show. WILL BOOK OR BUY S-Car Whip and Kiddie Auto Ride. Will Ride Acts and Working Men in all departments. Everybody conversant with this show please. We have 14 Fair already contracted. See Column under Gem Game Help and Grid Game Agents. Everybody address: J. J. PAGE SHOWS, BOX 506, JOHNSON CITY, TENN. P.O. West High Aerial Fire Ad.

J. J. PAGE SHOWS, BOX 506, JOHNSON CITY, TENN.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Fishing, N. Y.
Winter Quarters,
Week ended March 18, 1941.

Dear Editor:
There is nothing like wintering a show where there is some winter. All of our people, who have comfortably housed themselves in the many vacant buildings here, are enjoying the snow, ice, and below-zero weather. Hot-stove clubs meet nightly, minus hot stoves. It is surprising how food will keep without even an icebox when we have food to keep. War news reaches us daily, as the butcher who sells us the salt pork for boiled beans has agreed to wrap the meat in late newspapers. The office is furnishing magazines for the reading room, but for some reason all covers are torn off.

The above paragraph shows how the press department has concentrated on our camp. Plans for the big spring building campaign are under way. The blacksmith department has already received the figures on how much it will be obliged to spend. The buyer for that

department said he was in a quandary. If he bought coal for the forge, he would have none left for the purchasing of iron, and if he spent it for iron, he wouldn't have money to buy the coal. With the weather in his favor, he will probably have to bend the iron cold.

The paint department announced that lots of whitewash will be used this year to coincide with the color scheme of fairgrounds fences and outhouses. Several potato-bug sprayers have already been promoted, and Paris green will be used for trimming. Three wagons have already been turned out for the whitewash shops and are a great rash. White pine lumber is being used in the building of equipment but, due to a sudden shortage, the carpenters have been held up until the crew that is wrecking the World's Fair buildings leaves another pile available.

During an inspection of our chafing-bag dormitory we noticed that our employees have gone in for bright-colored underwear. Most of it resembles the tights used in Furber Neptune, the water show's disappearing ballet. Seeing the soiled linen that our men were forced to sleep between, the office ordered more tents to be taken out of chafing bags and had our girl-show stars launder them at once. Now we have a tri-weekly change of linen. Bubble bathing the bags made Lizette Schmidt, featured Hawaiian dancer, homesick for the No. 2 wringer in the drying room and she departed for her tank top.

The Billboard sent from the office wagon reaches us each Friday. Carefully censored, with all "help wanted" ads carefully clipped, it reminds us of a dining-car meal ticket after a two-day run. There was a rumor that the bosses were answering the ads themselves. General Agent Lem Truckow, who arrived by thumb, due to his mileage being omitted, claimed he brought in a pocketful of fat contracts. Didn't say whether they were fat for the show or the committees. "Fat contracts for lean people" will be this year's slogan. We noticed that his pants were torn from the knees down and that he was forced to wear his wife's old silk hose. Claimed it is embarrassing and insists on the office buying him new overalls before he goes out again.

It being Saturday night, will have to get this in the mail. The war in Europe has caused the birds to migrate and is giving the personnel a big Sunday dinner, English sparrow pie for everybody. **MAJOR PRIVILEGE**

"What's New for 1941!"

You'll find all the latest new and improved products mentioned in this new catalog-type section of the **SPRING SPECIAL**. Be sure you get a copy of this important edition. Date of issue April 12.

Commercial firms: Do we have complete information about **YOUR PRODUCTS?** Send complete information today—and have your advertising appear in this big **Spring Buyers'** issue. Forms close April 3.

The Billboard Publishing Co.

25 Opera Place
Cincinnati, Ohio

AN IMPORTANT ANNOUNCEMENT BY THE SHOWMEN'S LEAGUE OF AMERICA



Beginning September 1, 1941, our initiation fee will be increased from \$10 to \$25.

You are urged to join now for only **\$10.00**

Contact your nearest League member or write direct to Membership Committee, **SHOWMEN'S LEAGUE OF AMERICA, Sherman Hotel, Chicago.**

SNOW CONE FLAVORS

Write for our new price list on Snow Cone, Candy Floss and Candy Apple Supplies. You'll get better supplies for less money. Ask for details about our special deal on a Brand New Echols Ice Shaver.

GOLD MEDAL PRODUCTS COMPANY

133 E. PEARL STREET, CINCINNATI, OHIO

12th Annual Tour

CANADA---SIMS' GREATER SHOWS---CANADA

Will book a **FAT GIRL Show** or a **GOOD SNAKE Show**; will supply tents and wiring. **BETTY KING** wants Performers, Mind Readers, Talkers, and Grinders. **WANT** legitimate Concessions of all kinds. **WANT** General Agent who can stay sober and show results.

Have 12 good fairs booked. Show opens April 26 in Welland, Ontario. Correspondence invited. Apply

FRED W. SIMS, P. O. Box 85, Toronto, Ontario.

16 CLASS "A" FAIRS SNAPP GREATER SHOWS

Featuring Their Own 10 Rides

CAN PLACE SHOWS AND CONCESSIONS WILL MAKE GOOD PROPOSITION TO SHOWMEN WITH THEIR OWN EQUIPMENT.

CONCESSIONS THAT WORK FOR 10¢
Exclusives sold on Cankhouse, Custard, Ringo, Photos, Cork Galleries, Country Stars, Fish Pond, Long and Short Range Gallery, Penny Pitch, Nam and Bacon, Groceries and Ball Games, at still rates only.

WILL BUY FOR CASH—NO. 5 ELI FERRIS WHEEL
SNAPP GREATER SHOWS, 118 Joplin Street, Joplin, Mo.

IMPERIAL MOTORIZED SHOWS

OPENING DATE—MOBERLY, MO., APRIL 19

Playing Boom Town Still Dates, and Illinois, Indiana and Missouri Fairs and Celebrations.

WANT SHOWS, RIDES, AND CONCESSIONS.

Want Help for Rides, Ball Games, Stock Shows, also Circus Acts for One-Ring Circus. Good Treatment—Long Season—Reasonable Terms.

Address: **E. A. HOCK, Caro Hotel Randolph, Moberly, Mo.**

MINER MODERN MIDWAY SHOWS

Season opens Saturday, Mar 16th, to the 17th—Two Saturdays—in Copley, Pa., for the American Legion. Want the following Shows: Monkey, Ten in One, Snake, or any other Shows and Girl Shows. Want Frenz Custard, Photos, Penny Arcade, Pitch Till You Win, String Game, Watch-Ls, American Paintery, Cane Rack or Knife Rack, and any other Show Concessions. Want Fairs Wheel Foreman, also Foreman and Mito on the following Rides: Daily Octopus, Merry-Go-Round, Loop-Planes, Chair-o-Plane, Kiddie Auto. Can place one or two Flat Rides or any new and novel Rides. Address: **R. H. MINER, 161 CHAMBER ST., PHILLIPSBURG, NEW JERSEY**

... CONVENTION SHOWS ...

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NOW BOOKING SHOWS AND CONCESSIONS FOR 1941
Address: **4217 N. Flamingo Ave., St. Louis, Mo.**

Pity

DARKNESS caught two footcure sticks who were headed south for an early spring opening, far out in the country. Tired and hungry, they saw a straw stack close to a farmhouse and they burrowed deep into the stack for warmth and rest. The barking of a dog awakened them long before daylight. As they pushed back the straw to see whether they had been detected, they could see thru a window by the light of a lamp that a farmer and his family were sitting at a table and enjoying their breakfast. One stick to the other, "I'd sure hate to live like those chumps. Imagine eating breakfast at this hour of the morning!"

umbra, O. Ghent Walsh, formerly with be shows, is now in a Texas camp.

JACK W. DONAHUE (Gibello, the Human Balloon), who will return to the road, has placed his side show with Smith's Greater Shows. Mrs. Donahue and Jack's partner, Bill Jefferies, will be with him.

HONEY BOY LYNAM pencils from Shawnee, Okla., that he will have charge of W. A. Gibbs' Athletic Show. With him will be Popeye Phillips, wrestler. Mr. Lynam will be agent for Gibbs' penny pitch.

MIDWAYS have added many new words to the language. We can expect some more new ones the coming season if that much-touted industrial money does not show up.—Cousin Peleg.

PUBLICITY and advance agent with Ben Williams Shows last season, M. B. (Doc) Rutherford, who spent the winter in Boston, reports he plans to be back on the road this year, his 40th in outdoor show business.

GENERAL AGENT for Lawrence Greater Shows, Bert Rosenberg miraculously escaped injury in a recent accident near Altoona, Pa., when his new car skidded on an icy pavement and struck a pole. Car was badly wrecked.

STARTLING news appeared last week under the headline, "General Agent's Bicycle Stolen From in Front of Hotel." Didn't say whether or not he represented a railroad show.—Whisky Gocks.

"ATTENDED the funeral of Julian Ellings, stage and screen star." Bobby Kork letters from New York. "Services were held at the Little Church Around the Corner and a number of celebrities attended. Another chapter in the theater has ended."

URGING showfolks to carefully obey traffic laws when in Memphis, Tenn., where, he writes, they are rigidly en-

forced, D. W. (Crazy Horse) Powers remarks, "All that can help you will be your Uncle Sam's calling cards—in denominations of one, five, or ten."

THE good old carnival days give us something to look back to. These were the times when a 40-car train didn't carry 10 cars loaded with trimmings.—Muggin' Machine Mazie.

WINTERING at their home in Bradenton, Fla., are Mr. and Mrs. Wiley W. McMurdo, who have booked their popcorn, peanut, candy apple, and snowball concessions with World of Fun Shows. They plan to leave soon for shows' Augusta, Ga., quarters.

IRISH JACK LYNCH arrives from El Centro, Calif.: "Craze, 20 Big Shows were at Imperial Fair here and Harold Anfinger played the town with his freak animal exhibit. Mr. and Mrs. George Kentzler are with him. There has been plenty of rain in this sector."

HEARING some lucky boys brag about the money-getting ability of another, a cow-purger sitting near by cracked, "Yeah, he's got dough. But when he dies the Man up there will tell him how he got his lettuce."

BILL BERRIDGE, frozen custard operator, is in a Coatesville, Pa., hospital with neck and ankle fractures sustained in an auto accident. He says he's improving rapidly and is looking forward to getting into action later in the season.

AFTER six years with Arena Shows, Harry B. and Dalay Reeves have booked their eight concessions with Clyde's United Shows. They report from Pittsburgh. They said that all their equipment will be new and that painting and building will get under way in Coshocton, O., on April 1.

NATIVES boast of their ancestors' coming over in the Mayflower while some midway grandstanders sit within earshot and brag about clipping the meigs who were bragging about their ancestors.—Smackover Slim.

MR. AND MRS. E. C. CROWE letter from San Antonio, Tex., that they plan to leave there soon for Birmingham to join Hendrix Bros' Shows, where Crowe has been Heyday foreman for the last two years. They had their miniature train with Greater United Shows at the stand in Laredo, Tex.

JOE AND JEAN APPROPRIATE scribe from Attica, Ind., that they will not return to the road this season. Joe recently was promoted to superintendent of the Amusement Company, while Jean is profitably raising cocker spaniel puppies.

REAL estate when subdivided grows into lots. But they are getting smaller and smaller. Hope they never subdivide Cousin Peleg's hay field three miles out on the pike. Midways save have to sacrifice much in these days of city growth.—Cat Rack Annie.

H. G. CAUDLE again will handle The Billboard sales on W. E. West Shows, his third season there. He has booked his Kiddie Ride with the show. Caudle says he visited quarters in Cherrylva, Kan., and saw plenty of activity. He adds that Owners Mr. and Mrs. West have returned from their extended fishing trip in Florida.

DANNY LAROUSCH JR., Bingo worker on the Royal American Shows for the last two years, left New York on March 13 for Honolulu, where he will enter the government service in the Aviation Corps. He is the son of Danny Larousch, cookhouse operator for the last 20 years, who is operating an eatery near Camp Leonard Wood, Wayneville, Mo.

TIMES have changed. Some talkers who always closed their openings with, "Nothing will be said or done to bring the blush of shame" have switched to, "The underst, hottest show on the lot. Bring the ladies!"—Colonel Patch.

NEW branch office and display rooms opened at 115 Main Street, Little Rock, Ark., recently by Midwest Merchandise Company, Kansas City, Mo., have been the mecca for many outdoor showmen. Owners Mr. and Mrs. Chester I. (Heavy) Levin and Edward (Slim) Johnson have been hosts thus far to T. A. Pusch, Roy Goldstone, J. E. Schwartz, Roy and Boots Marr, Johnnie Wuestherick, and Wingey Cook.

NOTES from Crystal Exposition Shows' quarters in Camden, S. C., by H. Lewis:



VET TROUPER C. S. (Charlie) Reed, general agent of West Gros' Shows, will begin his 40th year in the outdoor show business when he makes his debut on their 1941 tour. He has been active in lining up the route and recently returned to quarters in St. Joseph, Mo., with contracts for American Legion Post 664, Community Fair, Vicksburg, Miss., and American Legion Post Central Week, Hattiesburg, Miss., which should completed the show's fall routing.

Shows' band leader, James Morgan, was found dead in his home in Greenville, S. C., last week. Max Crown, manager, finished work on the interior of the new Minard show, and is now working on the new Hinges of Hell attraction, which he will also manage. James Murphy joined with his Midget Show, for which a new outfit will be built.

WERE never sure which special week it is unless it's something there is a great hullabaloo about. Last season 15 carnivals played our town and 14 of 'em played home-coming. Didn't realize that so many showmen had lived here.—Urtle Woodzack.

WHILE en route to Lexington, Ky., Frank Hland and James M. Beach, general representatives of Floyd King's New York World's Fair Museum, stopped off in Cincinnati and visited Ray Marsh Brydon's International Congress of Oddities. They report the unit is one of the best framed on four and added that they were extremely numerous courtesies by Willard Backenstew, Arthur Hoffman, Stary DeBelle, and Einar Myren.

MRS. E. O. RICHARDSON letters from Fort Meade, Pa.: "Alice, the Alligator Girl, is not manager of the side show on Mighty Monarch Shows, having signed in that capacity with the unit for a few weeks only. She will tour this season with Koyfonic Modern Shows, where she will manage her Freak Museum and Side Show. It will mark her second year with C. A. Hartsberg's combo."

SIGHTED recently in the lobby of the Hotel Mecklenburg, Charlotte, N. C., were Paul H. Waddill, secretary of Moore County Fair, Carthage, N. C., who was living in the hotel while in Charlotte for medical treatment, and H. M. Kilpatrick, special agent Crystal Exposition Shows. Also on hand was Eldie Ride Shorty, who was with the Crystal combo last season but who reports he will not

return to the road. He is a special watchman at the new government air base in Charlotte.

AFTER waiting an hour for his order of a half fried chicken a midway manager squawked to a cookhouse waiter, "I ordered that half fried chicken an hour ago. When do I get it?" The waiter replied, "Just as soon as somebody orders another half the boss will buy one. It's too tough right now to let half a chicken split."

F. C. SWISHER letters from Parado Shows' quarters in Caney, Kan.: "I'll have two side shows and 10 concessions on the show this season. Have remained my old Circus Side Show the Pan-American Oddities and it will feature freak animals; Eva, reptile girl; illusions, snakes, and an Albino rat village. New banners will be used. My other attraction will be the Parado Circus Side Show and it's new throat-cut Acts include Charms W. All, strong man and tattoo artist; Robert R. Reynolds, magic and vent; and Punch and Judy, Myrna Kersy's Python; Mattie Brasher, illusions; Marie Koshler, monkey girl; Valerie Russell, annex attraction; Frank Brasher, chef. Concessions include a work gallery, string game, two hoop-las, two penny pitches, pan game, mouse game, scales, and bumper store. Also plan to frame two grand stores."



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THESE MEMBERS of Johnnie W. Heaton Exposition were photographed at the home of Treasurer Walter D. Heaton near the show's quarters in Greenville, S. C. Bottom row, left to right, are Treasurer Heaton; his adopted son, William; and wife, Andrea. Behind Mrs. Heaton is Mrs. John Guest, cookhouse operator, and standing are President Bruce Heaton (left) and John Guest, business manager. Photo was snapped upon President Heaton's return from a successful business trip. He is looking forward to a banner year.



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Showmen's League of America

Sherman Hotel Chicago

CHICAGO, March 15.—Vice-President Harry W. Hennies was in the chair at the March 7 meeting and with him at the table were Treasurer William Cursky, Secretary Joe Streiblich, Fred H. Kressmann, and Past Presidents Sam J. Levy, C. R. Fisher, and Ernie A. Young. Maurice R. Franks was elected to membership. Harold Dalrow is out of the hospital and attended the meeting, and Past President Ernie A. Young and Fred H. Kressmann are able to be up and about. Abe Goldberger is still in the hospital, and Tom Rankine and James Murphy are at their homes. Judd Goldman will be out soon, and Jack Lydik advises he is slowly improving. Brother Curtis J. Velare was removed to the hospital in an effort to reduce a high fever. His resting nicely. Much credit for the success of the Spring Party went to Executive Lee Bloch. Results will be announced later. Al Roseman is busy with the annual Outdoor Amusement World Directory.

John Clowe is back after a long absence, and Alvin Bloch returned from a long Southern tour. Past President Edw. A. Beck left for Moberly, Mo., and among members here for the Spring Party were Vice-President Carl J. Sedlmayr, Vice-President Hennies, President Frank B. Conklin, Vice-President Edward A. Hughes, I. C. Kelley, Al Hunke, Pat Purcell, and Mel Smith, Joe Coyle attended the meeting. Mr. and Mrs. Sam Ward left for the South.

Ned Forti and Bill West came in from Milwaukee. Bob Hutchinson was also here. Mr. and Mrs. Harry Martin left for Birmingham, and Mike Powers was in for a brief visit. Sam Bloom and Bill Barkley are planning necessary additions to the League rooms. Brother and Mrs. Ray Marsh Brydon sent the club a framed photo of the late President Jerry Mlugavin, which was handed to the house committee. Dave Picard will leave soon. Brother Harry A. Russell was unable to attend the Spring Party because of the illness of Mrs. Russell. Regulars at the rooms include Walter Hale, Denny Howard, Dave Picard, Bebbie Fisher, John Lorman, Vince McCaher, Dave Tennison, Pety Pivor, Les Koller, Bill Carney, Jack Pritchard, William Young, Fred Donnelly, A. A. Lester, Jerry O'Keefe, Charles H. Hall, Rudy Singer, Max Hinch, Leo Berrington, Izzy Brodsky, Oliver Barnea, J. C. McCaffery, Fred H. Kressmann, James Campbell, Lou Leonard, A. L. Roseman, Mel Smith, John Courtney, Jack Hawthorne, Max Brantman, M. J. Doolan, Julius Wagner, Maurice Hauser, Al Kaufman, Frank Eldenz, and Mike Wright.

Ladies' Auxiliary
Club held a social on March 7 at the Sherman Hotel, with Past President Mrs. Al Laito as hostess. A large crowd attended. Beautiful prizes were awarded. Auxiliary held a large bunco and card party on March 8 at the Sherman for the (See SLA on opposite page)

Club Activities

National Showmen's Assn

Palace Theater Building New York

NEW YORK, March 15.—Vice-President Jack Rosenthal turned the chairmanship of Wednesday's meeting over to Past President George A. Hannid. On the date with them were Vice-President Oscar Beck, Treasurer Jack Greenspoon, Assistant Treasurer Joe Hughes, Secretary Sam Rothstein, Accountant Herbert Levass, and Col. Elwood A. Hughes of Toronto. Colonel Hughes, when introduced, expressed himself as pleasantly surprised at the attendance and said he was on his way to Miami for a vacation. Two new members, Harry Westarath, sponsored by L. Donald King, and Abraham Kallman, by James Davenport, were also introduced to the body. A memorial plaque with the names of departed members will soon be purchased and installed in the rooms. Brother Hughes spoke of the annual banquet, Hotel Astor, November 26, and said that advertising blanks for the year book would be available at the next meeting. The weekly bingo parties and Saturday night dances have been discontinued. Reservations for the two-day Atlantic City outing (March 22-23) were received at the meeting at 45 per person. A number of tickets, at 50 cents each, were also sold for the Barn Dance March 29. Prizes for the best costumes will be awarded and the dancing and entertainment will round out the evening.

President Max Linderman telephoned to express regret on his inability to attend. Charles Lewis in town for a few days, informs that his brother, Art, has been confined in Norfolk with a very bad cold. Brother Sam Berk is recovering from an infected hand at the Lebanon Hospital. Members are sorry to learn that Brother Jerry Gottlieb had to undergo an operation at Physicians Hospital. Frequent visitors to the rooms are Brothers Max Tubis, Max Gruber, Mos Eli, Al Kraling, Alfred Young, Emanuel Klein, and W. C. McGary.

Birthday congratulations to Thomas J. Coleman, March 19; Albert Halpin, William O'Shea, Frank Feit, Samuel Grimaldi, 20; Pat Martinn, Edward I. Rockardler, Albert R. Seigle, Joe Dohah, 21; Sam H. Greisman, Charles Buskinn, John Leonard, Thomas W. Kelly, Louis J. Kane, Oscar A. Harvey, 22; Emanuel Klein, Walter E. Paulovic, 23; George Bittinger, Robert Brughan, Patsy Rosania, Arthur Rosen, 24; Martin S. Berger, 25.

Ladies' Auxiliary
In spite of inclement weather and the fact that a large proportion of local members are ill or convalescing from illness about 35 attended the Wednesday meeting. Auxiliary has made 25 reser-

vations for the annual outing at Atlantic City. Sale of tickets for the Barn Dance is going very satisfactorily. Happy to welcome back Sister Beba Hamid, who is emphasizing on the penny campaign for the Middle Child Fund for Orphan and Poor Kiddies, which has as its objective a Christmas dinner and party for children, which was such a success last year. In the absence of Chairman Irene Greene, of the entertainment committee, it was reported that rummage sale went over the top. The little Hoy Sisters were welcomed back. Auxiliary extends deepest sympathy to Sister Edith Howard upon the passing of her mother. A testimonial dinner to Sister Beba Hamid was held on March 13. Details will be reported next week. Sisters Kate Benet, Flora Ek, Edna Riley, and Edith Friedman, who have been ill, are reported on the convalescent list. Sister Lillian Brooks was welcomed back after an absence of many weeks.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, March 15.—March 10 meeting drew good attendance and developed a number of interesting reports. President Joe Giacj presided and other officers present were Past President J. Ed Brown, Vice-President Pat Armstrong, and Secretary Pop Ludwig. Communications from Everett Coe, Louis Wald, Abner K. Kline, and Bill Spawth were read. Finance Committee Chairman John Miller read a satisfactory auditor's report and Chairman Brown gave an impressive talk on the club's annual Anniversary Celebration, tentatively set for the week of December 8.

House Chairman Ed Walsh congratulated Ben Benoit for the good job of keeping rooms in good shape. Brothers Jack Brooks and Henry Meyers are still confined to their homes. Sam Dolman declared his membership committee would give a good account of itself. Jim Gallagher gave a detailed account of the FCSA Day on Arthur's Mighty American Show in Bell, Calif. More than 100 members attended. Members gave Mr. and Mrs. Martin E. Arthur a vote of thanks.

Past President Harry Hargrave introduced Walter Newcombe, of the Santa Monica Amusement Pier. President Giacj outlined preparations for the year book and preliminary work is in progress. Lunch and refreshments were served at adjournment.

Ladies' Auxiliary
About 40 members were on hand for the March 10 meeting, which was opened by Chaplain Minnie Fisher. Night's award went to Julia Smith, and the door prize, donated by Stella Linton, was won by Eunice Olsen. Sick commit-

tee reported that Maybelle Bennett, Clara Zeiger, Leona Harris, Alice Jones, and Martha Levine are much improved. Plans for the Easter Party are progressing. Past President Nina Rodgers and Babe Miller reported a successful three weeks' business at San Diego, Calif., with Clark's Greater Shows. Lucille King returned from a vacation in Palm Springs, Calif.

Members introduced after being absent for some time were Mabel Brown, Margie Steffins, Millie Dobbert, Hazel Fisher, Anna Stewart, Lucille Zimmerman, Nellie Bowen, Marie LePors, and Martha Levine. Edith Walpert reported a pleasant vacation with her sister, Hazel Redmond, in Texas. Sick Committee Chairman Mora Bagby reported that Tillie Palmaster, who is recovering from a lengthy illness, would like to read letters from friends. Hostesses at the meeting were President Foster, Jenny Bawlings, Ester Lathey, and Rose Board.

Heart of America Showmen's Club

Reid Hotel Kansas City

KANSAS CITY, Mo., March 15.—Second Vice-President Neal Walters called the March 7 meeting to order. Also on hand were Secretary G. C. McManis and Treasurer Harry Alshuler. Membership applications of Elmer P. Houston and Billy Kent were accepted. Site for the Banquet and Ball, which will be held as usual on New Year's Eve, is expected to be decided upon by the committee in charge soon. Meeting adjourned early to permit members to participate in a delightful fish and chip luncheon, with members of the Ladies' Auxiliary as guests. Rest of the evening was given over to bridge and rummy games. Howard Y. Bary, of the Hamid-Morton Circus, presented members with 25 tickets for the Police Circus. George Gore, Los Angeles, is here and presented the club with a box of cigars. E. E. Garrison is here visiting Brother Maj. George Barton.

Brother John Castle was in the city on business. Brother and Mrs. Roy E. Marr came in from Hot Springs, Ark. Brother Chester L. Levin is still in Little Rock, Ark., and Brother Slim Johnson, who accompanied him, is reported on the mend. Past President and Mrs. L. E. Carter left for Poplar Bluffs, Mo., and the Al Baynton Shows. Brother Maj. George Barton left to visit friends and relatives in the East, but is expected to return soon. Members are requested to give the secretary their summer address.

Ladies' Auxiliary
With 19 attending, Ruth Marlton, president, called the March 7 meeting to order. Other officers present were Blanche Francis, second vice-president, and Pearl Vaughn, third vice-president. Ann Carter was appointed warder. "Thank-you" cards were received from Jack Ruback and Mr. and Mrs. Bill Duncan. Jackie D. Wilcox is suffering with the flu and Lois Hart, who has been critically ill with pneumonia, was reported as slightly improved.

A letter was read from Clara Zeiger, who is at quarters in Albuquerque, N. M. Ruth Spallo passed the penny box, and the night's award went to Hattie Hawk. President Marlton thanked the entertainment committee for the successful anniversary party. In the absence of Chaplain Duncan, the meeting was adjourned by Helen Smith, secretary. Leta White and Margaret Anshor left for winter quarters, and Boots Marr was called to the city on account of death of a cousin, Mrs. Fagg. Mrs. Bird Brainerd returned from a vacation in Florida and Havana, Cuba.

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Easyweight cards, black on white. Wheel markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
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 100 cards, \$11.00; 150 cards, \$15.00; 200 cards, \$19.00;
 251-250 cards, \$13.75; 300 cards, \$16.50.
 Remaining cards, 25¢ per 100.
 No. 140 — Extra Heavy Green Back Sides.
 Per 100, \$9.50.

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Made to run six or 100 cards each. Played in 3 min. to allow the cards to get out and played in 15 min. to allow the cards to get out. Fully set, selling markers, \$9.50.

All Bingo and Lotto sets are complete with wheel markers, tally and directions sheet. All cards size 6x7.
LIGHT WEIGHT BINGO CARDS
 Black on white, postal card thickness. Can be mailed or shipped at 2¢ per 100. \$3.75 per 100. \$1.25 in lots of 1,000, \$1 per 100. Oiling markers, extra, 50¢.
 Automatic Bingo Shaker, Real Glass \$12.50
 3,000 Jack Pot Sides (coupon 7 numbers) per 1,000 1.25
 Lightweight Lycopine, 6x12, Per 100 .50
 3,000 Small Tin "Evensong" Bingo Shows, 7 colors, pads at 25, size 4x5, per 1,000 1.25
 3,000 Postcard Bingo Shows, 5 1/2 x 8, 7 colors, \$1.25 per 100. Shipped in 2500 1.00
 Chicago extra on these items:
 3,000 Small Tin "Evensong" Bingo Shows, 7 colors, pads at 25, size 4x5, 25,000 for 1.25
 Dice boards and pads, waffle dice, coupon books, substitution boxes, tin, Home, Pat, and sample cards free. Try our 2¢, 1¢, 1¢, 1¢. No personal checks accepted. **WATSON SALES**

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JUDGING by the best expressions on the faces of those three must-get-there (left to right), Sunny Berner, Pat Purcell, and Bernie Mendelson, there must have been something interesting going on at the Showmen's League Spring Party in the College Inn of the Hotel Sherman, Chicago, on the night of March 10, when the picture was snapped.—Photo by Ira Fink.

DARE-DEVIL OLIVER
 World's Premier High Diver
 Outfit and wardrobe the best. A guaranteed free attraction. Write or wire permanent address: Tonawanda, N. Y.

Hartmann's Broadcast

CINCINNATI

OUR report and comment on the Indiana bill which threatened to keep out of the State circuses, carnivals, tent shows, in fact, any kind of transient show that would compete with established amusement places, and which has been indefinitely postponed by the House, prompted Chris M. Smith, prominent carnival showman and son of the late head of the South Greater Show, who gave a pioneer in the carnival field, to give his views on the question of individual and organization efforts in fighting legislation or movements detrimental to show interests of the tented variety.

Many showmen and others had a finger in the pie in opposing the Indiana bill, but we are not going to mention any names. Also opposing it was a carnival men's organization but of whose activity Chris apparently was not aware. Anyhow, if we interpret his views correctly, Chris would like to see the day come when transient outdoor show interests could depend solely upon an organization for protection instead of trusting to luck with individual effort. Writing from Savannah, Ga., he says:

"My Dear Hartmann—Ever so often I get the urge to drop you a line—sometimes a report, now and then asking a favor (always granted and appreciated) or an occasional friendly note as from one old-timer to another. This one will have a different flavor, 'the threat of the law givers.' I have watched with interest your report on Indiana. Wondered what individual interest was protecting us this time, and how long we can expect a rabbit-foot to keep on functioning.

"Individuals have fought the battles that rightfully belonged to some kind of organization. I wonder if we can always depend on that kind of protection and trust to luck. From the early days down to the present, including the Charles A. Abbott, Pop Smith vs. South Carolina case, the F. H. Bee Kentucky legislation battle, and A. C. Bradley's dramatic Arkansas performance, it has been up to some individual to go to bat and save the day for an industry that employs thousands of people and influences every walk of life. I believe you took cognizance of Bradley's 'rescue act' shortly after it happened—like an O. Henry story with the surprise ending and all. The bill would have certainly gone thru had Bradley been in the least lacking in that quality that goes to make a real showman.

"Lady Luck and the Lady that guards the Golden Door, to beckon 'the tired, huddled masses, the homeless, tempest-tossed,' have been very kind to us, but I think if we look a little closer we will find that they have both added 'watch your step.' During the World War I we were found to be 'essential' and took our position in a stride—more than made good, as all vets will remember. Some of the records will never be broken. I hope our status will remain the same during the present emergency.

"Along with all old-timers I am a double-duty optimist but I don't think we should 'look out the window.' The opposition that would be the most likely to be unfair (I don't think it necessary to name) has recently lost the forcing hand. That makes us probably represent their margin of profit. The new outlet (I. A.) has not snuggled up as readily as the experts expected, although they are making a very important effort. It is unfair, in view of what we know about some sections of that group, to suggest that they might be influenced to do something about the home outlet that would not be exactly complimentary? Twenty tax-conscious legislators are in session this winter. Double that number will ready go to town in the next year. Are there others as void of 'groin consciousness' as we are? I wonder."

IN HIS collection of circuses, Robert D. Good, of Allentown, Pa., has a remnant of the old Buffalo Bill Wild West Company in the shape of a copper bronze "merit" medallion, evidently given to certain members of the troupe during its European tour.

The coin is about one and one-fourth inches in diameter, with a heavily milled edge or rim. It is reddish brown in color, very heavy, and engraved like a very good cameo.

On the front is a fine engraving of Buffalo Bill showing the head and bust of the old scout. The engraving has the raised effect of a fine cameo. Over the head and inside the milled edge is the inscription, "Buffalo Bill's Wild West Company," and at the bottom, in small letters, the name of Bodely and Reynolds, the craftsmen who made the piece. In the center of the back of the coin is a large five-cornered star encircled by a wreath. Above the star is engraved "London, 1893," and under the star in large letters the word "Merit."

Altho Good has showed this piece to many old showmen, none could cast any light on its history. It was probably given to one of the Wild West show's advance agents who lived in Allentown years ago.

Good thinks that perhaps some readers of The Billboard know the history of this old "merit" medallion. If so, please contact us.

Houcke's French Show Playing in Sweden

NEW YORK, March 18.—Letters en route from Sweden since the last week of December being word of the opening of the French circus of Jean Houcke at the Lorensberg indoor circus arena at Gothenburg on December 26.

Apparently Houcke was fortunate enough to get his large group of horses out of Denmark, where he was playing before the occupation of that country by the Nazis, and also to have with him most of the members of his family, all talented riders.

Jean Houcke presents 15 Liberty horses; Gilbert Houcke offers a Norman riding number with nine horses; Nadja Houcke puts a high school horse through its paces; and Sacha Houcke opens the show with a Western riding bit. Also featured on the bill is Traubka, with a group of six tigers, including Bengal, a wire-walking cat.

The Brockett Brothers, popular Scandinavian jockeys; Harold and Bibi, musical acrobats; and Syd Fox and Bodo West, comedians, are featured in clown alley. Circus acts include the Five Yak Chingas, Chinese medley number; Axel Morand, novelty trapeze act; and Harold, contortionist.

The circus at the Lorensberg arena is an annual Christmas event and usually runs several weeks.

SPRING SPATTERS: Somebody saw a bluebird in Burbouge Square last week; the geese are flying north, and the boys on the Magic Carpet are thumbing The Billboard's outdoor pages for new season info, which is an incontrovertible sign that spring is in the air and everybody is getting itching feet. The 46-milers are busy refurbishing their rides, framing new concession tops and stands to be ready for the busy industrial spots in the Chicago-land area where prospects look very bright. In fact, so bright that the home guards are going to have plenty of competition from road carnivals. At any rate, a look at the books of several city clerks reveals that everything is set for some fairly early shows, not all of them small ones.

ELWOOD A. HUGHES, general manager of the Canadian National Exhibition, Toronto, showed up for the Showmen's League party wearing a booming Florida tan. Business called him north, but after the party he left for New York and planned to return to Florida shortly for another sunshine session. . . . Carl J. Sedimayer didn't linger long after the party either, having grabbed a plane for Toledo Tuesday (11). . . . J. P. (Jim) Malone, Beaver Dam barrier and fair show, stepped off for a day on his way to Detroit for a meeting of the U. S. Trotting Association. . . . Edna Curtis left from Minneapolis and will pleased

Leonard Traube's Out in the Open

NEW YORK

Where They Come From

AT THE annual meeting in Boston of the New England wing of the country's amusement park association R. E. Uzzell introduced a quiz which, among other things, produced an interesting if necessarily brief excursion into the background of some of the men who are responsible for our amusement parks today. For example, it was noted that John Carlin, the Baltimore park showman and heckey impresario, was in the housing business before going alfreco. A case in reverse is Harry H. Sawyer, veteran ride engineer, who all but checked his park activities to devote himself to what Carlin used to practice—the building of bigger and better houses.

As our poor memory recalls it, the late George Scheit was in the grocery business before he took hold of Coney Island in Cincinnati—or are we thinking of Big Bill Baeffner, pilot of Enna Jettick Park, Auburn, N. Y.? Norman Alexander, Woodside Park, Philadelphia, was in the public utilities field, a branch of operation which is, or used to be, at any rate, closely linked with parks. Cy Bond, the Dodger man, also had his experience in lighting utilities, as well as in social and civic work, and George P. Smith Jr., who went from the late World's Fair to John Bonzon's Farm in New Hampshire, was once associated with Bond in spreading the gospel of gas—not the variety of gaseous substance, we hasten to add, which is known as the gentle art of cutting up jackpots, especially in the lobbies of hostilities for all to hear.

Rex D. Billings, of Belmont Park, Montreal, was a simon-pure acrobat, which may not be so foreign to park work, where bookkeeping acrobatics keeps men busy figuring out the net, if any. Billings' son, Buddy, who has worked with the old gent and this season receives his baptism of fire as a manager—at Seaside Park, Virginia Beach, Va.—can look back to a short but brilliant career in about a dozen different pursuits from drama director to guide to writer to cruise expert and whatnot. Henry Guenther, of Olympic Park over Jersey way, was a bear tamer. Frank Darling was a teacher. George Hamid must be included somewhere because he owns a park—White City in Worcester, Mass. He was, as everyone knows, a tumbler. But Hamid was in show busi-

ness long before he became interested in the Bay State spot. We mention this because many others in the park fraternity followed the amusement line before they met up with the summer playgrounds. Consequently, this type has been omitted from the current discussion.

No attempt has been made in the foregoing to pick out other than a few random examples. We have an idea that we haven't even scratched the surface in this direction. What we really started out to say was that Uzzell, who is historian for the National Association of Amusement Parks, Pools, and Beaches and beyond dispute the best informed man in the country on amusement park personalities and their careers, could write a heroic book on this subject alone. Maybe some day he will be persuaded to do it. He should—if only for the reason that something of this nature should be left behind for future historians of an important branch of the outdoor show business.

HAS John Ringling North "threatened" to keep the show in winter quarters if the unions give indication of "bothering" him in advance of the Big Show's opening in New York next month? And is it true what they say about the American Guild of Variety Artists—that it intends to ask for \$12 per week extra for performers during the local Garden engagement, because artists have to pay their room and board in New York out of their own pockets? Albertina Basch has been advertising for girls, announcing a 30-week season on the Ringling show. . . . Last time we saw the late Julian Hingus, the world's No. 1 female impersonator, was at the Circus Saints and Singers' luncheon for Irving Berlin last November. Hingus looked like the pink then, the somewhat heavy around the middle, but he gave out with some almost like of old. . . . Arnold E. Gurtler, chief of Elitch Gardens, Denver, was checked in at the Waldorf, from which base he arranged shipments of flowers to the greatest floral spot of them all—at least in an amusement park. . . . Lew Lange, veteran carnival concessionaire, was well represented on Broadway of late. His namesake, Lou Lang, is the cork leader at the Belvedere Raymond Scott, to whom he bears a singular resemblance, was bawling at the Strand. Lange himself is pushing programs at the Garden prior to making the annual tour. . . . Pat (Lynch Death) Dodgen Purcell has turned coach with a vengeance, delivering a historic address before the Tampa Advertising Club. An eyewitness reports that the intangible PP showed that he can bring his thrills to bat at the speakers' table as well as over the mike. This is a St. Patrick's Day offering for the general redhead with the least one-two punch.

Nat Green's The Crossroads

CHICAGO

with this year's Shrine circus, which bettered last year's record. . . . Johnny Tripp readying to depart for New York to again be with the Ringling clown alley aggregation. . . . Bernie Mendelson was called home from the South by the illness of his father. . . . Mel Smith, manager of Sally Rand, at the Deventer, on Hand Six. . . . Harper Joy, West Coast banker and super circus fan, will drop in on the Atwell Luncheon Club Tuesday (18). . . . Yes, those were Pat Purcell, Bob Lehman, and Mel Smith in the La Coma line on the Panther Room dance floor Monday night—and without benefit of any reasons from Madame La Zooga.

IN THE MAIL: From our favorite dilettante, Rubie Liebman: "Yust got hired for my 23d consecutive year as a robe announcer and ballyhooser at the low State Fair. I claim this to be a record unsurpassed by any other similar comedian (you're safe there, Rubie). Can also say that my selling season is the best I ever had." . . . From Bob Stevens: "Sorry you failed to see the show in Milwaukee. I have sold General Motors of Canada exhibit for all the Canadian towns played by Hamid-Morton. This year I had 33 banners at the Milwaukee show—the largest number of banners in Milwaukee's history. I will leave here (Montreal) April 2 for New York, S. C., and open with Wallace Bros.' Cir-

cus." . . . Jackie D. Wilcox writes from K. C. that she left the Via Allen Agency several weeks ago and is taking a much-needed vacation before taking over her new duties as general agent for the Bud E. Anderson Circus. Show is to play a Shrine date in Omaha, Jackie says, before opening its regular season April 21 at Emporia, Kan. . . . Dr. L. C. Holland, dental surgeon of Suffolk, Va., evidently intends to do some clowning this season, as he writes the Crossroads for info as to where he can purchase wigs, clown suits, clown white, red stick, and black stick. In the past he has worked some dates with Felix B. Adler.

BUBB WILSON, took F. A. (Babe) Boudinot and Harry Best on the first leg of their journey east to join the Ringling show, going as far as Peru, Ind., which gave him an excellent opportunity to prow the old winter quarters in search of historical material. . . . Al Humke and Ned Turti enjoyed the League party, even if some of Ned's "friends" did give him the elbow. Alexian Brothers' Hospital, where many showfolks have been cared for, will hold its diamond jubilee April 26 when a big charity party will be held. The Alexian Brothers' first hospital in Chicago was a six-bed building. Today they have a fine structure of care for thousands of patients annually.

Thomas in Dual Role With Cole

Becomes announcer and radio head—animal sounds to be recorded at show's zoo

LOUISVILLE, Ky., March 15.—When Cole Bros' Circus band strikes up the opening tune this year, a new voice will be heard over the loud-speaker system. While the voice probably will be new to circus patrons, it no doubt will be quite familiar to radio listeners in the stands, for the voice will be that of Harry Thomas, one of radio's most popular announcers.

In addition to being the official big-top announcer, he will be in charge of the radio department, which is to be given a more prominent part in the show's publicity campaign this year.

Arrangements have just been completed by General Manager Zack Terrell with the Gemmett Recording Division of the Starr Piano Company, of Richmond, Ind., for the production of a series of radio transcriptions. A mobile sound recording unit will arrive at winter quarters April 10 and be set up in the zoo, where animal records of the wild animals will be recorded. Thomas will announce for the recording and supervise their making. Twenty records of various sizes are to be made, including a 15-minute disk planned for special bookings.

Thomas, at present with Radio Station KOGM in Albuquerque, N. M., will arrive in Louisville about April 7 to assume his new duties.

Publicity Office Busy

Much has been written about the different departments at the Cole quarters, but little or nothing has been said about the publicity office, which, right now, is working day and night, to complete the huge volume of advertising material needed for the new season. Under direction of Ora C. Parks, copy for all kinds of material is being prepared.

A 15-page brochure of jobs will be one of two different styles of heralds used in advance of the show this year and there is to be an all-new program and magazine review which is being produced by the publicity office. Richard Scatterday, national advertising representative for the show, is in New York handling the advertising copy and reports that he has sold much copy, including several full-page displays.

Since the weather has become a little more like spring, a very noticeable gain in patronage at the zoo has been noted. Although good-sized crowds are on hand each Saturday afternoon, the big business continues to be on Sundays. Two performances are given each afternoon, including an elephant display and a seal act. Other acts are added Sunday afternoon.

The Paul Nelson Troupe of Hissley performers, six in number, arrived at quarters last week and will remain until the show opens. They are breaking in several new acts and are working out daily. The troupe has been working all winter. Paul Nelson is a son of the late Arthur Nelson and a brother of Mrs. Zack Terrell.

Milwaukee 8,000 Over 1940 Gate, Says Morton

CINCINNATI, March 15.—Bob Morton wired The Billboard this week from Topeka, Kan., saying that the report in The Billboard last week regarding attendance at the Milwaukee Strickon Circus was in error. Last week's report was that the attendance was 8,000 under last year's. Morton wired: "I have actual box-office signed statements that we were 8,000 actual paid admissions ahead of 1940. The last four houses were complete turnarounds, and our cash gross and cash net are far ahead of 1940, in spite of the Allis-Chalmers big strike for six weeks."

Mills Elephant Dies

WEEKA, O., March 15.—Milt, 21-year-old elephant, purchased by Jack Mills for Mills Bros' Circus last fall from the defunct Berg Bros' Circus, died recently in the Mills quarters here. The animal had been ill some time. Jack Mills had planned to take his two elephants on tour with the show, which opens here late next month.



HARRY THOMAS

Jacobs Not With Wallace; Staging Own Circus-Rodeo

PERU, Ind., March 15.—Terrell and Dolly Jacobs will not be with Wallace Bros' Circus this year, reports to the contrary notwithstanding.

The wild animal trainers, now playing indoor circus dates, will give their own circus and rodeo here Sunday, April 13, and will be featured in the Great Olympia Circus at the Chicago Stadium by Sam Levy, of the Barnes-Carruthers booking office.

CHICAGO, March 15.—The Chicago Stadium show will have 12 performing elephants, including those of Downie, Nelson, Haag, and Will Hill.

Mpls. Shrine Gate Tops Last Year's

MINNEAPOLIS, March 15.—Zuhrah Temple Shrine wound up its 29th annual Shrine Circus here last Saturday (8) with a gate that was ahead of the 1940 attendance. Ivan Graves, publicity chairman, announced. During the six-day period of the circus, several capacity crowds filled the auditorium. A financial success is assured, Graves pointed out, although gross receipts will not be known for several weeks because more than 4,000 local Shriners have to report on their minimum of 10 tickets each.

Proceeds will be used for Zuhrah Temple's charitable and philanthropic program.

80,000 See H-M in K. C.; Sponsors Net Over \$20,000

KANSAS CITY, Mo., March 15.—The best attended five-day indoor circus ever held was the Hamid-Morton Police Circus in Municipal Auditorium here March 4-8, according to Bob Morton. Admissions numbered over 80,000 during the engagement. On Saturday night a mid-night show was given to take care of the overflow, and on Friday night about 5,000 were turned away. It was the first time a show was permitted to have animals in the auditorium.

The Kansas City police, who sponsored the show, netted a profit of more than \$20,000, according to E. J. Smyth, vice-president of the Police Benefit Association. Smyth was so elated over the success that in a letter to Morton March 11 he wrote, in part:

"We want you to know that you have written amusement history in Kansas City in the five-day appearance of the Hamid-Morton Circus last week in the Municipal Auditorium here. It is generally agreed among the management of the Auditorium, business men, police executives, and show people that no attraction of any kind has ever created such widespread enthusiasm and approval as was received during, and has continued since, the appearance of the circus.

"As you know, before you opened

Old King Cole and Mother Goose Theme of RB Spec; Art Concello Arranging Unique Girl Finale

SARASOTA, Fla., March 15.—Rugling Bros. and Barnum & Bailey Circus opening spec this year will be on an Old King Cole and Mother Goose theme, officials said today.

Produced by John Ringling North, created and designed by Noeman Bel Geddes, and presented by Albertina Beach, the spec will be one of the most lavish ever offered, according to Roland Butler, press chief. As a matter of fact, the spec won't be the opening attraction on the program. It will be too big for that, Butler said, and will be presented early in the performance after everybody has been seated.

Arthur Concello is arranging a unique girl display to be presented as a part of the main finale. It will be a huge web, with 46 girls dressed in patriotic costumes on each side. The web already has been built and has attracted considerable attention at quarters here.

The Garden opening of the circus depends, as usual, on the hockey league playoffs. Circus officials are watching the results of the games with interest.

AFL Grants Charter To RB Employees; How About CCFRIU?

NEW YORK, March 15.—A jurisdictional battle looms between two unions holding charters representing labor employees of the Ringling-Barnum circus, American Federation of Labor this week granted a charter to the Big Show's workers traveling under the label of Circus Workers' Federal Labor Union No. 22628.

Last year the AFL authorized a charter for the Circus, Carnival, Fair, and Rodeo International Union, of which Ralph Whitehead is president. Whitehead ordered the circus picketed in New York and other cities last year.

Granting of the new charter followed an investigation by George Meany, AFL secretary-treasurer, when RB representatives appeared for an application before the federation's executive committee at the recent convention in Florida.

CCFRIU is described as a federal union, not international in scope, with payment of a per capita tax to the AFL only.

A wire to William Green, AFL president, requesting details covering jurisdiction, names of officers, and other points has not brought a reply as yet.

and are hoping that the show can open as early in April as possible.

Roland Butler and Frank Braden were scheduled to leave Sarasota today for New York to open press headquarters.

Quarters Buzzing

Meanwhile, performers and workers are going at top speed getting the show ready for the departure. The quarters are literally buzzing with activity. In the aerial tent the Concellos are completing preparation for a new flying act. Hubert Castle is working on new wire routines.

All menagerie cages are being rebuilt to conform with the new streamlined tent designed by Bel Geddes, and more than 20 have been turned out already. Butler pointed out last week that either Gargantua and Toto, the circus gorillas, will be housed in a different tent from the rest of the menagerie this year, there will be no additional charge in spectators for a look at the animals. This corrects last week's report that there would be an extra charge.

The gorilla new streamlined tent will connect the menagerie with the big top, Butler said. The gorilla tent, incidentally, will be a forerunner of what the big circus tent will look like in 1942. It will be about 1/30th the size of the big top to be built along the same line next year.

Presents Church Charity

Performers and the personnel of the Ringling show will present the annual St. Martha's Catholic Church outdoor circus at winter quarters here March 19, with afternoon and night performances.

The church charity circus has become a fixture here and is regarded as a sort of preview of the regular season to follow. Many acts are presented in public for the first time, and the new costumes are given their debut.

In previous years the show was held on the church grounds, but a new building is now being constructed, necessitating the winter quarters site. Circus performers and workers donate their services and all the net proceeds go into the church building fund.

John Ringling North, Peter Arno, New York caricaturist, and Baudel Lynn, well-known magazine artist, served as judges for the Pageant of Sara De Soto beauty contest staged at Sarasota Lido March 9. They selected Glynn Putnam as Miss Sarasota over 14 other candidates. The contest was a feature of the pageant water show.

Juggling performances were also featured at the annual Sarasota Milk Stand Ball at the John Ringling Hotel Wednesday night, March 12. Mrs. Henry W. R. North was chairman of the ball. Among the performers were Maximiliano Truzzi, Ely Ardely, the Cristiani Troupe, Hubert Castle, and the Canastrell family.

Malloy Unit Plays Two Capacity Houses

CANTON, O., March 15.—J. B. Malloy's circus unit played two capacity houses at a Navarre, O., high school March 7, under sponsorship of the parents of student band members. Malloy was reserved for students and attracted about 500 more than it did a year ago.

Included in the Malloy unit were Tinker Toy and his Pals, dog and pony novelty; Nancy Darnell, aerialist; Jack and Ruth, Roman rings; Art Hill, comedy cyclist; the Vardels, acrobats; Timbu, the human ape on the slack wire, and Velma Ziegler. This date was the first of several one-nighters scheduled for Eastern Ohio school groups.

Acts in Binghamton Show

BINGHAMTON, N. Y., March 15.—Acts booked for the Rotary Club, Charities Circus in the Old State Armory here include the Christy Circus unit (Liberly horses, elephants, trained dogs, and a pony grid), Madame LaTiana, Randow Troupe, Turrence and Victoria, Canastrell Family, Six Antalska, and Aunt Jennie and Her Operating Helpees. Music will be furnished by Joe Basler's Madison Square Garden Band. All booked thru the George A. Hamid office.

Stuart M. English is general chairman of the circus. Advances there also in ahead of last year's. Seating capacity of the Armory has been increased.

NE MEET SETS HIGH MARK

Visiting Reps Put Session in Conclave Class

Diversified program gives wide appeal—second term handed President Clare

BOSTON, March 15.—Setting a mark in a single day for the parent organization to shoot at during its almost week-long deliberations in Chicago next winter, the New England Section, National Association of Amusement Parks, Pools, and Beaches, held its annual convention in the Manger Hotel on Tuesday and came away with what many considered the best and most diversified program in the history of the regional group.

Altho this was the 13th annual meeting, even the most superstitious had to admit that everything went off without the slightest hitch from morning registration to evening banquet. The presence of park officials from outside New England's borders lent an unusual "polysectional" tone to what could almost be described as a conclave. These representatives included Norman E. Alexander, Woodside Park, Philadelphia, former head of the NAAPPB and for some 20 years one of its leading spirits; John J. Carlin, Carlin's Million-Dollar Park, Baltimore; and Herbert F. O'Malley, Playland, Rye, N. Y. At the banquet a few fair chiefs turned out in E. H. Spruett, Marshfield, and Fred B. Dolis, Greenfield, Mass., and H. O. Pelley, Bangor, Me. More eaters and amusement interests from more widely distributed areas were also in evidence.

Achievements and Info

Program session itself was a combination of "achievements" and "information-service" in the former category was an address by Edward J. Carroll, Riverside Park, Agawam, who placed stress on attractions, exploitation, stunts, and showmanship in a talk labeled "In Defense of a Good Offense." Views of this youthful, energetic son of a great sports promoter were accepted as particularly significant because last year he took hold of a run-down but once popular spot and made the amusement-going population conscious of its existence by a series of stunts to support a transformation program.

I. Mark Polakewich explained how he acquired a small patch of land in Freeport, Me., and in a few years ran it up to about 500 acres of constantly expanding sand known as the Desert of Maine. The sand showman, formerly a merchant in Hingham, Me., took for nearly an hour without notes and in all that time kept his auditors interested with a narration of the compelling romance behind one of nature's great phenomena. On the practical side, he said that he reaches the State's big tourist trade largely thru travel worded billboards, augmenting this with bumper cards and newspaper and radio advertising.

Also under "achievements" but partially of a "information-service" nature as well were motion pictures of parks. (See NE ANNUAL MEET on page 47.)

Danish Operators Active

NEW YORK, March 15.—Delayed mail from Denmark brings letters from Copenhagen and a copy of a new Danish park periodical which reveal that amusement park showmen there are still active, altho much in the dark as to what the coming season will hold in store. The Danmarks Teltbøder Forening, national association of Denmark's outdoor showmen, elected three officers at their annual meeting on November 21: B. P. Pedersen, president; Ole Olsen, vice-president; C. Olsen, treasurer; and C. Jacobsen, secretary.

ROCKFORD, Va.—Preparing for heavily increased traffic to Virginia beaches the coming season, Virginia Ferry Corporation has added to its fleet its newest streamlined ferry, the B. S. Pockhontas, built at a cost of \$1,228,000, on the run from Norfolk to Cape Charles.



EDWARD J. CARROLL, director of rejuvenated Riverside Park, Agawam, Springfield, Mass., who was elected first vice-president of New England Section, National Association of Amusement Parks, Pools, and Beaches, at the 13th annual meeting in the Manger Hotel, Boston, on March 11, will be host of the group's 1941 summer meeting. According to custom, this will mean that he is to become president of the section in 1942, to succeed John T. Clare.

Hamid Pier To Bid For Camp Dix Men

ATLANTIC CITY, March 15.—Efforts have been started to make Atlantic City and Hamid's Million-Dollar Pier here more appealing to men at Camp Dix, N. J., and their families over summer week-ends.

George A. Hamid, pier operator, and Brig.-Gen. Edward C. Rose at Camp Dix had several conferences on the subject. Hamid has offered facilities of the pier to the men at 50 per cent of the prevailing admission price, including all Saturdays and Sundays, and holidays. Brig.-Gen. Rose is said to have suggested that the Atlantic City Chamber of Commerce make arrangements for transportation between Camp Dix and this resort during summer months.

Hamid said the offer would apply to all uniformed soldiers, sailors, and marines. He is contemplating a weekly Camp-Dix Night.

QUINCY, Ill.—A \$40,000 fire destroyed the beach, dance pavilion, casino, and several cottages here on March 7. Casino housed novelty shows, bowling alley, and dance hall. Walter Perkins, owner, was in California.



RE-ELECTED TO THEIR POSTS at the 13th annual meeting in the Manger Hotel, Boston, on March 11, these officers have long served New England Section, National Association of Amusement Parks, Pools, and Beaches. Secretary Fred L. Markey (left) is credited with having prepared many spirited programs and Treasurer Andrew Cassava (right) has given much to the group in experience and inspirational talks.

Hodge Predicts Largest Volume In History of NAAPPB Risk Plan

CHICAGO, March 15.—From the office of the Executive Secretary A. H. Hodge here has just gone out the first mailing in the 1941 public liability insurance campaign of the National Association of Amusement Parks, Pools, and Beaches. Ever since the December convention of the NAAPPB the public liability insurance committee, N. E. Alexander, chairman; Leonard B. Schloas, vice-chairman; Richard F. Luase, H. P. Schmoek, Edward L. Schott, and John Logan Campbell, official insurance consultant for the association, have been working with Ralph L. Ingia, resident vice-president of the Associated Indemnity Corporation of San Francisco, in simplifying and strengthening the plan sponsored by the association for the benefit of policyholders.

The story of the plan is told by the communication which has been mailed to the entire amusement park and pool industry. In forecasting the largest volume in the history of the plan, Secre-

tary Hodge said, "Our relations with the officials of the Associated Indemnity Corporation have been most harmonious. The fact that our own committee is privileged to sit down with them once a year and pass on the experience credits for all risks assures all policyholders not only of a minimum cost for coverage but also a privilege which they never enjoyed under any other form of coverage."

"Special brokers for the plan are John Logan Campbell, Baltimore; Fred E. James & Company, Chicago, and the Cleveland Insurance Agency, Cleveland. We are anxious to extend the benefits of our plan to many more operators this season and hence hope that all interested will send in their questionnaires immediately. Questionnaires should be sent to Secretary A. H. Hodge, Suite 1130, 301 North Wells Building, Chicago."

AC Pier Battle Going to Court

ATLANTIC CITY, March 15.—The city and ocean pier interests operating southward of the Boardwalk entered long-threatened litigation when former Senator Emerson L. Richards, acting in its own behalf, last Tuesday filed a bill in Chancery Court in Camden, N. J., to compel enforcement of the city's Easement Deed of 1906. Before filing the action, Richards said Chancellor Luther Campbell had referred the case for hearing to Vice-Chancellor Albert S. Woodruff, Camden. Ordinarily, hearing on the injunctive proceeding would have been before Vice-Chancellor W. Frank Hoop. However, because of decisions affecting the amusement piers here made while he was city solicitor, Hoop took the position he was disqualified to sit in any subsequent hearings.

In addition to the city, defendants named are Atlantic City Steel Pier Company, owner of the Steel Pier; Associated Realities Company, owner of Million-Dollar Pier, and Hamid's Million-Dollar Pier, Inc., operator of that pier. The bill asks that the future sale of any commodity or service be restrained on both piers and that the city be compelled either to enforce provisions of the Easement Deed against both piers or cancel the deeds of conveyances made in 1906 to present owners, which, in effect, would mean the end of the deed and all its provisions. The court also is asked to restrain sale of any commodity or service on both piers or charging more than one entrance admission, pending outcome of the litigation.

Richards cites that the predecessors in (See AC PIER BATTLE on page 47)

Phoenix Ops Start; Air Base Viewed as Big Boost for Coney

PHOENIX, Ariz., March 15.—More than the usually arid Salt River Valley has had in the 45 years that weather bureau records have been kept here has necessitated postponement of formal opening of Phoenix Coney Island, amusement park under construction here. Opening was set for the first week in March, but rains bogged down construction to such an extent that it will not be possible to have a full opening for another month or six weeks, said Joseph C. Weber and William Geis, developers of park.

Some concessions are already operating and good weather which arrived last week brought them excellent business. Those now open are Joe Good and Vera and Virgil Cross, photo gallery; George H. Clark, novelty store; Emil Brandt, high striker; Chuck Faughton, luncheon; Bill Tompkins, pitch-all-win, darts, shoot, and dart and balloon games; Roger Wilson, Miniature Railway and Chairlifts; Mike Mendelson, bingo; Joe Stevens, midjet race track and pony ride; Henry Ewald, trained goats and goat rides; Pop Eberole, popcorn and ice cream; Sam Anderson, shooting gallery and target range.

Park occupies five acres at 40th and Washington streets. Land is owned by Weber and Geis. All concessionaires now here they report, have formerly been with amusement resorts, parks, and carnivals. Others are arriving. An addition to previously announced plans is construction of a circular lagoon for miniature motorboats. Island enclosed by the lagoon will be the location of a bar, accessible by rustic bridge.

Weber, Geis, and others enlisted with the project set in the recently announced selection of Phoenix as a site for a U. S. Army Air Corps advanced flight training base a big boost for their prospects. Base will have a personnel of some 3,000 officers, cadets, and enlisted men to augment the 122,000 population of the Phoenix metropolitan area. Also under construction here is a \$700,000 primary aviation training base of Southwest Airways, Inc., war department-subsidized corporation, which by June will be turning out classes of 1,000 beginner-pilots per month.

Storm Sets Back L. I. Work

FAR ROCKAWAY, L. I., N. Y., March 15.—Preparations for the new season's start, which as usual, is scheduled for Decoration Day, were bogged down by a heavy snowstorm which heaped the Island's coast with more snow than any storm has done in several years. Joe (Coco) Mackay, one of the big purchasers of amusement paraphernalia at the New York World's Fair, now in the process of dismantlement, said a common complaint among buyers was that the salvaged material was too fragile to go thru rough handling.



The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Respected Beauties

A novel beauty contest will be held in Palestine (N. J.) Amusement Park on April 26, adjacent to the big swim pool. It will be open only to girls who wear glasses, and conducted by the community opticians' association. Some 60 respected beauties have already entered and it is expected that over 300 will lineup for the finale, garbed in the traditional bathing attire. Arrangements have been made for the winner to fly to the West Coast where she will be greeted by Hollywood celebs. Season passes to park and pool will comprise other prizes. The contest will be hyped over local radio stations.

Timely Advice

With outdoor pools soon getting ready for the new season—albeit many operators never learn and always wait until the last minute—here's hoping they don't make the mistake that indoor tanks did this winter in an anxiety to get publicity. Some managers of enclosed natatoriums, knowing that newspapers often leave out the names of plunges in pic-

tures, decided to "remedy" the situation by painting names of tanks in big, bold letters all over the places. Idea was that if photos took pictures of races or diving they couldn't help but get names in the shots.

But how wrong they were! First, general interior appearance of many tanks was spoiled in this way. Second, newspapers soon boycotted pools that were so decorated because it was impossible to get good photographs without glaring commercialism ruining the pix. Thus what was thought to be a smart idea proved a boomerang.

When will pool men realize that most publicity must be self-peddled to get across? And, while it may seem paradoxical, publicity in a subtler vein is most effective. Haven't you ever seen a photo in a newspaper or a subject in a newspaper wherein someone is standing in the background with a big sign, trying to advertise something? More often than not the sign is usually blurred because art editors have a knack of covering up plugs that stand out too much. But even if a free ad is allowed to run, rejection to it is negative.

On the other hand it is so much easier to have the name of a pool properly mentioned in the caption of the picture. It doesn't stand out like a sore thumb and the reader takes it as part of regular news rather than being a clumsy attempt to flash a commercial name in front of his eye.

Dots and Dashes

Art French, boss man at Coney Island (N. Y.), Manhattan, and Brighton beaches, has been made prey of local hunting and fishing club. . . . Walter Cleaver, who manages Gothamtown's Park Central indoor natatorium, is a camera bug, going so far as to install a dark room in the closet of his pool office.

Confessing that he got inspiration from reading Buddy Billings' letter in this column recently about problems of wire baskets for pools, Pete Plozen reveals that he is toying around with the idea of bringing out a new locker plan.

Understand Will Morrisey, formerly associated with Billy Rose, is partly credited with planning a water show for Luna Park pool, Coney Island, N. Y., this summer. . . . Daytona Beach, Fla., plotting a gigantic promotional drive next season to entice vacationers from Miami, with plans calling for erection of new pools and cabana clubs.

That column Buddy Billings' letter in this column recently about problems of wire baskets for pools, Pete Plozen reveals that he is toying around with the idea of bringing out a new locker plan. . . . Understand Capt. Charles B. Scully, head of lifesaving, Manhattan and Bronx division, for the American Red Cross, got his article in just a few hours too late to make the deadline for the special swim section. . . . Is it true that Floyd Zimmerman's backers dropped 18 grand in the first week of his defunct water follies at Macatzen Denerville pool, Miami Beach, Fla.?

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Another pleasant and profitable New England park man's meeting has come and gone. John J. Curran, Baltimore, and Norman Alexander, Philadelphia, attended and have joined the chorus of those who left New England who pronounce these New Englanders a fine set of men who really know what they are about. Adrian Gurtler, St. Louis; Arnold Gurtler, Denver, and A. R. Hodge, Chicago, sent regrets, and Hodge promised to attend the 1941 summer meeting of the organization. We missed Joseph Corallo, Providence, who always attends, and Danny Bauer and wife, who are charter members and up to this time have never missed a meeting. They have Florida sand in their shoes and it is influencing their conduct. If they acquire a cottage down there they are doomed, unless they still put this association first, as Fanny Hobbs and Elmer do. These people drove from Florida to Indianapolis thence to Boston and from the Hub back to Indianapolis before returning to Holyoke, Mass., for spring opening.

Crope Hangers Shown Up

The success of Riverside Park, Springfield, Mass., and the remarkable drawing power of the Desert of Maine came in for spotlight attention. The summer meeting is likely to be held in Springfield's rejuvenated park, and it is hoped we may have time to visit this unusual desert in Maine. Its hurried, erratic spring, and the many distinct colors of sand make it a wonderland of nature. I. Mark Polakewich proves himself a business man, a showman, and a geologist all rounded out into the development and successful enterprise. He took advantage of a freak of nature and by clever advertising has put it over with tourists in a great way.

What can we say of Riverside that we have not said before? It is a pity that the crope hangers could not have heard Edward J. Carroll's paper. It was a tonic for jitters, blues, doubt, and despair. A live man has made a dead park live again, but it is having a more (See AERA on page 47)

Selden THE STRATOSPHERE MAN
World's Highest Aerial Act

A great "thrill" feature on any program. The only high aerial act of its kind—in sensational routines, rigging and unquestionable drawing power.

Act was an outstanding success at State Fair 1941 season—over 100,000 people saw his 100 ft. equipment. Write or wire.

Permanent Address: Care of The Billboard, Cincinnati, O.

TO LET

Good location for Penny Arcade, Dalgery, Wisc. or any good site at State Fair Beach in New England. AERD
BOX D-47, The Billboard, Cincinnati, O.

BOOM OPPORTUNITY

The nation's dollar government construction plant immediately. Thousands of employees, excellent benefits, summer, winter, and year-round work. GLENVIEW COMPANY, Box 224, Springfield, Missouri.



ROCKET SHIPS

Moderate size of American built, gasoline or diesel engine—make a NEW RIDE OUT OF AN OLD ONE AT LITTLE COST (Cars too large for Ohio-Plymouth, etc.). ORDER NOW—LAST CALL FOR 1941 GUE TO SLOW DELIVERIES OF MATERIAL TO US.

SCOOTER-BOATS

Continue on World's 21 Best Ride and major new attraction for fairs and locations. "One Ride or a Complete Park." Consult us for Reconditioned Used Rides.

R. S. UZZELL CORPORATION
130 W. 42nd St., NEW YORK CITY
"World's Largest Exporters of Amusement Rides"

PENNY ARCADE SPACE WANTED!

Will install complete Penny Arcade on rental or percentage basis in any progressive amusement park, beach or summer resort. All BRAND-NEW machines. Send full details and space available.

BOX D-27, care The Billboard, Cincinnati, Ohio

Complete PARK
PLANNING SERVICE
COASTERS, ICE RINKS, POOLS, ROLLER RINKS, OLD MILL, SWINGERS - 30 YEARS EXPERIENCE - **ACKLEY, BRADLEY & DAY**
STAFF, BLDG. PITTSBURGH, PA.

FOR SALE . . .
SHADY GROVE PARK, Uniontown, Penna.
20-acre mountain resort, fully equipped. Huge pool, 100 ft. high, 200 ft. long. 2,000 seats. Dance Pavilion, Merry-go-Round, Ferris Wheel, Rollercoaster, 2 Modern Houses. Low monthly rent. Located on Route 118, with Railroad and Streetcar Service to Park. Best of Alleghenian, as well as Penn. Chautauque. Write for info. Call **ANTHONY REBEL, JR.** Care Fetter St. Phone 6123, Uniontown, Penna.

WANTED
A mechanic, young or old, for installing Arcade Machines. Also must have experience in operating Arcade. Want Acts of all kinds. Curran, Cincinnati, etc. **AVOX**
HARRY ALTMAN
Care Park, Williamsport, N. Y.
Phone Williamsport 118

American Recreational Equipment Association

By R. S. UZZELL

Another pleasant and profitable New England park man's meeting has come and gone. John J. Curran, Baltimore, and Norman Alexander, Philadelphia, attended and have joined the chorus of those who left New England who pronounce these New Englanders a fine set of men who really know what they are about. Adrian Gurtler, St. Louis; Arnold Gurtler, Denver, and A. R. Hodge, Chicago, sent regrets, and Hodge promised to attend the 1941 summer meeting of the organization. We missed Joseph Corallo, Providence, who always attends, and Danny Bauer and wife, who are charter members and up to this time have never missed a meeting. They have Florida sand in their shoes and it is influencing their conduct. If they acquire a cottage down there they are doomed, unless they still put this association first, as Fanny Hobbs and Elmer do. These people drove from Florida to Indianapolis thence to Boston and from the Hub back to Indianapolis before returning to Holyoke, Mass., for spring opening.

USED PHILADELPHIA TOBOGGAN MERRY-GO-ROUND.
NEW STAINLESS STEEL STREAMLINED COASTER CARS.
NATIONAL AMUSEMENT DEVICE CO.
DAYTON, OHIO

stop money leaks

"How to stop the leaks and plug the holes in the Amusement and Recreation Field."

This book contains invaluable information for every operator of Amusement Parks, Pools, Beaches and Recreation Centers. A wealth of intimate information vital to every operator. Your copy is ready . . . write for it NOW as edition is limited.

MONEY-METERS, INC.
Dept. 1A, PROVIDENCE, R. I.

FREE BOOK

PARK MANAGERS
The FLYING BEHEES
Have a New Exclusive Feature
See Inside Front Cover of This Issue

IT'S LUSSE Auto-Skoofers AGAIN THIS SEASON

AUTO-SKOOFERS get the crowds, and you get the CASH when you operate them.

LUSSE BROS., INC. 2809 N. Fairhill St. Philadelphia, Pa.

AT PARKS, FAIRS AND ON CARNIVALS

Write today for complete information without obligation.

LUSSE BROS. LTD.
Baltimore House
22 Lombard Street, Philadelphia, Pa.
L. C. E. Brand

WANT RIDES
For Owasco Lake, Auburn, N. Y.
2 OR 3 UP-TO-DATE RIDES

Ideal Location on Water Front. Will give interesting proposition to right party.

Write **E. F. BRAYER, Auburn, New York.**

Cut In Budget For Iowa State Is Huddle Topic

DES MOINES, Ia., March 16.—The 1941 Iowa State Fair here probably will be operated under a cut budget, but just where the ax will fall was not decided by the fair board at its annual spring meeting, a two-day session. Details of the fair remain to be worked out, although it was decided to continue along about the same policy as in the past under the new secretary, Lloyd K. Cunningham, Cresco, who succeeded A. B. Orvey last December, when the veteran manager was given the post of assistant secretary.

The board decided to continue the dance policy, although lower-priced bands will be used. During the past two years name bands have been used with only fair success. It was reported, and this year it is planned to use an Iowa band throughout the fair with probably one name band. Beckman & Covert Shows will return after an absence of several years, midway contract being the only attraction agreement so far reached.

May Revive Rodeo

The board plans an eight-day fair. There was some talk of returning a rodeo but nothing definite was done. Rodeo was dropped last year after becoming an almost annual event and some board members felt that it should be revived, claiming night programs needed some change from usual entertainment. Decision was left to the executive committee, which will meet in about 30 days to set up the entire program.

The fair board is trying to cut its budget to about \$300,000 or less, as compared with the original budget last year of \$308,000, which was curtailed at the last moment because of heavy rain that washed out four days of the fair. The board attempted to stay away from cutting premiums and as a result other items will feel the ax if the plan to reduce the budget is carried out. Some felt the harness racing program should be curtailed, but opposition to this was raised.

New Dorm at Hotel

It was reported that the new 4-H Club dormitory will be completed by July 1 and a dedication program will be carried out, with national 4-H leaders participating in the opening. The building was started in 1939 but was not completed for last year's fair. A move has been started in the Legislature for use of the building as a hotel for legislators during law-making sessions.

L. B. Fairall, veteran Des Moines advertising man, was continued as superintendent of publicity and advertising.

New Ariz. Plan Gives Aid Raise

PHOENIX, Ariz., March 15.—Reorganization of Arizona State Fair Commission's set-up is provided in a bill passed by the State Senate and referred to the House. The Senate also adopted a general bill with a \$41,900 appropriation for the commission for the ensuing biennium, an increase of \$26,700 over the \$15,200 appropriation previously under the Senate's consideration.

The reorganization bill would increase the commission from five to nine and would reduce commissioners' terms from five to three years. Commission would be authorized to employ a full-time secretary. Limitation of horse racing on the State Fair grounds here to 21 days (See Ariz. May 21st Aid on opposite page)

Danziger Is Granted Leave

SPRINGFIELD, Mass., March 15.—Milton Danziger, assistant general manager of Eastern States Exposition, term for 18 years, has been granted a three-month leave of absence, which became effective on February 19. It is the first time in years that he has had a long vacation. He plans to stay at his home in Longmeadow, doing some writing and research on exhibition work. He is former chairman of the State relations committee, Massachusetts Agricultural Fairs Association, and of the government relations committee, International Association of Fairs and Expositions.



SYDNEY C. McLENNAN, general manager of Canada Pacific Exhibition, Vancouver, B. C., is newly elected president of the Canadian Association of Exhibitors, which met in annual session recently in Toronto. The Vancouver fair management is improving the plant with the announced determination of carrying on for the duration of the war. Manager McLennan, formerly active in the fair field in Ontario, took the Vancouver post in April, 1934.

Hamid To Ready Track in Trenton For Pari-Mutuels

TRENTON, N. J., March 15.—Trenton Fair Grounds will be first in the State to have horse racing and pari-mutuel betting, first meet to be for 60 days, beginning July 4. Albo Louis Bellis, chairman of New Jersey Racing Commission, refused to officially announce approval of a license to George A. Hamid, head of New Jersey State Fair. It was learned from an unimpeachable source that the permit will be issued and that Hamid has already been instructed to start rebuilding the half-mile course into one of a mile. Hamid, who went to Boston to sign best racing officials obtainable, intends to put \$500,000 into rebuilding the grounds, it is said.

Much will be spent for construction of stables. Concrete stands accommodating 11,000 will be somewhat enlarged. Clubhouse, with capacity of 900, will be enlarged to provide space for 1,000. Eddie Brennan, Baltimore, racing secretary at Delaware Park and an official of all Maryland tracks, is said to be slated as chief steward and many Maryland officials (See Trenton Pari-Mutuels on opposite page)



THESE SECS HAVE BEEN RE-ELECTED by their boards, in recognition of accomplishments made and ideas put into effect at the fairs which they serve: C. C. Hunter (left), show-minded secretary of Christian County Fair Association, Taylorville, Ill., was in at the inception of the fair in 1921 and has been in his present post since 1928. Roy F. Peugh (center), secretary of Albany-Schenectady County Fair Association, sponsor of the annual in Altamont, N. Y., and can add speed-mindedness to his capabilities. Paul H. Waddell (right), known as a showman's fair man, is secretary of Moore County Fair, Corthage, N. C., where he has successfully slanted plans toward crowd-pullers.

Youngblood Choice Of Mich. Governor To Run State Fair

DETROIT, March 15.—Bernard J. Youngblood, formerly manager of the secretary of state's office here, is the choice of Gov. Murray D. Van Wagener for manager of Michigan State Fair here to succeed Dr. Linwood W. Snow, Northville, who resigned after the recent election to make the way clear for a successor.

Gov. Van Wagener made the Youngblood appointment some time ago, it is understood, but since then some political maneuvering has been reported in behalf of other aspirants to the post. The State Fair board has the power to confirm and presumably to reject the appointment.

A report from Lansing today said that the board had confirmed the appointment of Youngblood.

At a scheduled session in Lansing yesterday the board was slated to discuss plans to hold the National Automobile Show at the 1941 State Fair, the move being based upon a reported decision to abandon the New York auto show, thus giving Detroit a chance to bid.

The recent proposal by a legislator to move the State Fair to Lansing has received consideration thru appointment of a committee of both houses of the Legislature to inquire into the feasibility of such a move.

Less Drastic Reorg Bill Pushed for Neb.

LINCOLN, Neb., March 15.—A bill to reorganize Nebraska State Fair board by shortening terms of its officers and crippling chances of "self-perpetuation" has been advanced to general file by the Legislature and appears to have smooth sailing to passage.

Authored by Senator Frank Scirell, a State Fair member, the bill clips the term of the president from two years to one year, and at the conclusion of his term he goes off the board. The measure is viewed as softening the blow which would have come with passage of the other more drastic proposed reorganization bill, which would make fair board appointments come under the governor and, it is contended, might slip thru into patronage classification.

A bill which would allow refinancing of the 3½ per cent grandstand bonds (\$250,000) at a lower interest rate and also the annual payout about \$3,000 is also being looked upon with legislative favor after many years of kicking over the subject in successive Legislatures. Interest on the bonds has many times put the fair into the red in its premium and contract obligations, records show. It is probable that the harsher reorganization bill, viewed by many as a pressure measure, may not get to the floor. When introduced it had support of State junior chambers of commerce and many leading county fair men.

SENATE, Mo.—The 1941 Dunklin County Fair here will be held on the newly acquired grounds, and Sol's Liberty Shows have been contracted for the midway.

If You Owned a Fair

BECAUSE of our inability to get a distant perspective of ourselves it is difficult to check on our own ability. One way is to imagine yourself the sole owner of your fair with all your cash tied up in it. Would you be such a free spender for minor details? Would you give more thought to entertainment that would cause a repeat attendance? Would you leave the buildings locked up the rest of the year? Would you let your buildings run down or would you keep them painted and repaired? A fair manager cannot wait until his fair dates to make the grounds attractive. Flags and banners can do much, but not everything. Now is the time to check the permanent equipment and beautify the grounds. This is the last month for planting shrubbery. Can you get your local garden club interested in taking it over as a project? Anyway, native shrubs and hardy flowers cost very little in comparison to what they add in background.—TAF News.

Fort Worth Gate, Biz Upped at Stock Show

FORT WORTH, Tex., March 15.—Week-end attendance at the 45th annual Southwestern Exposition and Fat Stock Show here, which opened the night of March 7 for a 10-day run, was above the 1940 mark for the same period. Opening day attendance was 25,163, representing a 3,280 gain over 1940 and the Sunday draw of over 25,000 also bettered last year's figure. Opening night was good considering the weather, and the rodeo drew a capacity house.

About 20,000 4-H Club members swelled attendance on 4-H Day, Monday. Rodeo is drawing 800 crowds at every show. E. A. Trowbridge is horse show judge, and D. W. Williams is superintendent of the horse show and rodeo. Jim Minnick is stock horse judge.

Silver Spur, expo night club, featuring Jack Ambling's ork and a Music Corporation of America stageband, is drawing capacity.

Organize at Daytona Beach

DAYTONA BEACH, Fla., March 15.—A fair association has been organized to present a 1941 fair on City Isle here, and Crescent Amusement Company has been contracted for the midway, reported W. V. Allsopp. Officers of the new corporation are given as Ed W. Sims, president; Peter Cramer, vice-president; W. V. Allsopp, secretary and general manager. D. H. Beach has been named advertising manager.

MOBILE, Ala.—An army recreational center has been set up on three and a half acres of Greater Gulf Coast Fair grounds here, the site being within the circle formed by the vacated race track. Maj. Clyde B. Leasure, who will command the center, is superintending erection of tents and buildings.



Fair Elections

SENATH, Mo.—Lyle Richmond was elected secretary of Dunklin County Fair board here for the third successive year.

GREENVILLE, Miss.—Organization of Mississippi Delta Livestock Fair Association, Inc., has been completed with plans for a 1941 show here and election of M. Toler, president; H. B. Crosby, vice-president; and Allen Weisinger, secretary-treasurer.

JACKSON, Miss.—Madison County Livestock Association has been organized and plans made for a 1941 show. Dr. W. B. Smith was elected president; J. E. Richardson, E. W. Hill, vice-president; K. C. Lane, secretary; W. D. Mansell, treasurer; N. S. Estess, general manager.

READING, Pa.—John S. Giles was re-elected president of Reading Fair Company at the annual meeting. He became president in 1933. Secretary Charles W. Boyer was re-elected to his 11th consecutive term. He served in 1926-28, was out during 1929; and has been re-elected since 1930. Other officers named are Chester Brumbach, Joseph S. Pendleton, John J. Witman, vice-presidents; Luther E. Pfum, treasurer. A resolution on the death of W. Howard Youm, former director, was adopted.

Grandstand Shows

WIS National Barn Dance Troupe, Graham's International Juvenile Champs, and Machedon Troupe have been booked for the 1941 Rusk County Fair, Lady-smith, Wis.

SAC COUNTY Fair, Sac City, Ia., has booked for its 1941 grandstand show the revue *American Swing Jubilee* from Northwestern Amusement Company, Jule Miller, of the company, to have charge of the production.

LUCKY TITERS' Hell Drivers have been signed for appearance on five days at Eastern States Exposition, Springfield, Mass. reported Art Wright, publicity director. Manager Tyler eliminated his annual Florida vacation this year to supervise renovations being made at his Langhorne Speedway, near Philadelphia. Among drivers working out there are Harry Dentels, Bob Dillon, Harry Woolman, Emory Hutcheson, Rocky Fisher, Pat Patterson, Jim Artrip, and Pony Wilson.

Farm Prices and Wages Up As Industry Pulls Workers

(From February Summary by U. S. Department of Agriculture)

The average of prices of farm products in mid-January was the highest since November, 1937. The index of prices received by farmers was 104 per cent of the 1910-14 average, but the index of prices paid by farmers was 123 per cent of the base period. The ratio of prices received to prices paid was 85 per cent of the pre-World War base period of 100. This compares with 83 in December, and with 81 in January last year.

Farmers have been paying higher wages this winter than last, as the competitive demand for workers in industry has increased. Wages of day and month farm workers combined on January 1 were 124 per cent of the 1910-14 average, as compared with 119 per cent at the same time a year earlier. January figures showed more hired workers on farms this winter than last. The ratio of prices received by farmers for their products to farm wage rates was 81 in January this year, compared with 83 a year earlier. The period 1910-14 equals 100.

Prices of cotton average only slightly lower than at this time last year. Recent gains carried spot prices still further above the government loan rate; nevertheless the quantity of the 1940 crop going into the loan continued to increase. By the end of January approximately 3,000,000 bales of the 1940 crop were under government loan, in addition to about 9,000,000 bales from preceding years. Increasing domestic mill consumption has been an important stimulant to cotton prices, counteracting some of the adverse effects of a shrinking volume of exports. Exports to date this year have been the smallest since 1933.

ARIZ. MAY TILT AID

(Continued from opposite page)
in a 45-day period in another provision. Senator Joe C. Haldiman, Maricopa, told the Senate that in addition to revamping the commission and redefining its duties, a primary purpose behind the measure is to "control, but not abolish" horse racing on the fair track. Considerable opposition to continuing race meets there has arisen among merchants and other business men.

The measure would create a State Fair fund of money received by the State thru the breakage of the parimutuel betting system employed at the fairgrounds race meets. It would be expended only for maintenance, new construction, repairs, and improvements to grounds and buildings. Another clause sets up drastic penalties for fixing races.

The bill gives the commission exclusive authority over all State Fair property. Financial transactions of the commission would be handled by the secretary.

TRENTON MUTUELS

(Continued from opposite page)
etals will be signed as stewards, judges, patrol judges and in other capacities. "While I have been given assurance to go ahead with building," Hamid said, "I have not received official word. I am definite about this proposition, as far as I am concerned, and I am going ahead with the work and with building an organization."

AREA

(Continued from page 45)
glorified life than ever before—more beautiful and we hope more profitable. Here is a man who makes things happen.

We have been all wet on these streamlined fronts and buildings. Streamlining is for trains, autos, and aircraft to contribute to speed. Fronts and buildings should be designed for "functional purposes"—an entirely different approach. A soft-drink stand, a Merry-Go-Round building or a Scootabout front should not all have the same treatment any more than a bank and a public school building should be alike. William Riesenman is a designer with originality. Hear him or see him. George P. Smith Jr. came over from the Benson Wild Animal Farm. He is really a New Englander and belongs up there. He has definitely made the complete transition from parks and expositions to wild animal care and training, so we shall leave it all to him for the present efficient.

Officers Are Efficient

John T. Clare, who succeeds himself for a second term, comes out with a positive statement. "No third term for John Clare," his wife has not yet spoken. Of course, Fred L. Markey continues as secretary. These men appreciate and esteem him. Casassa as treasurer continues to function, and as an after-dinner speaker he is there with bells on. James A. Donovan is the same witty Irishman. Judge, counsel, or Dodgen official makes no difference to us so long as he is on the program. Herbert O'Malley left the great Playland on its own while he made the trip with Mrs. O'Malley. Owen we thought the witty Scotch preacher was going to convulse Herbert beyond recovery. George Hamid put on a snappy show, full of life, and go with each number. George enjoys giving a show as much as we do seeing it.

AC PIER BATTLE

(Continued from page 44)
title to both pier properties were among members of the original Esplanment Deed of 1896. It has definitely made the case for the location of the Boardwalk and maintaining therefrom an unobstructed view of the beach and ocean. One of the covenants, says the bill, permitted the erection of piers, but prohibited the sale of any commodity and confined the only charge to an entrance fee.

In 1901, the complainant cites, Atlantic City Steel Pier Company undertook to violate the covenant and litigation followed which resulted in the pier company being "perpetually restrained" from selling any commodity on the pier or from charging any additional fee in addition to the admission fee. Again in 1909, it is cited, the city obtained an injunction which restrained the Million-Dollar Pier owners from charging visitors any fee for the hire of roller skates or for checking garments. The bill alleges that early last summer it became ap-

parent that the two pier companies intended to continue violations of the Esplanment Deed, whereupon the city was notified of the violations but refused and still refuses to enforce its provisions.

Richards claims visitors on Hamid's Million-Dollar Pier were charged extra fees, in addition to the entrance fee, for use of bathrooms, lockers, bathing suits, rental of towels and storage of valuables and clothing, all in violation of the Esplanment Deed. The complaint charges Atlantic City Steel Pier Company permitted such violations as charging additional fees for sale of food, beverages, candy, toys, flowers, encyclopedias, toilet articles, and hair cream, implements for pressing pants, fountain pens, storage of parcels and clothing, and other commodities. The bill also cites that additional charges are made on Steel Pier for patrons to use photograph machines, play checkers with experts, use of guess-your-weight machines, take boat rides at the end of the pier, and other amusement devices, including pinball machines.

Second Suit Is Filed

ATLANTIC CITY, March 15.—Another suit aimed to bring strict enforcement of the Esplanment Deed of 1896 and to prevent sale of commodities or services on the ocean side of the Boardwalk was filed in Chancery Court in Trenton, N. J., on Wednesday. The bill named only the Steel Pier Company in addition to the city as defendant and was filed by the assemblyman Vincent E. Haneman on behalf of a group of 19 local restaurant operators.

The bill asked the court to permanently restrain the pier company from selling any commodity or service on the pier and the city from leasing a mercantile license on the same premises.

NE ANNUAL MEET

(Continued from page 44)
Including Playland and Riverside, Euclid Beach, Cleveland; Lakoside Park, Denver, and the Desert, at Maine. George P. Smith Jr., co-director of amusements of the late New York World's Fair but now associated with Benson's Wild Animal Farm, Nashua, N. H., presented pictures of the expo. Service talks were made by William M. Hoar, chief of the Miscellaneous Tax Division, Internal Revenue Service; David O. Jones, business manager Station WJAW, Lawrence, Mass.; and William Riesenman, of the designing firm of Riesenman & Leazar, who used slides to show how old buildings and fronts are adaptable to streamlining. An "Information Please" period was an interesting highlight of the last portion of the session. This had the astute and historical-minded R. S. Uzzell, Uzzell Corporation, as interlocutor, and practically everyone fought for the privilege of exhibiting his wisdom or ignorance—all in good, clean fun.

Carroll Given Office

John T. Clare, Crescent Park, Providence, was re-elected president. E. J. Carroll and I. Mark Polakewich were named first and second vice-presidents, with Fred L. Markey, Dodgen Corporation, and A. A. Casassa, Revere Beach, succeeding themselves as secretary and treasurer. The summer meeting this year will be held at Carroll's Riverside Park, indicating that he will become head of the NE section in 1942.

George A. Hamid escorted and furnished the entertainment following the feed. Assisting him were Paul Denish and Jay Collier of his Boston office. The acts: James Skelton, baritone; Paur Collegians, tumbling and acrobatics; Dean Brothers and Mary, harmony trio; Pitts and Carroll, eccentric dancers; Monty Wolf, monologist; and the Juggling Jewels, who concluded the program by bringing down the house with their rapid-fire juggling.

Principal speaker was Rev. John Nichol Mark, of Arlington, Scotch-brooded philosopher and wit who has regaled many fair association conventions. Wallace H. Clair Jones, William B. Berry Company, filled the familiar toastmaster's role. Also at the table of honor were George Cramer, Spillman Engineering Company; H. S. Uzzell, George P. Smith Jr., John T. Clare, A. A. Casassa, and Judge (Gus) Donovan.

Amusement interests and caterers noted were John Logan Campbell, NAAPB insurance consultant, who spoke briefly on a new plan embracing fire risk; Joe Godin, Interstate Fireworks Company; William de L'horbe Jr., Misch-Rocco Amusements; Fred Laurman, insurance man, appointed by President Clare as a committee of one to get up an insurance section for the 1942 meet; K. L. Coon Machine Company; J. L. (Jack) Greenopon, who has signed with Ed Carroll to take charge of game concessions at Riverside this season; Joe Drumbour, ride builder, who constructed Riverside's new Coaster; W. J. (Bill) O'Brien, Revere Beach showman, who attended informally to renew his many friendships in showbiz; C. M. Gerhart, Philadelphia Toboggan Company; Bill Bakkin and A. Blodow, Internationals; Micoopse Red Company; L. Keeney, Elliott Ticket Company; Albert W. Johnson, Globe Ticket Company; A. S. Davis, Cutler & Davis; Fred Fansher, Fansher Amusements; Cy Bond, Dodgen Corporation.

Greeting From Absentees

Harry Stovin, p. a. and ad director of Riverside Park, was much in evidence with his sidekick and Springfield photo editor, Francis St. Pierre, and Corn Munsey, Fred (The Red) Markey's secretary at Dodgen, again officiated as chief of the registry, aided by the convention kibitzers. . . . Earl Gibson, official at Sutro's Downs, came around to

(See NE ANNUAL MEET on page 50)

Eddie Viera's
Sensational
4
★ ★ ★ ★ ★
★ ★ ★ ★ ★
Stars

High, sensational and thrilling. Make your program outstanding. Write today for complete information. Some time still open.

EDDIE VIERA
Care of The Billboard, Cincinnati, Ohio

For the All New and Greater 1941 Presentation of

FLASH WILLIAMS

THRILL DRIVERS

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CARNIVAL WANTED
HAMILTON COUNTY FAIR
Webster City, Iowa, Sept. 1-8, Inc.
Must have at least 10 rides and shows. This is a growing fair. Last year attendance was 15,000. Write for complete information. WRITE IMMEDIATELY. L. L. VYLE, Secretary.

FAIR SECRETARIES

The FLYING BEHEES

Have a New Exclusive Feature

See Inside Front Cover of This Issue

Talent Auditioned For Garden Revue; Opatrnys Are Feted

MINNEOLA, L. I., March 15.—Several hundred witnessed a show in Earl Van Horn's Minneola Roller Rink on February 19, when officials of The New York Journal-American Hearst Milk Fund auditioned talent for a proposed roller skating show this spring in Madison Square Garden, New York.

There were exhibitions of dance, freestyle, and figure skating and spinning and comedy routines, presented by skaters from Minneola, Rockaway Rink, Edgewater, L. I.; Stearns' Rink, Long Island City, and Wal-Cliff, Hollandside, Edmont, L. I. Claire Miller, former Minneola employee and now connected with a Brooklyn rink, also took part. Climax to the show was a performance by Dorothy Kolb and William Opatrny, former amateur United States pair skating champions and now Minneola professionals, who were married the next day.

Following the ceremony a reception was given the newlyweds in a Long Island hotel. Among those attending were Manager Van Horn, Steve Warner; John Beckman, owner of Fordham Rink; Bronx; Louise Campbell; Mrs. Harry Kolb, the bride's sister-in-law; Florence Porter, Frank Ferrara; Mr. and Mrs. Harry Dickmeyer, Mr. and Mrs. Walter Dickmeyer; Lou Goeller, national junior figure skating champion; Issa Van Horn; Harry Kolb, brother of the bride; Charles Civiletti; Mrs. Kolb, mother of the bride; and Pat McManis.

Championships in novice, junior, and senior divisions for dance, figure, pair, and freestyle skating were scheduled for March 9 at Minneola. Winners and runners-up were slated to compete in New York State championships at Fordham Rink on March 18 and 19. St. Patrick Day party will be held at Minneola on March 17, and 100 boxes of candy will be passed out to holders of matched skaterpins.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

ing since late August. Seven affairs were held in February, a Lincoln birthday, gay 70s, and Valentine parties, and stunt, club, and contest nights. Hollywood night, featuring prize awards for best impersonations of film personalities, was held on February 17. Balle parties in January was a big hit. Staff includes Josephine Morgan, club secretary; W. Segar, wardrobe; Fred Heil, floor manager; James Baehrer, floor; Earl Wehrman, skate technician, two instructors, and two floor guards.

DAN WOODS, former professional skater who played numerous theaters before joining the United States Army in 1917, has come out of retirement and is now a floor attendant at Schole's Hills-grove (R. I.) Country Club Roller Rink, reported Howard L. Whitaker.

KEN BARTHOLOMEW, national and North American outdoor speed skating champ, is expected to enter the annual national championships under direction of the Roller Skating Rink Operators' Association of the United States in Municipal Auditorium, Cleveland, on April 23-26. Cap Seferino, of the Seferino Rink, Cincinnati, chairman of the NRSOA speed skating committee, has been informed that Bartholomew has applied for a card and expects to be a contestant. Chairman Seferino announced that ASU President Ted Young had consented to act as referee.

RSROA Competition Given Paterson Center; Revue Set

PATERSON, N. J., March 15.—Sanctions for New Jersey State championships in Junior, novice, and senior divisions of dance, figure, and pair skating have been awarded to Paterson Recreation Center by the Roller Skating Rink Operators' Association of the United States, reported Manager T. Kenneth Walsh.

The center has been operating a little over a year and is now conducting five free dance classes weekly under direction of Mrs. Marian Walsh. Speed club has also been organized. Plans are under way for the second annual revue to be staged in late May. The first revue, staged eight months after the rink opened, had a cast of 48 skaters. Over 100 are expected to take part in this year's show.

Recent visitors to the rink were Fred J. Bergin, Dayton, O., chairman of the NRSOA skate dance committee, and his protégé, Bob (Candy) Ryan, both of whom were impressed by progress shown by Paterson skaters.

NUMEROUS parties have been held at Varsity Gardens Roller Rink, Detroit, since January 1, reported Walter E. Busphen, who has been manager since December 1. Previously the rink was supervised by Mrs. Sutphen, now cashier and treasurer. It has been operat-

ing since late August. Seven affairs were held in February, a Lincoln birthday, gay 70s, and Valentine parties, and stunt, club, and contest nights. Hollywood night, featuring prize awards for best impersonations of film personalities, was held on February 17. Balle parties in January was a big hit. Staff includes Josephine Morgan, club secretary; W. Segar, wardrobe; Fred Heil, floor manager; James Baehrer, floor; Earl Wehrman, skate technician, two instructors, and two floor guards.

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WHITE PLAINS (N. Y.) Roller Rink staged its first winter championship on February 26. It comprised competing, reported Manager William A. Holland. Winners were awarded gold medals; runners-up, silver emblems, and third-place winners were given bronze medals. Many newcomers are entering Monday night races, held after regular seasons and sanctioned by the Roller Skating Rink Operators' Association of the United States. Races for school boys are conducted on Saturdays. June Chint, White Plains skater, won a beauty contest in Empire Roller-drome, Brooklyn, on March 3. There were 140 entries. March 15 was set aside as June Chint Night at the White Plains rink. St. Patrick party was staged March 17, when souvenirs and novelties were distributed.

PLANS have been made to conduct a Midwest amateur roller-skating championship at East End Roller Rink, Memphis, Tenn., on April 2 and 3, reported E. L. Hudson.

SERIES of roller races has been inaugurated at Col. L. A. Waters' Armory Roller Rink, Scranton, Pa. Keystone Racers, Banora, Pa., won recently over the Armory Flyers in a two-mile race.

MEMBERS of Fred H. Freeman Figure-Skating Club, Winter Garden Rink, Dorchester, Mass., are making plans for a party on April 1, proceeds to be used to defray expenses of their annual banquet. Mr. and Mrs. Melvin Umbach, Winter Garden professionals, accompanied by General Manager Freeman and Mrs. Freeman, did judging at Earl Van Horn's Minneola (L. I.) Rink on March 9, gave exhibitions at Bridgeport, Conn., on March 11, and judged Connecticut State championships at Hartford on March 12. New England and Massachusetts State championships were held in Winter Garden on March 5. Four men and four women were awarded gold medals and will represent the Fred H. Freeman club in national contests to be held under sponsorship of the Roller-Skating Rink Operators' Association of the United States on April 23-26 in Cleveland.

NEW JERSEY'S Gov. Walter W. Bacon signed the Richards Bill on March 14. It repeals a Sunday blue law, permitting roller skating and a number of other activities on Sundays.

"HARRY E. HANLEY, who died March 4 of a heart attack, had been handling my publicity for the past two years," writes Wally E. Kiefer, proprietor of Skateland, Saginaw, Mich. "He had been associated with the skating business about 25 years. Early in his career he was coachman of a speed skater and was later connected with White City and Riverview rinks, Chicago. Several years ago he had his own rink in South Bend, Ind. Among prominent in the profession who attended his funeral were Mr.

and Mrs. Fred A. Martin, Arena Gardens Rink, Detroit; Mr. and Mrs. George Berge, professionals of New York, and Otto Noskowsky, Chicago." Details in the Final Curtain.

EDWARD J. SCOTT, operator of Skateland, Buffalo, N. Y., reports excellent business, with skating interest at a peak. More skaters are learning dance steps and a figure skating club under direction of Mrs. Scott is popular. Its motto: (See RINKS on page 57)

HYDE PRESENTS THE
Betty Lytle
ROLLER RINK SHOES



LET Betty Lytle go to work for you. Capitalize on the nationwide popularity of the queen of the rollers by carrying the shoes bearing her name exclusively.

Thousands of roller enthusiasts are asking for them.

19 Other Styles in Stock.

HYDE ATHLETIC SHOE CO.
Successor to Hyde's Shoe Co.
CAMBRIDGE, MASS.

Write for FREE Catalog

The First Best Skate



QUALITY

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Established 1884.
3312-3316 Revere Road, Chicago, Ill.

The Best Skate Today

HERE'S THE BEST WIDE FIBRE WHEEL IN THE U.S. AT THE LOWEST PRICE! It's 1 1/2 inches diameter with 1000 ft. of tread. They are Tough and True, with all Ball Bearings. Write for FREE CATALOG. PRICE LIST on Wheels, Parts and Bearings. SAMPLE SET \$1. POSTAGE PAID.

AK-SAR-BEN
SKATE EQUIPMENT CO., INC.
807 E. 42nd St., OMAHA, NEB.

SKATING RINK TENTS

SHOW AND CONCESSION NEW AND USED TENTS

CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE., ALTON, ILL.

No. 321 DUSTLESS FLOOR DRESSING

Cleans the ice, restores a new grip, and does more work and lower maintenance cost. \$3.00 per gal. \$1.75 per gal. in 5 gal. containers. 4 gal. approved non-toxic floor dressing. 17 1/2. Perry, F. O. S. Everett, 25% with order, balance C. O. D.

GAGAN BROTHERS
444 Second St., EVERETT, MASS.

FOR SALE—RINK

10,000 Feet and Chicago Rink Skates, all new. Also Parts and Wheels. For more, write to:

WELLS' CURIOSITY SHOP
22 E. Second St., Philadelphia, Pa.



Join the Parade

of rink operators who are lining up behind this popular skate. Eight exclusive features—protected profits—reasonable in price—a guaranteed product. Operator's prices on request.

ROLLER DERBY SKATE CO.
1390 E. 30th St., Cleveland, Ohio



-RINK MEN WHO HAVE ONCE HAD A-

"CHICAGO"
EQUIPMENT
WILL HAVE NO OTHER
THERE IS A REASON.
CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO, ILL.

PORTABLE • ALL-STEEL SKATING RINK

EASILY TRUCKED TO SITE. QUICKLY SET UP. ALL CLEAR FLOOR SPACE.
FIREPROOF. LOW COST.

WIDTH: 40, 50 or 60 Ft. LENGTH: Any multiple of ten Ft.



These operators are using Master Steel Rink: Hedge Road, Roller Rink, St. Louis, Mo.; Fox Stadium, Redford, Ill.; Parkway Roller Rink, Sandwich, Ill.; Warrville Sport Center, Warrville, Va.; Frank's Entertainment, Dayton, Ohio; Tri-State Roller Rink, Evansville, Ind.; Big Top Roller Rink, Palmetto, Fla.; The Roller Rink, Montgomery, Ala.

Send for Prices Today!

GEO. L. MESKER & CO.
Dept. X, Evansville, Ind.

GLOBE DeLUXE RINK SKATES

NEW . . . TESTED . . . APPROVED

They can take it. New, improved fasteners are fitted at edge for added strength. Built for lasting.



For More Attachments

GLOBE-UNION, INC., Milwaukee, Wis.

MAIL ON HAND AT CINCINNATI OFFICE

- Parcel Post Adams, J. C. Lovell, Hubert, Jr. (Catalog), 196 Arthur, Billie E. ...

Women

- Allright, Fay Len Adams, Mrs. J. Bennett Alpa, Miss J. Anderson, Mrs. ...

- Morgan, Mrs. Morris, L. Vanda ...



Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office.

- Wilson, Mrs. Hobe Wool, Mrs. Bertha ...

Notice, Selective Service Men!

The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

- Austin, Harry A. Austin, Mrs. ...

- Ballou, Geo. Balfour, W. C. ...

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

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10c a Word

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Forms Close in Cincinnati
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Thursday For Following
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NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when reporting the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS & DISTRIBUTORS

AGENTS—MEN'S SUITS, 88c; PANTS, 29c; Top Coats, 49c; Ladies' Coat, 35c; Dresses, 10c—Other bargains. Catalog free. PORTNOY, 35-C Baswell, Chicago. x
AGENTS—SELL 10c-25c TOKE ITEMS. COST 50c dozen. Retail value, \$1.00. Retail value, postpaid 25c. M. CASEY, 1481 Washington, Boston, Mass. x
AGENTS—CLEAN UP WITH OUR LINE! Cartoons, Books, Photos, Novelties, Sandites. Lowest prices; prompt service. WHOLESALERS, Box 620, Eastfield, Tenn. x
ARMY CAMP WORKERS—COMEDY SOUVENIR Post Cards, 100% profit, 5c samples, 15c. RAYMOND KNOD, 602 Fox Theater Bldg., Philadelphia, Pa. x
BIG MONEY TAKING ORDERS—SHIRTS, Ties, Hosiery, Underwear, Pants, Jackets, Suits, Uniforms, etc. Sales equipment free. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago. x
DEMONSTRATE RAINBOW BALLOONS! Soap bubbles as big as footballs soar far above house-tops. Sell dealers and premium users. Thousands bubble samples, 25c; details free. WESTCRAFT, 1267 South Norton, Los Angeles, Calif. x
EARN WHILE TOURING—SELL IMPROVED, original, Changabins! (Blue Stick Sign, 50¢; retail, 95¢). KOEHLER'S, 333 E. Walnut, St. Louis, Mo. mh25x

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 12. CLASSIFIED ADVERTISING FORMS CLOSE IN CINCINNATI WEDNESDAY, APRIL 2. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT EARLY.

GOOD SIDELINE FOR PRINTING AND ADVERTISING SALESMEN—Decalcomane Name Plates in small quantities. Great demand. Also make money copying initials on automobiles. Free samples. "TRALCO," 727 Atlantic Ave., Boston, Mass. x

KEY CHECK STAMPING OUTFITS—BIG profits stamping Checks, Name Plates, Social Security Plates, THE ART MFG. CO., 303 DeGraaf St., Brooklyn, N. Y. mh29x

NEW ULTRA-BLUE ILLUSTRATED SIGNS—2c retail 25c. Big profits. Sample free. Dept. 328, L. LOWY, 8 W. Broadway, New York. mh29x

NEW PENCIL, ALL ONE PRICE—LEAD WILL outlast all others. Fast seller for stores and offices. Sample 15c. WEISS MERCHANDISE CO., 146 Park Row, New York.

RAZOR BLADES—ASPIRIN, COMBS, HAND-kerchiefs, Needle Books, Pocket Knives. Write for prices. AMERICAN DIST. CO., Box 724, Knoxville, Tenn.

IRREVERSIBLE PLANT—UNIQUE NOVELTY. Miracle of Nature. Costs below 2c; sells for 25c. C. E. LOCKE, 7-10th St., Mesilla, New Mexico. x

START YOUR OWN BUSINESS—DOLLAR-making opportunities; popular sellers, manufacture them yourself. 2,000 tested formulas, 6 for 25c—100 for \$1.00, 2,000 for \$3.00. WARREN WHITE, 1300 Commercial, Dallas, Texas.

"SWANKY SERVERS" EASY TO SELL—Circulates and details free. THE OSTER-BAUER SHOP, Rockford, Ill. mh24

WANTED—PERMANENT REPRESENTATIVE for House Uniforms, Socks, Aprons, Frocks, Nurses', Doctors' Wastebags, Uniforms. Smart-cut styles. Final quality. Exceptional commissions. Line free. HOOVER, 251 W. 19th St., Dept. RK-96, New York. mh22x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD D. PUBLISHERS, 1107 Broadway, New York.

5 MAGIC TRICKS AND PUZZLES—10c—100c. No prep. Road value. Agents wanted. FAMILY LIFE PRESS, 1472 Broadway, New York.

122 WAYS TO MAKE MONEY IN HOME OR OFFICE. Business of your own. Full particulars free. ELITE, 214 Grand St., New York. mh29x

SALESMEN WANTED

FULL-TIME BONANZA—PROFITABLE PART-time winner. Carry no samples, sell no goods. Collect your commission, we C. O. D. for service we render. Proven people everywhere snag this up. Free information. SAFENOCK SERVICE C. Roshell, N. J.

SELL TO EVERY BUSINESS ABSOLUTE NECESSITIES—Over 2,000 items. Lowest prices. Beat competition. Commissions advanced. Experience unnecessary. Samples free. FEDERAL, 301-338 South Desplaines, Chicago. x
301-NEW BIRD BOOK MATCH LINE—150 Business Cards, Sales Books, Gummed Tape, Stationery, etc. Big daily commissions. Experience unnecessary. Free outfit. Write today. REGAL MATCH, 2134 Vanburner, Dept. 53, Chicago. mh29x

BUSINESS OPPORTUNITIES

EARN STEADY INCOME OPERATING ROUTE OF Double Value Phonographs. Play two records for 5c. Operator's price only \$49.50. Write for details. ROBBING CO., 11418 DeKalb Ave., Brooklyn, N. Y. mh22

FITCHMENT SOLICITORS—MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Folds. Catalog 69-B free. C. H. HANSON, 333 W. Erie, Chicago. x

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PENNY ARCADE FOR SALE—SIXTY MONEY getting machines. Complete outfit ready for road. Loaded on truck and trailer. Stored Camden, S. C. Also Popcorn Machine. RALPH BOUCE, 149 E. Cypress St., Burbank, Calif.

5,001 WAYS TO MAKE MONEY WITHOUT work, sold in our catalogue of ideas and items for start people in mail order business for 25c copy. STANDARD PRODUCTS COMPANY, Howell, Michigan.

\$150,000 CONCRETE SWIMMING POOL WITH room for small park for only \$25,000. Cash, \$9,500; balance due \$24,500 at 4 1/2%. See page picture in last August's National Geographic Magazine. CARL FRENCH, Box 102, Charleston, W. Va. mh29x

INSTRUCTIONS BOOKS & CARTOONS

ASTOUND, AMAZE, SUCCEED WITH SUPER-Memory! If you wish to improve your memory, write "ZA" INFO COMPANY, Box 1122, Chicago.

YOU CAN ENTERTAIN FOR ALL OCCASIONS WITH OUR TRICK Games and Rat Rackets. Catalog 10c. BALDA ART SERVICE, Okolona, Wis. mh22x

PERSONALS

ONTOLOGY SOLVES PROBLEMS, HELPS you gain influence, friends, happiness, prosperity, confidence, health. Free details. ALEXANDER KEENE, 851 E. State, Chicago. mh24

MISCELLANEOUS

COLORADO BLUE SPRUCE TREES—2 YEARS old extra strong, 25c prepaid for \$1.00. ROCKY MOUNTAIN EVERGREEN CO., Dept. A-2, Evergreen, Colo. mh31x

GOLF CLUBS—BANKRUPT STOCK; HICKORY shafts, new chrome plated irons for adults, ladies and men, sold in set of five clubs only; No. 1, 3-5-7 and Putter, \$2.50 per set. Extra Putter for miniature golf course, \$4.00. See 100 samples, 75c each. THE LINCOLN SURPLUS CO., Freepost, Ill. x

PRINTING

DATED HERALDS (CIRCUS OR MOVIE)—ALL 16AM, 1/25 M. 5 changes. (Quantity discount) NONPAREIL, Pittsburgh, Pa. x
FREE—SAMPLES OF OUR NEW DESIGN in Ready 3 Color Window Cards, 14,622 non-binding \$1.00 hundred. TRIBUNE PRESS, Box 951-B, Fowler, Ind. mh22x

QUALITY PRINTING—6 1/4x11 LETTERHEADS, 6 1/8, WHITE Wove Envelopes, Business Cards, 250, \$1.00; 300, \$1.75. Postpaid. HERBERT HICKMAN RR-3, High Point, Penna.

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50, 50c deposit, balance C.O.D., plus shipping charges. THE BELL PRESS, Winton, Penn.

125 1/4x11 100 Lined LETTERHEADS, 125 envelopes, \$1.00; 500 each, \$3.25; 1,000 each, \$6.00 postpaid. Other printing quoted. HUBBARD, Rector, Arkansas.

WINDOW CARDS—100 14x22" WHITE NON-binding, 2 colors, \$2.95. Handbills, 1,000 each, \$1.49; 4,000, \$5.50. Business Cards, 28x3 1/2", 100, \$2.95. SOLIDADYS, Knox, Indiana.

5,000 6x9 ASSORTED HANDBILLS, \$8.00; 1,000, \$1.75. Cash with order. No C. O. D. Prompt delivery. LIBERTY PRESS, Box 493, Indianapolis, Ind.

1,000 LETTERHEADS, \$2.50; 1,000 ILLUSTRATED 1 1/2x11 Circulars, \$3.00. Mimesographed, great workmen price. Agents will gladly estimate anything. EWAN, Wood-Ridge, N. J. x

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 BARGAINS—TEN STRIKES, \$85.00; ANTI-Aircraft, \$40.00; Trumpets, \$12.50; Chubbies, \$8.00; Evans Buyables, \$47.50; Phoenix, \$30.00; Dead Heat, Harlowine, \$44.50; Balls Golf Ball Vender, \$110.00. Wire SENDEN DISTRIBUTING COMPANY, Broadway, Albany, N. Y.

ADVANCE WALL MODEL VENDORS WITH 25c cash, \$7.50 each. Will buy late model Photo-matic. MCQUIRE, 1822 Lee, Long Beach, Calif. mh29

ATTENTION—OPERATORS WHO WOULD LIKE to trade their old equipment on any late Free Play games such as Big Chief, Coalmine, Leader Gold Star, etc. Write us what you would like to trade and let us give you a real price quotation. BOX C-50, Billboard, Cincinnati.

BALL GUM, 3 1/2 FACTORY FRESH, 12c BOX; Tabo, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. mh29

BARGAIN—ONE HUNDRED SELMORE DELUXE one cent vendors, four dollars each; condition perfect, used only for few cents and returns, no trade. In deposit. RUTZLER VENDING MACHINE CO., 900 Winchester Ave., Martinsburg, W. Va. mh29

BARGAIN—30 LOG CABIN DUPLEX VENDORS, \$4.00 each. In lots of ten, \$3.50 each. 1/2 deposit. WELCH NOVELTY CO., Hazlet, Pa.

CASH OR TRADE FOR GOTTILIE DELUXE Trade Crispies or Model F-1, blue cabinet. Give complete list of Country Games you want to trade. MARION COMPANY, Wichita, Kansas. mh29

DIGGERS—3 COUNTER HAND OPERATED International, \$75.00; Exhibit motor operated, small floor, \$25.00; ten Advance Vitascopes with reels, \$90.00; ten Exhibit Photocopes with reels, \$70.00. Advance and Exhibit Foot Kick Diggers. Rover's name plates, \$45.00. 30 CINDER, 445 E. 8TH Place, Chicago.

DO YOU NEED WURLITZER PHONE PARTS? Write us your name and address. MONEY SUPREME VENDING CO., 537 Rogers Ave., Brooklyn, N. Y. mh x

FOR SALE—200 PACES RACES, BLACK CARBETS: motors good; machines good general condition. Not used much. Lots of 5, 347.30 each. 10 or more, \$45.00 each. BOX 471, Bill-birds, Ainslie, Ill., Chicago 26.

FOR SALE—ARCADE MACHINES, DROP Picture, Mills Bag, Air Craft Game, Fortune Machines, Name Plates; cheap. ART WALSH, Box 374, Savannah, Ga.

FOR SALE—GOTTILIE 3-WAY GRIPPERS, \$8.50; A.B.T. Challenger, \$12.50. ED SLUDER & CO., 5647 Vanderbilt St., Dallas, Texas.

FORMATION, \$49.50. LEADER, \$59.50. PAKADU, \$59.00. Affention, \$65.00; Bloncie, \$25.50; Crooding, \$45.00; Lobalids, \$24.90; Gold Star, \$54.00; Pines Special, \$60.00; Street Limer, \$65.00; Gold Cup, \$55.00; Rotary, \$49.00. G. O. KEEPLER, 2000 Detroit, Cleveland, O.

GOODBODY HAS A MESSAGE FOR EVERY OP-erator reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. mh29

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 12. CLASSIFIED ADVERTISING FORMS CLOSE IN CINCINNATI WEDNESDAY, APRIL 2. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT EARLY.

GROUCHEN COLUMBIAS, G.A. "LIKE NEW" \$30.00; Blue and Gold Yachtclubs, \$29.00; Waffing Treasure, 3c-15c, (the new, \$50.00). 1-3/4, Glass, other completes. GIROUX'S COIN MACH. CO. Chicago, Ill.

THE NEW 855.00; Mills Q. O. lot, perfect \$18.50. Other Country Games, Slots, PRIMA, 304 Jesamine, Daytona Beach, Fla.

JUMBO PARADES 4 BELLS WATLING BIG Game, Sarafaga, Grand National, Fast Time 1-1/2, 1/4, Glass, other completes. TARBELL'S COIN MACH. CO. Chicago, Ill.

KOCH CHESSER SCALES—CABINETS REFRESHED, mechanism excellent condition, \$90.00 each. Beers Ball-Ette, automatic, extra good, \$80.00; Exhibit Shoot the Moon, automatic call and ticket, like new, \$60.00. Fourth deposit, balance collect. A. M. BERRY, 619 No. Lorraine, Wichita, Kans.

MILLS FOUR BELLS, \$200.00; KENTUCKY Club, \$45.00; Bally Favorite, \$20.00; Ray's Truck, \$32.50; Bally Bell, \$25.00; Jennings Ducky Day, \$23.50. KING PIN GAMES COMPANY, 322 Mills St., Kalamazoo, Mich.

OPERATORS—WE WILL BUY YOUR USED Phonograph Records. Advance how many you have and lowest price. BIRKMINHAM VENDING CO., 2117 34 Ave. N., Birmingham, Ala. mh x

SEND FOR BADER'S 32-PAGE COIN MACHINE Catalog—Over 1,000 Reconditioned Machine Bargains, Accessories, Parts and Supplies. BADER NOVELTY, 25-46 N. 30th, Milwaukee, Wis. mh29

SHEFFER SCALES, \$11.00—WILL TRADE Skill Jump, Croc. Glines, Poodites, Masters, Advance Tilt, Silver Kings, Northwestern, Advise Drilled Gum Vender, etc. Wand Wuritzer 100, Free Play Games, Counter Machines. Make offer, DON HECEMAN, Waukon, Iowa.

SLOTS WANTED—MILLS BLUE AND BROWN Fronts. State serial number, condition and lowest price. CANNON AMUSEMENT COMPANY, Tiger, Georgia. mh29

THREE LARGE POST CARD MACHINES—BIG flash, \$5.00 each; Electric Arcade Sign, later's three feet high, \$10.00; one Radio Card Machine, \$5.00. P. VAN AULT, Box 183, Petrusburg, Va. x

TOM MIX GUNS, \$19.50 each; KEENEY ANTI-Aircraft, Brown Carbine, \$49.50; 10 Turf Champ, \$5.00; 1 Rotary Digger, \$43.00; Chubbies, \$12.00; Bally Submarine Gun, \$119.50. E. & R. SALES CO., Grand Rapids, Mich.

VENDING MACHINE OPERATORS—MIX Eureka Brand Foreign Stamps (in cellophane tubes) with candies for faster sales. Order from us today. Manufacturer by E. O. LUKENS, 924 Fifth St. N. W., Washington, D. C.

WATLING NICKEL, DIMM, QUARTER ROLA-Tops, \$24.50; Dimm Quarter, \$27.50; Pace Blue Front, \$50.00; Mystery Corner, \$49.50. COLEMAN NOVELTY, Rockford, Ill.

WANTED—100 A.B.T. CHALLENGER PISTOL Machines. Will pay \$10.00 each delivered to Brooklyn, ROBBINS CO., 11418 DeKalb Ave., Brooklyn, N. Y. mh22

WANTED—THREE WAY GOTTILIE GRIPPERS, A.B.T. Targets. State best price and condition in first letter. WELCH NOVELTY CO., Hazlet, Pa. mh29

WANTED TO BUY—USED SKILL DRAWS, Seven Grinds, Spinner Winners, Penny Packs, Mills; Blue Fronts, Pace Mystery Games, Sand Stamp, Write best price. Manufactured by B. ICE NOVELTY CO., Crowley, La.

WILL TRADE FOR MILLS BLUE FRONTS—Free Plays: 3 Deluxe Western Base Balls, 6 Contracts, 3 Lot of Fans, 2 Up and Ups, 1 Toyer, 2 Zips, 2 Headliners, 2 Air Tops, 1 Oldskin Sack with Base, Automatic, 2 Tush Special, 1 Faces and 1040, 2 Boston Parks, Will deliver within 350 mile radius. CANNON AMUSEMENT CO., Tiger, Georgia. mh29x

WILL TRADE 1 RAY'S TRACK, 9 HORSE—beautiful console in A-1 condition, ready for location, for 1 Se Twin Jack-Pot Slot Machine, MR. HENRY THURDURFF, Mgr., Lock Box 212, Mount Olive, Illinois.

2 BIG SHOWS; 2 BIG TOWNS, \$27.00 EACH; one Chumpon, \$12.50. Many others. F. M. FRANCIS, Carroll, Iowa.

3 BALLY DEFENDERS, \$190.00 EACH—NO crating on guns. Many other good machines and Phonographs. Call us for list. Rivers, Lansing, Mich.

100 COLUMBUS MODEL A PEANUT MACHINES, \$2.00 each, 10 ART Model F Targets, \$7.50. RICHARD INCE, 161 Glenwood, Mobile, Ala.

FOR SALE SECOND-HAND GOODS

ALL KINDS POPCORN MACHINES—BURCH, Long Ekings, Dumber, Star, Winter prices. Heavy Aluminum Geared Popping Kettles, ST. NORTHSIDE CO., Indianapolis, Iowa. mh22x

ALL AVAILABLE MAKES POPPERS, CUJARAN, 7c-50. Twelve Quart Geared Popping Kettles, \$7.50 each. CARMEL CORN EQUIPMENT, 122 S. Halford, Chicago, Ill.

GARDY PULLER—HILBERT MOTOR PER-fect. Newly chrome plated, 25 to 45 lb. batches, \$260.00. Complete outfit ready to start working. Full set of test kit, (flavors, pH, etc.). JOHNSON, 8730 McPherson St., Los Angeles, Calif.

EQUIPMENT FOR THIRTY PRIZE DELUXE AND Single Corp. Complete. Also 23 breaker Band Uniforms. RAPID CITY MUNICIPAL BAND, Rapid City, S. D. mh29

FROZEN CUSTARD—HENRY E. Z. FREEZE, mounted on International Truck, Machine and truck in A-1 condition. Completely equipped to operate. \$300.00 cash. No other help. If you are a business man, wire or mail to write to FROZEN CUSTARD, Seventh Street, Caraga, Richmond, Virginia.

JUST OUT—NEW LOW PRICED PORTABLE Rotary Dry Poper. Set up ready to use anywhere in few minutes. A money maker. Write now for details. NEW ERA, Box 424, Passaic, N. J.

PORTABLE SKATING ICE—GOOD COND-ition. Used one season; 45 to 75. Handheld, floor, 100 skates. Call for Trailer, 5000 House. \$300.00. A. ENNIS, Chesapeake, Va.

PORTABLE SKATING RINK—105x40, GOOD condition. Cash only. T. E. ABINGTON, Beebe, Ark.

SKATING RINK TENT—52x110, AND 150 pair used Chicago Skates. \$450.00 cash. LEO JORDAN, 658 State Line, Calumet City, Ill.

2' USED RUNNING POCKET AND WRIST Watches—American and Swiss, our assortment. \$7.50. B. LOWE, Box 525, Chicago, Ill. m92x

FOR SALE—SECOND-HAND SHOW PROPERTY

BALLROOM, STAGE AND FREE ACT LIGHTING Crystal Shows, Spotlights, etc. NEWTON, 233 W. 14th St., New York, N. Y.

DRAMATIC OUTFIT TOP—SIXTY-FIVE HUNDRED and fifty, 10 ft. sidewalk. Complete with poles, marquis, proscenium, wiring, planks, blue, chairs, cheap, cash. Stored Yucca, Kan. NORTH, 2115 Orange, Los Angeles, Cal. mh29

CAGE TRAILER—NEW RUBBER, TRAILER hitch suitable for large animal. Cost \$525.00. Net \$100.00 takes it. Built for hard service. FOR SALE—4005 Linn, Lakewood, Kan.

CHAS SALE—SIXTEEN AND TWENTY-EQUIP—Squad Chicago Police, complete. Kidly M.G.R. Auto Plans, Ferris Wheel, CALVIN CRUNER, Parkville, Ill. mh29

FOUR SECTIONS SIX HIGH BLINDS—NEARLY painted, in extra good condition, \$7.50 a section. FELDING GRAHAM, 3211 East 31st, Kansas City, Mo.

GOOD AS NEW 40x80 TENT, COMPLETE WITH 10 Chairs, Side Wall. Bargain, \$150.00. ERNEST HARVEY, 833 Buchanan, Des Moines, Iowa.

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LONG RANGE SHOOTING GALLERY—EQUIPPED ready to work. \$250.00 cash. 5 rifles, 150 moving objects. MILDRED FISHER, 49 Stan Hope, Keokuk, Ia. H.

STREAMLINED BURLINGTON ZEPHYR TRAIN—14 gauge, gasoline, 30 long, 24 capacity, hair's width, excellent condition, complete with track, \$630.00. Eddie Stubbs, 8 cars, one motor, best condition, \$200.00. ED CORAL, Lombard, Ill.

TWO SMALL SHOOTING GALLERIES WITH Motors. HARRY O'BRIEN, 939 Central Ave., R. F. D. No. 2, Jeff. Pt., New Orleans, La.

WALKING CHARLEY—PERFECT CONDITION, mounted on trailer. \$300.00 cash, or trade for House Trailer. ARNO HAMMELMAN, 2213 Plymouth Lane, Sheringham, Wis.

3 CAR WHIP—MARCELS, \$150.00 cash, or trade for any Portable Ride not over 10 ft. ALLEN, 103 Oberlin, Scotia, N. Y.

TY LUBE SCOOTERS—GOOD MECHANICALLY. Nice looking, Arcade Machines and Location. Call, Car Side, Smith Airplane. BOX 304, Calverton, N. Y.

MOTION PICTURE FILMS & EQUIPMENT

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 5.

A NEW 16MM. FILM LIST FOR SUMMER. Late releases. Equipment rental and sale. SWANICK'S 620 E. Skinner, St. Louis, Mo. mh29

ACTION WESTERNS, DRAMAS, ALSO SHORT Subjects. 35MM. sound only. Outright sale or rentals. We trade. STANDARD FILM SERVICE, Charleston, W. Va.

ATTENTION, OPERATORS—MERCHANTS! Free Movies. Biggest thing outdoor amusement world today. Talkie programs, equipments ready. No. 603 Stanton Bldg., Chicago, Ill.

ORGANISTS IN USED REBUILT PROJECTORS, for outdoor use. Amplifiers, Speakers, Opera Chairs, Screens, Spotlights, Stereophones, Recliners, Reelers, Ticket Machines and Generators. Catalogue 3 free. MOVIE SUPPLY CO., 1313 Waltham, Chicago. mh29x

RUSA FILM EXCHANGE—NEW SPRING catalog 35MM. Roadshow Attractions ready for routing. News and card prints. Any type of picture you want—Westerns, Gangster, Honor, Serials, Musical Comedies, Lab Cartoons. For outright sale only. Friendship, O. mh29

COMPLETE TALKING PICTURE SHOW READY TO GO. 35MM. projector, show's program, tent, seats, truck. \$500.00. LATHAM, 625 Lee, Beaumont, Tex.

CIRCUIT OPERATORS, WHY PAY TOO MUCH for you film hits? Tell us how many towns you are showing. MUTUAL, Virginia, Ill. CLOSING OUT 35MM. SUBJECTS, FEATURES and Short Subjects of Japanese origin. If you want business, buy now. MUTUAL, Virginia, Ill.

NEW LIST AMAZING BARGAINS—SOUND-Stage Film, Equipment, Accessories, Ampers, Victor Projectors, cheap. Rent complete sound program, \$10.00 week. EDNITH, 308 W. 4th, New York.

ROADSHOW MEN CAN SECURE COMPLETE Programs of 16MM. Talking Pictures from the world's largest library at ten dollars weekly. Machines and screens furnished. IDEAL, 28 E. 8th St., Chicago, Ill.

TWO 35MM. NEARLY NEW HOLMES PORT-able Projectors, cost \$1,370.00. Sell for \$750.00. One 18MM. RCA sound Projector, perfect, \$175.00. EARL BROS., Austin, Minnesota.

UNUSUAL OPPORTUNITY FOR ROADSHOW-men equipped for the showing of 16MM. sound films. Send for our "Roadshowmen's Special" today. INSTITUTIONAL, CINEMA-SERVICE, INC., 1560-A Broadway, New York.

WANT CATHOLIC VEESION PASSION PLAY—Sound or silent, 35MM. or 16MM. Give price, condition. MENZELS, 227 Main St., Oakbrook, Wis.

PHOTO SUPPLIES DEVELOPING-PRINTING

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and supplies. Full Length SERVICE, INC., WABASH PHOTO SUPPLY, Terra Haute, Ind. mh22

ASK FOR LITERATURE ON THE NEW MARVEL Precision Enlarger-Reducer. Takes copy from 1 1/2 x 2 to 3x4. Enlarges up to 10x12 portrait size or reduces to 3/8 inch. Nothing like it on the market. Send for free catalog. MARY G. FULLER, INC., Dept. B31, Rochester, N. Y. mh29x

DIKE PHOTO OUTFITS CHEAP—ALL SIZES. Better shop in and see them. All the latest improvements. Bargains. P. O. CAMERA CO., 111 E. 53th St., Chicago, Ill. mh29

PHOTO MACHINES—SINGLE, DOUBLE, and Triple, etc. Heavy duty self cooking Shutters, lensed Copper Mechanisms, best and fastest lenses. \$100.00 to \$229.00. Get the facts before you buy. HASSAN, Box 971, Parkersburg, W. Va. mh29

ROLLS DEVELOPED—TWO PRIZES EACH and Two Free Enlargement Coupons. Reprints, 2x each; 100 or more, 1c. SUMMER'S STUDIO, Islandville, Mo. mh29

SACRIFICING 30 NEW PHOTOMAT, COIN operated and fully automatic, four for dime Strip Photo Machines. \$350.00 cash; originally sold for \$3,000.00. BOX C-47, The Billboard, Cincinnati.

THE FLASHIEST DIRECT POSITIVE OUTFIT ever built for the money. Makes 10x12 and 3 1/2 x 3 1/2 sizes. Lowest prices. Write CLASSICK MFG. Co., 211 Cemetery St., Petrie, Ill.

MUSICAL INSTRUMENTS, ACCESSORIES

HAMMOND ORGAN—TWO A-40 SPEAKERS, like new, slightly used, \$700.00 cash. LOUIS MABEE, 102 Washington, East Peoria, Illinois.

COSTUMES, UNIFORMS, WARDROBES

A-1 EVENING GOWN, WRAPS, \$2.00; SHOES, 50c up. Fur, Costumes, Mixed Bundles, \$1.00. Street Wear. Conley, 310 W. 47th, New York.

EIGHT RED BAND COATS, \$25.00; BEAUTIFUL Black Velvet Cycle, 20x11. Legs, \$35.00. Green Silk Cycle, \$50.00. WALLACE, 2416 N. Malcolm, Chicago.

MOVIE STARS—SLIGHTLY USED CLOTHING—Suits, Gowns, Dresses, Coats, Socks. Large mixed bundles, \$5.00 and \$10.00. Send size with money order. J. MOSS, 6115 Fountain Ave., Hollywood, Calif. x

SCENERY AND BANNERS

BEST CARNIVAL-SIDE SHOW BANNERS AND Modern Fictional Panels. Positively no duplicate scenery. MIKMAN STUDIOS, 1226 S. Commercial, Chicago, Ill.

SCENERY, CYCLOGRAMS, DRAW CURTAINS and all other Operating Equipment—New and used at lowest prices. SCHOLL SCENIC STUDIO, Columbus, O. x

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL-ism, Spirit Effects, Magic, Houdini, Force, Tricks, Illusions, Futura Photos, Crystals, Lucky Places, Palmistry, Graphology Charts and Books. Wholesale. Largest stock, 164-page illustrated catalogue. 30c. NELSON ENTERPRISES, 336 S. 16th, Columbus, O. mh29

A LATEST 215-FACE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Bar, Card, Juggling, Miscellaneous, Flowers, etc. 25c. KANTER'S, 8-131 Walnut, Philadelphia, Pa. mh29

BARGAIN MAGICAL SECRETS—MINDREAD-ING, ESPERANCE, S.O.S.—Show Illusion! Also illustrated catalogue, 20c. GENOVES, General P. O. Box 217, New York, N. Y.

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LAKES' OUTLINDING ILLUSION CHEAP—Punch and Lady Figures, Magic Bargains, Stamp for list, no postcards. LOHREY, 40 E. Sherman, Dayton, Ohio.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 230 W. 42d St., New York City, N. Y. mh29x

ANIMALS, BIRDS, REPTILES

ALLIGATORS, SNAKES, CHAMELEONS, WILD Cats, Bears, Raccoons, Snakes, Racing Turf, Fox, Opossums; Spiders, our specialty. BOSS ALLEN, Ocala, Fla. mh22

ANIMALS, BIRDS, AND SNAKES FOR SHOW talks—Now contracting TRAINER Wild Animal Acts for coming season. SHANE KING, Birmingham, Ala. mh29

DEVIL FISH FOR EXHIBITION—DEEP SEA curiosities. \$50.00. Side show pit, mechanical. JOSEPH FLEISCHMAN, 1915 Seventh Ave., Tampa, Fla. mh22

FOR SALE—COAT, 36 INCHES TALL, WEIGHS about 200 lbs., trained to drive to wagon, etc., for best reasonable offer. EDDIE POTTS, Owaissa, Ia.

FREAK HORSE—WELL BROKE, WT. 1,500. Great attraction. Has never been shown. Priced right for quick sale. LOREN BLISH, Loganville, Wis.

HEALTHY CARIBBEAN MONKEY—CHAIN and collar, \$20.00. Three Dogs, front and hind foot walkers, other tricks—one semi-suitcase. HENRY WOLFORD, Carl, Del., Tampa, Fla.

LARGE FRESH FAT DIABLOONS—GREEN Iguanans; quick shipment. Also Ringtail, Rhesus, Spider Monkeys. Write OTTO MARTIN LOCKE, New Braunfels, Texas. mh29

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00—Guaranteed feeders. Mother and Babies, \$9.50. Armadillo, Baskets, Lumps, Sewthill. APPEL ARMADILLO FARM, Comfort, Tex. x

PLenty Snakes, Armadillos, Boas, Iguanans, Fresh Crabs, Courtimandins, Monkeys, Kingfishers, Pacas, Percupines, Agoutis, Pumas, Ocelots, Ringtail Cats, Mice, Rats, Peafowl, White Doves, Parakeets. Write OTTO MARTIN LOCKE, New Braunfels, Tex. mh29

WANTED—MIDGET CATTLE, OTHER MIDGET Animals and Frogs. Also Miniature Animal Cages, Piggy Banks, UNCLE IKE'S CIRCUS, Dyrnville, Iowa.

PARTNERS WANTED

ROLLER SKATING PARTNER—YOUNG MAN, offer, capable of handling sensational routine. Must be dependable and have good appearance. Write full particulars to BOX C-54, The Billboard, Cincinnati, O.

HELP WANTED

BOSS CANVAS MAN WHO CAN DRIVE truck; Advance Man who can and will sell banners. Week stands. MADGE KINSEY PLAYERS, Fortella, Ohio.

BOY OR YOUNG MAN—WORK IN HIGH ACT, Must be hard-tand. Open in April. Season's work. BOX 225, Billboard, 1564 Broadway, New York.

COCKTAIL UNITS, BANDS, STROLLERS wanted for hotels, Union, Rush phone, date. CONSOLIDATED ORCHESTRA SERVICE, Altamont Apartment Hotel, Birmingham, Ala.

FIRST AND SECOND MEN FOR LINDY LOOP, Baltimore, Five-Plans. Opening April 1st. LOUIS SCARBELL, 1924 E. 50th Ave., Portland, Oregon.

FIRST SAX, CLARINET, DOUBLING VIOLIN—Must be thoroughly experienced, sober, reliable and union. BOX C-58, The Billboard, Cincinnati, O. mh29

FOUR OR FIVE PIECE GIRL BAND COMMENCING April 12. Keep indefinitely if satisfactory. Furnish 4 room modern cottage. Bathing and fishing. HAND'S PARK, Fairmont, Minnesota. mh29

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GIRL FOR STANDARD AERIAL ACT—WORK Trip and Cradle. Conspicuous surroundings with well known family. State height, weight, etc. Long season. MISS MARIAN FOSTER, Park Ridge, N. J.

GIRL TRUMPETER—YOUNG, ATTRACTIVE, lively, neat, fair, union, for well known concert location work. Write experience and doubles if any. Send photo immediately. This is the opportunity for right girl. BOX C-55, Billboard, Cincinnati.

MERRY-GO-ROUND WHEEL FOREMAN OVER staff age, on beach all summer. BOX 174, Nite Club, Seaside, Cal.

NITE CLUB ACTS HEAR OMAHA, CONTACT Treaders Club for week engagements. TROCADERO CLUB, Twanfeith Cuming St., Omaha, Neb.

OPERATOR—POWERS PROJECTOR, OTHER useful people. One night stand tent show, two girls. Sell cheap Tangany Calicoes complete. TOM McALPICK, Ill., Admors, S. D.

PIANO, TRUMPET, TENOR—STYLE BAND, steady work; offers also hard workers. Write, write RAY BRADSHAW, Fernwood by the Sea, Biloxi, Miss.

SIDE SHOW ATTRACTIONS FOR WESTERN Canada—Half Halt, Magician. Write all particulars. H. SPECTOR, 132 Brighton St., Boston, Mass.

WANT MUSICIANS—TRUMPET, DRUMMER, Steady location, small band; \$22 per week. Have travel and union card. Write BOX 391, Camden, S. C.

WANTED TO BUY

FERRIS WHEEL WANTED—GOOD CONDITION. State aerial number, age, power unit, where stored, cash price. LACKMANS, 923 G Street, Northwest, Washington, D. C.

SKEE BALL ALLEYS—FIVE, ABOUT 14 FEET preferably Wapetize; state price location. SAM FEUERMAN, 2015 East Seventh St., Brooklyn, N. Y.

WANT OCTOPUS AND CHAIROPLANE FOR cash. Give all particulars, condition, price. Wm. H. DAVIES, General Delivery, Moberly, Mo.

WANT TO LEASE WITH PRIVILEGE OF BUYING later, one complete Tent Motor Outfitting, 3534M, S.O.P. equipment. ARNOLD WOLF, Piedmont, Ala.

WANTED—MAILING LISTS, STATE PRICES and number of names and addresses. Write GEORGE BUELL JR., Gen. Del., Ligonier, Pa.

WANTED TO BUY—SMALL CUSTARD Machine; must be cheap for cash, in good condition. W. E. GOODMAN, Box 257, Central New Mexico.

WILL BUY USED RECORDS IN ANY QUANTITY. Call or write I. C. BENJAMIN, 1630 Farwell Ave., Chicago, Ill. Birtgate 1107.

At Liberty Advertisements

So a Word (First Line Large Light Capitals) 2c a Word (First Line Small Light Capitals) 1c a Word (Entire Ad Small Light Type) Figure Total of Words at One Rate Only

MINIMUM 25c CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY ACROBATS

LEAPER—DOUBLE

double cutaway, etc. VICTOR GEMUND, Gen. Del., Sarasota, Fla.

Trips: Performance—July at Union. Show of act only at Ohio has steady bookings. How B. Collins, 2912 Spruce Ave., Bronx, New York.

AT LIBERTY AGENTS AND MANAGERS

At Liberty—Baltimore, capable Address Agent. Years experience tent raised, items. Have act Book office. How E. Lewis, 64 W. Ontario, No. 700, Ill.

Five Agent seeks full or part time work. Both newspaper and publicize experience. Willing to do anywhere. Good references. Joseph Wagon, 4144 Woodside B. High Park, L. I., N. Y.

Theater Manager—Two showmen, ambitious builders. Manager. New location. 7500 Broadway. Any site applies. Vincent Grout, care Billboard, Oakland Bldg., Chicago, Illinois.

AT LIBERTY BANDS AND ORCHESTRAS

NOVELTY TRIO FOR

hotels, clubs, lounges. Two men and girl. Pianist, Electric Organ, Drums, Electric Chimes, soloists. Vocalist. Dance-drum music. Union. Play show beautiful combination \$10.000 cash. A-1 references. Own all instruments. Large library. Have transport. Go anywhere. Now available. BOX 227, Broadway, 1564 Broadway, New York.

FAST CLORED ORCHESTRA AVAILABLE FOR engagements in New York and States nearby. For particulars write EDDIE ROBERTS, 131 W. 135th, New York. Phone AUdujon 3 0820. mh22

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NINE-PIECE DANCE ORCHESTRA—WILL TAKE over for summer location. Girl vocalist, 1 p. a. system, up to date library. Willing to join union. PHIL BUCK, 12128 So. Western Ave., Blue Island, Ill.

Two Douglas and His Algeas—Excellent 7-piece modern Swing Band, available the moment or next. Graduate Musicians. Fined equipment. Late University vocal arrangements. Radio and Stage experience. A Great Five Douglas Orchestra. Grand Conservatory of Music, Columbus, Ga. mh22

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—A-1 MEDICINE LECTURER. Address DR. JOHN E. FOYE, General Delivery, Joplin, Mo. mh29

COWBOY ACTS, ROPING, HORSE CATCHING, Trick Riding, one of the best Whip Acts in the country, and Trick Shooting. No stock. Write Fred Douglas Orchestra, Grand Conservatory of Music, Columbus, Ga. mh29

PRINCE CHARLES, SWORD SWALLOWER. — Nice flash of swords and costumes. Reliable phone answer. PRINCE CHARLES, Box 14, R. F. D. No. 2, Fort Pierce, Fla. mh22

TATTLED-TOE MAN—WILL DO EXHIBITION work. No tattooing. Syber and reliable. A. WARD, 531 Harvey St., Calumet, Ill. mh29

YOUNG MAN WOULD LIKE JOB WITH carnival, circus, or at a summer resort. DONALD COOK, 60 New Park, Lynn, Mass.

Dance With Frogs — Out of town. Last season with Johnson J. Jones, A. J. Duffy, 816 E. 9th St., Meriden, Ct. mh22

AT LIBERTY DRAMATIC ARTISTS

Leslie Thompson, Ill. — Age 27, Needs, 5 H. 2, 118 St., starting, dancing specialties. Braily beautiful and light. Write Leslie La Verde, 1021 14th St., San Francisco, Calif.

AT LIBERTY MISCELLANEOUS

WOMAN — CHARACTERS, LEADS, SECOND BUSINESS. Several years' experience in rep and stock. Singing specialties, good wardrobe. Wants reliable rep or stock for summer. BOX 472, Billboard, Ashland Bldg., Chicago.

AT LIBERTY M. P. OPERATORS

Licensed Professionals, Manager, Bookers, Supt.— \$1,000 a year. Want experienced, will accept more. Salary or commission. Will consider non stock proposition on straight salary only. F. W. Blando, Charleston, Tennessee.

AT LIBERTY MUSICIANS

HAMMOND ORGANIST— With or without own instrument. Classical and dance requests. Union, young woman. BOX C-48, The Billboard, Cincinnati, O. mh22

ORGANIST — SKATING — Think. Union, young man. Personality, appearance. Five years' experience R.S.R.O.A. Bronze, Silver Dances. With change of location. Excellent references. BOX C-50, Billboard, Cincinnati, O. mh22

STAFF ORGANIST — Available April 25. Have master's certificate. Own Hammond Organ with DXR Speaker, especially equipped for broadcasting. If wanted. Excellent recommendations. ORGANIST, Hazel La Fayette, Rockford, Illinois. mh29

AT LIBERTY — TROMBONE, TONE, FAIR range, jam some. Union, age 20. Some experience. Will need transportation. Write MUSICIAN, Ike Parsons, Yakarta, Ohio. mh22

AT LIBERTY — EXPERIENCED CIRCUUS TRAP Drummer — Single sober, reliable, frisky. Over draft age. Anything considered. Join at once. State ill. FRED FRANKLIN, 620 Hemlock St., Macon, Ga. mh22

BAND MASTER—EXPERIENCED, COMPETENT. — Municipal industrial bands. Write BAND CONDUCTOR, Box 38, Webster, S. D.

BANDMASTER—EXPERIENCED, COMPETENT. — Like to hear from schools, municipal, industrial bands. LEONARD DOTO, Iron Mountain, Mich. mh29

DRUMMER-VIBRAPHON—CUT FLOOR SHOWS. — Light reader. Join immediately. Write MUSICIAN, Washington Hotel, Providence, R. I.

DRUMMER—DESIRES STEADY WORK. SOLID rhythm and plenty of personality. Read or jam, doubling Violin, Sweet style. Only reliable parties, please. BOX M-5, care Billboard, 390 Arcade Bldg., St. Louis, Mo.

GIRL—BASS OR GUITARIST. UNION, YOUNG. Steady work cocktail combo. E. HORN, 1211 E. Marquette Rd., Chicago, Ill.

HAMMOND ORGANIST WITH ORGAN — Available for April 7th opening. Either with 110 or single. Union, young, good appearance, experienced in club, hotel. Have worked for M. C. A. Park East, Middle West or South. State ill. BOX C-57, Billboard, Cincinnati.

STRING BASS, GUITAR, BANJO, SOME PIANO — College graduate. B.A. in music, arranger; union. Experienced in all type combos. WILLIAM LENZ, Fort Pierce Hotel, Fort Pierce, Fla. mh29

TROMBONIST—UNION, PLAY DORSEY TRUMBERS, range from low E to high F. no take off. Prefer hotel or street band. J. F. FORTY, 13 N. Ocean St., Jacksonville, Fla. mh29

TROMBONE — UNION, ARRANGE, TOPS takeoff, good tone, range. Experienced, read anything, blend. Neat, sober. 21, single, no draft. State ill. LEROY STRYKER, Platts Corn, Neb. mh29

TRUMPET — 2D OR 3D, WELL EXPERIENCED, all essentials. Only reliable organizations, please. JIMMIE KOVARIK, Spindale, N. C. mh22

TRUMPET MAN AVAILABLE IMMEDIATELY. — Past three years' experience. Considerable location; not less than \$35.00 week; legit or firm. APT. 31, 2301 Nicot Ave., Minneapolis, Minn.

TRUMPET—READ, FAKE, GOOD RANGE, GOOD appearance. Union. GEORGE CLEMENTS, 717 Cotton St., Shreveport, La.

UNION PIANIST AND ALTO SAX MAN — Good readers; planned arranges. Travel or locate. Both 30+ years old, classical and jazz. JERRICK, 2831 S. Tripp Ave., Chicago, Ill.

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THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 12. CLASSIFIED ADVERTISING FORMS CLOSE IN CINCINNATI WEDNESDAY, APRIL 2. INCREASED CIRCULATION, MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

J-1 String Bass Player — Fine, Arranges and play some Piano. Have amplified Bass, Tuba, no reader. Have own Bass, Flukes, 2810 Tremont St., Detroit, Mich.

At Liberty—Trumpet Player, 1st or 2d, Vocal, Ho, upper, middle, middle, single, union, solo. Theatrical or jazz band. Paul Chapman, Gun, Del., Hollywood, Fla.

Colored Hammond Organist—Have had 100 hours eight months at the Hotel Howard, Newport, Ohio. Swing, legitimate and features special repertoire of popular numbers. City and swing organist. Will play for any occasion and place any place. Prefer hotels. Union, Good references, plenty experience; read, don't know. Write: 2885 Water St., Drayton, Ohio. mh29

Drummer—Double Valses and Valses. Available 12th. Show experience. Jerry Roth, 112 East 1st, Mitchell, S. D.

Drummer—Greatest satisfaction or no notice. Do Drummer specialty for shows if necessary. First class in recording and stage experience. Write me immediately. Have exp. will go anywhere. Pictures of recordings sent upon request. Write me immediately. Not a cat. MUD FREDRICK, 1048 3rd St., Saginaw, Mich.

Electric Steel and Rhythm Guitarist—Drumming, singing, playing, all types. Experienced all styles. Reliable, union, good appearance, all essentials. Monday. Reach View Tavern, Corolla, Florida.

Fine, Experienced Hammond Organist for clubs, clubs, lounge, ball. Employed, fine salary by local. Also, club, swing bands, or union. Without preferred. Box C-42, Billboard, Cincinnati, O. mh22

String Bass—Doubtless Big Band style, Favored, 3rd Flr, Youth, Cuban, Bass, 11th years' experience. Trust my work, swing band, or Hill Hotel, Union, Accolade, Silverton, Fla.

String Bass—Experienced, large, solid combo, 1st style, read, take, on show. Sober, reliable, union, 2nd flr. Parsons, Yakarta, Ohio. Write: 2885 Water St., Drayton, Ohio, Kentucky.

Tenor Sax and Clarinet—Solo, 3d, dependable, modern. Can work with section or in small combos. Arrives for latter. Write: 1218 1/2 N. 1st, Columbus, O. mh29

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BALLOON ASCENSIONS for All Occasions. JACKSONVILLE BALLOON CO., Jacksonville, Ill. mh29

FOR FREE ACTS — BOB FISHER'S FEARLESS PLYERS. Box 31, S. Petersburg, Fla. mh29

HIGH SWAYING POLE — None like it! Circular with action and crowd pictures. BOX C-21, Billboard, Cincinnati, O. mh29

LA-BLONDE AERIAL BAR — Act—America's outstanding attraction. Address CHARLES ZEMETER, 54 W. Randolph St., Chicago, Ill. mh22

WANTED — JOB BY THE day Reupholster and Reupholstering Bather Coasters; 20 years' experience. A. VETALI, Rt. 4, Northfield, Ohio.

JAMES COGROWL—STYL WALKER, UNCLE Sam, Clown Cap, etc. For prices write 1433 Rose St., Lincoln, Neb. mh22

Aerial Contests — Lady God, Three major Free Acts. Fratello Winzoo, County, Kentucky Leader, Swinging Leader. Flight experience. License. Write on request. Address Billboard, Cincinnati, O. mh29

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Pop Act—High Wire Act, 5th circus. Also High Novelties Aerial Pole Act, 5th circus. La Troupe Circle, 2330 Palmer Ave., Bronx, New York.

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EXPERIENCED PIANIST—SPECIALTIES. PLAY alone or orchestral; prefer show; age 35; appearance. MAURICE LUCKETT, Edwsville, Ill. mh29

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AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY — DOGS AND PONY. WOULD like to hear from picture tent show or vaudeville, starting April 15. BERT BRIGGS, R. F. D. No. 1, Mountain View, Mo. mh22

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Mr. R. Gray's Attractions—Twice Vaudeville and Circus Act. 100, Tuba, four acts. "Tuba" Act. Write: 1000 W. Grand Blvd., Boston, Mass. M. A. Comedy Attractions, featuring Leaders, Black Wit, Sing Act, Pointe Act, Singing and Juggling. Can be booked as a solo or separate. 4105 Jones and Oak Ave., Evansville, Ind.

Female Amateur Vocalists—Has superb songs. Stash hit at Leo's Radio and Orchestra Shows. 59th and Broadway. Booked accommodation. Gold Street, 104 W. 95th St., New York. mh22

WINTER QUARTERS

(Continued from page 33)

rat game. Bob Brookshire will return this year with his Illusion Show and a new creation called the Vampire. Mrs. J. B. Graham (Marie LeDoux) will have the Big Show, and Jerry Malone, the Athletic Show, Jim Galloway, of Jungle Oddities, has been wintering in Arizona and reports he is waiting for opening. W. W. Barnes, who returned from the Coast after visiting Bill Jessup, will have charge of Princess Triste, educated horse, and Hollywood Monkey Movie Stars. Hugh Warren built a new front for the attraction. Smith Diving Horses will present the five attraction. Leon H. Harnis, manager New Mexico State Fair, is a daily visitor. R. LOOMIS.

Midway of Mirth

BOWLING GREEN, Mo. March 15—Rebuilding program is being carried out under direction of Tommie Davis. Joe Hollander will arrive soon to assist in the management of the shows. Four rides, four shows, and about 20 concessions will open with the small unit early in April. Three rides will remain here until May 1, when shows start their trek north to Illinois and Wisconsin. Bulldog Henry will have the Athletic Show, and George (Dude) Barrett has signed his seasonal job, with Jack Thompson, an assistant manager. Only a small crew has been working at quarters since closing last fall. Reported by an executive of the shows.

Pioneer Expo

WAVERLY, N. Y. March 15.—Opening has been set for May 10 at Townsend

Pa., under the company auspices. Shows are said to be the first to play the city in five years. One of the features will be a parade nightly. F. W. Wall, electrician, will have three stores, and A. Crim has the popcorn and snowball stands. Sam Seim, who has the cookhouse, writes from Baltimore that he is ready to go. Harry Peavey will handle the billing, while Mrs. Peavey will have charge of the candy float stand. Manager Percell has signed the Riding Bartonis and George Barton's Circus as free attractions. Stan Reed is reported to be recovering from injuries sustained in a recent accident. A blizzard which hit this town early Saturday and continued until early Sunday morning buried the shows in snow and hindered work at quarters. A new marquee has been ordered, and two more firemen's conventions have been added to the route. The writer is pinch-hitting for Stan Reed this week. W. H. MULHOLLAND.

Mac's Caravan

WAYNESVILLE, Mo., March 15.—Everything is ready to move to the opening spot here. The writer has made boomtowns in the oil fields of Texas, Arkansas, Louisiana, and Oklahoma, but none can compare with the activity along Highway 66 between Rodia and Lebanon, and from all indications shows should get off to a flying start. All equipment and show property has been overhauled, repaired, and painted. Much work has been done and shows are attractive in appearance. Showfolk are arriving daily. General Manager, Maurice and General Agent Delmar made a hurried trip here completing arrangements and then back to quarters to start the trucks rolling for the opening. S. C. EDMONDSON.

Heaton Expo

GREENVILLE, S. C. March 15.—Bruce and Warren Heaton, John Guest, and Ed. G. Wells returned from a business trip and reported everything seems to be booming. Monte Wozniak returned from New York after buying costumes and scenery for his National Comedy Revue. While in Philadelphia to visit his parents he signed Yvonne, dancer. La Renee of the Midnight in Paris Revue, is dancing in Bruce Heaton's Paradise Casino here. Joe Gailison and crew of five have the trucks and semi, and Mrs. John Guest has had the cookhouse floored. A new office trailer has been ordered. J. B. Debray, Tom Gross, Hale Scott, and John Cooney are on the stick list. Paul Norris, special agent; Bobby Miller, and Tex Wright left for a few weeks' vacation in Hollywood. Dick Deason returned from Cuba and signed some help for Olga Klein's Latin Girl Revue. Shows plan to open the first week in April in Greer, B. C. Ted Green, Helen Todd, and Karl Allen visited recently. JAMES KAY.

J. J. Page

JOHNSON CITY, Tenn. March 15.—Quarters' crew has been augmented and finishing touches are being applied. All finished work is stored in one end of the huge building here. Mr. and Mrs. J. A. and Trevor Montgomery have started building and repainting work. Trevor will take care of the artistic end of the painting and will go over all show banners and fronts. Mr. and Mrs. Mickey Donahue and crew arrived to repaint and erect the Motordromes. A new cage for Leo, drome lion, is under construction. Bruce and Helen reported they will arrive soon with their big snake exhibit. Jack King has been here during the winter and, since his help has arrived, he will begin building Monkey Show and props. Bob Coleman is building new frames for his concessions and will have a new lighting system for his own game. Roy Casey is painting his concession and will give his truck a new paint job later. Frank Mastaglio, one of his agents, arrived this week. Jack Conway will have the cookhouse. George Como has booked a concession, as has Philip Bender, and Melvyn again will have the palmistry stand. The transformer wagon is finished and transformers will be installed by Frank Sheppard. J. L. Jennis advises he is applying the finishing touches on the Funhouse. He also will have the digger concession again this season. Asks from Jimmie and Jessie Campbell, former members of the show, many visitors from town trek to quarters. Out-of-town stickers were Jerry Klein and Mr. and Mrs. George Lanning. R. R. SAVAHO.

Merchandise

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Workers Expect Benefits From New Lease-Lend Bill

Passage of bill and request for \$7,000,000,000 for production expected to start flow of business for concessionaires and salesboard workers

NEW YORK, March 15.—Passage of the Lease-Lend Bill, followed by a request from the President for a \$7,000,000,000 appropriation to speed aid to Britain, is expected to result in greatly increased business for concessionaires, salesboard and bingo operators, and other workers. The \$7,000,000,000 requested by the President will be spent in speeding up and increasing production in the countless factories and plants throughout the country. In addition, it is expected that navy yards, army camps, and other national defense areas will benefit from the appropriation at least to the extent of additional buildings.

Concessionaires on boardwalks in the vicinity of navy yards will find the new appropriation meaning a great deal in the amount of money spent during the next few months. With national defense production being speeded to the utmost and with the additional stimulus of aid to Britain, more employment will be created. Places like Perth Amboy, N. J., and Revere Beach, Mass., should find the coming season better than last season, with the possibility that business will exceed anything in past several years.

It is expected that patriotic items will be in more demand than ever before. The success that these items have had during the past few months is expected to be eclipsed by the avalanche of spending that will follow the appropriation requested by the President and the beginning of large-scale construction for aid to Britain.

Variety of Items

Among items which are expected to click are the various lapel buttons, the propeller pin, the flag, the winged propeller, the shield topped by an eagle, and the plain eagle pin. All are finished in hard gold, and the flag, the eagle pin, and the shield topped by the eagle are in red, white, and blue. For women there are numerous compacts with various eagle shields, perfume and powder sets, compacts shaped like hearts and capable of holding two pictures, cigarette cases appropriately decorated with patriotic motifs, case and lighter combinations, and individual lighters. A number of lockets holding two pictures are also offered with emblems including the flag, the eagle, a winged propeller, and a cross. All are finished in 14-k. gold and the emblem is made of mother-of-pearl. The lockets come in heart shapes, round, and book-shaped.

Also popular are bracelets and wristlets bearing various emblems associated with national defense. The flag, of course, is most predominant, but the eagle shield and the winged propeller are also popular with workers. A number of service star pins finished in red, white, and blue enamel, with a star in the center, have appeared and are reported to be popular. Key charms with the shield insignia in 18-k. gold plate also are on the market.

Rings are being featured with the usual emblems, and a large line of leather novelties suitably emblazoned also are available. The leather articles—wallets, traveling sets, etc.—all bear the eagle shield in metal. Women's brush and comb and manure sets also are available with the shield. Sweaters, sweatshirts, caps, hat ornaments, belts, and pillow tops also come with some form of patriotic emblem and are reported to be popular.

According to J. A. Whyte & Son, Your-Name-on-a-Sea-Shell-Brooch is meeting with great success over the country. Item is said to have gone big at the recent Tampa and Homestead, Fla., fairs. Sales are hitting the million mark, the firm reports. Also offered is "atmosphere" flash, consisting of electric shell lamps, star flash, rose oval sea fans, sea weed, and oval shells. Many of the five wires use it to attract buyers to their stands.

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Remember the old Trading Post? Well, Spens' has a take-off on it called Surprize Bargain Store, which looks good for plenty of the long green. Cabinet container is colorfully designed in red, blue, yellow, and green, and holds 80 packages, which are distributed as each tab is pulled from the cabinet front.

A variation of this type of deal has been popular for years. It has always moved well in territories where the outfit may be placed on a counter. The boys like to work it because in most cases the deal nets an immediate profit. As a rule it is sold outright and the operator forgets about collections.

Charlie Fleischmann of the Baltimore Salesbook Company reports that his Form 8 Standard Collection Book for salesboard operators is now wanted in stock as a standard item. Says Sam: "I was surprised to note that recently our sales have improved considerably on this number. It seems that more operators are finding it practical to use a regular collection report to keep records of various types of deals and card and board placements. Following a suggestion made to me recently, I have changed the wording 'number of holes sold' to 'number of tickets sold' so that now the book is even more flexible. The reverse side of the original copy has space for a record of the merchandise left with the location on a consignment deal. The book is complete, practical, and inexpensive."

Operators may be interested in a new six-piece stainless steel utility set which is being offered by Charles H. Jamchill. Set includes a heavy cleaver, vegetable or slicing knife, pot roast fork, meat knife, spatula, and bread knife. Set has imported cocobolo handles shaped to fit the hand. It should appeal to mltidy and go well on a small mart.

Whenever possible operators should team up so that one man may devote all his time to securing locations and another to making collections and delivering merchandise. Working this way, more good locations may be obtained, locations may be checked more carefully, collections speeded, and deals pulled promptly from spots which prove unsatisfactory. It is the smartest and most profitable way in which to run an operation.

HAPPY LANDING.

April 1 Brings Joke Items Again

NEW YORK, March 15.—Novelty and joke workers again are turning to joke items in preparation for April 1, All Fools' Day. The date is always a good one because of the demand it creates for a variety of items.

Familiar stand-bys are on hand again

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and several new numbers have been added to the line, insuring workers of a large selection with which to work. Some of the newer items constitute only minor variations of old ones, but there are a few originals which look good for the field.

In addition to novelty and souve- nire items, bingo operators and a few concessionaires are handling joke items this year. Items already in use include April fool candy, which has been a stand-by for years. It consists of small boxes of candy filled with pepper or garlic. The box resembles an ordinary candy box. Other popular items are the electric hand shaker, itching powder, sneezing powder, hot seat, dribble glasses, and auto who bangs.

NEW ITEMS

New items are as amusing and as profitable as the old stand-bys, according to Jack Spiegel, of Gordon Novelty Company here. Among newer items are the sticks of pepper gum, milk chocolate bar that squirts water, and the squirting nickel. Other items include cream and jam jars which hold a two-foot snake that pops out when the cover is removed. A jewel box that explodes upon opening also is on the market.

In the field of mechanical novelties workers are offered a mechanical spider that looks like the real thing and runs along the floor. Another is wobbling cheese, an item resembling a small package of cheese which begins to quiver when wound up.

A variation of exploding matches is the flare match which is said to be absolutely harmless. It flares into different colors when struck. A mechanical pencil that falls apart when used is another new item that is reported to be popular.

The plate lifter, hot seats, and shooting plugs for cigarettes are again available.

BINGO BUSINESS

By JOHN CARY

BINGO in Providence, R. I. has been placed under stricter regulations. Game is legal in the State when conducted for religious, charitable, and veteran groups. Bureau of Police and Fire claims that new regulations have been drawn up to confine the game to legitimate charities. No licenses for games in the city will be issued unless games are conducted in quarters of organizations sponsoring them.

THE WRITER of this column will report legal action on bingo when it is available. During the last few weeks action in the legislatures of Pennsylvania and New York has been reported. If you happen to read in your local newspaper of action regarding bingo, please send it to this desk. It will be filed for reference. This is a service that operators can render one another. In the past quite a few operators have been and should be sent shippings, and the writer is grateful to them for their consideration and co-operation.

POB BAKER, who is well known among bingo operators, writes that his new master blower is meeting with great success and that many concessionaires have written him in praise of the machine. It is available in walnut finish and is the product of good workmanship. Baker emphasizes in his letter. Features of the blower are the automatic tally board and the finger-tip control. Trimmed in chrome, the machine presents a good appearance. A number of the machines are being shipped to operators at resorts.

A LINE that is going strong in the South, in Arkansas to be specific, is pictures. A letter from R. T. Smith, an operator, informs that bingo players want pictures, and he has found that hand-painted ones make ideal awards. Demand for the line has been so great that he plans to buy in quantity lots. Since this is the case, the new lines of wall plaques now on the market should prove popular. Floral wall plaques are outstanding. An item in this field is the landscape design, with flowers in high relief. Plaques are covered with convex glass and are five inches in diameter. They come in pairs and make a good item for housewives who want something to hang on each side of the fireplace. Firms handling them include Lee Kaul Importing Agency and Gordon Manufacturing Company. Plain plaques with pictures of cut flowers in vases are also in demand.

AN ITEM that is making great headway with bingo operators in the vicinity of training camps is the patriotic pillow top. It is designed along latest lines and made of satin. The number, 18 by 18 inches, is an award that is most certain to be appreciated. In addition to having the red, white, and crossed flags, it has U. S. Army written across it. There are army scenes in each of the four corners and below the center scene is a sentimental poem. When placed across the back of the prize stand, the pillow top are sure to attract attention and favorable comment.

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According to Virginia Plak Company,
Inc., the wall Plak plaque recently in-
troduced is making inroads into cash
ketters for merchandise prize users. Item
has an overall dimension of 4 1/2 by 5 1/2
inches. Picture, richly colored, is 4 by 5
inches. Sixty assorted subjects are avail-
able, including dogs, juveniles, moose,
and old masters. Plaque is sturdily built
and colors will not fade. Special low
prices are offered to introduce the item.
The firm reports.

Manicure Set

Prize users are reaping a good cash
harvest with the women's manicure sets.
National Camp Supply Company reports.
Item consists of a genuine cedar chest,
8 3/4 by 6 1/2 by 2 1/4 inches, manicure im-
plements, nail polish, cuticle remover,
and polish remover. Chest may be used
as a cigarette container after the polish
and remover have been used. The box
has a gold finish metal eagle emblem in
the center of the top. Prices allow op-
portunity for 25 profit, the firm reports.

Casting Outfit

According to Gellman Bros., the
Sportsman's Special Casting Outfit No.
7500 is proving a money-maker with
merchandise users over the nation. With
the fresh-water fishing season soon to
get into swing, large orders are being
shipped to all sections, indicating that
those in the trade are expecting the item

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**The New Sensational
RADIO CRUISER**



\$11.70 per unit
Never before sold at this low
price . . . a real money-maker
* Full Size Super-Heterodyne Radio, A.C.
D.C. Powerful Built-in Dynamic Speaker
True Reception, Size 17 1/2 x 17 . . .
Walnut Finish.
* RADIO CRUISER IS A REALISTIC SHIP
MODEL, AND RADIO, TOO! . . . with
gleaming chrome sails and streamline hull
. . . hand-rubbed walnut finish
authentic fittings.

Order your sample today . . . don't miss this profit opportunity.
A. MORTON GOLDBERG & ASSOC.
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MISS AMERICA BUNNY

ELECTRIC Bulb Eyes With FLASHER
Perfect for salesboard. Store to store for window
display. Every Tavern—Hotel—Store will want one.
30 inches high. Covered in flashy rayon silk costume,
red, white and blue.
DOZEN LOTS \$3600 SAMPLE \$325
We carry a complete line of Easter Bunnies, dressed
in various characters.
Write for full details. State your business.
Wis. De Luxe Corp. 1902 No. Third St. Milwaukee, Wis.

**CONCESSIONAIRES!
BINGO OPERATORS!**

Write me quick for terrific, outstanding
new numbers exclusive with
JERRY GOTTLIEB, Inc.
303 4th Ave., New York City

**BINGO GAMES AND SUPPLIES
CARNIVAL SUPPLIES . . . PREMIUMS
NOISEMAKERS . . . HATS . . . BALOONS
WRITE FOR OUR No. 500 CATALOG
BE SURE AND MENTION YOUR LINE OF BUSINESS
1006 BROADWAY
MIDWEST MERCHANDISE CO., KANSAS CITY, MO.**

BULOVA — GRUEN — WALTHAM — ELGIN
WE LEAD FOR PRICE
AND QUALITY
NORMAN ROSEN
Wholesale Jeweler
801 SANSON ST. PHILADELPHIA, PA.
Wrist & Pocket Watches
FOR LADIES AND GENTS
Reconditioned, Guaranteed
Like New, 1941 Styles now
available. Write for Free
Catalogs.

men around New York, but Bob Twitty is reported knocking them over in Chicago. I am making my share working shops with herbs."

IF YOU'RE CERTAIN you're set, then go ahead.

STANLEY MALDRETT worked Albany, Ga., last week-end.

ART ROBINSON signs off with a pipe from Detroit: "I have quit the pitch business, but not without an ache in my heart, for I've spent 11 wonderful years at it. But my new set-up isn't bad either. I now work eight hours a day, five days a week, and a pay check each Friday is not hard to take. I thank all the boys who helped me and I'll never miss an opportunity to cut up jackpots with them. A week ago we had a jackpot session in the Park Avenue Hotel, Detroit. Present were Harry Dempsey, Phil Krast, Harry Bernstein, Red Noble, Jack David, Amy McNally, Florence Burra, and myself. Since then I've seen Sammy Smith, Bruce Sackett, Eitel Arnold, Mrs. Van Hooky, and Tom and Mill McCray. I understand that George Baber and Arthur Marks are in the service. I am holding in reserve my remaining stock of waffle irons for the day when I get the time to pitch again. Would like to see pipes from Larry Bettinger, Larry Olmson, Harry Mack, Bill Angelier, and Ozzie Routt."

NO ONE can help himself by knocking another's business.

JACK (BOTTLES) STOVER blasts from Frederick, Md., that he is moundsound there at a spot where sheet-writers get cash rewards any time they can score. He says he is there due to a bum tip from a robin at Suffolk, Va.

JEFF FARMER is still working Petersburg, Va., territory to north and south, a trip to Florida and South Carolina and Georgia last month. Red Jackson, Doc Brummitt, Jack Flowers, and Blacky Carpenter are asked to pipe in.

HARRY THE JAMMER SEE: "If there's a chance to boom business, boom it."

HARRY HISCO opens from Natchez, Miss., that the town is closed tight during the pilgrimage there sponsored by the Pilgrimage Garden Club. However, he says he is able to work because he has been there since December 1. Business is not so good with the pilgrimage going on. Hisco reports.

RUSSELL LICHLITER and Evelyn have closed a successful winter with their engraving jewelry at the Palace night club, Sandford, Ill., and are heading for an army camp in Missouri.

WONDER how that spring inspiration will hold out when the sun starts beaming down on both sides of the street.

EDDIE (SHIFTY) LEWIS tells that the boys who worked the Mardi Gras at Mobile, Ala., last month got a little dough. He went there two weeks before the Mardi Gras, but did not go to work as his wife became ill about three days before the event. She is still in a hospital and in critical condition. Eddie says, Mobile is open and veterans can get a 10-day reader gratis, but the spot at Royal and Government streets, where the boys work, is out of the money, according to Lewis. Since hitting Mobile, Lewis has formed a partnership with Roy Chutter, who is working med. Doc Gene Anderson is asked to pipe in.

MARY MELOGA was sighted recently in a Cleveland dime store demonstrating hair wash to fair takers.

IF THE PREDICTED increase in employment and business transactions, 1941 should be one of Pichdom's outstanding years.

BOB LACKNER and John Punzer are working together in Cleveland, pitching gardenias and roses in front of the City National Bank on Beach Avenue and also in front of theaters. They say they have a good line and that there's lots of money in it.

LOUIS E. (ROBA) COLLINS is still playing school. This Missouri boy with his mysterious attraction, but expects to head for Ohio in April. He saw Doc Bates and wife working in the vicinity of Patterson, Mo., with med. Collins

would like to see pipes from Dave Ross, Gene Knight, Bobby Wheeler.

HARRY CHRISTIANSEN with a parrot, is telling fortunes on Ontario Street, Cleveland.

SWIFTEST AND SUREST way to the poor house is to try to make other people believe you know it all.

Pichdom Five Years Ago

William C. Turle was in Portland, Ore., getting ready to open with Doc J. W. Thompson's five-peoples med show on the Coast in April. . . . Doc Harvey Broad was getting fair dough at his store on West Madison Street, Chicago, handling only fruit law. . . . Texas John Steinhorse was in Greenville, S. C., working coupons thru mill stores. . . . Sam Ruttman and Johnny McLane were in Quincy, Mass. . . . Happy O'Curran was in Fort Smith, Ark., cleaning his equipment for his opening late in March. Doc M. A. Hathaway, who had been working with him, left to join the Princess Beaufort Show as lecturer. George Finning and Jim Raily were working around Fort Smith. . . . James Ross was in Chicago, still working flunkies and horn nuts. . . . Gene Golin, who had been laid up since August, was working again in Minneapolis with double-ups to fair biz. . . . L. F. Rogers was in Corydon, Ind., where he had been snowed in since Christmas. He had a movie machine and a b. i. to work sales. . . . Hot-Shot Austin was working trade days and first Mondays thru Oklaboma and Texas to fair takes. . . . George J. Mitchell was in Springfield, Tenn., enjoying good biz. . . . Bob Posey saw Robert Gillis and wife, Bessie, working the soldiers' pay day with rad and X-rays to sell-outs in Lawton, Okla. . . . Pat Dana and wife had been in East and Southwest Texas all winter and found conditions fair. . . . Buffalo Cody just arrived in Detroit to work in Paul Istock's store on Monroe Street. His roster included Paul, as owner; Ward Ginger, assistant manager; Bill Meador, oil, corn, and salv. Bill Ruiz, hair tonic and soap, and Cody, herbs. . . . A new organization known as the Jam Men's Recreation Club held its first meeting at the Hotel Barbara, Los Angeles, to a great success. President of the group was N. G. Golden; Nat Shefferd, secretary; Silent Benny Gross, treasurer; Bill Sherriek, first deputy; Curly Zamon, second deputy, and Benny Stone, first scout. . . . That's all.

THE SUCCESSFUL boys and girls are the ones who keep a watch on their profits and favor their bank rolls.

Events for Two Weeks

- March 11-22 CALIF.—Santa Anita, Dog Show, 22-23. San Bernardino. 31st Natl. Orange Show, 15-23. FLA.—Yona Beach, Halifax District Expo, 15-23. IND.—Evansville, Home Show, 14-20. LA.—New Orleans, Spring Fiesta, 16-20. MASS.—Boston, New England Flower Show, 14-22. MICH.—Saginaw, Spendless & Seniors Circus, 11-22. MINN.—Minneapolis, Home Beautiful Expo, 15-22. MO.—St. Louis, Dog Show, 22-23. N. Y.—New York, International Flower Show, 17-21. White Plains, Dog Show, 23. Rochester, Sports & Outdoor Show, 11-22. N. C.—Greensboro, Better Homes Expo, 17-22. O.—Youngstown, Dog Show, 15-23. OKLA.—Oklahoma City, Livestock Show, 11-21. TEX.—Beaumont, Home Show, 17-22. 21 Paso, Dog Show, 19-20. Mercedes, Rio Grande Valley Livestock Show, 20-22. WIS.—Waukegan, Home Show, 18-20.

- March 14-29 GA.—Columbus, Natl. Home Show, 24-29. ILL.—Deerart, Armory Show, 16-23. NICH.—Grand Rapids, Home & Food Show, 24-29. MINN.—Canton, Madison County Fair Stock Show, 24-27. MO.—St. Louis, All-American Flower & Garden Trade, 23-29. O.—Cincinnati, Orange County Maple Festival, 27-30. Columbus, Home Show, 24-29. PA.—Philadelphia, City Show, 24-29. Philadelphia, Flower Show, 24-29. S. D.—Deadwood, Black Hills Building & Industrial Show, 24-29. TENN.—Kingsport, Dog Show, 24-29. Knoxville, Dog Show, 24-29. TEX.—Mineral Wells, Palo Pinto County Livestock Show & Rodeo, 28-29. WASH.—Seattle, National Flower & Garden Show, 15-20.

POPULAR ITEMS

(Continued from opposite page) ports. The flashy Maryland chicken frizer has eye-appeal, backed by utility. It has polished chrome exterior, with popular satin finish chrome cooking surface, and may be used for open, deep-fat, or covered frying. Dome-shaped, the flavor-saving top has a composition knob of non-twisting chombed wood that stays cool. Items of this line need no scouring and may be washed like glass or china. Price in lots is low and affords those in the trade an opportunity to make a real profit, the firm reports.

RINKS

(Continued from page 48) bership is over 300, and new skaters are joining weekly. Manager Scott plans to give figure skaters a banquet in May as highlight of the winter season. Skateland will be host to about 200 skaters from Jamestown, N. Y., on March 25. Rink has chalked up several record nights this season, with turnouts of 1,200 and 1,100 on two school nights. Numerous parties have been booked this winter and they extend well into spring. Electric organ music is provided. Saturday and Sunday matinee are drawing well. Staff includes six floormen; six instructors, including Irene Roder and Fred Selb, who have qualified as district judges; four checkroom attendants, and three on the refreshment stand. Manager Scott plans to open his open-air suburban rink on May 24 for the third season. It accommodates 600 skaters. During summer Skateland will operate on part-time schedule.

OVER 200 members are already enrolled in the club at new Rollarians, Columbus, O., reported Manager Kenneth Kearney. First club party is set for April 7.

INTERNATIONAL Rolls, three girls and a man, roller skaters who played Pennsylvania night clubs in recent months, are now with Joe Miller's Rooka at Rhythm revue.

GEORGE BRETT, manager of Rouge Park Rollerdoms, Detroit, was tendered a birthday party in the rink on March 7. It was attended by skaters and rink men. Skate club presented him with a huge birthday cake.

RIVER GARDEN Fitness Club, of River Garden Rollerdoms, Heidelberg, Calif., will stage a skating jamboree on March 23, reported Manager Armand J. Schaub. Trophies will be awarded for dance and comedy exhibitions and to the clubs coming the greatest distance, having largest attendance, and neatest dress. Free lunch will be served.

FIRST roller-skating revue staged two nights recently in Cecil Millam's Wheeling (W. Va.) Roller Rink attracted record crowds. It was directed by Joe Farchem. More than 100 skaters took part in specialty and ensemble numbers. Highlight of the one and one-half hour show was an exhibition by Mr. and Mrs. William Opatry, former United States amateur pair skating champions, who are now professionals at Earl Van Horn's Mieslole (I. I.) Rink. They were married on February 20 and are making honeymoon visits to rinks in the East and Middle West.

TIMELY BUYS RED, WHITE & BLUE SHINE-STONE LABEL PATRIOTIC BAR PINS, 10¢ each. GROW ARMY, NAVY or MARINE LABEL PINS, 5¢ each. (different subject). Quoting Gold Plates, Fast melt. Your Choice. Grass ... 1.25 MILITARY EMBLEMS, resist to \$5.00. A sales if there ever was one. Dances Complete HANDKERCHIEF HOLDER, Patriotic design, beautiful colors, individually boxed, size 4 1/2" x 4 1/2". PILLOW TOPS, with fringe, portable, very attractive, 2 sizes. Doves ... 1.80 BANDANAS, size large size, fine patriotic design. Dozen ... 4.20 COMPACTS, with very attractive patriotic designs. Dozen ... 3.60 Dozen of 25¢ with all O. O. D. Ordeal, 1001 Oiler Bicyc. Send All Orders to NEW YORK ONLY. CHANGE FREE on Request.

HILLS SALES CO. 901 BROADWAY, New York, N. Y. WORLD'S LOWEST PRICED WHOLESALER.

NEW JEWELRY for ENGRAVERS. Doves, Liberty Bells, and Promotional Delivery. Lockets, Rings, Christmas Cards, Engraving Items, etc. \$1.00 Per Doz. C.A.Y. & O. or \$2.00 for 1 Doz. MAJESTIC NOV. CO., 307 8th Ave., New York, N. Y.

ELGIN & WALTHAM REBUILT WATCHES \$175 7 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 10 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 12 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 14 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 16 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 18 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 20 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 22 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 24 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 26 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 28 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 30 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 32 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 34 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 36 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 38 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 40 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 42 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 44 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 46 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 48 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 50 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 52 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 54 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 56 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 58 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 60 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 62 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 64 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 66 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 68 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 70 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 72 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 74 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 76 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 78 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 80 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 82 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 84 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 86 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 88 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 90 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 92 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 94 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 96 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 98 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz. 100 Jewel, 18 Size, in S. H. Engraved Case. \$1.25 per Doz.

BLEACH 35 gallon. Bleaching Crystals, 12 packages. Hand Soap, 24 pounds. Lard, 24 pounds. Petroleum Jelly, 24 pounds. Liquid Form. Soap Tenderizer, 24 pounds. Other Hot Sellers. A good deal will be yours with information. WESTERN RESERVE LABORATORIES 230 Gilman Bldg., Cleveland, Ohio

SUBSCRIPTION MEN Make Money With Leading Pulpit Paper. Best Finance & Real Estate. \$1.00 each. 1000 each. Write for details. W. W. CURELY, Manager of Agents Room 301, Sandstone Bldg., Mount Morris, Ill.

"What's New for 1941!"

You'll find all the latest new and improved products mentioned in this new catalog-type section of the SPRING SPECIAL. Be sure you get a copy of this important edition. Date of issue April 12.

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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

Opposition

Our country needs intelligent discussion rather than so much partisan opposition and emotional crusades

On the same day two cartoonists, in two different newspapers, used the phonograph motif to convey an opinion of the Lend-Lease Bill debate in Congress. On February 25 William Summers had such a cartoon in *The Cleveland News* and on the same day Edmund Duffors had a similar cartoon in *The Baltimore Sun*. Both cartoons used the phonograph to suggest that Congress spends too much time talking.

Now that the Lend-Lease Bill has finally passed into law, a few comments can be made without influencing anybody to write a letter to his congressman.

World conditions the past few years seem to suggest that the coin machine industry would spread rapidly over the world if stable, free governments existed in most countries. For that reason the coin machine industry is interested in promoting civilization and democratic government. Coin-operated machines seem to increase in use in proportion as civilization and travel grows.

Every member of the coin machine industry has his small part to play in promoting democracy (and his own business) by doing his bit for good government in the United States. It is a job of helping to make democracy succeed here and elsewhere. If the idea of free government were restored in many of the countries where it has been overrun by dictators, then we would again see big expansion in the use of coin machines such as was taking place in England and France in 1937 and 1938.

There is not much that the individual can do toward deciding the results of the present war overseas, but each member of the industry may be able to do a lot toward helping make free government a success at home.

For one thing, every citizen needs to give some thought to the things that may kill democracy from the inside. The things that weaken and destroy free government from within are not so much the "isms" that get the publicity, but rather the abuses of freedom that are perpetrated by otherwise reputable citizens.

The coin machine industry has suffered a lot from what may be called "the divine right of opposition" which has been carried to the extreme in modern times. Just as George Washington predicted, partisan opposition to anything and everything has been carried to such an extreme

that our system of government is being severely tried. The "opposition" hinders constructive government in every possible way so that democratic nations fail to get things done with the speed that the times demand.

The framers of the Constitution assumed that the "opposition" would always be based on intelligent, free discussion. But modern developments make it possible for the "opposition" to use every weapon of high-powered propaganda to block the progress of the nation. The framers of the Constitution took special care to protect the press, but under special Constitutional privileges it has become possible for powerful newspapers and chains of newspapers to carry on crusades which represent only the whims of a wealthy publisher or of a small minority.

These are some of the abuses of democracy that are more dangerous to our form of government than any of the "isms" that have been imported thus far. These are abuses within our own ranks that weaken democracy so that it will not work, so that it cannot meet the threats of dictators.

Just as the "opposition" undermines the efficiency of government, so the "opposition" may turn loose on a small industry

and cause much trouble for it. An example is seen in the history of the coin machine industry. It has made rapid progress in the past few years and during that time many State and city administrations, duly elected by a majority of the voters, have undertaken to draw up reasonable license regulations for such machines as amusement games. Due to the fact that such machines are comparatively new in the amusement world, all such plans have been largely experimental. But in almost every case the "opposition" has sought to agitate trouble, has staged crusades, and has had the advantage of unfair newspaper agitation. The "opposition" in these cases has never offered the intelligent discussion and criticism which the framers of the Constitution had in mind when they protected free speech and free press in that document. The "opposition" sets out to make political gain and to destroy rather than to offer constructive opposition.

Washington foresaw this type of "opposition" and warned that one day it might defeat the nation. If we want democracy to succeed we should correct some of the abuses that have grown up during the past years.



Cartoon by William Summers in *The Cleveland News*, February 25, 1941.

EASTERN FLASHES

NEW YORK, March 15.—The heavy snow which hit New York last week showed traffic on Coles Road but had little effect on business. Coinmen noted a boom in every line. The arcade business began two months earlier than usual and has already reached a peak surpassing any previous year.

Tony Gasparro reports that a steady stream of arcade men are pouring into his showrooms to see the complete display of the exhibit line. Tony says the reason is such that he may have to rope off the Sun Beam exhibit to protect the pinball operators from being jostled by the arcade men. The Murray organization is another hive of activity. Joe Murray and George Goss are working hard to keep up shipments. Mike Murray claims he has been so busy he hasn't had a chance to sit down for weeks. Milton Wasserman, formerly with Sunbeams, is now in charge of the Murray counter game and vending machine department. Sanford Warner has become a bowling enthusiast and is organizing a Seaboard Sales team. Warner wants to challenge other distributors to a match. Bert Lane will be unable to participate. He's so busy trying to keep up with the demand for Gemco games and Daval's "21" that he seldom gets a chance for relaxation.

Bill Harkin, president of International Microscope Reel Company, reports inquiries regarding Drive-Mobile, Ace Bomber, and Voice-o-Graph are coming in at ever-increasing numbers. De Witt (Doc) Eaton, Eastern regional director for Hockley Music, and Willie (Little Napoleon) Blatt, New York distributor, seem to be holding their own private contest to see who is busier. They both come and go so often, they both feed at home in a revolving door. Repeat orders comprise a good percentage of sales at National Novelty. Earl Burke, head of the firm, says it proves that he is keeping his customers satisfied.

Hymie Budin reports that operators throughout the East are going wild about Stoner's Sparky. "We just can't seem to get enough of that number," he says. Judging by the number of operators who line up to play Scientific's new baseball game, Baiting Practice, at George Pomeroy, the number seems destined to be a hit. "It's the closest thing to the national pastime we've seen," claims George. Leon Taken reports his super-service plan is keeping his customers clamoring for more games. Leon's only problem is getting enough machines. Jack Fitzgibbons maintains that the new Bally games are meeting with approval wherever they are sold. Jack has received a number of used machines in trade, but they didn't stay idle long.

Sam Sachs is having trouble keeping a model of his super "999" on display. Operators snap them up as soon as they come from the factory. Dave Firestone, of Cent-a-Mint Sales, reports he is kept busy by the tremendous demand for the 1-cent Mason Mint Vender. Dave says he is setting up a very fine distribution net-



NORRIS GISSER, of Cleveland Coin Machine Exchange, Cleveland, shows Ed Jansky and O. L. Collins, Cleveland operators, Daval's latest counter game, "21."

work organization. Nat Cohen and Harry Rosen are very pleased with the success of the show they ran in conjunction with National Seaburg Week. Nat claims he never knew he was ambitious until he found himself greeting operators with one hand and writing orders with the other.

OFF THE CUFF

Earl Winters, of Microscope, flew to Atlanta to be on hand for the opening of Morris Hankin's new building. Eddie Lane's tune, *Let's Dress This One Out*, made the hit parade last week. The *Billboard* sales survey indicates that the new tune by the younger brother of Bert Lane, of Seaboard, is among the top seven tunes in the country. Al Simon, back in New York after a prolonged honeymoon in Florida and points south, pitches in at Savoy Vending to help Murray Simon and Al Sernal push Chicago Coin's games. Burnhart (Bip) Glassgold, DuGrenier sales manager, off on a flying trip to the South. "Bip" will be on hand for Morris Hankin's opening in Atlanta. Charley Aronson, of Brooklyn Amusement, actually waves poetic about Evans's Tommy Gun. He walked up to one operator and recited: "If it's profits you desire, buy Tommy Gun and start to fire." The operator reached for his check book and remarked: "If it makes you recite poetry, it must be good." Sol Gottlieb, representative of D. Gottlieb, remains in New York for another week or so. While Jack Kay continues to take it easy in Florida, business goes on as usual at Ace Vending. Local business is good and mail orders are being filled. Irving Mitchell, of L. L. Mitchell & Company, has been fortunate in securing a large stock of used pin games and is filling orders immediately for his many customers. Chalpy Maltz, of General Audio, is making great strides in acquainting music operators with his new adapter unit. Miss A. M. Strong, of G. V. Corporation, is suffering from a slight case of sniffles. It isn't enough to keep her from her desk, however, and she forgets all about it when the mail man arrives with a

stack of orders for DuGrenier's Adams 1-cent vender.

JERRY JOTTINOS

Irv Orenstein, who always has been yelling about his difficulty in getting used games, has just put thru a deal and now has the largest stock of used games in the history of Mercuries. Irv won't be around to see how fast they go, however, as he is heading for the Sunny Southland. Al and Mrs. Cohen are planning a party in celebration of their seventh wedding anniversary. Al keeps a scrapbook of all the publicity he receives and another scrapbook for envelopes which contain orders from foreign countries. He now has quite a collection of South American orders. Barney (Shugs) Sussman, of Music Systems of New Jersey, Inc., is setting a record for late hours. "Orders for the Hockley Music System are coming in so fast," Barney claims, "that I just can't get away from the office. I come back late in the afternoon and find I have to stay around until after supper time." Dave Stern, of Royal Distributors, Elizabeth, can be added to the list of those who keep the midnight oil burning. The days don't seem long enough in the coin industry. Jack Kronberg, of Crown, reports that used games are moving fast and he is having difficulty keeping up with the demand. "Every time I put an ad in *The Billboard*," Jack says, "I have to do a lot of explaining. Some of the late comers think I am kidding when I tell them the games are all gone." Jack Burger has Baiting Practice on display at Newark Coinco, and if he keeps on knocking out home runs he is going to ask for a tryout with the Newark Bears. The girls also seem to go for the baseball game in a big way, and Irv Morris says the only way to keep them at their desks when the game is on display is to use a bat.

OUT OF TOWN

Yoko Coin Machine Exchange's new headquarters in Philadelphia are proving popular with operators. Nathan Bako advises that the new place has attracted many new customers. Roy McGinniss, of Baltimore, claims that many operators consult him on the market conditions of used equipment prior to sending in their orders. Lew (Leader) London, of Leader Sales, Reading, Pa., is surprised at the record Daval's "21" is chalking up in his neck of the woods. The demand for games is making counter game history. Alf Nyberg, of Culvert Sales, Baltimore, Md., claims he is being pushed around by his customers. "You try answering the phone, opening letters, and talking to customers at the same time

and you'll know what I mean," Alf says. Irv Blumensfeld, of General Vending Service Company, Baltimore, Md., has passed for so many pictures lately that he ducks every time a flash bulb goes off. Joe Ash, Active Amusement, Philadelphia, has plenty to do these days. Altho his office staff boasts a battery of secretaries and assistants, the operators all want to speak to Joe when they have business to transact.

OFF THE CUFF

Jack Mimick, of George Pomeroy, has been so busy selling and helping to install Capehart's Pla-Mor boxes and music equipment that he seldom gets a chance to see his family. Hymie Budin, Harry Hoppe, Dave Stone, and Sol Silverstein ride in from Chicago on the same train. Harry carried Baker's new game with him to use on an actual job test. Harry claims it's Baker's best. Sol Silverstein, representing J. H. Kooney Company, is moving around so fast it's difficult to keep track of him. Jerry Thorne, of Manhattan Distributors, is one of the most pleasant sales executives in town. I. H. (Ike) Rothstein, Banner Specialty chief, reports continued demand for Chicago Coin's Sport Parade. "Operators still can't get enough of them," he reports. "It's still the best money-maker of the year." Joe Elern, of Manhattan Distributors, will go out with his salesman, Jimmy Hicks, soon to personally contact many of the local pin operators. Ben Becker, road man for Weston Distributors, in town for a week and then back on the road. Al Mantari, phone operator, manager of fighters, and friend of performers, wears a fine wrist watch, which is his most cherished possession. It's a gift from George Hall. Lou Cantor, National Cigarette Machine distributor in the East, returned from an extended road trip to be present at the Cigarette Machine Operators' banquet. Teddy Trux, Suffolk County, N. Y., music operator, has seen every light at the Madison Square Garden for months and claims he hasn't seen a good one yet. Teddy wouldn't think of passing up a fight, tho, for fear a good one will come along and he'll miss it. First of the coin executives to get caught in the dirt is DuGrenier advertising manager, Mike Chianco.

Joe Fishman, Rock-Ola distributor, is dividing his time between his office and his territory. Operators have a difficult time catching Joe at his desk. Larry Berlin has increased his cigarette operations again, buying out another large route. Murray Simon and Jack Benzel, of Savoy Vending, are raving about Chicago Coin's first 1941 release, Sport Parade. "It certainly has lived up to the manufacturer's promise," they say, "and when they said it would be the biggest money-maker of the season they hit the nail right on the head." While Jack Kay continues to take it easy in Florida, business continues as usual at Ace Vending. Local business is good and the mail orders are being filled.

Outstanding Buys—Perfectly Reconditioned

IMP	COUNTER GAMES	PRICE
LIBERTY BELL	12.00
LIBERTY BELL (64)	10.50
OLD AGE PENSION	5.00
DEEL "21"	5.00
TIT TAT TOE	5.00
30 GAME	5.00
TWIR DICE	5.00

AMERICAN CADLE 2.00
 PIKE'S PEAK (Brand) 22.50
 Total 115 Demost. Balance C. O.

PROMPT SERVICE — SAVE MONEY

W. B. NOVELTY CO., INC.
 1902 Washington Bldg. 3108 Gilliam Plaza
 St. Louis, Mo. Kansas City, Mo.



ANDREWS SISTERS, recording stars, attended the recent Rock-Ola showing held at the Badger Novelty Company, Milwaukee. Scores of music operators were on hand to inspect the phonographs as well as to admire William (Bill) Haggel Jr.'s newly modernized establishment.

110 Volts AC Anywhere!
 WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS
 Finnish standard 110 AC 60 Cycle for operating solo-operated music machines, motion pictures, AG radios, electric organs, pin-ball games, etc.
 Complete 600 Watt, 110 AC Light Plant—List 159.00
 950 Watt Kato Rotary Converter—List 51.50
KATOLIGHT, Mankato, Minnesota, U. S. A.

AUTOMATIC PHOTOGRAPHY
 The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 10 seconds! Requires no attendants, very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation.
INTERNATIONAL MUTOSCOPE REEL CO., INC.
 44-01 11th St. Long Island City, N. Y.

MUSIC MERCHANDISING

Music Operators Report Trend Toward Latin American Numbers

NEW YORK, March 15.—Music machines here are being stocked with more rumbas and congas as a result of what appears to be a definite trend toward the Latin style of music.

Operators are finding the Latin tunes slowly gaining in favor on their machines, and with new releases coming from the recording firms, it is expected that the trend will gain momentum. The newer releases, of course, provide the basis for the trend, but operators are finding that one old number included among the newer selections will also do well.

Basis for the trend apparently is the Hollywood trend toward films with a Latin or South American flavor. The newer moving pictures with their rumbas or conga tempo songs are developing the public's desire to hear more recordings of this type. Hollywood musicals have always been a good basis for the begin-

ning of a new vogue as far as the public's taste in music is concerned, and apparently the current situation stems from the same reaction.

In addition to this, the ASCAP-BMI controversy did a lot to bring Latin tunes to the front in the minds of the public. As a result, public domain songs, including BMI tunes, began to be heard on the air. Such tunes as *Freight Train*, *Perfidia*, and *Amoroso* rose in popularity as the public became acquainted with them. These Latin tunes are only a few of the many which have been played frequently on the radio and clicked on music machines.

Operators are finding that the swing is more toward rumba than any other type of Latin tempo. Congas and sambas are still struggling for public recognition. If the trend continues along its logical course, all types of Latin tunes may soon be the vogue, however.

Minneapolis-St. Paul

MINNEAPOLIS, March 15.—Back from Fargo and Sioux Falls, S. D., where they introduced the 1941 Seeburg HITone Symphonola, Jonas Bessler and Larry Lathrop, Hy-G Amusement Company, report their reception in the Dakota centers was far better than they had expected. They are now headed for Duluth to continue a showing for Northern Minnesota operators.

William C. Moschberger, Wurlitzer representative, visited here recently with Ted Bush, of Acme Novelty Company. He expressed satisfaction with the job Bush has been doing with the Wurlitzer phonos this season. Colonials have been selling at a fast pace, while carload lots of other models are shipped out just as fast as they arrive, according to Bush.

Henry H. Greenstein, accompanied by his wife and daughter, Elaine, has returned from a vacation of several weeks in Florida. All tanned up and raring to go, Hy was in the thick of things at the Hy-G Amusement Company grand opening and Seeburg phonos presentation yesterday and today.

Back from a trip thru Western Minnesota, Larry Lockhart, of Hy-G Amusement Company, reports remote control taking hold better than had been expected. Especially interested in Seeburg equipment, Lockhart said the units were at the top thru the area covered.

Recent visitors at Hy-G Amusement Company included Gilman Hanson, of Mankato; George Skalicky, of Montevideo; Bill Hattstead, of Cottonwood, and J. L. Pease, of Breckenridge.

Ed Skalicky, Jackson, Minn., operator and brother of George Skalicky, of Montevideo, has left with the National Guard contingent for a year's duty with Uncle Sam's army.

Mike Brickman, vending machine operator here, reports business holding up in fair shape at the locations he services. He is awaiting outcome of the vending machine ordinance fight in Minneapolis city council before venturing forth with any more units.

M. M. (Doc) Berenson, executive secretary of Minneapolis Amusement Games Association and head of Minnesota Machine Company, is in New York vacationing and attending a wedding of a relative.

Business at Silent Sales Company, according to Ben Friedman, has been good. Machines have been moving out at a quick pace, Benny said. William (Sphinx) Cohen has been in Chicago for several days catching sneak previews on film games.

Ben Daniels, Minneapolis operator, accompanied by his wife and daughter, has

returned from a five-week vacation in California.

Oscar Truppman, sales manager for Acme Novelty Company, is traveling thru Northern Wisconsin for several days.

M. L. Nelson, of the LaBeau Novelty Company sales staff, returned from a sales trip to Detroit Lakes, Minn., to his himself to bed, where he is busy fighting flu bugs. Meanwhile, a shipment of Rock-Ola Tone Columns has arrived at LaBeau.

Mickey Breitman, certified public accountant for Mayflower Novelty Company, is being drafted into Uncle Sam's army. He leaves soon.

Oscar Truppman, sales manager for Acme Novelty Company, returned from his firm's Milwaukee office to find Grootchen's new Pike's Peak game going at a hot pace.

Gilman Hanson, of St. Peter, Minn., was in the Twin Cities this week to pick up another Seeburg remote control job for installation in his territory.

The third Panoram has been taken out by Harry Gallob for placement in Eau Claire, Wis.

Recent visitors in the Twin Cities were Mr. De Lloyd, of Bibles Sales Company, Mankato; Earl Maunder, Somerset, Wis.; Mrs. Leo DeMars, Ashland, Wis.; Jerry Lawler, Hurley, Wis.; Joe Frances, Hurley; Kelly Dendrich, Chaska; E. Kronroy, Spring Grove, Minn.; and Bill Hattstead, Cottonwood.

Denver

DENVER, March 15.—Operators from all over the Rocky Mountain Region attended the show staged by Gibson Bradshaw, Denver Distributing Company, March 7 and 8. Bradshaw plans to make it an annual affair. Among Rock-Ola officials in attendance were William H. Price Jr., George Murdoch, and Victor Frankovik. Bradshaw reported brisk sales on phonographs and games of every description.

Thelma Leiser, former control operator with Automatic Equipment in Denver, has accepted a position in New Orleans to supervise five stations.

During the recent illness of Milton Pritts his wife took over and successfully operated 135 units. Pritts has recovered and is back on the job.

Walter Burkett, Denver operator, has been appointed jobber of Packard wall boxes for Denver.

Among recent visitors at the Wolf Sales Company who purchased new equipment were John Fricco, of Trinidad, Colo.; O. E. Scott, of Pueblo; Johnny Burke, Sterling, Colo.; George Osborn, Grand Junction, Colo.; R. H. Reeves, of San Isabel Novelty Company, of Pueblo; Joe Piccini, Trimble Springs, Colo.; Ray Oldham, Rocky Ford, Colo., and John Burletto, of Oden, Utah. Mike Minowetz, Denver operator, was also a recent purchaser of Wurlitzer equipment.

Bert Deuter, one of the youngest operators in the country, is now on duty with the Colorado National Guard as part of the 16th Field Artillery on duty at Camp Forest in Tennessee. Two younger brothers, Maurice and William, have taken over his route.

Mike Hammergren, Wurlitzer general sales manager; W. A. (Bill) Dye, district manager, and Stanley Turner, service instructor, were recent visitors at Wolf Sales Company. Turner conducted a five-day service school in Denver attended by operators from this vicinity and after a school in Colorado Springs will conduct schools in Wyoming and Utah. A schedule is being arranged whereby schools will be conducted in the outside territory every six weeks and in Denver each week by J. C. Ditto, chief serviceman for Wolf Sales. According to Dye, operators here are buying machines, and indications are that Wolf Sales will triple the Wurlitzer volume of former years.

Recent visitors at the Wolf Sales Company included John Brannan and Jim Brannan, Cheyenne, Wyo., and W. I. Bosche, Baton, N. M.

AMI Policies Based On Helpful Service

CHICAGO, March 15.—Accenting the fact that Automatic Instrument Company's sales, distribution, and manufacturing policies are founded on the basis of helpful service to the operator, Henry T. Roberts, vice-president and general sales manager of the firm, declared: "We are going to do everything we can to help the operator make money. Don't forget," he pointed out, "we have the experience of 28 years of operating behind us. We've all the records, reports, and suggestions of service and results men, collected during those many years, at our finger tips."

"Our first step is to give the operator the beautiful Singing Powers phonograph, with the outstanding feature of four different color combinations. This standard equipment feature enables the operator to pick the color he likes and freeze it or set the mechanism so that the color scheme changes automatically with every selection played. Other features are the electric selector mechanism which guarantees the right number of plays for every nickel, dime, or quarter placed in the machine, the fully regulated mechanism, and automatic record changer which plays records on both sides, and Lucite light-up title bars which magnify song titles.

"Our wall and bar boxes are of the push-button type. Our Tower speaker and wall speakers are tailor-made to fit the operator's needs. And for those who want wrist music, there's our Automatic Notepad.

"The price at which these machines are going to sell is all the proof that any operator needs to substantiate our claim that our credo is to give him real money-making equipment. But we're going farther than that," he continued. "Operators will receive from us complete service. We'll furnish them with record forms and bookkeeping systems. Our aim is to build equipment that will assure the operator the greatest possible returns. Why? Simply because this business depends on the successful operator, and we intend making use of all our 28 years of operating experience to make sure he is successful."

Seeburg Exec Hails Operator Acceptance

CHICAGO, March 15.—Optimistic over the future of phonographs, Marshall Seeburg, J. P. Seeburg Corporation, declared that music operating has entered upon the most prosperous stage of its history.

"I base my observation on the display of enthusiasm with which music operators have greeted the new Seeburg models," said Seeburg.

"That the nation's music men were eager to learn how to improve operating and insure a prosperous future for their respective enterprises is evident in the spirit with which they received Seeburg National Demonstration Week. During the eight days, March 1 to 8, attendance records were broken at offices of every Seeburg distributor.

"Contributing factors to this unprecedented interest are the developments which Seeburg engineers have incorporated into the new 1941 HITone Symphonola. Most important of these, judging from the comments of thousands of music men, is our best and most advanced feature—a new sound engineering achievement.

"The spontaneous tributes to Seeburg's new tonal reproduction fully justified the claims we made and are making now regarding the unequalled appeal of our level tone projection. The consensus was that this feature, plus new beauty in design, new lightweight pick-up, and the new electrical selector are contributions to music that will go most to increase future play and profits.

"Music men will mark Seeburg National Demonstration Week as the inauguration of the new era in music operating. In the informal display room discussions that were carried on early and late among Seeburg representative distributors, and operators, the future well-being of an operation was outlined as being that which would be founded on the advances incorporated in Seeburg equipment for 1941."



DENVER HAILED WURLITZER VICTORY MODELS at a showing at the Wolf Sales Company, according to Wolf Reitzels, head of the distributing firm. Above is a group of Denver music merchants viewing the new machine. Wolf Reitzels (standing) and Al Roberts (kneeling) at the extreme right.

ONLY GENUINE PERMO POINT
NEEDLES SERVE YOU BEST

The Heart Beat of Your Phonograph



PART OF THE LARGE GROUP OF MUSIC MEN who attended the Jack R. Moore presentation dinner celebrating the introduction of the new Seeburg line to Oregon operators. The banquet was held at the Multnomah Hotel, Portland.

Seeburg Inaugurates Expansion Program

CHICAGO, March 15.—J. P. Seeburg, founder, and N. Marshall Seeburg, president, J. P. Seeburg Corporation, arrived here this week by plane from Los Angeles and Palm Beach, Fla., respectively to meet with Seeburg officials for the start of a vast expansion program.

Plans in formulation for some time were approved for the building of a series of factory additions to be erected during the coming year. It was stated that the expansion policy was adopted as a result of the response to the new 1941 line of Seeburg Symphonolas and music systems.

First of the new factory buildings to be constructed will be a plant to house the metal-plating division. It will embody the latest architectural principles and the completed shops will house the finest equipment available, it is said. Estimated cost of the addition to the Seeburg factory is \$125,000. Workmen are to begin construction immediately, it is reported.

300 WURLITZER
616's and 616-A's
In Perfect Working Order!
Every one of these Wurlitzers is ready to move on location—complete in every respect. They're as good as the day they came out of the factory. No reasonable offer refused on all or any portion of the lot. Will be sold at their stand, F. O. B. warehouse.
Act Now! Address Your Reply to BOX CH-58, Care The Billboard, 155 N. Clark St., Chicago, Illinois

use ADJUSTABLE
Fulco
PHONOGRAPH COVERS

Cannot be torn for long life and general usage. Fits any phonograph and coin machine.

Fulton Bag & Cotton Mills
CHICAGO, ILL. NEW YORK, N. Y. PHOENIX, ARIZ. ST. LOUIS, MO. ST. PAUL, MINN. CLEVELAND, OHIO

ILLUMINATED Extension Speakers
Double your collections
SPECIAL Queen's Price **\$9.75**
Complete Ready to Install
Order now! This beautiful illuminated speaker is double the volume of other speakers. Lighted on all sides. Can be seen by everyone. Get new buttons, make new friends and keep the wall paper bright.
SPEAKER UNIT—Heavy powered 70" speaker, permanent magnet type, in steel lined case. Handles output of any phonograph with perfect fidelity. Has rich full tone with volume control, price exclusive range from off to wide open.
Free Trial 10-day money-back offer.
ORDER A SAMPLE TODAY. Your money back if not satisfied in every way.
WE SHIP C. O. D. NO DEPOSIT REQUIRED. WIRE COLLECT IF YOU WISH
VAUGHAN CO. 3924 North Clark St. CHICAGO, ILL.
Jockey—We Have Cops, Librarians, Etc., for You—Write.

Buffalo
BUFFALO, March 14.—Lent as well as income tax time are handicaps for the amusement industry here at present, but common say March as a whole will be satisfactory. Wintry weather is still prevailing here.

Rex Amusement Company, under Lew Wolf's leadership, is doing good business with Genco's new Ten Spot, as well as Gottlieb's Sea Hawk and Exhibit's Sun Beam. Deliveries on Baby's Silver Skates can't keep up with sales, according to Wolf.

Ben Kulick, of Atlas Phonograph Company, has just mailed out prints of the photos taken at the big Seeburg party by his son, Sanford, to all who attended. Kulick reports steady sales on Seeburg 1941 Symphonolas and wall boxes.

Vic Stuhlin, association president, was downed by a cold the other day and had to miss attending the second big general meeting since the organization's start. He is back to normal by now.

James Blakeslee reports the purchase of several new games, all re-orders on those he has found successful. He likes Blugger, Stars, Schooldays, Sportaparade. Blakeslee is using a new Andrews Sisters

platter which he thinks will go over. It is *I Yi, Yi, Yi, Yi (I Like You Very Much)*. Another promising one, he says, is *Amapolita (Pretty Little Poppy)*, by Connie Boswell and Jimmy Dorsey.

Theo E. Phillips, cigarette machine operator and secretary of the Frontier Cigarette Machine Association, reports that new locations are sprouting up in his field.

Ben Kulick, Atlas Phonograph Company, is back in town after an enjoyable visit to New York.

Mude House, Inc., a new retail record establishment, opened today and celebrated the event by inviting about 3,000 Buffalo citizens to look the place over. Billy Simon, formerly connected with Denton, Cottler, & Daniels' record department, is the new manager here, with Bernie Simon connected with the corporation.

Record wholesalers here report the best business in years. W. Bergman Company, distributor for Okeh and Columbia, and Buffalo Electric Company, distributor for Victor-Bluebird line, are most optimistic about the current season. They have had to increase their staffs to handle business.

Harry Winfield, Buffalo's Wurlitzer distributor, is chalking up good sales for the new phono line and reports Ten Spot and Silver Skates as good sellers in the game field.

Irene Snyder, secretary of Lew Wolf, Rex Amusement, is back at her desk following a minor operation. Mrs. Wolf, who substituted, is now devoting all her time to furnishing her new home here.

W. Bergman Company, distributor of Columbia and Okeh disks, set a sales record on February 28. Dick Levy, record counter boss, reports March 10 as a close second in record sales volume.

Jim Blakeslee, Iroquois Amusement Company, is praising the results of Sea Hawk pin tables he has spotted on various locations.

Chippewa Amusement Company is reporting an upswing in business, and Joe Anseloni has added a number of new DeGruener ciggie machines to his string of U-Need-a-Pax and Distressers. He reports good results with new pin games, such as Sun Beam, Sea Hawk, and Silver Skates.

H. P. Plimore, general manager of Buffalo Electric Company, Victor-Bluebird disk distributor, reports that record sales are excellent.

Top ARTISTS and TUNES
Top RECORD QUALITY
DECCA
Top MONEY MAKERS IN ALL YOUR LOCATIONS
28 COMPLETELY STOCKED BRANCHES TO SERVE YOU. ORDER THESE DECCA HITS FROM YOUR NEAREST BRANCH TODAY!

BING CROSBY
with **BOB CROSBY**
Orchestra
New San Antonio Rose
I Miss No Ditties
Now 3500

JIMMY DORSEY
Orchestra
Anapola
Dona Maria 3020

Andrews Sisters
Wooie Wooie Eagle Boy
Bounce Me Bouncer With a Solid Four 3550

INK SPOTS
Please Take a Letter With Me
Ring Telephone Ring 3020

TED WEEMS
Orchestra
I'll Come Back To Me Now
Mag I Never Love Again 3027

BING CROSBY
Chapel in the Valley
When Day Is Done 3014

Andrews Sisters
I Yi, Yi, Yi, Yi
In Apple Blossom Time 3023

JIMMY DORSEY
Orchestra
I Understand
High on a Windy Hill 3055

WOODY HERMAN
Orchestra
Sonnetto
Oh Look at Me Now 3020

BOBBY BYRNE
Orchestra
You Walk By
Chapel in the Valley 3014

Connie Boswell
Anapola
You Forget About Me 3027

Judy Garland
It's a Great Day for the Irish
A Pretty Girl Milking Her Cow 3004

ROY ROGERS
New Worried Mind
Melody of the Plains 3000

LOUIS JORDAN
Tympany Five
Phonon-Tonopole
Do You Get That a Buddy? 3000

and remember—
IT SOUNDS BETTER ON DECCA

EXTRA SPECIAL!—DON'T MISS THIS!!
5 ROCK-OLA 1939 Standards—\$125.00 Each
Excellent Appearance! Perfect Condition! Deposit, Balance C. O. D. F. O. B. New York.
GEORGE PONSER COMPANY
519 WEST 47TH STREET, NEW YORK CITY

Easier on the Ears
Records... Pocketbook.
Miracle Point Needles
M. A. GERETT CORPORATION
2843 N. 30th Street, Milwaukee, Wis.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

It comes out now that Will Glaze, the maestro of "Beer Barrel Polka" fame, has been on Europe's missing persons list for many months. He dropped out of sight shortly after Ben Miller began expanding, and no one on this side has heard from him since. Meanwhile, Victor is building up Rene Muzette to fill in for Glaze. Rene was an accordionist with Glaze, but was more fortunate in that he was able to get out of Europe before things got too hot.

The Golden Gate Quartet has signed with Columbia to do a string of numbers on the Okeh label. Their Victor contract expired March 1. . . . Joe Marsala and his hot swing group have been signed by Decca and go into production soon on "Bill's Eye," "Lower Register Blues," "Slip Don't Count," and "Spanish Show."

Columbia has appointed the Watts-Newsome Company, Birmingham, Ala., as its distributor for that area. . . . Jan Savitt will record for Victor April 3, when he begins a new long-term contract for that company. . . . Mildred Bailey, who recently hooked up exclusively with Decca, will have her first records released by that firm this week. "Jenny" and "When That Man is Dead and Gone" are the ditties. . . . Sammy Kaye will soon do a recording for Victor of "The Old Swallowtail of Mine," an original composition published by Tommy Tucker and Lige McKelvey. Tommy recorded the tune himself for Okeh records.

Jack Texgard's first Decca releases are out now. . . . The McFarland Twins will record some original novelty numbers for Okeh some time this month. One of them will be titled "He Took Her for a Steighide."

Berlin on World Affairs

Irving Berlin's two newest songs, *A Little Old Church in England* and *When That Man is Dead and Gone*, are important to the trade for two reasons. First there is the timeliness of the lyrics of each, the one using an English church as a symbol of England's indomitable will, and the other a flight of wishful thinking about the hoped-for fate of a certain guy in Europe today. Berlin (we mean Irving) won't admit it, either he is talking about, but one of the lines in the song goes: ". . . Satan with a little mustache." Second interesting angle concerning the two songs is the fact that they are both ASCAP properties, and the Society is depending upon their success to overcome some of its lost ground to BMI. What happens, of course, will depend a good deal upon whether operators have success with them on the machines.

Assorted Opinions

"Red" Kauler, Denver phonograph operator, says he has come to the conclusion that a good tune will pull the nickel regardless of what band or artist plays it. For example, he says, both Bing Crosby's ballad version and Bob Wills' hillbilly version of "Here in New Orleans" are good; well, also different versions of "Partido" are neck-and-neck. Fred Van De Walker, Kenmore, N. Y., operator, takes a different slant, and writes in that a boost of new blood is needed in recordings, that for his money many popular artists are going stale. Several operators reported this week that good old "Samoa Serenade" is experiencing a profitable revival for them.

This and That

Kate Smith's version of Jim Mangum's *We're All Americans* tune is now on record. . . . Edward Cohn, of the Decca Philadelphia branch, is in New York visiting Harry Kruse, of Decca, and being shown around the home office. . . . Charlie Spivak has hit something different in the way of trumpet work on his Okeh recordings of *The Memory of a Rose* and *Princely Lullaby*. It's all done with a new type of mutes which the maestro has designed himself. . . . Dick Todd has recorded six sides teamed up with the Belles, a girl quartet. To be released on Bluebird.

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:

DETROIT:

Rhumba Card. Xavier Cugat.

Altho it is pretty much confined to New York, the rumba craze is dribbling into other parts of the country in some instances, with the result that this Cugat hot-cha record is now getting a heavy twist on the machines here. South American musicals produced by Hollywood recently are also helping this trend.

DES MOINES, IA:

You Stopped Out of a Dream. Kay Kyser.

A catchy ditty done by Kyser, it is a forerunner of one of the tunes from MOM's *Ziegfeld Girl*, new film about to be released. Sister tune to be plugged along with this one is *Too Beautiful To Last*. This corn-belt city is already getting action on the former, so it's



CHICAGO MUSIC OPERATOR JOE PESKIN (right), president of Universal Automatic Music Corporation, tells of his enthusiasm for Packard Pla-Mor equipment to Homer E. Cupphard, president of the Packard Manufacturing Corporation. Harry Jacobs Jr., West Allis, Wis., Packard jobber, also is enthusiastic over the firm's products. The picture was taken at Packard's Indianapolis factory.

evidently something for operators to keep in touch with.

PITTSBURGH:

I Can't Remember To Forget. Jan Garber.

Altho not hot off the griddle, here is a BMI tune that now seems to be catching on here. Garber's rep around these parts is helping it, too. The fact that there are not at this time a lot of so-called hits on the market has given many lesser tunes a break on machines in Pittsburgh.

PHILADELPHIA:

Five o'Clock Whistle. Erskine Hawkins.

Hawkins cut a big niche for himself on automatic phonographs when he recorded *Tuxedo Junction*. The *Whistle* number is not new, but operators here report it getting a second breath. It's a record which can always be kept in stock and readily put on machines periodically with a good measure of success.

WILKES-BARRE, PA.:

You Might Have Belonged to Another. Tommy Dorsey.

This tune was written by an amateur especially for Dorsey when the maestro was doing those "Fame and Fortune" contests on his air show. It's been out a few weeks but gets enough of a play here to keep it on the machines. Dorsey's name on the label doesn't hurt anything, of course.

Radio's Leading Songs

Here is a comparative list of 10 songs broadcast most often during the week ended March 15 and the week before, ended March 8. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1—It All Comes Back to Me Now . . .	1
2—There's So Some Changes Made . . .	9
3—High on a Windy Hill . . .	3
4—Georgia on My Mind . . .	2
5—You Walk By . . .	—
6—Walking by the River . . .	—
7—Wag Old Owl . . .	6
8—Hear a Rhapsody . . .	4
9—Two Hearts That Pass in the Night . . .	7
10—Annapolis . . .	7

Baltimore

BALTIMORE, Md., March 15—General Vending Service Company has arranged with the Baltimore branch of the Keystone Novelty Company to distribute the Play-Mor line of wall boxes made by the Packard Manufacturing Company. The arrangement has just been completed

by William J. Clair, Keystone manager, and Irvin Blumenfeld, general importer.

Demand for Keeney's Velvet is such that it has been impossible to keep any in stock, states Roy McGinnis, distributor. The shipments received to date, he states, were sold even before their arrival. Another shipment of this number, McGinnis states, is scheduled to be received this week. Exhibit's Star is another fast number with McGinnis.

Roy McGinnis has added another line—the O. D. Jennings products, including Silver Moon, Chief, and Fast Time. Initial shipments of these numbers have just been received.

A continued shortage of new numbers is reported by local distributors. Shipments have been received, but these have not been enough to meet the demand, it is reported.

The shortage of new games has resulted in a corresponding shortage of used games. It is pointed out without new numbers there are no trade-ins and with no trade-ins there are no used jobs. This situation has resulted in a virtual clean-up of stock. Used game stock here is lower than it has been for a long time.

Harford Penny Arcade, at 5508 Harford Avenue, offers a wide range of games for its patrons, including guns, free-play games, mangle machines, and diggers. About 15 machines are in operation.

Playground Penny Arcade is planned for 421 East Baltimore Street. No definite date has been set for its opening.

Joseph Garfink, manager Baltimore-Washington division of Simco Sales Company, ice-cream vending and candy vending machine distributor and operator, has returned from a month in Miami. He was accompanied by his wife.

While several shipments of Gottlieb's new Sea Hawk have been received by General Vending Service Company, these have been far from sufficient to meet the demand and take care of the backlog, states Irvin Blumenfeld.

K. I. Sawyer, trading as the Baltimore Coin Machine Company, is doing an outstanding job in music and games. January and February business represented a substantial gain over the corresponding period last year, states Sawyer, who said January operation was the best in the firm's history. Sawyer said the introduction last year of wall boxes was a great boon to the phone field.

Victor Rubin, manager of Dispenser, Inc., soft drink coin machine operator here, states beverage sales are showing an upswing.



JEAN DUPONT AND DOROTHY HICKS inspect Singing Towers, the new automatic phonograph of Automatic Instrument Company.

On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 11)

BARRY WOOD (Victor 27352)
A Little Old Church in England—V.
Because I Love You—V.

Wood lends his fine baritone, diction, and phrasing to the Irving Berlin Church in England, and comes thru with an understanding, sympathetic performance that makes the most of the song. As in the Miller version, use is made of changes to create an atmosphere that the song itself, thru its expert craftsmanship, generates. With Barry's superior vocal ability, always in evidence from rim to label, this is a happy meeting of material and execution. Reverse is an old Berlin ballad, taken here in waltz tempo, and done with the same finesse as its more spectacular and ear-arranging companion on the other side.

LANNY ROSS (Victor 27346)
There's Nothing Like the Smile of the Irish—V.
Bendemeer's Stream—V.

If this record were rushed thru with an eye on St. Patrick's Day, then all is forgiven. Otherwise the whole thing was little more than a waste of time. Ross can sing a song with the best of them—when he has a song to sing. On the A side he follows a composition of his own creation, and (again) excepting the St. Patrick's Day angle) it's something that would have been better off uncreated. An incomprehensible, non-sequitur lyric, plus a stereotyped Brit-styled melody, holds Lanny down considerably, the unoriginality and lack of quality of the song overpowering Ross's expert tenoring. Reverse is a bit better, but not much.

YVETTE (Bluebird B-11059)
It's Always You—V.
Fairlight Dance of the Flowers—V.

This fast-rising chanteuse with the French patois presents nice contrast in three of d'Albini tunes, one from a forthcoming movie, and the other an adaptation of one of Teichow's lighter themes. Both are sung in Yvette's customarily intimate, caressing fashion, which makes excellent listening at those times when she isn't straining too hard for effect. Fortunately, there's far less of that straining on this disk than there has been on some of her previous waxings, and in addition she is given here one of the most lush, full orchestral backdrops of recent vocal platters. Rich strings and lovely scoring help the singer immeasurably in putting this one over.

BOB CHESTER (Bluebird B-11060)
You're Discreet—PT. VC.
You Lucky People, You—PT. VC.

One of the greatest assets the Chester band has in making its records among the most listenable and danceable currently being waxed is the fine tempo Bob sets on practically everything he does. These two sides are no exception,

the first played slower than its companion, but each achieving just the proper beat all the way thru. Scoring is likewise out of the top drawer on each ditty, and Bill Darnell's vocals are all that they should be.

CAB CALLOWAY (Okeh 6035)
Are You All Right?—PT. VC.
Cupid's Nightmare—PT.

As its title suggests, *Are You All Right?* is another hit of the amiable tune-and-lyric looking variety that Calloway has made his own special forte. The wording is slightly on the sorrowful side, and, as usual, so is Cab's diction of it, but either makes great ear entertainment in itself, and combined they're particularly good. This side has some nice potentialities for the music machine, linking humor, novelty, and solid dance music in a fortuitous blend that has much to recommend it to the alcohol-droppers, as well as over-the-counter disk purchasers. Reverse starts off with great promise, which unfortunately is far from fulfilled. Beginning is slow, different, interesting, and extremely provocative, but the fine introduction dissolves into usual swing coupletings that are proficient but not out-of-the-ordinary.

BUDDY CLARK (Okeh 6074)
You Call It Madness (I Call It Love)—V.
When You Said Goodbye—V.

On the A side here Clark, a singer of no mean ability, dips into the files and comes up with Russ Columbo's famous song. Since Buddy can really lend a song style and distinction, it's a shame that he elected to try too hard on this one, probably conscious of following in distinguished footsteps, and therefore endeavoring to do something more than just an ordinary vocal job. As in so many similar cases before him, he falls down thru his desire to do an extra-special piece of work. He uses every trick in the book, over-emphasizing his own individual style, and enlisting every one else he could think of. But because of the number of people who remember and like this song, this disk has good enough sales possibilities. B side number isn't very much of anything, either musically or lyrically, and it seems to get Buddy down a little bit. There's a kick striking here, but it still lacks the vital spark that Clark is capable of bringing to his song-selling.

McFARLAND TWINS (Okeh 6075)
We're All Americans—One-stop; VC.
I Close My Eyes—PT. VC.

The McFarlands play fast and loose with Jim Mangano's timely song, banging it across in novelty one-step style, with marching song overtones. Cheers, talk, patter stuff all enter into the proceedings, but it remains an inspiring job, especially in the Norton System and Twin



THIS POPULAR ST. LOUIS SPOT features Keesey wall boxes thru-out. Public Sound Systems made the installation. Music revenues has been increasing constantly since Keesey remote-control music selectors were placed, the company's execs say. Photo shows selectors on the bar.

Choir vocal, which is straight and lifeless. A slow, conventional ballad, played weakly due to an undefined rhythmic beat, covers the reverse side, with Bert Enns turning in the best performance via a nicely sung set of words.

MITCHELL AYRES (Bluebird B-11061)
I Came, I Saw, I Conquered—Conga; VC.
The Two Little Squirrels—PT. VC.

A clever title is about all the A side song can boast of, the lyric itself being forced and untimely. Ayres plays the song well, using conga rhythm up to the last chorus, which winds up in nice, solid swing. The reverse is the side that is apt to appeal to coin phone patrons; it's not brilliant, but as might be expected from its title, it's nicely plitty, and as done by Mary Ann Mercer, Glee-Gee, and the band boys it makes Okeh hearing. It's no *Three Little Fishes*, by any means, but it's cockeyed enough to attract attention, and attracting enough attention is all that is asked of any record.

CHARLIE BARNET (Bluebird B-11051)
Ahead To Say Hello—PT. VC.
Conga Del Monzo—Conga.

Barnet does a good job on a particularly listenable ballad on the A side here, slow, subdued, and solidly scored to bring out the pleasantness of the melody. It's a better-than-average performance, with the exception of Bob Carroll's vocal. Singer would sound better if he tried less emulation of Bing Crosby's phrasing; on Carroll it's not so becoming. The conga is a one-two-three-kick continuation of the Barnet "man" series, and is more swing than conga. It's not bad, tho, for being neither fish, fowl, nor clearly defined dance music.

TED WEEMS (Decca 3628)
Selud, Dinero Y Amor (Health, Wealth, and Love)—PT. VC.
Rose of the Rockies—PT. VC.

The interesting number on the A side has been done better before. Weems treats it to a swingy arrangement that is stereotyped and pedestrian most of the way. Elmo Tanner's vocal is okeh, as is his whistling on the chorus, following Perry Como's vocal effort. Weems is enjoying nice favor on the coin phone currently with *There'll Be Some Changes Made*, and it's possible that the interest generated among music machine patrons as a result of this one may attract attention to subsequent Weems recordings. Neither side here is worthy of much attention, but each may receive some because of *Changes Made*.

CLARA INTER (Decca Album Set No. 194)

His Hat!—Three-record album.
 This Decca packaging adds up to a field day for adherents of goose-skirted rhythms. With Clara Inter doing the warbling, and backing by Al Kowalski and Ed Blasing Striders, the tunes—most of them pretty well known to Hawaiian music addicts—receive commendable treatment. And surrounding the platters is the customary smart album designing of the Decca waxworks.

WILMOTH HOUDINI (Decca Album Set No. 198)

Barben Seen Thru Calypso Eyes—Three-record album.
 Another Decca grouping, gotten up with the same adroit merchandising sense and a bonanza for lovers of the Trinidadian outpourings known as Calypso singing. Altho the fad of a year ago for this type of ditty has gone beyond its peak, there still remain a good many record buyers who continue to be fascinated by the unorthodox melodies, rhythms, and accents of the Calypso, and this album ought to find a ready sale among them.

LIONEL HAMPTON (Victor 27341)
Dogo Jo—PT. VC.
Open House—PT.

Hampton introduces an innovation on his disks with a first-time presentation of the Hampton Rhythm Girls on the A side vocal. Lionel himself joins them in some scat singing that rocks nicely even if the words (so-called) don't make much sense. Hampton has a fine, danceable beat, the Hampton vibas and clarinet and guitar solos all adding up to a better-than-average swinger.

GLEN GRAY (Decca 3610)
Blow the Smoke Away—PT. VC.
I'd Rather Dream—PT. VC.

The Glen Lomax again try the same formula of a brass choir that did so much for previous coin phone hits by this band. The A side has it here, and it's all slow, lovely to listen to, and completely relaxing. The reverse is likewise handled dreamily and reflectively, with Kenny Sargant taking both vocals in a style to match the band's softness and moodily work.

COUNT BASIE (Okeh 6047)
Music Makers—PT.
It's Square But It Rocks—PT. VC.

The Basie version of the excellent *Music Makers* rhythm tune falls completely by the wayside in its attempt to be different from the original. What



FIRST SAILORS FROM MILLS NOVELTY COMPANY are off to Guam. "We're going to teach the sailors Martin's song," says Big Gabe and Frank here. Their ship is the E. N. Nestle.

THE PAGLIACCI OF THE PIANO AND HIS ORCHESTRA

Joe REICHMAN

A Rhapsody of Nickels—New Hits for your Book of Profits with this Smash-Hit VICTOR RECORD!

VICTOR "I HEAR A RHAPSODY" 27325 "I COULD WRITE A BOOK"

Order it from your dealer TODAY and watch for more money-makers by this recording band! THE BILLBOARD SAYS: "...with a strong character by plastic recording band!"

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"RECORD"
HIT!



by
**SAMMY
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SWING & SWAY
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HERE'S A "NATURAL" For EXTRA PROFITS!

—no need to wait UNTIL TOMORROW!

"The Nickels will RING when the Customers SWING to this Latest ALL-STAR HIT by SAMMY KAYE!"



UNTIL TOMORROW
"Ask for VICTOR No. 27262"

"A NATURAL FOR THE PHONOS"

Says THE BILLBOARD Record Buying Guide, February 1, 1941.

Need More Be Said—!

ORDER THIS HIT BY KAYE TODAY!



SEATTLE MUSIC MERCHANTS recently crowded distributor quarters to view Wurlitzer Victory models. Above, Ray Corbin, of Seattle; factory service instructor John Kege, and Roy Peck, of Tacoma, inspect the eye-line push electric selector.

makes the James arrangement so listenable in its irresistible two-beat "walking" rhythm. Basin makes a jump tune out of it, playing it much faster, and for some reason bringing very heavy scoring to it. The result means nothing. The County keyboard technic come to the fore on the reverse, Helen Humes does a good vocal, and in toto this side is a good example of swing sending.

BOB CROSBY (Decca 3623)

I, Yi, Yi, Yi (I Like You Very Much)
—PT, VC. *Chicago Blues Room* CHIC—PT, VC.

Chicago, like I, Yi, comes via the 20th Century-Fox movie, *That Night in Rio*, and like its companion, is a poorly conceived piece of fabricated Latin-American rhythmicism. The Crosby band does quality of its writing, or that of I, Yi, Yi, Vocals, by Bonnie King and the Bob-o-Links, are adequate, and so is the orchestral performance, but this band is good enough to turn out a better-than-adequate performance if it wants to, and even if it has no material to work with in the first place.

WILL BRADLEY (Columbia 35963)

Bounce Me, Brother, With a Solid Four—PT, VC. *Southpaw Strada*—PT, VC.

Bradley has a fine side in this latest in the *Beat Me Daddy-Scrub Me Mama* series, which, however, swings to the other side of the picture and advocates regular four-beat rhythms as the best of all. Will does as well with this discussion as he has always done arguing in favor of eight-beat tempos, and Ray McKinley lends his Texas drawl to an entertaining vocal explanation. For the flip-over McKintley and Freddie Slack take over the side in its entirety, producing an effective drum and piano duet, with Ray equally listenable on the words. There's very little that's commercial about this one, but it's excellent recorded entertainment just the same.

TINY HILL (Okeh 5999)

When You Were a Tulip—PT, VC. *Just Plain Folks*—PT, VC.

The homesy and homespun music of Tiny Hill carries thru on an oodle and a new one, the title of which is the key to the whole situation on this pressing. The maestro takes care of the first side vocal, while Al Laren attends to the reverse, which is mostly taken up with his warbling. There's not much on either side to interest discerning students of dance music recordings, but the just plain folks around those parts of the country where Tiny is highly popular will probably say it up.

TONY PASTOR (Bluebird B-11040)

Pole Moun—PT, VC. *Hep-See-Booie*—PT, VC.

The meeting of the Pastor grave-voiced mouthings and the semi-classical adaptation on the first side is a strange one indeed, and taken seriously, it would be slightly ghastly. But the subtle kidding of ballad singing (or is that reading things into Tony's interpretations that perhaps aren't actually there?), turns what might be unimaginable into an amusing piece of listening. *Hep-See-Booie* makes a more compatible mate for Pastor's scating, and while this isn't

the best version of this live ditty to make a wax appearance it isn't the worst either.

Oklahoma City

OKLAHOMA CITY, March 15.—Officials at the Commercial Music Company, distributor for Wurlitzer, report excellent reception of 1941 models. They report almost every Wurlitzer operator through the State has bought some of the new equipment.

Dealers generally report fair business in Oklahoma during the last month and are hoping the State's increased share in federal appropriations will benefit the trade.

Pride and joy of Lewis W. Wright, Wright Music Company, is his new Packard station wagon, which he is presently converting into a mobile demonstration unit for his Pone-a-Tune machines.

Louie Jacobs, Tulsa, Okla., visited Oklahoma City this week and bought Wurlitzer equipment.

Hardy had O. A. Helderle, sales manager of Miller-Jackson, Inc., taken over the new record department of the firm that he sprained an ankle and was confined to his home.

Expansion of the telephone music business here is attested to by the record of the Hiss Music Company, which installed its phone system 16 months ago. Starting out with three telephone girls, the company now has 12 girls and 22 locations.

Officials at the Sooner Novelty Company, Seeburg distributor, have been busy since National Demonstration Week delivering orders signed at the showings.

Up your TAKE with these LATEST HITS by
WOODY HERMAN
AND HIS ORCHESTRA
The band that plays the blues



BLUE FLAME
FUR TRAPPERS BALL
(3645)

★ ★ ★ ★ ★
SORRENTO
OH LOOK AT ME NOW
(3630)

★ ★ ★ ★ ★
BOUNCE ME, BROTHER
BOOGIE WOOGIE BUGLE
BOY
(3617)

ON DECCA RECORDS

ALL HONORS again this year to BENNY GOODMAN



His New Orchestra
and His New Sextet



"Down Beat All American Band Poll"

Benny Goodman Won
BEST SWING BAND (First)
FAVORITE SOLOIST (First)
BEST SMALL BAND (First)

"Metronome All Star Band Poll"

Benny Goodman Won
BEST SWING BAND (First)
FAVORITE SOLOIST OF ALL (First)
BEST SOLOIST (Second)
BEST SWEET BAND (Fourth)

"Swing Poll of the Year"

Benny Goodman Won
KING OF SWING (First)
BEST SOLOIST (First)

More individual accolades from the band also won top positions in the various polls. Charlie Christian, with "Society" among "Society" in the Down Beat Magazine poll; George Williams took third position for "Frenzy" in the same poll; George Auld won fifth position for "Tone" in the same poll; Stan Stein took second position in both the Down Beat and the Metronome polls; and the Benny Goodman sextet won first position for "Bird" in the Down Beat poll, and Edella Baker fourth; Evelyn Hayes, Forest, grabbed second position in the Metronome poll, and the Benny Goodman Orchestra won first position in the Down Beat poll, and Edella Baker fourth; Evelyn Hayes, Forest, grabbed second position in the Down Beat poll, and the Benny Goodman Orchestra won first position in the Down Beat poll.



Helim Forrest

Benny Goodman's Tops Once Again!

Forest, by his health to break on one of the best bands in the country. Benny's same flying took with the greatest band he's ever had, and walked away with more than his share of honors.

ALL BENNY'S COLUMBIA RECORDS WITH HIS NEW BAND AND SEXTET

- 30412 OH! LOOK AT ME NOW
- 30413 LAY RIVER (Solo March 21)
- 30000 IT'S ALWAYS YOU
- 30001 YOU LUCKY PEOPLE YOU
- 30382 CORN SILK
- 30477 YOU'RE DANGEROUS
- 30478 BRIDE OF A FLUTHER
- 30479 PERfidIA (Tangit)
- 30484 LET THE DOOR KNOB HITCHA
- 30485 THERE IS NEW
- 30486 SWITCHED
- 30487 I HEAR A RHAPSODY
- 30488 LEFT MY HEART IN YOUR HAND
- 30489 IT'S ALWAYS CHASING RAINBOWS
- 30490 SOMEBODY STOLE MY GAL
- 30491 YES, MY DARLING DAUGHTER
- 30492 THREE THINGS YOU LEFT ME
- 30493 TAKING A CHANCE ON LOVE
- 30494 DASH IN THE SKY
- 30495 THERE'S HARD TO GET
- 30496 BOBBY
- 30497 HENDERSON STOMP

BENNY GOODMAN AND HIS SEXTET FEATURING COUNT BASIE

- 30498 ONE WITH WHAT DRAFT
- 30499 IN THE FLAME
- 30499 BENNY'S BOULE
- 30500 AS LONG AS I LIVE
- 30501 WOLLY WOLLY
- 30502 ROYAL GARDEN BLUES

ORDER FROM YOUR DISTRIBUTOR TODAY

COLUMBIA RECORDS
OKeh RECORDS

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators



GOING STRONG

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 from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established favorites that they require no further explanation.

Francis. (10th week) ARTIE SHAW, WOODY HERMAN*
I Hear a Rhapsody. (8th week) JIMMY DORSEY*, CHARLIE BARNETT*, Stardust. (7th week) ARTIE SHAW, TOMMY DORSETT*
I Give You My Word. (6th week) EDDY DUCHIN*, MITCHELL AYRES*
High on a Windy Hill. (2d week) JIMMY DORSEY*, SAMMY KAYE*, VAUGHN MONTOUE*

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity an automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

There'll Be Some Changes Made. The dearth of new, good song material as a result of the ASCAP-radio fight is becoming more apparent with each passing week, and nowhere is it reflected more strongly than in the matter of new hit or even near-hit recordings for the coin phono. Because of the lack of new material, the same songs that have been in this position for some weeks now are still in it. No startling changes have been made (despite the prophetic title of this particular song) in the line-up, and no new additions have come along to swell the ranks. Some of these tunes have shifted around, a few becoming more popular, others becoming less so, but essentially the photo picture this week is pretty much as it has been for a number of weeks past. In this case, this is being very nicely in the BENNY GOODMAN, THE WIZARD*, and VAUGHN MONTOUE* versions—nicely enough to head this section by a slight margin.

New San Antonio Rose. Also changing its position of last week and the week before for one a good bit better is this item in both the BILLY CROSSBY and BOB WILLIS recordings. This, incidentally, is the only ASCAP song, with the exception of Stardust, in the "going strong" and "coming up" categories.

It All Comes Back to Me Now. Held down until now by the competition of all the BMI companies in these lines this ballad finally has asserted itself, and steps out this week, not in too decisive a way, but with enough stamina to surpass a few of its rivals. It happens to be a particularly stinging and whistleable song, and it catches on immediately with a good many people hearing it for the first time. This, perhaps, more than any other factor, is responsible for giving it the impetus to push for the top along the phono network, in the GENE KRUPA*, and HAL KEMM* disks.

So You're the One. This BMI-er had been leading the pack, but this week it failed to maintain its pace, and as a result it is slipping back a little. That isn't to say that the song still isn't a pretty profitable number for operators, but it seems to be past its peak, and probably the only way it will go now is downhill. EDDY DUCHIN* and HAL KEMM* carry its standard in the music machine.

You Walk By. The same thing might be said for this one from the Broad-cast Music, Inc., workshop. It had been going especially well, but instead of making the jump into the "going strong" classification, it turned and is apparently heading for less greater fortunes. TOMMY TUCKER* has been the leader on this song, with BLUE HARRISON* has a recording that has trailed Tucker's doggedly.

Tonight. Probably the most curious career among this group of songs has been followed by this Latin American number. A natural follow-up to the successful similarly styled Frenzy, plus boasting a lovely melody and lyric of its own, very little has happened thus far to bear out the promise it showed when it started. XAVIER DUCAT*, GENE KRUPA*, and JIMMY DORSEY* all have exceptionally fine records of it, and each is popular, but the song still is far from the position of phono prominence that rightfully belongs to it.

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. Seen the they most probably will never drop into "Going Strong."

The Last Time I Saw Paris. (11th week) Not too far from out. KATE SMITH*

Yes, My Darling Daughter. 10th week) Scattered signs of life, but generally not too good. DINAH SHORE, BENNY GOODMAN*

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as on the judgment of The Billboard's music department.

Amapola. With Tonights not doing too well, it may seem unwise to make glowing predictions about this third of the Latin-type songs to make a bid for phono favor. However, some operators report satisfactory results with it, particularly in the JIMMY DORSEY* version, and at this moment it looks good for future glory.

Dancing in the Dark. A recording that some operators are starting to get excited about is ARTIE SHAW'S superb wailing of this old musical revue song. Artistically, there is much to get excited about here, since Artie has done it in the same rich, colorful, style as his Frenzy and Stardust. And apparently the nickel droppers are beginning to become interested in it for that reason. Better watch it closely.

I, Yi, Yi, Yi. One of the major songs from the new movie, That Night in Rio, this is likely to get a play on the machines. It's a catchy, if synthetic, Latin-type of song, and it might be necessary to ups whose machines are near-neighborhood theaters. When the customers come out of the movie house, they're apt to want to hear the number again in its recorded form.

A Little Old Church in England. This coupled with When That Man Is Dead and Gone, has been made by GLENN MILLER*, and because of the publicity given these Irving Berlin songs, plus the sentiments they express, either tune is potent coin-phono stuff. This department is pretty certain that a good deal of profit lies in placing either side of this recording on the turntables.

* Indicate a vocal theme is included. Double-meaning records are purposely omitted from this column.

NICKEL NABBING NIFTIES!



ON Victor
AND
Bluebird
RECORDS

- VICTOR "POPULAR" RELEASE
NO. 415—LIST PRICE 35c
- 27008 Do I Worry? You Can Depend on Me
Eric Waite
 - 27004 Dance Lunatics—Bucco
Charles Lee Ray
 - 27005 Isometria
Artie Shaw
 - 27006 A Media Luz—Tango
Eddie Madriguera
 - 27008 Blue Berg
Duke Ellington
 - 27007 "Afric" To Say Hello
"Buster" Brown
Joe Reichmann

- BLUEBIRD "POPULAR" RELEASE
NO. 321—LIST PRICE 35c
- B-11078 I've Got To Get Me
Some Me Time
Patricia Gilmore, with Ernie
Madriguera's Orch.
 - B-11079 "It's" It Time To Fall in Love
"Bird" Dale
Larry Gilmore's Bluebird Orch.
 - B-11077 "You Wanted Too Long
"Granda
Gray Gordon
 - B-11078 "Shinin'" Bread
Manoella
 - B-11079 "Fats" Waller and His Rhythm
"It's" Andy War
"I'da Been an Apple Oler
Glenn Miller
 - B-11080 "Twilight Dances at the Powers
"Dance
Shen Fields and His New Rippling
Rhythm
 - B-11081 "The Captain and His Men
Birmingham Brothers
Charlie Barnet
 - B-11082 "That Old Gang of Mine
Bluebird Basie Wood
Tadley Powell
 - B-11083 The Bum Song
"Dance" A Bum
"Mac" (Harry Mcintosh) with
Guitar

- BLUEBIRD RELEASE NO. 321
OLD FAMILIAR TUNES—LIST PRICE 35c
- B-8046 A Picture on the Wall
Pictures From Life's Other Side
Blue Sky Boys
 - B-8047 Just Plain Fills
See Your Face in the Moon
The Tobacco Tugs
 - B-8048 I've Grown So Lonely for You
A Little High Chair
Happy Feet and His Raymo-Bo
Bumblers

- RACE
- B-8040 "The Going Home—Blues
"Then You're Drunk"
Jimmie Noone Trio

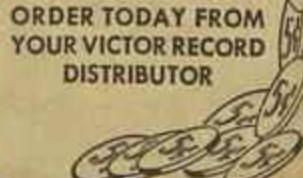
* Vocal Refrain in Canada, ROR Victor Ltd., Montreal.

Order: RGA, Victor

Patron: Paton, Noles

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**New Preservative Paves Way for
Fruit Juice Vender Development**

CHICAGO, March 15.—A solution to a problem that has long retarded the progress of dispensing fruit juices and drinks thru vending machines has been introduced here by the C. O. & W. D. Seltzmann Company. Firm's product, known as Esterex, protects foods and beverages against deterioration without changing their natural flavor or appearance.

According to Milton Van Slyck, staff writer for The Chicago Journal of Commerce, the product is credited with maintaining orange juice in a fresh state for months and with preventing canned fruits and vegetables from disintegrating into mushy pulp. It has been used to protect beer, cheese, tomato juice, wine, and similar foods against even slight changes in flavor.

Possible benefits of this product to the vending machine business are obvious. Machines to vend orange and tomato juice and similar beverages have long been regarded by some consumers as commercially sound investments. Big stumbling block, however, has always been inability of fruit juices to withstand deterioration. Orange juice, for instance, is declared unfit for consumption after standing in the open air for 24 hours by health authorities. Development of machines to vend such products, as a result, has stood still pending discovery of some product or process capable of preserving or stabilizing them over a long period of time.

Esterex is reported to be attracting attention rapidly in the food and beverage industries. Many regard it as holding forth possibilities of revolutionizing the food and preservative business.

Esterex is a combination of chloroform, a cheap and widely used chemical, and acetic acid which is nothing more than the foundation for table vinegar. This product is known as monochloroacetic acid when in its combined form.

Acquire Sales Right

The Seltzmann firm acquired the exclusive sales and license rights to combine Esterex with beverages, fruit juices, and wine in 1939. Similar patents have been granted in Argentina and Canada, and a Great Britain patent now is pending.

Real impetus to the broadening use of the monochloroacetic acid in the food industry was given only recently when, at the behest of the Seltzmann firm, the

University of California completed nearly one year of tests to determine the long-term toxic effects of the agent, if any. Monochloroacetic acid was given a clean bill of health in all regards following tests on not only animals but humans who took several times the amount of the inhibitor in foods than would the average consumer.

Another Test at N. U.

Still another test period was undergone by Esterex at Northwestern University here, where intensive study over a shorter period in which huge doses of monochloroacetic acid were administered to test animals with no toxic effects.

These tests are steps leading toward much broader use of the inhibitor than has been the case in the last two years. Use heretofore largely has been confined to the beverage field, substituting for benzoate of soda. While only slightly cheaper than benzoate of soda, based on current price scales, users claim advantages in Esterex's tastelessness.

In the true sense of the word, monochloroacetic acid is not a preservative. It does not kill bacteria. Rather, it retards its development in a sterile or relatively sterile product. Thus, the natural taste of a product is retained. Furthermore, because of this lack of killing power, it will not disguise the taste of partly decomposed foods.

**DuGrenier Assures
Faster Deliveries**

NEW YORK, March 15.—Arthur H. DuGrenier, Inc., manufacturer of Champion Cigarette vendors and Candy Man, 5-cent candy bar machine, has expanded its sales force and distribution outlets to assure operators of more efficient attention and prompt deliveries.

Burnhart (Rip) Glassgold, vice-president in charge of sales, has devoted most of his time since joining DuGrenier to flying trips, co-ordinating the activities of distributors and representatives.

"Our foremost endeavor," Glassgold declared, "is to establish centralized distribution points so that an operator can obtain his equipment on spot delivery. Our organization has always had a reputation for prompt delivery and we are always trying to better this service to

benefit the operator as well as ourselves." DuGrenier representatives and distributors are O. H. Feinberg, New York; D. W. Hartnett, New York; Robert Kilns, Philadelphia; Ralph Littlefield, Massachusetts; Joseph H. Snow, Michigan; Wally Sipple, Tennessee; James H. Martin, Chicago; Electric Ball Company, Dallas; Hankin Music & Cigarette Company, Atlanta, and Richard A. Parina, San Francisco.

Built For Operating!
THAT'S
Northwestern
BULK VENDING EQUIPMENT

Designed for greater sales built for trouble-free, lasting service—if it any vendor gets stuck anywhere has turned to Northwestern for bigger opportunities, greater profits in the bulk vending field? You see, can enjoy faster, easier servicing and profits never possible with ordinary vendors. Write today for details on our complete line—our liberal trade-in and financing offer. Start right now to build toward bigger operating success with Northwestern machines built for operating!

**THE NORTHWESTERN CORPORATION**
5 EAST ARMSTRONG STREET, MORRIS, ILL.**FULL NORTHWESTERN LINE**

- ★ Recommended
- ★ Guaranteed
- ★ Distributed
- ★ Financed by

TORR 2047A-SO. 68
PHILA., PA.**PROVEN Money Makers!**

Be an independent operator. Place Ten Thumb Vendors in stores, eating rooms, taverns, restaurants. Easy—when you know how. Ten Thumb vendors create, maintain, grow the profit machine. Write for such an exciting game. Make Ten Thumb operators use money-making, smart small, grow the base a class of your own. Ten Thumb's write while yours away. You keep the collect your profits daily. Machines compact Ten Thumb and in place ordinary vendors are kept out. Make coin selector. Yale Thumb Salesmen.

Big opportunity for Farmers. Precision machines: any 10¢ candy. Write today for inside story of clean operation and details of your easy income opportunity. Many good locations now open. Don't wait. Write today. FIELDING MFG. CO., Dept. B-26, Jackson, Mich.

IMP
**A WINNER IN '40
THE LEADER IN '41**PRECISION BUILT. 64,541 NOW GIVING
TROUBLE FREE SERVICE

\$12.50
6 for
\$60.00

1c, 5c or
10c Play

1-3 DEPOSIT

TORR 2047A-SO. 68
PHILA., PA.

W. E. BOLEN (left), president of The Northwestern Corporation, discusses plans with W. H. Greiner, advertising manager, and assistant, Edie Johnson. Northwestern vending machines, they report, are in heavier demand than ever before.

Northwestern

33 BALL GUM

For profitable vending of high grade ball gum you can't beat the 33 Ball Gum Vender. Same top proof, heavy tree mechanism as found in the regular Model 25. Vends 33-36 balls and 33-36 pieces each gum roll for 1¢. The sturdy beauty and rugged mechanical construction makes this machine a favorite with every operator.



Send for Prices on Complete Line 1 1/2 Dns. With Order Please Show 25.

RAKE — \$6.40 ea.

20142, Market Street, Philadelphia, Pa. Low Price 100—\$6.25 100 or More—\$5.25

DAVAL'S "21"

A miniature size "blackjack" game. With coin divider and two separate cash boxes. 1¢ or 5¢ or 10¢ play.



Only \$19.75

CASE OF 4

Only \$72.50

10 DAY TRIAL PLAN

Order a Machine. It will be shipped with it after 10 days return receipt for full refund.

DON'T DELAY! ORDER NOW! Just Attach \$3.00 Bill or N.O. as Deposit and We Will Ship Machine C. O. D.

2014 Market St. Philadelphia, Pa.

ROLL A PACK PACKS A PROFIT PUNCH!



Roll a Pack, the most fascinating cigarette vending machine ever produced! Tasted and proven a REEL money maker. Order today!

Sample Roll a Pack \$12.50 ea. Case of 4 Only \$45.00

- Sold on Ten Days' Trial. • Time Payments in Lots of 12. • Recommended and Distributed by

TORR 2047A-50.68 PHILA. PA.

Grand National Sales Expanding

CHICAGO, March 15.—Grand National Sales Company, Chicago, reports unprecedented sales for this time of year. They attribute their present successful operation to the purchasing campaign during February.

"It goes right back to that old underlying principle of sound merchandising," said Mac Curran, Grand National sales manager. "You're got to have what people want when they want it—and you have to have variety enough to give them an ample choice. The hundreds upon hundreds of games we acquired during the last month means that we are in a position to meet practically any demand that any operator may put upon us."

400 Take in CMA Shindig in N. Y.

NEW YORK, March 18.—More than 400 persons gathered at the Hotel Pennsylvania tonight to attend the fifth annual banquet of the New York CMA. Representatives of Connecticut, New Jersey, and New England CMA's were present, in addition to members of the cigarette and merchandising industry from various sections of the country.

The banquet followed a meeting of the Interstate CMA this afternoon, at which Anthony J. Mason, of the Connecticut CMA, was elected to head Interstates for the coming year. Sam Goldstein was elected vice-president, and Sam Yelen, treasurer. Walter Guild was named recording secretary, and Sam Malkin, secretary.

Robert Z. Greene, of Rowe Manufacturing Company, Inc., was presented with a testimonial plaque in tribute to his good work for the industry.

A show-bus, featuring George Givot, Cass Daley, Peg-Leg Bates, the Radio Ramblers, Paul Sydel and Spotty, and La Compadre dancers, highlighted the banquet. Music was furnished by Marty Beck and his orchestra, with Doc Alfredo and his orchestra supplying relief. Interim music was furnished by Patricia Leach.

Reservation list included Mr. and Mrs. J. Dekaria, Mr. and Mrs. Gross and guests, Mr. and Mrs. M. DeMaria, Mr. and Mrs. Ray Harrison and guest, Mr. and Mrs. Martin Crivy, Mr. and Mrs. Sam Greenberg, Mr. and Mrs. John Michas, Mr. and Mrs. Anthony Segalas, Miss C. Stutzki, Miss P. Michas, Mr. and Mrs. Paul Hildebrandt, Mr. and Mrs. Nathan Bloom, Mr. and Mrs. Jackson Bloom, Mr. and Mrs. Lester Paul, Mr. and Mrs. John Ornot, Abraham Greenbaum, Mrs. Lottie Greenbaum, L. Wildstein and guests, Mrs. William Wiener and guest, Mr. and Mrs. Nathan Frankfort, Mr. and Mrs. Samuelsen, Mr. and Mrs. Harold Roth, Mr. and Mrs. Leonard Wolf, David Roth, Claire Gans, Mr. and Mrs. Harold Jacobs, Blanche Jacobs, Ben Lieberman, Mr. and Mrs. Ben Kochman, Mr. and Mrs. Nat Stieglitz, Charles E. Greene and guest, Mr. and Mrs. George Elkin, Lawrence Berlin.

Mr. and Mrs. Max Helcher, Mr. and Mrs. Harry Kolodny, Mr. and Mrs. Joseph Kolodny, Mr. and Mrs. Albert Denver, Mr. and Mrs. Samuel Schwartz, Nat Denver, Shirley Denver, Mr. and Mrs. Sidney Bruck, Mr. and Mrs. Max C. Rosenberg, Mr. and Mrs. Benjamin Gottlieb, Mr. and Mrs. Michael Lascari, Mr. and Mrs. David Lear, Dr. and Mrs. Philip Lear, Mr. and Mrs. Sam Yelen, Mr. and Mrs. Louis Yelen, Mr. and Mrs. Max Weiss, Mr. and Mrs. Jack Levine, Mr. and Mrs. Irving Litt, Mr. and Mrs. John Porce, Mr. and Mrs. John Carroll, Mary Lesko, Ruth Hunt, John Hunt, Mr. and Mrs. Robert E. Hawthorne, Ralph Hopkins and guests, Mr. and Mrs. William S. Peck, Mr. and Mrs. Walter Peck, Mr. and Mrs. Bernard Rosenblatt, Mr. and Mrs. Henry Salton, Mr. and Mrs. Abraham Dranoff, Clara Dranoff, Arthur M. Harbord, Miss B. Dranoff, Harry E. Pinous, Charles Ashley, Lawrence Solomon, Wally Walbrecht, Mr. and Mrs. William Weiner, Mr. and Mrs. P. Wachtell, Emily Willins, Mr. and Mrs. Frank, Miss McCutley, William White.

Mr. and Mrs. John Madden, Mr. and Mrs. Ben Morse, Mr. and Mrs. Aaron H. Gosh, Mr. and Mrs. M. Behor, Mr. and Mrs. B. Rosen, Mr. and Mrs. M. Lerins, Mr. and Mrs. S. Fuld, Mr. and Mrs. I. Straper, Mr. and Mrs. Thomas Cola, Mr. and Mrs. Louis Cola and guest, Mr. and Mrs. Arthur Stark, Mr. and Mrs. Julian Sharp, Mr. and Mrs. Irvine Edwards, Mr. and Mrs. Jack Edwards, Ed Dingley, Bill Christian, Mr. and Mrs. Herbert Greenberg, Mr. and Mrs. Sam Chaplin, Mr. and Mrs. Monroe Chaplin, Mr. and Mrs. Al Sharenow, Mr. and Mrs. John Sharenow, Arthur Glick, Mr. and Mrs. Jack Meli E. Rosenberg, Mr. and Mrs. Will B. Golden, Chris Gabrielson, Ben Seltzer, Curt Ward, Mr. and Mrs. Charles W. Stange, Ruth Krussnoff, Mr. and Mrs. Morris Zimmerman, Florence Gould, Mr. and Mrs. Henry W. Hartman, Maury Weinberger and guest, William Glover, Mr. and Mrs. George Swetman, Mr. and Mrs. E. DeLator, Mr. and Mrs. H. Kressner, Mr. and Mrs. Harry Zink, Mr. and Mrs. A. J. Mason, Mr. and Mrs. Leo Williams, Mr. and Mrs. Murray Wiener, Mr. and Mrs. Sam Alphon and guests, Mr. and Mrs. Harry Leprovetsky, Mr. and Mrs. Joseph Block, Mr. and Mrs. J. B. Smith, Mr. and Mrs. Edward Dietricks and guests, Mr. and Mrs. Jesse Margel, Mr. and Mrs. Dave Calloway, Joseph Coda, E. E. Sugarman, Joe Orlick, Ben Smith, Morton Kaplan, Sam

Abbott, Mr. and Mrs. Moe Mandell, Reuben Yaskowitz, Harry Yaskowitz, Mr. and Mrs. D. Hartell, Mr. and Mrs. J. Poinberg, Mr. and Mrs. B. Olsagold and guests, Mr. and Mrs. W. Mann, Mr. and Mrs. John Mitchell, Samuel L. Abrams, Mr. and Mrs. A. H. Rosenberg, Mr. and Mrs. Sol Kesselman, Alfred Minard and guests, Mr. and Mrs. Michael Levy, Sam Silverman, Max Friedman, Mike Friedman, Mr. and Mrs. Bernard Schwartz, Florence Kaplan, Al Weisman, Mr. and Mrs. Edward Beresh, Mr. and Mrs. John Began, Mr. and Mrs. Joseph Almer, Mr. and Mrs. Lester Strong, Jack Lutsky and guest, Matthew Forbes, Robert Z. Greene.

Pennsylvania

WILKES-BARRE, Pa., March 18.—The Tribune of near-by Scranton ran story and feature picture layout on fact that the Scranton Record Manufacturing Company is now working a double shift, with more classical disks being sold. An average of 45,000 disks are turned out daily.

The possibility of another flood has local operators prepared for any emergency.

MAKE MONEY

Be in Business for YOURSELF

Small Investment. LARGE RETURNS



Be your own boss. It's easy to start a money-making business with a profit of "Columbus Vendors, the Association of Merchants of every large city in U. S. in all states. Beautiful industrial and modern models. Meet the requirements of every large location. Vast all types small machine with gum, many variety food, candy, medicine. Dependable patented mechanism. Last for years. Heavily backed by a manufacturer in the business over 20 years. Profit investment starts you. Pay for themselves in a short time. Don't invest in unreliable equipment! Investigate Columbus first. We take you and show you the money-making machine. Write for information to COLUMBUS VENDORS CO., 2009 E. Main St., Columbus, O. We see any distributor listed below.

- E. T. Barron & Co., 19 E. Lake St., Minneapolis, Minn. Birmingham Vendors Co., 2117 3rd Ave. N., Birmingham, Ala. B.M.Y. Specialty Sales Co., 1871 Prospect Ave., Cleveland, O. Cincero Business Brokers, 1200 Gateway Ave. S.W., Grand Rapids, Mich. Louis H. Caster Co., 250 W. 94th St., New York, N. Y. John Goodrich Co., 1824 E. Main St., Rochester, N. Y. S. D. Lutz Co., 1635 5th Ave., Pittsburgh, Pa. S. C. Lihari, 524 5th St. N. W., Washington, D. C. F. C. Ewing Co., 1000 Bacon St., Fort Worth, Tex. The Markway Co., 3225 Carnegie Ave., Cleveland, O. The Markway Co., 1412 Central Parkway, Cincinnati, O. Heckl Nelson, 1832 W. Center St., Chicago, Ill. N. G. Pomeroy Co., 312 Broadway, Newark, N. J. Rube Coin Machine Exchange, 2013 Market St., Philadelphia, Pa. Rube Coin Machine, 11877 12th St., Detroit, Mich. Struss Vending Machine Co., 257 W. Broadway, South Boston, Mass. The Vending Machine Co., 205 Franklin St., Fayetteville, N. C. J. E. Calk Distributing Co., 614 S. 2nd St., Louisville, Ky. Rube Vending Machines, Inc., 90 Broad St., Richmond, Va.

SMART BUT NOT EXPENSIVE "THE VENDER OF TOMORROW" AT TODAY'S LOW PRICE



For the big pay stack with "Silver King." Place in restaurant, shop, filling station, or 10¢ or 5¢ station etc. There are just 10¢ profits. Vends candy, gum, peanuts. Heavy metal, full or half ton. \$5.50 ea. For 10 or More

ONE SAMPLE SILVER KING \$6.50 SPECIAL—One Silver King, 10 lbs. Candy, 1 Glass Churn \$8.45

Ask Your Jobber About "VIEW-A-SCOPE" and the New "ELECTRIC HEALTH GUN" AUTOMATIC GAMES 2422K Fullerton Ave., CHICAGO, ILL.

COLUMBUS VENDORS

PENNSYLVANIA AND NEW JERSEY DISTRIBUTORS FOR

COLUMBUS VENDORS

Full Line on Display RAKE 3 S. 22nd Street, Philadelphia, Pa.

Have you stopped to consider... the Beverage Vender Market?

It Represents a Most Important Money-Making Opportunity for 1941

Beverage Venders will be the leading money-makers for operators and distributors with thousands upon thousands of installations being made in industrial plants and other locations. Get all the facts by reading the special Beverage Vender Section in The Billboard's Spring Special number. Subscribe now to make sure you get a copy of this important edition. Manufacturers and distributors are invited to inquire about the special Beverage Vender Section. Don't overlook the extra advertising benefits resulting from important editorial material, pictures and increased distribution reaching selected buying prospects.



The Billboard Publishing Co. 25 Opera Place Cincinnati, O.

Write Today for FREE CATALOG of over 100 different New and Used Vending Machines and Game Billboards. Ask about our FREE WEIGHT SCALE. Vests a stick of Agent's Gum FREE with each weight. D. ROBBINS & CO. 1141-B E. WALD AVENUE BROOKLYN, N. Y.

1940 Was Greatest Year in Minnesota; Replay Games Big

MINNEAPOLIS, March 15.—Coin machine industry in Minnesota looks back on 1940 as one of its most important years in the history of the business. Operators look forward with confidence and the hope that 1941 will find even greater advances.

During 1940 replay games became very

popular throughout the State. They were a factor in the increase of business for operators and distributors. Minnesota is now considered more or less an ideal State for operating.

Counter games, too, showed an increase. They have become a most important factor in operating in Minnesota. Another product that has taken hold in Minnesota is the anti-aircraft gun. In the photograph end of the business, the biggest event was the introduction of wall boxes and remote-control equipment. Wall-box installations were being made throughout the State. Telephone music, off to a much-publicized start, was holding its own at year's end.

Vending machines of all types were getting good play throughout the many locations hereabouts. Beverage vendors, however, were not much in evidence. It is expected, then, that this year will see this particular item get heavier attention than heretofore.

An important factor in business and operator-distributor co-operation during the past year was the Minnesota Amusement Games Association, headed by Tom Crooby, of Faribault. With the able assistance of Peter Van Neff, full-time association field secretary, who covered Minnesota quite extensively, the association has done noble work in keeping percentages on a right basis as well as seeing to it that all other phases of the industry were well handled. During the past year the association has increased its membership.

Last February the State association sponsored its second annual coin machine show at the St. Paul Hotel, St. Paul, and attracted 700 persons to the two-day exhibition. Outstanding names in the coin machine industry were represented or present during the two-day show. Plans are now well under way for the third annual exhibit scheduled to take place in March at the Radisson Hotel, Minneapolis.

The past year saw the Mayflower Novelty Company, headed by Sam Taran, move into more spacious quarters, climaxed with a grand opening party in November at which time movie machines were first introduced to this locale.

Another important happening as the year drew to a close found the Hy-O Games Company, of Minneapolis, headed by Henry M. (Hy) Greenstein and Sid Levin, and the Amusement Games Company, of St. Paul, headed by James Bessler and Clyde Newell, combine, which resulted in the establishment of the Hy-O Amusement Company. The combined staffs of the two firms were retained when the firm moved to larger quarters.

At Acme Novelty Company, Minneapolis, Ted Bush, owner, announced that he had taken over exclusive distributorship of the Wurlitzer phonographs for Wisconsin and Upper Michigan, and established a headquarters in Milwaukee. Acme, according to Bush and Oscar (Ossie) Truppenan, enjoyed an increase of 30 to 35 per cent in business during the past year, and looks forward to an excellent 1941.

Archibald LaBeau, of LaBeau Novelty Company, St. Paul, said his firm's business showed a 45 per cent increase over 1939. The La Beau organization expects 1941 to be an even greater year.

An increase in business of 50 per cent over 1939 was recorded at the Mayflower Novelty Company, according to Sam Taran.

Client Sales Company, headed by Wil-

liam (Sphinx) Cohen, finished one of its finest years, having shown a definite increase over 1939. Cohen expressed his confidence that the coin machine industry would go on to bigger and better grosses than ever before.

An annual summary would not be complete without a word about the work of the Minneapolis Amusement Games Association, headed by Douglas Gleason, of Midget Sales, as president, and M. M. (Doc) Berenson, of Minnesota Mochires, as executive secretary. The association has done yeoman work during the past year in policing its own membership and seeing that its operators do not run afoul of the law. Pinball games in Minneapolis are licensed. The association, well in advance of the license deadline dates, calls its membership into session to iron out whatever difficulties may arise and to get them lined up for the licenses. Thus, Minnesota operators have had virtually no trouble with the law in recent months.

Another factor that has caused territory to close this past year were the crusades of the Minnesota State Law

Enforcement League headed by the Rev. Henry J. Soltan. Soltan first caused trouble in Minneapolis early in 1940. During the year he toured the State and when the annual Minnesota State Fair was on in September attempted to close several concessionaires but instead ran afoul of the law himself.

His biggest sensation centered around Shakopee, Minn., and Scott County, a short distance from the Twin Cities. Here, too, Soltan could get little satisfaction, so he said. The Scott County affair, however, soon became a sensation when George Wallace, affiliated with the Law Enforcement League, and another man were found guilty of a charge which found them attempting to receive a payoff in exchange for which, they alleged, Soltan would not return to Scott County.

Another sensation was thrown into the coin machine industry in the dying days of 1940 with the announcement by State Senator Elmer E. Adams, of Perpus Falls, who said he would introduce a measure into the 1941 Minnesota State Legislature seeking the licensing of games.



EVANS TOMMY GUN

Immediate Delivery.

Greatest Gun at the lowest price, \$145.00.

Will accept pin games in trade.

D & S NOVELTY CO.

1302 So. Main St.
Rockford, Ill.

Write, Phone, Wire
Telephone: Main 3420

ARCADE MACHINES WANTED FOR CASH

AUTOMATIC COIN MACHINE CORP.

340 CHESTNUT ST.
SPRINGFIELD, MASS.

791

LATE MODEL FREE PLAYS!

All Americans, Attention, Band Wagon, Champ, Dash Horses, Duke Ranches, Duplex, Formations, Gold Stars, Jollys, Landsliders, Mascots, 1940 1-2-3s, Record Times, Sars-Sorars, Skylines, Sluggers, Stratoliners, Sport Specials, Zombies.

All Perfectly Reconditioned—Write For Prices!

PAYTABLES	CONSOLES	BELLS
Ticket & Payoff Comb. \$01.50	Bob Tail, P.O. \$02.50	Blue Fronts \$42.50
Grand National 27.50	Jumpin' Camp, Floor 147.50	55 & 100 47.50
Grandstand 27.50	Sammy, Ticket 147.50	250 49.50
Heartbeats 59.50	Payoff Comb. 147.50	Red-Tops \$21.50
Peacemaker 87.50	Lucky Lucie 124.50	100 24.50
Scuzz Bells 122.50	Pat's Reels Jr., 250 84.00	250 27.50
Scout Kings 124.50	Super Track Time 139.50	60 Peep's Doves 24.50
Start Page 56.50	Track Time, 1938 79.50	100 Peep's Doves 27.50
Thru Time, 5 Cops 47.50	Reels, Exhibits 85.50	250 Cherry Bell 49.50
Gold Medal (Balls) 59.50	Super Kiss Growlers 89.50	
Marble Game 36.50		
1-2-3, Fruit or Astin, 39.00		

CLOSE-OUT Brand New Phonographs in Original Cases. Write for Models and Prices.

TERMS: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.

2200 N. WESTERN AVE., CHICAGO, ILL.

ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT] OFFICES [ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH]

FRIENDLY PERSONAL SERVICE

TUNE of the MONTH

YES! MY DARLING DAUGHTER

Hear the hit tune for March, played on automatic electric phonographs in taverns, restaurants and ice cream parlors. It follows the tremendous success of February's "I Hear A Rhapsody."

Stop in and enjoy your favorite tunes on phonographs at your favorite rendezvous—regularly. It's the music you like best, played when you want it.

BMI and ASCAP Tunes

"Yes, My Darling Daughter" is recorded by outstanding artists including the Andrews Sisters, Dinah Shore, and the architectes of Benny Goodman, Gene Krupa and Glenn Miller.

PHONOGRAPHERS ASSOCIATION OF CLEVELAND

"YES! MY DARLING DAUGHTER" is the second in a series of hit-tunes-of-the-month published by the Phonograph Merchants' Association of Cleveland. This ad, reproduced in exact size, was placed in The Cleveland News March 2. In February, the hit tune chosen by the association was "I Hear A Rhapsody." It was also advertised in Cleveland papers. In addition, placards on phonographs, retail merchant window displays, and other promotional angles were followed in making the program a big success.



IT'S THE COIN MACHINE INDUSTRY'S No. 1 Spring Market
 AND IT CAN BE REACHED ONLY THRU THE BILLBOARD

The market for coin machines in outdoor show business is now well known among experienced Billboard advertisers.

Each Spring thousands of concession operators buy huge quantities of new and used machines for their seasonal locations at resorts, beaches, along boardwalks, in summer dance halls, on carnival, fair and amusement park midways.

In short, it's the coin machine industry's No. 1 Spring market.

And it's The Billboard's own exclusive market. No other coin machine trade paper even claims coverage, but The Billboard enjoys 100% coverage—the same as it gives 100% coverage in the coin machine business.

FOR REAL ACTION

. ADVERTISE IN THE BILLBOARD'S SPRING SPECIAL NUMBER

For 47 years The Billboard has been serving the outdoor amusement industry. And for 47 years all outdoor show people have looked forward to The Billboard's annual Spring Catalog Number. So popular has this issue become that paid circulation among outdoor show people is actually double that of a regular issue.

Think of it, if you advertise in the Spring Special Issue of The Billboard, you get double the regular outdoor operator circulation at the height of their buying season, plus the usual 100% coverage in the coin machine industry and **THERE IS NO INCREASE IN ADVERTISING RATES.**

Don't miss this opportunity. Plan now to get your share of this exclusive cash-with-order business. Send your advertising copy today so your message can be set in type and proofs returned to you before the last forms close—April 3.

The Billboard Publishing Company

25 Opera Place

Cincinnati, Ohio



ROLL A PACK

The NEWEST, most fascinating COUNTER CIGARETTE DICE GAME device: ROLL A PACK has REEL action which gives you REAL SUSPENSE. It's 1—2—3—CLICK—CLICK—CLICK means \$\$\$ for YOU! ROLL A PACK is not only a SLEAZE GAME, but its BEAUTIFUL, STREAMLINED DESIGN and COLOR COMBINATION will be WELCOMED by EVERY location in your territory.

ROLL A PACK has a beautiful solid natural birch cabinet. ROLL A PACK'S mechanism is PRECISION made and of the finest materials available, all of which are Patented or Patented.

ROLL A PACK is not just another Counter Game. It is entirely NEW and DIFFERENT! It took many months to develop ROLL A PACK. A TESTED, PROVEN, QUALITY Counter Game, low in price that will stand up and EARN BIG PROFITS FOR YOU DAY AFTER DAY!

ROLL A PACK can make you MORE MONEY on Location than any other Counter Game yet devised. GET YOUR share of this great Profit. Responders AT ONCE! NOW: BUY THEM BY THE CASE! ROLL A PACK LOOKS RIGHT—WORKS RIGHT—and is PRICED RIGHT!

Sample Roll A \$12.50
PACK JUST

CASE OF 4 ROLL A PACKS ONLY \$45.00

Buy ROLL A PACKS by the Case and SAVE YOURSELF \$5.00

All orders require 1/3 certified deposit, balance C. O. D. Contact your nearest distributor or write direct!

VICTOR VENDING CORP.
3711 W. GRAND AVENUE, CHICAGO



EXCEPTIONAL ACTIVITY at the new J. H. Keeney & Company factory is keeping things humming, as is demonstrated by this view of a part of the phubal production department. Keeney 1941 Velvet is being shipped as fast as it can be produced, executives state.

New Orleans

NEW ORLEANS, March 15.—Ideal weather conditions favor patronage for all types of coin machines in this area with business stimulated by improvement in general business as defense work gains momentum. Cigarette turnover has improved steadily but profits have again been cut by the reinstatement this week of a city sales tax of 1 cent on 15-cent to 45-cent purchases, 2 cents up to \$1.25, etc. When figured on a 20-cent package of cigarettes, the tax approximates 5 per cent.

Business in the interior has been stimulated by stronger prices for leading agricultural products, with rice and cotton selling around the best levels of the year, although supplies are too small to warrant any extraordinary circulation of money. Pin games and bells are still out in this city, but operators in adjoining parishes have been forced to add equipment to meet a good business. Phonograph operators are enjoying a good late winter season throughout the State, such indications being confirmed by the fact that distributors of phonographs find themselves unable to keep up with orders. The new 1941 machines are rapidly arriving but not at a fast enough pace.

Now well established in new quarters at 727 Poydras Street, the Southern Music Sales Company this week is holding open house for the first showing of

the new Seeburg Symphonias. The firm is planning a regular weekly series of daily newspaper ads on the new Seeburg phonographs in conjunction with distribution of Columbia-Okeh records, handled by the Southern company.

Chester Aycock, Tuche Novelty Company, in town, took on a line of new Seeburg phonographs for operations in Baton Rouge, New Iberia, Opelousas, and Lake Charles areas.

Charles Wicker, sales manager of the J. H. Peres Amusement Company, Wurlitzer distributor in Louisiana, left town this week on an extended jaunt thru Central and North Louisiana on a combined selling and good will trip. Al Mendes, district sales manager for the Wurlitzer factory, also left on a business trip, planning to see connections in Mississippi, East Tennessee, and Alabama.

Past shipment of 1941 Rock-Ola Spectrator tone columns for the Louisiana Amusement Company, State Rock-Ola distributor, is now assured, according to Malvin Mallory, manager, who has just returned from a hurried trip to the Chicago factory.

Coto machine row loses one of its most colorful figures and the real estate business welcomes back a former associate as Julius Pass, former proxy of the local operators' association, makes a change.

The South smiles with the opening of spring. Fears of war are forgotten in the midst of preparations for defense which in turn are directly responsible for a brighter outlook for the coin machine business. Not only has industrial activity climbed to a new all-time peak, but army orders for goods made of Southern cotton have sharply advanced this important money-making yield of Dixie's fertile fields. Cotton on the local spot market has advanced \$4 a bale in the past 10 days and when a supply of 22,000,000 bales is multiplied to the price return (including a 12,000,000-bale yield and last year's carry-over) there has been an increase of approximately \$88,000,000.

in working capital to cotton value. And now there is increasing talk of 12-cent bids for next season and this price is still over a cent higher than existing spot quotations.

Charles Snyder, of Mills Novelty Company, Chicago, in town this week telling ops here about the new Mills console, Three Bells. The Dixie Coin Machine Company, Inc., Mills distributor, reports receiving many queries about the new Three Bells from all sections of the State.

The Dixie company is very much in business these days following its re-incorporation with a full line of leading makes of pin games, consoles, juke, and other coin devices. Nick Carbajal, head of the firm, reports an unusually large number of rural visitors these days are taking on new equipment for spring.

Frank De Barros, for several years in the phonograph distributing business here, joins the sales staff of Southern Music Sales Company as special representative for J. P. Seeburg phonographs in South Mississippi, where he is widely known.

Mason Woodward, of the Ben Neubauer organization at Thibodaux, came to town this week. Woodward reports the best spring outlook along the Bayou in many years. He particularly likes the new Seeburg phonographs.

F. W. King, of the G. & N. Sales Company, is on a business trip this week in North and Central Louisiana. He reports from there that business continues to improve, with many new locations opening up for placement of coin-operated equipment.

Expansion of the record filling department of the Electrical Supply Company will enable that firm to keep a larger stock of Victor and Bluebird hits. Hugh Smith, in charge of record sales for the firm, reports March sales running far in excess of a year ago, following record-breaking sales in January and February.

Charles Wicker, sales manager of the J. H. Peres Amusement Company, Louisiana distributor for Rudolph Wurlitzer Company, is back from a trip thru North and West Louisiana. He was pleased to get numerous orders for new Wurlitzers in the Shreveport, Alexandria, Lake Charles, and New Iberia area and reports a good patronage of pin games in Shreveport, where operations were resumed last week for the first time in many months.

It is with sorrow that operators hear of the serious illness in an Alexandria hospital of E. W. Neyland, head of the Neyland Novelty Company, that city. Neyland has a severe stomach disorder.

Shades of the gold rush repeat in a rush this month for the Leeville area, where a huge city is going up overnight, as two army camps bring thousands of soldiers, camp workers, and new settlers. No less than a half dozen operators have established quarters in the vicinity and located large numbers of all types of phonographs. Among new Wurlitzer operators in the Leeville area are T. L. Miller, Natchitoches; D. C. Hill, Leeville; E. W. Neyland, Alexandria, and Ben Williams, Mamroe.

Al Mendes, district sales manager for Wurlitzer, left by plane Wednesday for Texas, where he will swing thru the big State with Joe Williams, State distributor for Wurlitzer.

Trends Begin To Show . . .

CHICAGO, March 15.—News in manufacturing circles here this week indicated that a number of manufacturers had already announced price increases on amusement games and that others would soon follow.

This upward trend in prices has been expected for some time, but the industry at large and the manufacturers have remained quiet on the subject, trying as best they could to obtain materials and keep the cost of production from rising too rapidly.

The causes back of the upward price trend are common knowledge in the coin machine industry as well as in all other industries. The manufacturing industry has seriously felt a shortage in skilled labor and also increasing labor costs, increasing costs of materials, and difficulty in getting supplies.

A spokesman for the manufacturers said that every firm is doing the best it can to meet present problems and to supply the industry with the best machines possible.

Prepared For Immediate Action

Special Columbia Ora. Beils, 6's. \$24.90	Mills Jumbo Parade, Free Play \$24.50
Gretchen Trip, New Gals. 6's. \$20.00	Gretchen Liberty, 1' \$19.50
Mills Cherry Bells, 6's. \$17.50	Mills Blue Front, No G.A. \$22.50

Keeney Acid-Almond Gun \$66.50	Bally Rapid Fire \$29.50	Rocke Ten Pin \$54.50
Brown Walnut Cab. \$66.50	Olsson Bom. \$4.50	Bumper Bowling \$4.50
Backs World Series \$9.50	Team Ten Blinks \$4.50	Billy Avey \$4.50
Exhibit Vindicator \$5.50	Western Baseball \$9.50	Exhibit M-Ball \$9.50
Exhibit Motor Race \$9.50	Bally Baskets \$4.50	Gottlieb Speed-O-Rama \$9.50
Bally Bull's Eye \$8.50	Rocke Ten Pin \$4.50	Wm. Starbuck, M. Stone \$9.50

ONE BALL AUTOMATIC PAYOUTS WITH JACKPOT		
Lung Shot \$40.00	Grand National \$37.50	Mills Salpinge Reel \$39.50
Gold Medal \$4.50	Doray Time \$9.50	Grand Stand \$7.50
Foot Bag \$9.50	Scott Page, No. 1 \$2.50	Hay Day \$9.50
Blue Ribbon \$4.50	Scotts Antix \$25.00	Healthdays \$7.50

ONE BALL FREE PLAY NOVELTY GAMES		
Bally Dark Hero \$129.50	Bally Sport Special \$99.50	Get Out \$92.50
Bally Grand Stand \$9.50	Bally Arrowhead \$9.50	Bally Sport Page \$9.50
Exhibit Comp \$9.50	Gottlieb Truck Record \$9.50	Bally Sport Exam \$120.00

Terms: 1/3 Deposit—Balance C. O. D.

MONARCH COIN MACHINE CO.
1545 NORTH FAIRFIELD AVE. (Armitage 1434) CHICAGO, ILL.

THE TOPS IN LATE MODEL FREE PLAYS AT LOWEST PRICES IN THE COUNTRY

ANABEL \$29.50

All in A-1 Condition. Wire or Phone—Don't Write.

NEW CITY SALES—4335 W. Armitage Ave., Chicago, Illinois

Sherry, Gould, and Koondel Together

BROOKLYN, March 15.—Three well-known coinmen, Phil Gould, Al Koondel, and Al Sherry, are operating the new Ambassador Vending Company, Inc., here. Gould and Koondel formerly were with A. & P. Novalty, while Sherry was with H. & M. Amusement.

Ambassador has a complete line of new and used games, and the partners report that operators are flocking to their Coney Island Avenue showrooms. Operators are assured of personal service, as one of the trio is always on hand. An experienced repairman also is on duty at all times.

Engraved invitations brought a huge gathering to the opening ceremonies and visitors were treated to refreshments. A door prize was awarded and the countless operators present were so busy giving the new firm orders that Gould, Koondel, and Sherry were unable to partake of the refreshments.

Ambassador is specializing in reconditioning used games.



MILLS ROADMAN BRIX CRAPTREE: Hans Stephensen, of Mills pin table experimental department; Am Baker, Mills Indiana distributor; Peter Matkos, and Frank Lorden, Mills roadman. Machine is the Three Bells.



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1889—Tel. OOLumbus 2770
Circle address "WATLINGITE," Chicago

SOUTHWESTERN LEADS WITH AMERICA'S FOURMOST MONEYMAKERS



DAVAL'S "21"



The greatest counter game moneymaker in all history! Reel 21 play "according to Hoyle."

Sample \$19.75
Case of 4 \$72.50

AMERICAN EAGLE

World's Smallest Fruit Symbol Ball With Automatic Token Award.



Sample \$32.50
10 for \$275.00

"CUB" and "ACE"



A Perfect Pair for Preflight "Cub" Sample \$18.95, Case of 6 \$75.00. "Ace" Sample \$14.95, Case of 6 \$50.00.

"Coin operated equipment of all types taken in trade—get in touch with us." RUSH YOUR ORDER NOW!

SOUTHWESTERN VENDING MACHINE CO.
2833 W. PICO BLVD.
LOS ANGELES, CALIFORNIA

Gopher Sales Has Buckley Music Line

PARIBSAULT, Minn., March 15.—Barney Corbin, Gopher Sales Company, visited with executives of the Buckley Music System during his recent visit to Chicago. Gopher Sales Company has been handling the Buckley music line for some time and is now making plans for pushing its sale during 1941.

Corbin says: "We have had an opportunity to study the music system business carefully from operating a number of the systems ourselves. We now have some favorable information to give to music operators. With the music system becoming known to music men all over the country for its capacity in stimulating earnings, 1941 is going to be a big year for the use of music systems."

"We have so much confidence in the new illuminated Buckley line that we have already enlarged our place of business to give it the proper display and to show it to the music men in Minnesota. The purpose of my recent visit to Chicago was to make the final arrangements for the display of the Buckley line at the Northwest 1941 Automatic Music Machines Exhibit being held at the Radisson Hotel, Minneapolis, March 25 and March 26. I can assure the operators that we have something real to tell them about the coming show."

Coming Events

Northwest 1941 Automatic Amusement Machines Exhibit at the Radisson Hotel, Minneapolis, March 25 and 26. Sponsored by Minnesota Amusement Games Association and Minnesota jobbers.

Premiere Show at the Palmer House, Chicago, April 28 to May 2. (See The Billboard at Booth 13.)

and operators in all parts of the country, especially in music spots, arcades, and summer resorts. "This is due primarily because View-a-Scope enters three separate fields of operating," declared Burt. "They are children's sports, taverns, and general amusement play. Another reason for the machine's popularity is that it is convertible from one to 6-cent play or vice versa."

Arizona Operator Optimistic for 1941

PHOENIX, Ariz., March 15.—A definite pick-up in most branches of the coin-operated machine business in this locality since the first of the year is noted by C. H. McJunkin, owner and operator of United Service.

"We have enjoyed a substantial gain and are hopeful that it will continue," McJunkin said. "Better business is probably due to higher wages and more people off relief and on private pay rolls. Government defense spending, which already has begun in Arizona, also probably has a lot to do with it."

The upward trend the Phoenix coin machine operator added, is particularly noticeable in the music machine field. A branch of the trade which he pointed out is a highly sensitive barometer of business. Cigarette machine and novelty game activity also is up.

McJunkin announced the recent sale of his cigarette machine interests in this area to Talman Andrews, of El Paso, who now has approximately 150 cigarette machines operating in those two districts.

McJunkin also announced that he recently has taken over 45 additional music machines in this territory from other operators. Altho they generally anticipate better business to prevail because of other factors, local amusement men do not expect any great benefits from the establishment near this city of a U. S. Army Air Corps advanced flight base which will have a personnel of some 2,000 enlisted men.

Shufflette To Open Recreation Center

MILWAUKEE, March 15.—Shufflette, Inc., manufacturer of Shufflette and Shufflette table games exhibited at the 1941 coin machine show, is opening a recreation center in Milwaukee to feature its devices.

Over 12,000 feet of space have been leased for the new enterprise, which will be known as Fun-a-Food. According to A. R. Glade, president, there will be a fourth and fifth stories, two floors equipped with regulation 82-foot shufflette boards, Green Duckpin bowling-a-ball, Paer's duckpin alleys, Shufflette, table tennis, archery ranges, dart ball, bean bag, horseshoes, and other amusements lending themselves to the scheme of the new enterprise. The pinball game concession has been awarded to Sam London, of Milwaukee Coin Machine Company. A private cardroom, accommodating 150 persons, will be available for private parties.

Release New View-a-Scope Reel

CHICAGO, March 13.—H. F. Burt, official of Automatic Games, Chicago, announces that the firm has released a new three-dimensional film for View-a-Scope called *Night Life at the College Inn*.

"In the near future," Burt said, "Automatic Games expects to release films on *Bally Hand* and *Gypsy Rose Lee*, as well as on other name attractions." Automatic Games reports that View-a-Scope is a successful item, with dealers



OH, BOY! OH, BOY! HERE IT IS!!
DAVAL'S "21"
Reel 21—"according to Hoyle"—with Daval's famous Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes! Dealer's Cash Box holds over \$10.00 in Phoenix—more than \$35.00 in Newark! QUICK! RUSH YOUR ORDER!!



SAMPLE \$19.75
Case of 4, \$72.50

THE GENERAL VENDING SERVICE CO. 306 NO. GAY ST. BALTIMORE, MD.

NYSSCO Service Kit COMPLETE CONTACT SERVICE KIT FOR COIN MACHINES!!
Contains: Contact Bladder, Coin Contact Point Adjuster, Battery Recharge Plug, Liters, Filter, Operators, Fish Paper, Ass't. Silver P. O. S. Add., Rivets, Ass't. Bolt & Nut Ass't. Rivet, P. O. S. Add., Volt Wire Etc.
Rush Your Order Immediately. This is the Greatest Buy in History!!
ONLY \$5.00 COMPLETE
NYSSCO, 818 Tenth Avenue, New York

1500

Late five-ball and one-ball free play games. All thoroughly reconditioned and at the lowest prices in the country Today. Write for our complete list.
CLEVELAND COIN MACHINE EXCHANGE
2021-5 Prospect Ave., Cleveland, O.

SPECIAL—PERFECT CONDITION

1 Dark Horse, Cincinnati \$30.00
1 Record Time, Conquest / 30.00
1 Sport King, Conquest 30.00
2 Four Room 20.00
1 Big Chief 15.00
1 Leader 15.00

S. AND W. COIN MACHINE EXCHANGE
2416 Grand River Ave., Detroit, Mich.

EXPORTS OVERCOME ODDS

Coin Machine Exportations Total \$1,248,692 in 1940

**Canada is biggest importer
—So, American demands
replace European trade**

CHICAGO, March 15.—Overcoming odds occasioned by a war-torn world, coin machine exporters developed new markets and ended the year 1940 with a total exportation of \$1,248,692. This amount was expended for 12,068 coin machines of all types. European countries, which accounted for hundreds of thousands of dollars in coin machine exports in 1939, took few machines in 1940. Development of South American markets brought increases. Hemisphere solidarity was reflected in the increased buying by countries in Mexico and Canada.

Thirty-three countries either took fewer coin machines or none at all during 1940. Yet the balance sheet shows that U. S. exports ended 1940 only \$128,561 behind 1939. During 1940, 31 countries increased their demands for coin machines made in the U. S.

Canada Biggest Buyer

Biggest importer by far during 1940 was Canada. Taking a total of 8,855 coin machines valued at \$695,328, our northern neighbor accounted for over half of the total exportation during the year. Many machines were exported to Canada before defense taxes were piled on them. Yet after the defense taxes were assessed buying did not seem to lag. However, at year's end Canada's government applied new duties against many articles, including coin machines, banning importations. During 1941 fewer machines will find their way into Canada. However, parts may still be purchased from the U. S. These are expected to account for much business for U. S. exporters. During 1940 an extensive parts business was developed. The number of parts or their value does not appear on the tabulated export statistics.

Mexico, our second best customer, purchased 2,932 machines, valued at \$299,169, during 1940. Figures for 1939 reveal that this was an increase in both the number of machines and the value. The 1939 figures were 1,862 machines worth \$294,637.

Mexico's imports of coin machines might have been higher had it not been

a Presidential election year. While there was comparatively little disturbance resulting from the campaign and the election, interest was concentrated on the Presidential race. Some unrest and fear of the future accounted for a dip in imports during the most intense campaign month and election month.

Phonos Lead Export Value

Phonographs led in 1940 in value as compared with the amounts on vendors and games. This was a reversal of 1939 when games led in value. The following table shows exactly how the different types of equipment fared (1939 figures in light face):

Type	No.	Value
Phonographs	3,395	\$566,936
	3,589	641,004
Vending Machines	3,924	166,965
	2,305	66,449
Amusement Devices	8,349	\$14,841
	16,387	667,800

An interesting fact revealed by the above figures is that vending machines showed the only gain registered during 1940—more than doubled, and exceeding the 1939 figure by \$106,000.

United Kingdom Imports Nil

The sad story recorded by export figures leaves no doubt as to which countries were hit by war. Here is a list of those whose imports fell or were discontinued in 1940: England, Australia, Belgium, British Malaya, Netherlands, Netherlands West Indies, Sweden, Finland, France, Germany, Spain, Switzerland, Albania, British East Africa.

In the American business is better. Pan-American unity, closeness of purpose with Canada, spelt increased business. Argentina, Brazil, British Guiana, British West Indies, Canada, Chile, Colombia, Guatemala, Honduras, Mexico, Panama Canal Zone, Republic of Panama, Peru, Uruguay, and Venezuela are on the plus side of the U. S. coin machine export ledger. Hemisphere solidarity is a fact insofar as coin machines are concerned. These countries doubled, tripled, and quadrupled their previous year's figures.

May Is High Month

May was the highpoint of the year, with \$145,000 worth of coin machines leaving the U. S. The largest number of machines, for a lesser value however, was exported in April, when 1,848 machines were shipped. The following is a

tabulation, month by month, of 1940 exports.

	No.	Value	November	1,194	132,891
			December	1,303	98,455
			Total	15,668	\$1,248,692
January	807	\$ 80,164			
February	1,031	83,030			
March	1,076	111,877			
April	1,848	108,798			
May	1,401	145,000			
June	1,220	99,700			
July	1,103	101,190			
August	1,434	93,740			
September	1,370	98,455			
October	1,190	93,260			

Coin Machine Exports—1940

(Bold figures are for 1940; light figures are exports for 1939, published for comparison.)

COUNTRY	TOTAL EXPORT		AUTOMATIC PHONOGRAPHS		VENDING MACHINES		AMUSEMENT DEVICES	
	No.	Amount	No.	Amount	No.	Amount	No.	Amount
Argentina	187	\$ 3,807	14	\$ 1,798	33	\$ 271	140	\$ 1,833
	166	2,545	11	1,073	108	991	47	481
Australia	118	7,064	4	873	5	109	109	6,559
	1,388	62,113	39	4,383	291	12,836	1,058	44,894
Belgium	10	677	5	645	5	32	—	—
	290	9,133	5	670	7	340	278	7,823
Brazil	73	9,307	41	8,408	22	207	10	697
	16	2,917	16	2,917	—	—	—	—
British Guiana	1	135	1	135	—	—	—	—
None	None	None	None	None	None	None	None	None
British India	70	2,309	2	113	1	60	67	2,136
	35	3,056	—	—	—	—	35	3,056
British Malaya	2	610	2	610	—	—	—	—
	215	3,056	—	—	60	574	195	2,482
British West Indies	10	1,948	1	162	—	—	9	1,786
	10	1,471	5	1,237	—	—	4	179
Canada	8,855	695,328	995	190,608	1,648	131,167	6,245	372,559
	3,204	351,756	1,092	195,261	1,287	22,492	2,825	134,003
Ceylon	9	428	3	270	—	—	6	158
	10	148	—	—	—	—	10	148
Chile	113	10,553	40	6,457	—	—	73	4,096
	5	—	—	—	—	—	5	104
China	64	1,850	3	248	29	194	32	1,414
	14	1,093	1	335	—	—	13	748
Colombia	603	38,552	100	32,873	485	4,718	9	961
	10	10,880	23	5,856	17	155	30	4,869
Costa Rica	5	1,069	4	884	—	—	1	185
	7	1,814	7	1,565	—	—	—	250
Cuba	206	21,721	100	17,023	27	709	79	3,899
	436	67,546	290	62,002	35	506	121	5,039
Dominican Republic	23	938	18	839	2	45	3	74
	12	1,147	3	330	5	728	4	69
Egypt	2	190	2	190	—	—	—	—
None	None	None	None	None	None	None	None	None
Guatemala	21	4,174	16	3,761	2	162	1	230
	13	3,354	13	3,354	—	—	—	—
Haiti	2	150	—	—	1	30	1	120
	14	275	—	—	—	—	14	275
Honduras	4	448	4	448	—	—	—	—
	1	66	—	—	—	—	—	66
Hong Kong	18	3,494	18	3,494	—	—	—	—
	16	1,560	2	346	—	—	14	1,214
Iraq	1	80	—	—	—	—	1	80
None	None	None	None	None	None	None	None	None
Ireland	2	656	2	658	—	—	—	—
	4	210	—	—	—	—	4	210
Jamaica	3	892	3	892	—	—	—	—
	26	1,608	2	812	—	—	24	1,296
Mexico	2,932	299,169	1,676	222,993	563	10,116	693	55,057
	1,862	284,657	1,665	279,492	119	1,805	78	3,370
Netherlands	30	1,054	3	531	4	32	22	471
	675	12,209	13	1,954	10	289	622	9,971
Netherlands W. Indies	9	1,627	9	1,627	—	—	—	—
	20	2,210	6	1,042	5	900	9	688
New Zealand	30	1,428	—	—	—	—	30	1,428
	124	1,309	3	307	23	904	94	5,093
Nigeria	1	12	—	—	—	—	1	12
None	None	None	None	None	None	None	None	None
Palestine	36	920	—	—	2	75	54	845
	25	407	—	—	—	—	25	407
Panama Canal Zone	12	3,874	7	2,675	—	—	5	1,199
	11	1,528	3	485	5	603	3	240
Panama, Republic of	322	39,441	121	25,808	51	3,641	150	9,992
	217	16,337	25	5,103	24	1,227	168	10,467
Peru	9	2,639	8	2,612	—	—	1	37
None	None	None	None	None	None	None	None	None
Philippine Islands	168	26,727	80	21,759	58	2,166	30	2,882
	83	9,742	42	6,884	33	2,475	8	383
Portuguese Africa	1	65	1	65	—	—	—	—
None	None	None	None	None	None	None	None	None
Portugal	4	1,085	1	90	—	—	3	995
	10	501	—	—	5	329	5	172
Russia	4	1,124	4	1,124	—	—	—	—
None	None	None	None	None	None	None	None	None
Salvador	27	4,698	27	4,698	—	—	—	—
	23	7,765	19	4,715	—	—	10	3,050
Union of So. Africa	647	47,662	13	1,266	86	5,853	348	40,541
	171	15,516	12	3,893	50	4,920	88	6,254
Spain	2	810	2	810	—	—	—	—
None	None	None	None	None	None	None	None	None
Sarasin (Neth.)	1	120	—	—	—	—	1	120
	3	238	2	195	—	—	1	41

it's tops in appeal and originality

PIKE'S PEAK

ACTION EVERY SECOND

THE PEAK MONEY-MAKER OF 1941

\$32.50

5-Ball Counter Skill Game
Orders filled in order of receipt.
1/3 Deposit

GERBER & GLASS
914 Diversway Blvd., CHICAGO, ILL.

For Happy Collection Days!!

DAVAL'S "21"

SAMPLE \$19.75
Case of 4, \$72.50

1/3 with order, balance C. O. D.

2117 Third Ave., North
BIRMINGHAM, ALA.

Sweden	10	547	—	—	—	10	547
Thailand	45	3,081	26	3,102	6	385	194
Turkey	2	291	2	291	—	—	—
Trinidad and Tobago	None	None	None	None	None	None	None
United Kingdom	2	495	2	495	—	—	—
Uruguay	None	None	None	None	None	None	None
Venezuela	2	268	1	113	—	1	153
	10,224	432,591	189	34,711	186	12,893	9,347
	14	1,905	14	1,905	—	—	384,987
	None	None	None	None	None	None	—
	967	17,723	34	7,602	900	7,361	33
	22	2,987	11	2,459	7	166	4
							382

OTHER 1939 EXPORTS TO COUNTRIES WHICH RECEIVED NO COIN MACHINES IN 1940

Finland	69	9,942	37	8,590	1	70	31	1,322
France	648	31,718	15	3,756	10	665	643	27,297
Germany	2	285	1	70	—	—	1	215
Chile	9	1,675	—	—	2	115	7	1,560
Norway	8	243	—	—	1	47	7	196
Switzerland	1	725	—	—	—	—	1	725
Albania	4	720	—	—	—	—	4	120
British Honduras	2	320	2	320	—	—	—	—
Newfoundland & Labrador	5	206	—	—	—	—	5	206
Bermuda	11	1,938	6	1,112	2	96	3	780
Cuba	3	199	—	—	—	—	3	199
Netherlands Indies	3	238	2	195	—	—	1	43
Misc. Asia	2	103	—	—	—	—	2	103
Misc. British Poss.	5	749	4	717	—	—	1	32
Misc. French Poss.	3	50	—	—	3	50	—	—
British East Africa	20	1,744	—	—	—	—	20	1,744
Mozambique	5	2,149	5	2,149	—	—	—	—

1940 TOTAL 15,668 \$1,246,692 3,395 \$566,866 3,224 \$166,945 8,349 \$314,861
 1939 TOTAL 22,261 1,375,253 3,589 841,004 2,805 66,449 16,387 667,500

NOTE: During 1939 coin machines valued at \$43,282 were exported to Alaska, Hawaii, Puerto Rico, and Virgin Islands. The above 1939 total does not include this amount.

Salesman-Mechanic Can Aid Coinmen

By HAROLD SCHWARTZ
 Atlas Novelty Company, Chicago

THE salesman who knows the insides of coin machines has an advantage in rendering the best of service to customers. He is able to recommend the machines which will stand up best and make the most money.

As an ex-superintendent of a coin machine shop, I have tested and played practically every game released. I have found this experience a priceless possession when discussing games with operators.

There are other advantages. The operator who makes a phone call asking how to repair a machine that has broken down gets an instant response. He transmits the information to his serviceman who then knows just what to do. Letters, too, receive a quick and detailed reply concerning the adjustments necessary, the parts involved, etc. Like all mechanical units, most of the adjustments in coin-controlled machines are simple—it's all a matter of knowing where to look.

One of the most frequent questions asked is how to adapt the different ma-

chines for various types of current. This is especially true of operators in small towns where electrical facilities are limited. Yet this bit of information is most necessary if an operator is to derive dependable performance from his equipment. This problem is easily solved by one of the several converters and adapters available.

Customers really appreciate this combination of sales and mechanical information. They order with confidence that recommendations are made in their interest and for their profit. Often they bring along a serviceman in order that they may be supplied with the latest and most complete knowledge on how to secure the maximum returns from equipment.

Acme Planning New Remodeled Phono

NEW YORK, March 15.—Sam Sachs, of Acme Sales Company, reports that he is putting the finishing touches to a new addition to the popular line of Acme remodeled phonographs. The new job will be a combination of Marble-Olo and leather.

Official announcement of the new job will not be made for at least another week, Sachs reports that operators who have seen the sample are extremely enthusiastic.



SPECIAL LABORATORY MODEL demonstrates the Rock-Ola Tone Column at the Budget Novelty Company, Milwaukee. The demonstration conducted by Jack Nelson, vice-president in charge of sales for Rock-Ola, illustrated the shimmering tone effect made possible in Rock-Ola phonographs by the position of the loud speaker.

PIKE'S PEAK

Hit of 1941



Of course you know that it's the most popular game in the USA today.

If your distributor has not filled your order, please be patient—we are going on a 3-shift basis to give you enough Pike's Peaks for every one of your locations.

See your nearest Distributor.

Made by

GROETCHEN TOOL CO.
 130 N. UNION ST.
 CHICAGO, ILLINOIS
 WEST COAST OFFICE: John Kagan,
 977 1/2 So. Havana Drive,
 Los Angeles, Cal.

\$32.50

Price Subject to Change Without Notice

PIKE'S PEAK

SOLD ON

- ★ 10 DAYS' FREE TRIAL
- ★ TIME PAYMENT PLAN
- ★ LIBERAL ALLOWANCE ON TRADE INS

TORR 2047 A-50. 68 PHILA., PA.

YOU BUY WITH CONFIDENCE--WE SELL WITH CONFIDENCE--A COMBINATION THAT CAN'T BE BEATEN! IMMEDIATE SHIPMENT!

Leader\$54.50	Big League	...\$17.50
Strat-o-Liner	... 64.50	Powerhouse	... 39.50
Roadwagon	... 44.50	3 Score	... 17.50
Metro	... 57.50	Vacation	... 26.50
Gold Star	... 49.50	Drum Major	... 26.50
Rotation	... 24.50	Landslide	... 24.50
Yacht Club	... 27.50	Fox Hunt	... 32.50
Brite Spot	... 22.50	Thriller	... 12.50

Flaship\$12.50
Punch 17.50
Line Up 39.50
Bowling Alley 17.50
Cadillac 32.50
Cyanamide 29.50
Mr. Chips 16.50
Striker Baseball 12.50
Triumph 12.50
Keen-a-Ball 12.50
Nippy 14.50
Holdover 22.50
By With Order, Nat. C.O.D.	

AFFILIATED WITH GEORGE PONSER COMPANY
 NEWARK COINO, 107 Murray St., Newark, N. J.

You can ALWAYS depend on JOE ASH— ALL WAYS

MAKE '41 AN "ACTIVE" YEAR WITH THESE BUYS!

BRITISH SPICE\$19.00	ROTTATOR\$22.50
BALLY BEAUTY 17.50	SOOP 10.00
COMMODORE 19.00	SPOTTEN 10.00
DOUBLE FEATURE 19.00	SPORTY 28.00
LEADER 35.00	TWINKLE 12.50
MARDI GRAS 24.50	TRIPLE THREAT 8.50
WACCOY 22.50	ZOMBIE 8.00
LUCKY 12.50	BIG TOWN 17.50
O-BUY 19.00	BOWLING ALLEY 17.50
PUNCH 19.00	BOOM CARD 17.50



1/3 DEPOSIT WITH ALL ORDERS. WE SHIP BALANCE C. O. D.
ACTIVE AMUSEMENT MACHINES CORP.
 900 North Franklin Street, Philadelphia, Pa. Phone: Market 2555.

Tide of Orders Keeps Torr Busy

PHILADELPHIA, March 15.—The tide of orders which have kept my company so active since the January show speaks highly of the kind and quality of new equipment now available. The steady volume of business we are doing shows no sign of subsiding, and this fact indicates that operators are at long-last putting to work the machines that are profitable for them to handle.

The Trading Fool
 Spot Cash for Slots, Wurlitzer Phonographs, Counter Games. State Price.
KING HARRY'S
 26 13th St., Augusta, Ga.

"Our sales, including all types of the equipment, for 1941 should exceed any peak we have ever reached," concluded Torr.

NIGHT BOMBER

UP TO \$60 WEEKLY NET EARNINGS FOR OPERATORS!

300 RAPID-FIRE AIRCRAFT SHOTS!

A BOMB-BURST OF PROFITS ON ALL LOCATIONS!

THE GREATEST GUN MACHINE EVER BUILT!

POSITIVE GUARANTEE OF MECHANICAL PERFECTION!

NEW FLIGHT ACTION! BLACKOUTS! SEARCHLIGHTS!

IMMEDIATE DELIVERY!

A REAL BASEBALL THRILLER! OUT NEXT WEEK!



THE FINE LOG, new and attractive tavern in suburban Chicago. The installation of the Buckley Music System by General Music Company, Chicago, has been a source of attractive profits to the location and operator, it is reported.

Cleveland

CLEVELAND, March 15.—Avon Novelty Sales Company has moved to 4700 Prospect Avenue. Art Nagel is head of the firm. The new location has 13,000 square feet of space. It is being redecorated, and formal opening will be held soon, Nagel states.

National Vending Machine Company has moved to 2904 Euclid Avenue. H. Sperr, company head, said the move was necessary to take care of increasing business.

Another returned vacationist is Leroy Robinson, who has been down in Alabama for the past few weeks and is looking and feeling fine as a result. Bob Penn, partner in the O. & O. Music Company, is back on the job after a vacation in Dunham, N. C.

At a meeting Sunday afternoon at the Furway Hall Hotel, cigarette vending machine operators formed the Cleveland Cigarette Vendors' Association and elected the following officers: President, Ed Gensler, of Gensler Cigarette Service; vice-president, Ed Kleinman, of Kleinman Cigarette Service; treasurer, Harold Goldenberg, of Rose Cigarette Service; secretary, Sarnel Abrams; directors, Lou Golden and Rocco Lloyd. The association is incorporated under Ohio laws. The association will work closely with the State organization in all matters pertaining to cigarettes. Meetings will be held as frequently as necessary. Every effort is being made to put an end to the price-cut situation on cigarettes.

Homer E. Capehart was guest of honor at a recent showing at the Triangle Music Company, Pockard distributor. Leo Dixon, company president, was master of ceremonies and was kept busy greeting the operators.

The regular monthly meeting of the Cleveland Photograph Merchants' Association was held at Hotel Carter recently. President Jerry Antel presided. Jack Nelson, vice-president of Rock-Ola, was a guest. Harry Graham, president of the Graham Distributing Company, Whitlitter distributor, flew here from Detroit for the meeting.

Nelson congratulated the association on its promotional campaign for the hit-record-of-the-month and predicted it would result in increased business.

Graham stressed the point that his organization always had and would co-operate with operators.

President Jerry Antel urged operators to see that display material furnished them by the association featuring the hit-record-of-the-month was displayed to the best advantage by all locations.

The Cleveland Cigarette Vendors' Association recently met at the home of Secretary Sam Abrams. His announcement that the Unfair Sales Act had passed the Ohio Senate was received with applause. There was discussion of the present cut-price situation in Cleve-

land and the hope that the efforts to end it would be successful.

By Golden, Ace Cigarette Service Company, is back from Florida. His brother Lou, head of the company, left for Florida after Hy's return.

Jack Cole, head of Consumers Cigarette Service Company, has opened a restaurant on Superior Avenue.

FREE PLAY BUYS TO OPEN YOUR EYES

Angel ... \$35.00	Powarbox \$33.50
Bright Spot ... 17.50	Speed Demon 15.00
Crestline ... 32.50	Skyline ... 25.00
Mr. Chips ... 15.50	Spine Card ... 15.00
Fantasy J.P. ... 22.50	Vacation ... 21.00
Gold Star ... 35.50	Somerset ... 27.50
Lady ... 31.00	Punch ... 18.00
Playmate ... 30.00	

\$13.50

Conquerors
Double Feature
O'Boy
Rory
Scene Champ
Super Six
Triumph
Short Stop
Tactics
Steer N. E.

\$12.50

C. O. D.
Farley
Miami
Big Six
Thriller

COUNTER GAMES: WATCH FOR KEENEY'S TEXAS LEAGUE!

A new baseball counter game. **SEBASTIAN!** IN A CLASS BY ITSELF! Ready for immediate delivery. New Delivery: Pike Peak, View-a-Basic, Shooter, 1/2 Mason Mini-Vendors, A.B.T., Target.

WRITE! WRITE! NOW!

ARCADES:

Exhibit the new 1941 line of Arcade Games on display.

Write for "PROFITS IN PENNIES"—the Arcade and Sportland owner's guide to successful operation. First time anything like it ever published. Send 10¢ in coin or stamps to cover postage and handling.

Terms: 1/3 Cash, Balance C. O. D.

"THE ARCADE KING"

MIKE MUNVES

593 TENTH AVENUE
NEW YORK, N. Y.

WANTED FOR CASH SKY FIGHTERS, ROTARIES, PHOTOMATICS, HI BALLS

State Price and Year
C. Wertheimer
108 Pinhurst Ave. New York, N. Y.

YOU'LL SUCCEED with **Success Mig. Corp.**
2626 W. WASHINGTON BLVD., CHICAGO, ILL.

PREPARE FOR **MOHR PROFITS** THAN YOU EVER SAW IN YOUR LIFE!

GET "AMERICAN EAGLE"



NOW WITH DEFENSE STRIPS

MAC MOHR CO. 2916 W. PICO BLVD. LOS ANGELES, CALIF.

CARL STRIPPE Price Plus Guaranteed Satisfaction

FREE PLAY GAMES

ALL A-1 RECONDITIONED—READY TO OPERATE

ARROWHEAD ... \$19.50	GLAMOUR ... \$30.00	RINK ... \$15.00
ATTENTION ... 59.50	GOLDEN GATE ... 15.00	SCOOP ... 16.50
BIG TOWN ... 32.50	JOLLY ... 14.50	SKYLINE ... 42.50
BRITE SPOT ... 25.00	JUMPER ... 14.50	SPORTY ... 27.50
CHAMPION ... 19.50	LIMELIGHT ... 42.50	SPOTTEM ... 12.50
COMMODORE ... 25.00	LUCKY STRIKE ... 16.50	SCORE-A-LINE ... 29.50
CONQUEST ... 14.50	MASCOT ... 29.50	THREE SCORE ... 22.50
CHEVRON ... 12.50	MILLS 1-2-3 ... 22.50	TRIUMPH ... 12.50
DIXIE ... 40.00	MILLS 1-2-3 (39) ... 44.50	TWINKLE ... 14.50
DOPLEX ... 67.50	PICK 'EM ... 14.50	VACATION ... 25.00
SURFKA ... 82.50	POWERHOUSE ... 29.50	VARIETY ... 14.50
FIFTH INNING ... 18.50	RECORD TIME ... 20.00	VOGUE ... 14.50
FOLLIES ... 27.50	PUNCH ... 27.50	WHITE SAILS ... 22.50
FORMATION ... 57.50		ZIP ... 14.50

Terms: One-Third Deposit, Balance C. O. D. Send for Our Complete Price List on Any Games You Are Interested In.

IDEAL NOVELTY CO.

2823 Locust St.

St. Louis, Mo.



WAL-BIL NOVELTY COMPANY guests said it with orders when they viewed the new Wurlitzer phonographs, firm officials declare. Above, Ralph Dexton and Ed Myers, Wurlitzer music merchants of Cuba, Mo., sign a substantial order, while District Manager Larry Cooper and Distributor F. O. Brandt look on.

What Price Games?

By BILL GERSH

Director of Sales Promotion: Byrde, Richard, & Pound Advertising Agency

"Good, the manufacturer of that game could have gotten 10 times as much for it. What a honey! Why it took in more than . . ."

How many times have you heard an operator make that statement?

And how many times haven't you heard the same man maintain a few weeks later that the price of games is too high. "We ought to get the manufacturers to guarantee that they won't cost more than a certain amount so that we can better budget our buying," he will squawk.

Inconsistent? Definitely yes!

But the virtue of such inconsistency is that it definitely proves that it's not the price but the earning power that pays his bill and always will be the yardstick by which a hit game is measured. A game can earn enough to return its purchase price plus a profit in a reasonable span of time, it definitely does not cost too much. If its collections continue to hold up for weeks after the purchase price has been returned, then it definitely is a good investment.

For years experienced operators have agreed that it isn't the price, it's the return that counts. Today this axiom applies as much as ever. After all, what the manufacturer, the distributor, or the player contributes to the success of a game is not half as important as what the game does for the operator, out on location. There the acid test is applied. Whether the manufacturer and the distributor are to make money is then decided. If the game doesn't click for the operator, the game's done for no matter how much pressure is put behind subsequent sales efforts.

Who's the Gambler?

Everyone knows what happens when a manufacturer breezes home with a winner. Orders pour in as the grapevine carries the news that so-and-so is a real hit. Production falls behind orders as distributors scream for delivery. Everyone makes money.

But what about the losers? Who loses then? The operator? Yes, he loses the purchase price of the machine less the trade-in value. But this loss is minimized inasmuch as a hundred more operators will profit by his experience and lay off the game. The distributor? Perhaps he'll take it on the chin to the tune of a few games. But the manufacturer? He's the gambler! A month or more of time and wages of his experimental department may have been poured into the game. Several hundred, perhaps thousands of dollars in dies, books, and promotion expenses may have been plowed into it, all of which must be charged off to profit and loss. For where does he stand when the operators pronounce his masterpiece a failure? He can't add the cost of this flop to his next hit. He can't try to force its sale. He must start over again from scratch and try once more to come thru with a winner. No matter what the price, the operators won't back a dud.

What Sets the Price?

Setting the price on a game is not merely a matter of the manufacturer's

"thinking of a number," nor does he mark up the price as high as the traffic will bear. Not by a long shot. No manufacturer could possibly attempt to set the price of a game until after the cost sheets are placed before him and carefully examined. Cost of parts, raw materials, labor, promotional and experimental cost all must be figured in, although most firms seldom if ever figure in promotional or experimental costs since there is no such thing as a standard merchandising cost in this fast-moving industry.

Price of games must fluctuate as cost of materials and labor go up and down. The manufacturer only sets a price based upon a percentage of return plus the actual production costs. He gambles with that price just as he gambles with the game. If the game clicks solidly, then the price doesn't matter. If it's a dud, no matter what the price, it won't move. If it's just a so-so game, then the price will be all-important since it will become the determining factor in many cases as to whether an operator will buy his game or some other competitive "just-as-good" product. No manufacturer is so foolish as to run the risk of killing the sales of his product by setting a ridiculously high price on his product. Most commenters are see shoppers. They know costs. They know values. And they can't be fooled.

Set Price Fallacy

But what about the operator we spoke of before who sometimes thinks it would be a good idea if manufacturers would set a fixed, unvariable price on their games? Let's consider that problem for a moment.

At first hearing it sounds swell. But examine it closely. What would it mean?

First of all, it would put a stop to much of the experimental work on new types of games. A fixed, guaranteed price would mean fixed costs. As a result many a money-making game would die on the drawing board because production costs would push it over the price limit. This in time would result in the market being flooded with games so stereotyped, so devoid of new thrills, that the public would soon tire of them. It would force the manufacturer to market one type of product for as long as that product could retain itself on one of the most unsteady markets in the world—the coin machine market.

Trying to standardize the price of games would require the whole business world to fix material prices and all labor unions to guarantee there will be no more salary demands. An easy task! Something like trying to keep the sun from rising or the stars from swinging thru the heavens in their accustomed orbits.

A fixed price in this business? Nothing would be more impossible to guarantee—nothing more impractical to do. There is no price factor in this business. There never will be. The prime consideration always has been and always will be what will the game do. How much will it earn? Good "hit" games depend on new ideas and adapting new products and new inventions to new uses—things that can't be done if a fixed price were ever permitted to shackle their development.

Here's your Greatest PROFIT OPPORTUNITY

Out-earns, Out-plays anything in its class!

Jennings

MINT VENDING TOTALIZER CONSOLE

- ★ ELEVATED TOTALIZER
- ★ MINT VENDER FEATURE
- ★ MECHANICAL OPERATION
- ★ EQUIPPED WITH COIN DIVIDER—PROVIDES 2 CASH BOXES
- ★ SLUG REJECTOR COIN CHUTE



Opening new territories—winning new locations every day! It's amazing—nothing can compete with it. New, exclusive Elevated Totalizer registers replays earned, is always visible to the location attendant. Sure-fire money maker, out-earning—out-playing anything placed beside it. Mechanism is famous Chief, complete in a single unit. Mint Vender feature optional—vends a package of mints only when nicked played. Slug rejector and rotary deflector optional. Write or wire for details—or better yet, try it for 14 days. If you're not completely satisfied, return it and your money will be refunded in full.

Choice of two Playing Fields. Also furnished without Mint Vender.

O. D. Jennings & Company
4309 West Lake St., Chicago, Ill.

URNS PENNIES INTO GREAT BIG DOLLARS!

Daval's "21"

★ The greatest counter game money-maker in all history! The one machine that will zip profits over the top in any of your locations! QUICK! RUSH US YOUR ORDER!!

SAMPLE . . . \$19.75

CASE OF 4 . . . \$72.50

"WE ENDORSE ONLY THE BEST"

BANNER SPECIALTY CO.

1530-22 PARRISH STREET, PHILADELPHIA, PA.
1505 FIFTH AVENUE, PITTSBURGH, PA.



BUD LIEBERMAN Says

JUST OFF LOCATION! LATE FREE GAMES AT "GIVE AWAY" PRICES!

Champs . . . \$42.50	Bandwagon . . . \$47.50	Dude Ranch . . . \$42.50
Farmland . . . \$7.00	Dial . . . \$5.00	Pow . . . \$12.50
Gold Star . . . \$7.50	Giant . . . \$4.00	Rev . . . \$7.50
Leader . . . \$7.50	Lendable . . . \$0.00	Boers Special . . . \$0.00
Zeeble . . . \$0.00	Lendable . . . \$0.00	Boers Special . . . \$0.00
Big Chief . . . \$0.00	Odin . . . \$0.00	Boers Special . . . \$0.00
Waco . . . \$0.00	Powerhouse . . . \$2.50	Good Blank . . . \$0.00
All American . . . \$0.00	Style . . . \$0.00	Dark Horse . . . \$10.00
Stratton . . . \$0.00	Vacation . . . \$9.50	Record Time . . . \$0.00

One-Third Deposit, Balance C. O. D.

SEE BUD FOR THE NEW GAMES OF ALL LEADING MANUFACTURERS

851 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!



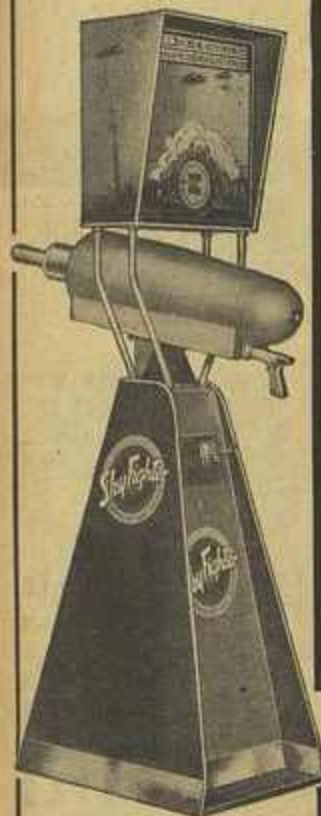
"Every Deal Personally Handled by Bud."

THE GUN WITH PERPETUAL MOTION!

Without a stop, without a pause, SKY FIGHTER keeps going great guns. The reason is simple: it's the one machine that combines BIG profits, FAST profits and STEADY profits... legally!! NOW, MORE THAN EVER, IS THE TIME TO GET STARTED WITH THE "PERPETUAL MOTION" SENSATION OF THE INDUSTRY...

SKY FIGHTER

TRADE MARK
U. S. Patent No. 2,212,287
Other Patents Pending



MANUFACTURED BY

**INTERNATIONAL
MUTOSCOPE REEL CO., Inc.**

44-01 11TH STREET
LONG ISLAND CITY, N. Y.

**BUY NOW
FROM YOUR
NEAREST
MUTOSCOPE
DISTRIBUTOR**



FRANK SWARTZ AND LEW CASOLA, D. & S. Novelty Company, Rockford, Ill., acclaim Sun Beam, latest release of the Exhibit Supply Company, Chicago.

Program Set for Northwest Amusement Games Exhibit

MINNEAPOLIS, March 15.—Pointing to the fact that wrapping ideas have made many conventions pay for themselves a dozen times over, officials in charge of the Northwest 1941 Amusement Games Exhibit, to be held here at the Radisson Hotel, March 25 and 26, revealed that the convention program has been streamlined to enable all who attend to get a lot of business done, ideas exchanged, and have a good time, too.

This is the third year that the regional showing* has been held. Already registrations have been received from operators and distributors in Canada, Wisconsin, Illinois, North and South Dakota, Nebraska, Iowa, and Minnesota. As in former years the sponsors are the Minnesota Amusement Games Association, Inc., and Minnesota jobbers.

Complete program as announced by the sponsors this week follows:

TUESDAY, March 25:

11 a.m.—Opening exhibit of all 1941 models of amusement games, vending machines, photographs, and accessories. Your yearly opportunity to see the greatest display of equipment ever shown in the Northwest.

WEDNESDAY, March 26:

10 a.m.—Exhibitions open.
1:30 p.m.—Annual meeting Minnesota Amusement Games Association, Inc., main ballroom, Radisson Hotel. Election of five new members to board of directors to be followed by the election of officers.

6:15 p.m.—Exhibit close.
6:30 p.m.—Annual banquet, floorshow, and dance in Flame Room, Radisson Hotel.

8:30 p.m.—Award of door prizes. Last year over \$1,000 in merchandise door prizes was awarded and it is thought that this amount will be increased this year. Only those attending banquet are eligible to receive prizes. Every operator must register. You will be unable to gain admission to exhibits unless you are registered. Registration fee includes ticket to

Minnesota Assn. To Elect Officers At Northwest Show

ST. PAUL, March 15.—A highlight of the two-day Amusement Games Exhibit being sponsored March 25-26 at the Hotel Radisson, Minneapolis, by the Minnesota Amusement Games Association, Inc., and Minnesota jobbers will be the annual election of officers of the operator group.

Election will be held Wednesday (25), 1:30 p.m., in the main ballroom of the hotel. Election of five new members to the board of directors will precede balloting for officers.

Present officers of the association are Thomas H. Crosby, president; Kelly Dietrich, vice-president; H. P. Hunter, secretary-treasurer, and Peter Van Nef, field secretary.

annual banquet, floorshow, dance, and door prizes. Purpose of registration fee is to keep people not connected with the business from the exhibit hall.

Advance registration may be sent to the Minnesota Amusement Games Association, Inc., 1627 University Avenue, St. Paul, or column may register upon arrival on the mezzanine floor.

Le Vine Clicks On Marbl-Glos

CHICAGO, March 15.—"Sales of our Marbl-Glos photo jobs are soaring over the top," reports Max Glass, of Gerber & Glass, "and Harry Le Vine, who is traveling the Central States for us, is one big factor behind that showing."

"Le Vine is going to town, boosting phonograph sales to new highs. That's largely because of helpfulness to operators, a result of his wide experience. He is not only a hard hitter as a salesman, but has knack of being able to show operators how to make their equipment turn in the biggest possible profits for them. Consequently, he is welcome wherever he goes."

Sport Parade Run Sets Record

CHICAGO, March 15.—Sport Parade, current Chicago Coin release, enters the third month of production this week setting a new production record, according to Sam Wolberg, executive of the organization.

"The remarkable earning record of Sport Parade on locations has kept operators coming back for more Sport Parades," states Wolberg. "Many of them have declared that they would not be entirely satisfied until all of their locations had been Sport Paraded. This enthusiasm is the chief reason the game continues to occupy our production lines."

"MARVEL"



FOR CONTINUOUS PROFITS

DAVAL - 2043 CARROLL AVE. - CHICAGO
MAC MOHR CO., 2916 W. PICO BLVD., LOS ANGELES, CALIF.

WHOLESALE CLOSEOUTS

IN A-1 CONDITION — 1/3 DEPOSIT

PHONOGRAPHS	Other	FREE PLAY
Rockola 22 Regulars	Silver Queen Vendor 4	Airport \$12.50
(Have 20) \$10.50	DeLuxe Stand #71	Comedians 12.50
Rockola Rhythm King 12	Sam, Never Used, 4	Follies 14.00
(Have 10) 17.50	Ompe. \$22.50	Lucky 12.50
Rockola Rhythm King 16	Illuminated Slip-On Phon.	Majors 10.00
Rockola Counter Model	no. 10 (1938)	O'Bro's 12.50
Rockola Counter Model	Rockola, 4 Brand	Ocean Park 10.00
Stand	Slip-Off Used 8	Punch 12.50
Rockola Rhythm Masters	Slip-Off Used 8	Sports 12.50
16 (Have 351) 28.50	Slip-Off Used 8	Big League 10.00
Rockola Rhythm King 20	Slip-Off Used 8	Big Show 8.00
Rockola Rhythm King 20	Slip-Off Used 8	Big Six 10.00
Rockola Standard	Slip-Off Used 8	Blindfold 12.50
Rockola Deluxe	Slip-Off Used 8	Chief 12.50
Rockola Deluxe	Slip-Off Used 8	Cooley 8.00
Wurlitzer #12 (D.C. or	Slip-Off Used 8	Drum Major 12.50
A.S.) 28.50	Slip-Off Used 8	Duke Ranch 12.50
Wurlitzer #16	Slip-Off Used 8	Formation 12.50
Wurlitzer #16	Slip-Off Used 8	Fitzpatrick (Net P.P.) 8.50
Wurlitzer #16	Slip-Off Used 8	Home Run 12.50
Wurlitzer #16	Slip-Off Used 8	Jockey Parade 12.50
Wurlitzer #16	Slip-Off Used 8	Lucky Strike 12.50
Wurlitzer #16	Slip-Off Used 8	Mr. O'Bro 12.50
Wurlitzer #16	Slip-Off Used 8	On Parade 12.50
Wurlitzer #16	Slip-Off Used 8	Plymouth 12.50
Wurlitzer #16	Slip-Off Used 8	Red Hot 12.50
Wurlitzer #16	Slip-Off Used 8	Rock 12.50
Wurlitzer #16	Slip-Off Used 8	Score Card 12.50
Wurlitzer #16	Slip-Off Used 8	Score Sheet 12.50
Wurlitzer #16	Slip-Off Used 8	Summer Time 12.50
Wurlitzer #16	Slip-Off Used 8	Swiss 12.50
Wurlitzer #16	Slip-Off Used 8	Tommy's Baseball 12.50
Wurlitzer #16	Slip-Off Used 8	Summer Time 12.50
Wurlitzer #16	Slip-Off Used 8	Super Six 12.50
Wurlitzer #16	Slip-Off Used 8	Teaser 12.50
Wurlitzer #16	Slip-Off Used 8	Triple Threat 12.50
Wurlitzer #16	Slip-Off Used 8	Yacht Club 12.50

635-637 "D" STREET, N. W.,

SILENT SALES

WASHINGTON, D. C.



DISTRIBUTOR CARL TRIPPE recently moved his St. Louis headquarters into a new building and celebrated by being host to Missouri operators and coin machine officials. Above are pictures taken at the showing: (1) Front view of Ideal's new headquarters. (2) Carl F. Trippe, head of Ideal; John Christ, Exhibit Supply Company; Sol Silverstein, J. H. Keeney & Company; Joe Morris, J. S. Morris Novelty Company, and George Moloney, Bally Manufacturing Company. (3) Kneeling, Carl Trippe and Jack Ross; standing, entertainer, George Jenkins, Bally; entertainer, George Moloney, Bally; Mrs. Carl Trippe, and Rock-Ola Leadership Girl, and Harold Baker, Baker Novelty Company. (4) Harry Hoppe, Baker Novelty Company; Rock-Ola Leadership Girl, and Harold Baker, Baker Novelty Company.

Philadelphia

PHILADELPHIA, March 15. — Jack Berens, president of Berlo Vending Company, and Mrs. Berens are due back next week from a Hot Springs, Ark., vacation.

Logan section of the city gets a new vending operator in Elisabeth S. Klaus, who has organized the Penn Vending Company, 823 West Lindley Avenue.

Month of April will practically be a Tommy Dorsey month and all the music machine operators are preparing to make in on the maestro's personal appearances in this territory. Press Photographers' Ball and St. Joseph's College Senior Prom will have Dorsey for the dancing, with the maestro also getting the call for the

Easter Sunday Atlantic City opening of Steel Pier. In addition, a week's engagement is in the offing at the Earle Theater here.

Local amusement machine operators' association will hold its annual banquet and party late this month at the Club Ball. Arthur L. Pookras, head of Universal Amusement Company, is chairman of the arrangements committee. Xavier Cugat's orchestra will headline the entertainment.

Unusual promotion was engineered by Eddie Heller, record promotion expert for Raymond Rosen Company, local Victor-Bluebird distributor. In connection with Pat Waller's personal appearance at a dance March 18 at the Strand Ballroom, Heller had a music machine stacked with the maestro's records right on the bandstand for the entire evening. Between dance sets the Waller records made the music.

Jack Hoffman has been named the new representative for the ABC candy vending machines in the Harrisburg territory up-State, succeeding Charles Bornfriend.

Hal Eledenberg, manager of the Earle Theater, who continually makes good use of a music machine to lullaby his coming stage attractions, calls attention to a raft of recording artists booked for the house for the next few months, all of which means stimulation for the



The
HIT
of 1941!

LUCKY STRIKE

CIGARETTE COUNTER GAME WITH BALL GUM VENDOR

A tremendous success! For the first time in 12 years, a counter game without the usual 3 reels! Brand new idea—introduces sensational new popular-brand cigarette play. Elaborate Fortune Telling feature provides additional amusement galore. New-type ball gum delivery. 1c play. Absolutely unequalled for play-getting and profits!

2 Dials spin in opposite directions. Matching name, color and brand awards 1 package, 2 packages or jackpot of 10 packages (equivalent of 150 to one!).

Operator's
Special Price
\$14.75
Ea.
F. O. S. Chicago

Write for Quantity
Prices in Case Lots
of 6, 24 and 96

OTHER OUTSTANDING BAKER HITS:

**BIG TIME
BAKER'S PACERS**

THE BAKER NOVELTY COMPANY INC.
2414 WASHINGTON BOULEVARD—CHICAGO, ILL.

A Proven Money-Maker

experienced operators say



NEW IMPROVED UNIVERSAL GRIP SCALE

Often Paid for itself in Less Than 30 Days

Legal Everywhere

Beautiful Red Crackle Finish — All Chrome Front — Rotary Grip Handle — Plug-Proof Chute — Holds \$20.00 in Pennies.

GET SAMPLE NOW
1/2 With Order **\$12.75**
Balance C. O. D.

HOLLY MANUFACTURING COMPANY
2761 Union Guardian Building
DETROIT, MICHIGAN



NORTHWEST COIN MACHINE OPERATORS gathered recently at the new quarters of the Hy-G Amusement Company, Minneapolis, to celebrate the grand opening of the firm's new quarters and to view newly released equipment. Pictures show: (1) Mrs. Henry H. Greenstein, Mrs. Jonas H. Bessler, and Spencer Otis; (2) Chuck Thayer, operator, and Miss Taylor; (3) Mike O'Dowd, former light-heavyweight champion, now a champion phonograph operator, and Mrs. Fritz Eichinger. Below, pictured left to right: Mr. and Mrs. Fred Grohs, of St. Paul; Mr. and Mrs. Larry Lockhart (Larry is one of Hy-G's star salesmen); Mr. and Mrs. Jonas Bessler. Bessler is co-partner with Hy Greenstein in the firm.

BARGAINS FROM KOPLU

Wurlitzer 13	\$26.50
Wurlitzer 16	46.50
Wurlitzer 16, Illum. Grille	\$2.50
Wurlitzer 500	186.50
Wurlitzer 650	124.50
Mills Throne of Music	129.50

**IMMEDIATE DELIVERY
PIKE'S PEAK, \$32.50**

Liberty Bell (Used), 1c or 5c	\$19.50
Chicken Sam	54.50
Anti-Alcofart (Brown)	79.50
Ten Strike	89.50
Ten Pins (Rocket)	49.75

Send 1/2 Deposit With Order.
Get on Our Mailing List.

Koplo Sales & Supply Co.
3118-B Milwaukee Ave., Chicago, Ill.
Tel.: Avenue 8058

Operate It Anywhere!
GET BIG PROFITS EVERYWHERE!

BIG PRIZE

1 or 5 Ball Multiple
FREE GAME

Western Products, Inc.
925 W. North Ave., Chicago, Ill.

GRIP SCALE Approved by

TORR 2047A-SO. 68
PHILA., PA.

Write for Illustrated Circular and Terms.
NATIONAL DISTRIBUTOR

WILL BUY FOR CASH

Rock-Ola, Inexpensive, Wurlitzer, Monarch, DeLuxe,
Tampa, lowest distributor's prices. Write or wire

WERTZ SALES COMPANY
811 W. Broad St., Richmond, Va.

Harry Payne Is Rolling Big, Steady Profits Right Down Your Alley With...



CUB



SAMPLE \$13.95
CASE OF 6 \$75.00

ACE



SAMPLE \$14.95
CASE OF 6 \$80.00

H. G. Payne Co.

312-314 BROADWAY
NASHVILLE, TENN.

STERLING BARGAINS

- Bally Record Tills \$62.50
- Mini Junior Parade, F.P., with new coin feed \$2.50
- Mini Vex Packeds \$7.50
- Juvenile Cops-Rollers, 5¢ & 10¢ Play \$8.50
- Bally Rapid Fire Submarine Gun \$9.50
- Keeney Audio-Riviera Gun, with Brown Cabinet \$11.50
- 5 A.B.T. Challenges \$14.50
- 5 Builders Royal Model, 20 Records \$9.50
- Evans Lucky Lucke, 2¢ \$7.50

Write for prices on Keeney Air Raider Guns.
Terms: 1/3 Down, Balance C. O. D.
Write for our complete list of Used Machines.

STERLING NOVELTY CO.

100 S. Broadway, LEXINGTON, KY.

Jersey Association Officials Organize Conference Group

NEWARK, N. J., March 18.—An organization of association executives has been formed in New Jersey. It is known as the New Jersey Trade Association Conference. The object of the conference is to promote and further the interests of the trade associations, to collect and disseminate information of value to its members, to promote a spirit of co-operation, and to appear for its members before legislative committees, governmental bureaus, and other bodies in regard to matters affecting the businesses of the several trade association members, it is reported.

The membership, from a mere handful at its first meeting, now lists more than 40 at the fourth meeting, and new applications are being received almost daily, organizers stated.

A chairman and a secretary have been chosen to conduct the meetings and notify the membership of the activities of the conference. Expenses of the organization are met by a voluntary contribution assessed equally against all members regardless of the size of the trade association.

Prominent speakers who are acquainted with subjects on legislation have already spoken at each of the four meetings, and other speakers are scheduled to appear at future conferences.

One of the active organizers of the New Jersey Trade Association Conference is LeRoy Stein, executive secretary of the Amusement Board of Trade of New Jersey, Inc. The association has encouraged him in his work with the conferences since it affords an excellent vehicle for public relations work among the many trade associations in New Jersey, it is said.

Association executives in other States who are interested in public relations work are invited by Stein to contact him at the Amusement Board of Trade of New Jersey, Inc., 1145 Broad Street, Newark, N. J.

New Distrib for Oklahoma City

OKLAHOMA CITY, Okla., March 15.—Business has been good at the newly opened office and showroom of Prock & Hobins, Inc., J. Fred Barber, manager, reports.

The office had its formal opening February 15, when more than 40 operators visited during an all-day open house. Featured were 1941 Rock-Ola phonographs.

Barber formerly was at the Dallas office of the company. The Oklahoma City office will bring representation closer to Oklahoma operators, who previously were serviced from Dallas.

The firm also handles the Bally, Shipman, and Northwestern products.



R. M. WILLIAMS, Elizabeth, Tenn., operator, faces the cameraman after telling Bill Warner, of Sicking, Inc., Cincinnati distributor, how Daval's "21" is shaking up collection records.

SEE **STONER'S** NEWEST GAME

UIMP

A HIT IN ANY MAN'S LEAGUE



UIMP HAS
DOOMP

STONER

CORPORATION

AURORA, ILLINOIS

SLASHED! ONLY \$12

DOUBLE FEATURE

ORDER QUICK WHILE THEY LAST!!!



BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y.
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

ROLL A PACK
The NEWEST, most fascinating DOUNTER CIGARETTES. D I O E G & M E. Delightful ROLL A PACK has REEL action which gives you REAL SUSHI-PERFECT. It's a 3-CLICK-CLICK means \$3 for YOU!

Sample ROLL A PACK, just \$12.50
Case of 4 ROLL A PACKS, only \$45.00
But there's the CASE and SAVE yourself \$5.00.

All orders receive 1/3 certified deposit, bal. C. O. D.
8121 Lorain Ave., Cleveland, Ohio

THE ATLAS SALES CO.

LEAD WITH MONARCH!

★ Real, sizzling "21" blackjack action with Automatic Coin Divider and two separate EXTRA LARGE Cash Boxes. Operator's Cash Box holds \$11.00 in Pennies—more than \$25.00 in Nickels! 3 different models — 1¢, 5¢ or 10¢ Play! RUSH US YOUR ORDER!

SAMPLE \$19.75
CASE OF 4 \$72.50

1/3 with order, balance C. O. D.

MONARCH COIN MACHINE CO.
1545 NORTH FAIRFIELD AVE. (Armitage 1454) CHICAGO, ILL.

IN NEW ENGLAND
IT'S TRIMOUNT
FOR VARIETY AND VALUES IN COIN MACHINES

Send for Test!

TRIMOUNT COIN MACHINE CO.
170 Washington St., Boston, Mass.

QUALITY SPEAKS FOR ITSELF

FREE PLAY 1 BALL	FREE PLAY	FREE PLAY
Dark Horse (Log) \$120.00	Attention \$89.50	Lundillo \$30.00
Dark Horse (Console) \$25.00	Big Wheel \$2.00	Duke Ranch \$9.00
Record Time (Log) \$98.00	Formative \$7.50	Limeight \$9.50
Record Time (Console) \$110.00	Stratoliner \$7.50	Waco \$5.00
Scors Savant (Log) \$9.00	Paradise \$9.00	Dial \$9.50
Scors Savant (Console) \$9.00	Gold Star \$9.50	Roy \$2.50
Mini 1-2-3-4-5 Model \$4.50	Lester \$9.00	Cocoon \$2.50
Mini 1-2-3-4-5 Model \$9.00	Yacht Club \$9.00	Mr. Chips \$1.50
Paragons \$4.50	Playtime \$9.00	Double Feature \$9.50
Oingo \$9.50		
Arrowhead \$7.50		

1/3 Deposit With Order — Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2018 ORRNEGIE AVENUE, CLEVELAND, OHIO

YOU CAN BE SURE OF BIGGER PROFITS WITH Better Built Games by **KEENEY**

... NOW IN PRODUCTION ... '41 VELVET

The pin game hit that's putting operators on "Velvet" in locations everywhere!
SUPER TRACK TIME
9-Coin Selective Head Console with "Even" or "Odd" Feature. An all-time big money maker!

TRIPLE ENTRY AIR RAIDER

The first and still the greatest of gun machines. The most profitable ever produced!

KEENEY WALL BOXES

Built to increase music revenue from 200 to 700% and doing it every day—everywhere!

KEENEY ADAPTERS

Tailor-fitted to each and every model phonograph and to Keeneey Wall Boxes to do a better job!

YOUR DISTRIBUTOR HAS THEM . . . See Him Today!

J. H. KEENEY & CO. Not "The House that Jack Built"
6630 SO. ASHLAND AVE. CHICAGO, ILL.

JUST A FEW OF EACH AT THESE LOW PRICES! ORDER AT ONCE!

★

KEENEY ANTI AIRCRAFT GUN.....	\$ 59.50
BALLY RAPID FIRE	139.50
SEEBURG SHOOT THE 'CHUTE, With Base.....	79.50
WURLITZER — MODEL 24	79.50
WURLITZER — MODEL 500	149.50

ALL ABOVE ARE IN A-1 CONDITION! BE SURE TO GET YOUR ORDER IN PROMPTLY TO ANY OF OUR FOUR BIG OFFICES!

Terms: 1/3 Deposit, Balance, Sight Draft

SOUTHERN AUTOMATIC MUSIC CO.

542 S. 2nd St. 531 N. Capital 312 W. Seventh 425 Broad St.
LOUISVILLE, KY. INDIANAPOLIS, IND. CINCINNATI, OHIO NASHVILLE, TENN.



It's DAVAL'S "21"

The greatest of all DAVAL'S great counter games! Best "21" — according to Hoyle! — with Automatic Cash Divider and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$11.00 in Yenues and more than \$25.00 in Nickels, 1¢ or 5¢ or 10¢ medals! Perfect Bank Bill! QUICK Bank 3 1/2 Inches — Bal. C. O. D. — the joint first Case of 4 TOBATT!



SAMPLE
\$19.75
CASE OF 4
\$72.50

J. E. COBB DISTRIBUTING COMPANY
512-14-16-18 SOUTH SECOND STREET, LOUISVILLE, KENTUCKY



HERNIE NEBEL, G. N. Vending Company, Columbus, O., and Art Garvey, assistant sales manager, Bally Manufacturing Company, deal a hand from the deck-on-wheels built into Bally's Royal Draw poker console.

Pike's Peak Demand Boosts Production

CHICAGO, March 18.—Altho only two of Grotchen's seven new games for 1941 have been placed in full production, the first quarter of the year will easily outdistance sales and production figures for any previous three-month period, according to Grotchen officials. "Demand for standard models in the Grotchen line, particularly Columbia Bells, and the immediate nationwide acceptance of Pike's Peak, have made it necessary to postpone production of five new games," declared Karl Klein, general manager. He added that efforts are now devoted to arranging at least a limited production schedule for Klix and Pok-a-Real.

Champion Fruit-Reel Bell is the other new 1941 game which has shared production lines with Pike's Peak. It is the model designed to be a winning mate for Sparks, a similar gold award token-payoff game which features different reel symbols.

"With a hit like Pike's Peak, even capacity production cannot meet the demand; yet, volume orders for other Grotchen games cannot be neglected. Columbia, for example, is having its greatest run, just when we believed our warehouse stock was ample for several months. As a result, one entire floor is required right now for producing more Columbia.

"The demand for Imp. Liberty, and Mercury has also exceeded our estimates, so that some production time must also be reserved for these standard machines.

"If these conditions continue," said Klein, "we will have to acquire an additional factory." Or perhaps we will be forced to hold Dial-It, Yankee, and Mountain Climber until the 1942 coin machine show."

Nat'l Coin Head On Florida Trip

CHICAGO, March 18.—Hardly returned from his buying tour, Joe Schwartz, National Coin Machine Exchange, Chicago, is en route to Florida, where he is said he will combine business and pleasure. "The machines Schwartz obtained on his buying tour either have already been received by us or are on the way," said Harry Helman, sales manager in charge during Schwartz's absence. "As fast as received, the games are thoroughly reconditioned, checked, and made ready for immediate operation."

Jennings Official To Serve as Member of Chi Defense Commission

CHICAGO, March 18.—Wallace MacClay, director of purchases for the O. D. Jennings & Company, Chicago, has been asked by Mayor Edward J. Kelly of Chicago to serve as a member of the Chicago Commission on National Defense.

The commission has been authorized by the city council, and in the words of Mayor Kelly, "leading citizens representatives of business, labor, social, and community life will serve as members

AN INSTANT HIT

JUMBO BOOK

BIG JUMBO HOLES

BIG PROFITS

The Perfect OPERATOR'S Board

720 FAST MOVING HOLES

So hot it sizzles! When a few holes are punched only a few seem to be left and the bags go for the big winners! Lightning fast play! Big Jumbo holes, 60 each, double stack up with \$12.50 bet. Greatest financial new slot, 100% win! Jumbo size board, thick style, 3 papers to fit your needs!

No. 720 JUMBO BOOK—No. 1 Profit Average..... \$22.25
No. 720 JUMBO BOOK—No. 2 Profit Average..... \$20.50
No. 720 JUMBO BOOK—No. 3 Profit Average..... \$17.50

WRITE FOR NEW CIRCULARS SHOWING GARDNER'S TERRIFIC NEW LINE-UP OF NUMBERS!

GARDNER & CO.
2205 ARCHER CHICAGO, ILL.

How's That Yawlie

LUCKY STRIKE

CIGARETTE COUNTER GAME with Ball-Run Vender or New! Has no equal! 3 new brand cigarettes, high speed 10 balls 100-1 odds! Fortune telling feature, 1¢ play.

\$14.75 (Over Quilt)

The Calvert Novelty Co.
708 N. Howard St., Baltimore, Md.

of the commission because national defense problems which vitally concern Chicago are pressing and important."



JOHN SENDERS, Scientific Manufacturing machine shop superintendent, and **Joseph Cannella**, production superintendent, standing next to Scientific's new Rating Practice. Between them, Senders and Cannella represent 40 years of coin machine manufacturing experience.

Detroit

DETROIT, March 15.—Joseph Fair, Detroit operator, is making his first trip to Chicago to visit the machine manufacturers.

Sam E. Gordon, of the Peerless Products Manufacturing Company, reports some changes being made in the new models.

Sam D. Liebers, a leading Detroit operator for a number of years, is joining Maurice J. Feldman as a partner in the Central Coin Machine Exchange, downtown jobbing organization which Feldman has operated for about two years.

Ray Moeuwenberg, blind Detroit operator, is forming the Automatic Sales Company as the operating company for his business.

Ben Robinson, of Robinson Sales Company, who has been away on a business trip, is installing new fluorescent lighting and remodeling his office here.

Gene Callahan, manager of Ajax Novelty Company, is working overtime to fill orders on Bally's New Defender, Callahan, surveying the order book, reports: "It looks like a great year for gum!"

Don Kelsey, Michigan Phonorism manager, is putting the second of the new models on location in Detroit at the Club Royale, swanky roadhouse.

YOU CAN ALWAYS
DEPEND ON
Chicago
Coin GAMES

FOR HIGHEST EARNING
POWER AND LARGEST
RESALE VALUE!

*They're made better
to start with!*

DAVAL'S "21"
SAMPLE \$19.75
CASE OF FOUR \$72.50



SPECIALS

The machines listed below are slightly used and offered subject to prior sale.

- | | | |
|--|--|---|
| <p>H. F. MOSELEY
Pres.-Tras.</p> <p>SPECIALS</p> <p>1 Mills Spinners \$22.50</p> <p>10 Mills 1-2-3, Mixer,
No Payout Tube 24.50</p> <p>2 Bally Sport Spinners 21.50</p> <p>1 Bally Sport Anita 118.00</p> <p>2 Export Game, Con-
vertible 21.50</p> <p>8 Mills Justice Parade
F.P. 75.00</p> <p>4 Jennings Pastime,
F.P. 54.50</p> <p>1 Kenny Anti-Arrant,
Bare Cabinet 23.50</p> <p>2 Bally Sport Fins 112.00</p> | <p>3 Seaborg Chicken Sam,
with Base \$29.50</p> <p>5-BALL FREE PLAY</p> <p>1 Chicago Coin Home
Run \$17.50</p> <p>1 Chicago Coin Nipper 16.50</p> <p>1 Chicago Coin O'Ber 16.50</p> <p>1 Chicago Coin Lucky 16.50</p> <p>1 Chicago Coin Water 17.50</p> <p>1 Chicago Coin Ocean
Park 17.50</p> <p>1 Exhibit Robinson 17.50</p> <p>1 Exhibit Flagship 17.50</p> <p>1 Kenny Trotter 17.50</p> <p>1 Kenny Cowboy 17.50</p> | <p>2 Bally Pick Em \$14.50</p> <p>1 Bally Chicken 10.00</p> <p>5 Bally Triometer 44.50</p> <p>1 Bally Gold Cup 40.50</p> <p>4 Baker Dough Boy 24.50</p> <p>1 Cottler Drum Walker 29.00</p> <p>CONSOLES</p> <p>1 Mills 1-2-3, Cash
Pay \$22.50</p> <p>1 Spinner Nile 15.00</p> <p>2 Evans Gallopup 50.00</p> <p>5 Kenny Bill Time 54.50</p> <p>1 Kenny Triple Entry 37.50</p> <p>2 Pace Race, 56 Play 52.50</p> |
|--|--|---|

The above prices are effective March 22, 1941. All orders must be accompanied by 1/3 certified deposit, balance C. O. D. Write us for your price on new machines and also ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., INC.
00 BROAD STREET RICHMOND, VA.
Day Phone, 3-4511 Night Phone, 5-5328

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

Anchor \$32.50	Bliss \$29.50	Hustler \$22.50
All American 50.50	Formation 42.50	Hustler Derby 17.50
Big League 17.50	Fantasy 14.50	Mustache 53.50
Blonde 22.50	Jack Pot 22.50	None 17.50
Bandwagon 42.50	Gold Star 42.50	Super Hit 14.50
Brick Bank 17.50	Line Up 39.50	Through 14.50
Cross Line 37.50	Leader 41.50	Speed Dancer 37.50
Casting 27.50	Metro 37.50	1/3 Dep. With Order, Bal. C. O. D.
Double Feature 17.50	Preference 32.50	

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N.Y.

MACHINE CLOSEOUTS

1 OR 5-BALL F. P.

- | | |
|----------------------------------|---|
| 6 Bally Dark Horse \$99.50 | 10 Mills 1-2-3 F. P. 1939 \$34.50 |
| 21 Sport Specials 89.50 | 14 Mills 1-2-3 F. P. 1940 (Chubby Model) .. \$79.50 |
| 6 Record Times 99.50 | |
| 7 Cold Cups 39.50 | |

All the above games are not trade-ins, but machines just taken off location and thoroughly reconditioned in our own shop and ready to operate. We also have 150 of the latest 5-Ball Free Play Games. Write for price list.

ROBINSON SALES CO.
3100 GRAND RIVER AVE. DETROIT, MICH.

CREATED BY AMERICA'S OUTSTANDING STYLIST

ROLL-A-PACK

A NEW COUNTER GAME
DISTINCTLY STYLED

EASTERN SAMPLE \$12.50 CASE OF FOUR \$45.00 (SAVE \$5.00)

350 MULBERRY ST. NEWARK, N. J. EXCLUSIVE DISTRIBUTORS JOBBERS, WRITE FOR PRICES



TWO NEW HITS!

"NEW COMBINATION"
840 HOLES SLOT AND DICE TICKETS
Takes in \$42.00
Average Payout . . 19.89
Profit . . \$22.11
A THICK BOARD SNAPPY LOOKING

"BLACKOUT"
780 HOLES TIP TICKETS
Takes in \$39.00
Average Payout . . 19.09
Profit . . \$19.91
BEAUTIFUL 5-COLOR PRODUCTION.



GLOBE PRINTING CO. • 1023-27 RACE STREET • PHILA. PA.

YOU'LL "FALL FOR" BALLY'S NEW

Silver Skates

Already smashing collection records—thanks to clever new combination of HIGH-SCORE . . . FUTURITY BUILD-UP . . . SPOTTEM-SKILL! Now in volume production for immediate delivery. Get SILVER SKATES from favorite distributor today—and cash in quick!

NOW IN PRODUCTION!

Silver Skates . . . Kentucky . . . Blue Grass . . . Defender . . . High Hand . . . Royal Draw . . . Big Top . . . Bally Baby. See your distributor today or write to factory for complete details.

REPLAY
OR
NOVELTY

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS

Ride for PROFITS
with
JOCKEY JUNIOR

SUPERIOR'S new die-cut thoroughbred speeds along for big returns at the finish . . . 1000 holes . . . Tickets bear horse racing symbols . . . Total average profit is \$24.00 . . . Extra-thick board. Enzels. Celluloid protector over jackpot.

Write SUPERIOR for details on the JOCKEY JUNIOR board, and other die-cut money-makers.

A New Trend in
DYNAMIC
DIE-CUTS
By



SUPERIOR PRODUCTS • 14 NORTON ROAD, STROUD, ENGLAND



L. L. MITCHELL & CO.

OUR MACHINES ARE THE BEST
OUR PRICES ARE THE LOWEST!

Write for Our List of Used Bargains

PHONE: GLENMORE 2-8452

MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

Plan Now for
Summer Business

By LEO J. KELLY

O. D. Jennings & Company, Chicago

SPRING and summer are holiday times. Get-out-in-the-open times. People have been literally chained to their homes, and with the first whiff of spring they feel the urge to get out and go places. There's a real business opportunity in the making for you, Mr. Operator.

In the warmer months every community in every territory becomes more transient than during the winter. Friends visit old friends for the simple reason that it's far more pleasant now to be out in the open air. New faces are seen on every hand. Shopping trips are made to more distant trading centers. Pleasure jaunts to here and there become week-end relaxations. Inside workers follow the common urge to get out and go.

These people on the move are good prospects for you. They're in the mood for spending. They try new restaurants, they seek out new taverns, they search out new dine and dance spots. Hundreds of new customers will come piling into your present locations in a few short weeks.

Many operators say that summer means nothing to them since there are no resorts in their section. But wait a minute—a summer resort is old stuff to near-by residents. Our towns and cities are attractive places to hundreds of people. Most every community has some attraction that draws summer tourists.

So make the most of spring and summer. Get out and hustle right now. Build up your route, clean up your equipment, throw out the obsolete equipment that costs more to operate than it earns. Give that new summer trade a break—give those new summer customers an opportunity to help you build profits. Invite play, don't discourage it.

Too many operators look upon spring as the time to haul out the old relics, dust them off, patch 'em together, and let 'em run. Let's stop kidding. A 20-year-old resident of Minneapolis visiting Potomac, Pa., is still over 21. When a man leaves one place to visit another he doesn't park his common sense at home. A piece of junk that the local boys won't give a second look is still a broken down hack to the trade from up-State.

Big Time Into
Big Production

CHICAGO, March 15.—Baker production lines are whirling with activity as machines are turned out at top speed to keep up with the orders, say executives of the Baker Novelty Company. "This week production hit an all-time high mark, and still the demand continues to grow," officials said.

"Going into the eighth week of peak production with no sign of a let-up, Big Time has proved itself one of the big hits of the industry," said Harold L. Baker, president. "The popularity of the game now extends from Coast to Coast, and distributors are pressing us for more machines every day. Such popularity must be deserved, and the answer is in the consistent appeal and profits of the game on location.

"Second only to Big Time is Lucky Strike, our revolutionary cigarette play counter game," Baker continued. "This hit has stepped into the front rank of popularity and orders are snowing down upon this in great volume. Our Baker's Papers horse race console in its new model is still in the limelight as a top favorite. So there are three good reasons why our factory is taxed to capacity."

Avon Novelty Moves
To Larger Quarters

CLEVELAND, March 15.—Avon Novelty Sales Company, Inc., has moved to larger quarters at 4700 Prospect Avenue.

"Among the advantages of the new, enlarged location are better service to customers, a special office for the use of operators, and driveway facilities for operators to load and unload," reports officials. "The new location also provides customers with parking space."

We're First Again
Reel '21' Black Jack
DRAW YOUR OWN HANDTRY A
SAMPLE
\$19.75

If not satisfactory return in 10 days for full refund of purchase price.
CASH OF A
\$72.50

BLACK JACK according to Hoyle, with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes. Operator's Cash Box holds over \$11.00 in Pennies—more than \$25.00 in Nickels! 1¢, 5¢ or 10¢ Play.

BALL GUM

15¢ Per Box, 100 Pieces. Case of 100 Boxes, \$13.75

1/2 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.
927 E. Broadway, Louisville, Ky.
SICKING CO. OF INDIANA
444 Mass. Ave., Indianapolis, Ind.

ABSOLUTELY
—LEGAL—

Coin-operated Picture Machine. Exhibits pictures in third dimension. 6 different shows in each machine. Hundreds of extra pictures FREE. Opens new spots. Holds spots open in closed territory. Easily located anywhere. Fast earning power. ALL PROFIT. Write for quantity lot prices and particulars about starting a route.

L. B. KLUGH COMPANY

715 Arch St., Zanesville, Ohio

FOR SALE

20-year-old established Hales Board Games, still profitable. Selling on account health of Mr. Green. These nice route coins.

E. D. GREEN SALES CO.

728 N. W. 17th St., Oklahoma City, Okla.

First Again With "CUB"
3 REEL 3 WAY PLAY WITH AUTOMATIC COIN DIVIDERS

★ A REAL OPERATOR'S MACHINE! 2 Reels: Cash Boxes and Tally's fastest



Coin Dividers, 2 Reels, 3 Ways, Model T-100-25. Also available in 100-200 model. Take your choice of Chicago, Philadelphia or New York. Order quick!
SAMPLE \$1395
CASE OF 8 \$75.00

"ACE"
5 REEL POKER PLAY WITH AUTOMATIC COIN DIVIDERS

★ Illustrate used for money. Cut down on your BIG CASH BOX FOR OPERA-



TION. 5 in. Tall. See window and when not being played, 15, 10 or 100 per cent POKER FLAT!
SAMPLE \$1495
CASE OF 8 \$80.00

AMERICAN EAGLE

World's Smallest Fruit Sucker Bell With Automatic Toss Award.



SAMPLE \$32.50
10 for \$275 Gold Award Model \$1.00 Extra. Ball Gum Model \$2.00 Extra.

BALL GUM
15c Per Box, 100 Pieces. Case of 100 Boxes, \$18.75.
1/2 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.
927 E. Broadway, Louisville, Ky.
SICKING CO. OF INDIANA
444 Mass. Ave., Indianapolis, Ind.

Phonograph Bargains
A-1 Reconditioned—Ready To Operate
ROCKOLA DE LUXE (1939) ... \$145.00
WURLITZER 616-A ... 49.50
SIEBURG REGAL ... 124.50
WANT TO BUY BAKER'S RACES
WE BUY, SELL AND EXCHANGE
2147 Locust St.
ST. LOUIS, MO. MY CALL NOVELTY CO.

MILLS PHONOGRAPHS
Distributor CONSOLES
KEYSTONE NOVELTY & MFG. CO. BELLS
28th & Holliston Sts., Philadelphia, Pa. TABLES
Baltimore Office
115 Cathedral St., Baltimore, Md.

Silver Skates Hit New Sales High

CHICAGO, March 15.—The crowds which gather each noon to watch the skaters at Rockefeller Plaza have nothing on the tremendous crowds of players attracted by Bally's new Silver Skates," reports Jack Fitzgerald, Eastern regional sales distributor for Bally Manufacturing Company.

"Silver Skates has taken hold stronger than any game so far introduced this year," Fitzgerald reports. "It has the same action that holds the players at the machine and brings in the biggest profits that the operators have ever enjoyed.

"There's something about Silver Skates that simply skates profits to new highs. We don't know yet how high profits have been reaching for the operators, but we do know that everyone who has called at our showrooms so far has ordered a good number for instant delivery. The first test spots here went away over the top in earnings. Since then these spots have been finding their profits increasing with each collection. Daily collections were made on the test locations and in the first three days Silver Skates surpassed all profit records.

"Due to all this we are skating into new sales records with Silver Skates and have wired Bally to double our shipments so that we can satisfy the demand throughout the territory we cover."

Monarch Burns Midnight Oil

CHICAGO, March 15.—"The past weeks," reports Al Stern, Monarch Coin Machine Company official, "have been so filled with activity on new and reconditioned equipment that we have been burning the midnight oil in order to keep things going at top speed.

"The demand for Monarch equipment has been steadily increasing ever since the first of the year, when we first noted a sharp upward trend in business. Regular working days have proved too short to enable us to keep up with orders, and we have added men to every department.

"Every day brings new operator-customers to our showrooms and succeeding days see them return to us for more of the same fine Monarch service."

Southern Biz Continues Climb

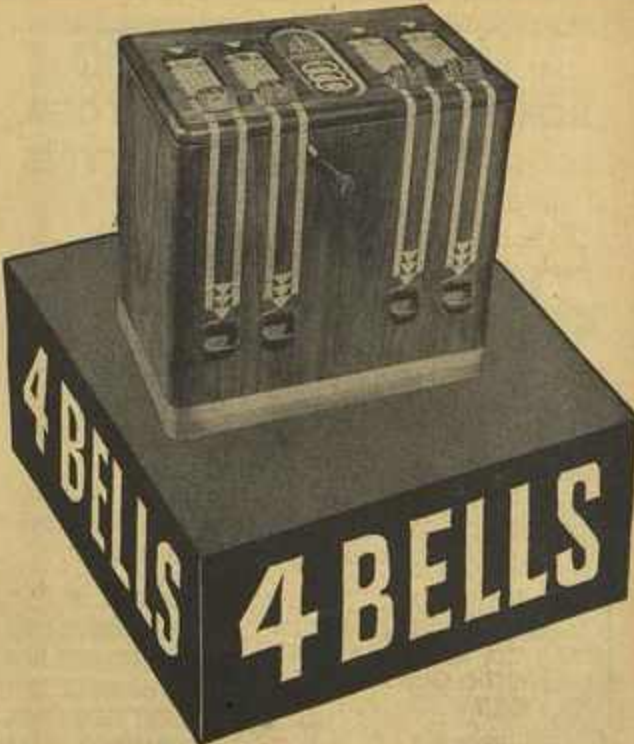
LOUISVILLE, Ky., March 15.—Leo Weinberger, Southern Automatic Music Company, reports that business is rapidly increasing. "Thanks to the fine offerings of manufacturers of all types of equipment," he declares.

"We are especially happy to report that orders for music equipment have broken all records for products of this type. Music men in the territories served by our offices in Indianapolis, Louisville, Nashville, and Cincinnati have swamped us with orders.

"Yet, busy as we are handling orders for music equipment, we are still finding time to write record business on other equipment. We are doing a heavy business on pin games and other types of amusement devices, both new and reconditioned."



LOOKING OVER AN EXHIBIT GAME at the showrooms of the Exhibit Supply Company, Chicago, is Hyman Rubin, Brooklyn and Long Island distributor. The game is Sun Beam.



Mills Four Bells, after a year's solid performance, has definitely proven itself to be equal to 8 ordinary Bells in earning power. Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.

BLACK GOLD
HARLICH'S SUPER MAMMOTH SENSATION
A WHOPPER IN SIZE!
A KNOCKOUT FOR PROFITS.
BIGGEST TICKET EVER OFFERED IN A PUNCHBOARD
No. 1350-SM 5c A Play 1350 Holes
Takes in \$65.00 Average Payout \$30.94
Also available in 1-inch Jumbo Thickness
WRITE FOR NEW FOLDER NC-412
HARLICH MFG. CO. 1413 W. JACKSON BLVD., CHICAGO

it's tops in appeal and originality
PIKE'S PEAK
THE THRILL IT'S FUN
GAME OF 1941 TO PLAY
WRITE—WIRE—PHONE
Exclusive New York Distributor
MIKE MUNVES CORP.
593 TENTH AVE., NEW YORK
All Phones: Bryant 9-6677
Sample \$32.50
QUANTITY BUYERS WRITE FOR PRICE
IT'S 100% LEGAL

A LEADER FOR LEADERS

PACE'S FREE PLAY SARATOGA LEADS THE FIELD IN ALL TYPES OF BELL CONSOLES

PACE FREE PLAY SARATOGA or PACE'S REELS—Number or Fruit Symbols—CONVERTIBLE TO CASH or CHECK PAYOUT—SKILL FIELD QUICKLY DISCONNECTED if NOT NEEDED—5c, 10c, 25c PLAY—SLUG PROOF COIN CHUTE and VISIBLE COIN ESCALATOR—ALSO AVAILABLE with MINT VENDER or 10-RECORD PHONOGRAPH.

PACE PRODUCTS SOLD BY THE LEADING COIN MACHINE DISTRIBUTORS THROUGHOUT THE COUNTRY.

ADVANCE AUTOMATIC SALES CO. 1021-23 Golden Gate
San Francisco, Calif.
AUTOMATIC AMUSEMENT CO. 1000 Pennsylvania Ave.
Evansville, Ind.
AUTOMATIC COIN MACH. CORP. 340 Chestnut St.
Springfield, Mass.
BADGER NOVELTY CO. 2546-48 North 30th St.
Milwaukee, Wis.
BANNER SPECIALTY CO. 1530-32 Parrish St.
Philadelphia, Pa.
BERLIN SPECIALTY HOUSE 6-1303 Fifth Ave., Pittsburgh, Pa.
H. B. BRINCK Front & Utah Sts.
Buffalo, N. Y.
CAPITOL NOVELTY CO. 233 Grandview Ave.
Columbus, Ohio
FRANK DE GRAAUW Abbeville, La.

JACK FUGITT, INC. 207 N. Center St.
Reno, Nevada
GENERAL VENDING SERVICE CO. 306 N. Gay St.
Baltimore, Md.
MAINE AUTOMATIC SERVICE 44 Park St.
Rockland, Maine
ROY MCGINNIS 2011 Maryland Ave.
Baltimore, Md.
MOSELEY VENDING MACH. EXCH. 00 Broad St.
Richmond, Va.
OHIO SPECIALTY CO. 29 West Court St.
Cincinnati, Ohio
OWL MINT MACHINE CO., INC. 245 Columbus Ave.
Boston, Mass.
MAC SANDERS 2857 W. Pico Blvd.
Los Angeles, Calif.

SEIDEN DISTRIBUTING CO. 1226-30 Broadway
Albany, N. Y.
SILENT SALES CO. 206-206 Eleventh Ave., So.
Minneapolis, Minn.
SOUTHERN DISTRIBUTING CO. 628 Madison
Memphis, Tenn.
SPARKS SPECIALTY CO. 3410-12 Main St.
Spartanburg, S. C.
STAR SALES CO. 1410-12 Main St.
Orlando, Fla.
UNITED AMUSEMENT CO. Kansas City, Mo.
WESTERN DISTRIBUTORS, INC. 2126 Elliott Ave.
Seattle, Wash.
WISCONSIN NOVELTY CO. 60 Forest Ave.
Fond du Lac, Wis.

PACE MFG. CO., INC., 2901 Indiana Ave., CHICAGO, ILL.



FREE PLAY SARATOGA



3 BAR JACKPOT F-5240

1640 Holes — Takes in \$92.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$3.65 EACH

OTHER FAST SELLERS

1025 Hole, F-5280, Wonder 3-Bar Jack-
pot at\$2.73
1200 Hole, F-5275, Horras at 3.92
800 Hole, F-5270, Pocket Dice at 1.89
720 Hole, F-5255, Pocket Jack at 1.86
600 Hole, F-5305, Royal at 2.12

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

CASE OF 4
DAVAL'S "21"
ONLY \$72.50

Rush Your Order To

B. D. LAZAR CO. 1635-37 FIFTH AVE., PITTSBURGH, PA.
1425 N. BROAD ST., PHILADELPHIA, PA.



CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE

Same prices cash or credit. (1) Send your order with 10% deposit. (2) Send us the name of your bank.

Flint \$42.50 | Vault Chg. \$28.50
Gold Star \$8.00 | Champion (New) 9.75

Big OFF for full cash with order. Dealer's check, certified check, or money order only.

FREE! Write for Special case "B" of National's Illustrated Newslets. Full of better buys!

NATIONAL NOVELTY CO.

183 Merrick Road, MERRICK, LONG ISLAND, N. Y.

Mississippi

NATCHEZ, Miss., March 15.—Annual pilgrimages of Pilgrimage Garden Club and Natchez Garden Club is bringing thousands of visitors to Natchez.

Visitors have been good players of coin machines. Coinmen hope for better business with recent installation of new wall and bar boxes for phonos.

Local operators have been donating phonos for week-end dances entertaining residents from Camp Shelby, Hattiesburg, Miss., and Camp Beauregard, Alexandria, La.

One of the homes on tours of Natchez's famous pilgrimage is that of King's Tavern, home of operator J. O. Mordette. It is the oldest home in Mississippi and

was formerly an old tavern on the Natchez Trace.

C. R. (Pinky) Vermillion has been laid up the past three months with a broken leg. Friends are welcoming him back on his regular coin machine route.

Latest operator to begin installation of wall and bar boxes on a large scale is Willie L. (Bill) Edd, owner of Kidly Enterprises. With a factory man, he has completed installation of boxes in several new locations.

OLIVE'S BARGAINS

IN A-1 RECONDITIONED MACHINES

All Thoroughly Cleaned and Checked.

Reset To Price on Location.

PAYOUTS Each

4 Junior Parade Animal Reels \$92.50
New Reel 29.00
4 Grand National 80.00
2 Grandland 65.00
1 Royal Luck 120.00
2 1-3-3 97.50

BLOTS

2 Junction One, 5c \$30.00
20 Mills Blue Front 47.50
20 Mills Brown Front 25.00
10 Hand Stands for Above 8.00
2 Purple Baby Cabinets 18.00

LEGAL EQUIPMENT

2 Target Skill \$18.00
1 Apex Target Skill 20.00
1 Challenge Target Skill 17.50
2 Arc-Aircraft (Black Cab.) 37.50
1 Chicken Gun Gun 35.00
1 Jailbird Gun 65.00
1 Jailbird Gun with Base 65.00
1 Rockie World Series 35.00
1 Gully Bully Eye Gun 67.50
3 Evers Toy Series 37.50
1 Halcomb & Hunt Pigeon Machine (Late Model) 70.00

COUNTER GAMES

1 Doughboy \$7.50
Imps (1c & 5c) 7.50
Tennis 1/2 Dozent, Balance C. O. D.

WE HAVE ALL THE NEW GAMES ON HAND FOR IMMEDIATE DELIVERY.

WRITE FOR PRICES.

OLIVE NOVELTY CO.

2225 LUCAS AVE., ST. LOUIS, MO.



IRV SOMMER (left), president of Modern Vending Company's Florida branch, and Orchestra Leader Xavier Cupat looking over the new Hi-Tone Symphonola.

Phonograph Special

Whitaker 412 \$25.00
Whitaker 910 25.00
Whitaker 25 15.00
1/2 With Order, Balance C. O. D.

SUNSHINE PHONOGRAPH DISTRIBUTORS
1226 52nd Street, Brooklyn, N. Y.

PHONOGRAPH HEADQUARTERS
GERBER & GLASS
WURLITZER
 16-Record MARBL-GLO
 With Illuminated Dome
 As Illustrated



Complete Ready to Operate **\$69.50**

400 Wurlitzer MARBL-GLO \$44.50
 616 Wurlitzer 46.80
 616 Wurlitzer with Illuminated Grill 51.50
 24 Wurlitzer MARBL-GLO with Keyboard 119.50
 500 Wurlitzer 124.50

MISCELLANEOUS

Rotary Merchandiser \$79.50
 De Luxe Diggers 89.50
 Kirk Scales 99.50
 Chicken Sams 54.50
 Anti-Aircraft (Brown) 79.50

LIBERTY BELL
 World's Finest TOKEN PAYOUT
\$34.50
 3 for \$90.00

1/3 Deposit With Order

GERBER & GLASS
 914 Diversoy Blvd., Chicago

WANTED
 FREE PLAY Consoles, One Ball and Late Five Ball. FOR SALE—Slots, all makes, and 50 to 1 Pace Rates.

HARRY HOKE
 414 West Park St., Baltimore, Md.

Saratoga Sales Rise, Pace Reports

CHICAGO, March 15.—"Saratoga in the free play, convertible model has been selling steadily since last July," reports J. O. Bates, sales manager of the Pace Manufacturing Company, Inc., "and in recent weeks has been gaining further momentum.

"Saratoga has been popular for operation in new territories. It is a console with a skill play section. Saratoga is available with number or fruit symbols and is convertible in the method of award. A multi-coin chute allows 5, 10, or 25-cent play and, in addition, is slug proof. A visible coin escalator further obviates the chance of slugs being deposited in the machine.

"Pace products, including Saratoga, are available at leading distributors' offices throughout the country," continued Bates. "There is a well-known distributor in every active market center who can deliver Pace products quickly. The establishment of a fine distributive system is dependent upon the demand by operators for the manufacturer's products. Saratoga in free play, convertible model is another Pace product that will add prestige to the firm's distributor system."

New Counter Games Gain Recognition

CHICAGO, March 15.—Bud Lieberman, head of the distributing organization bearing his name, reports that Zip and Little Clipper, counter games distributed nationally by his firm, are achieving popularity.

"Altho we announced our national distributorship for products of the Sanders Manufacturing Company only last week, the response has been overwhelming. We have already appointed a number of distributors throughout the country.

"Zip," states Lieberman, "is a midget three-reel counter game featuring cigarette reels. It is unusually well constructed to take the heavy play which it has already proved it can get. Little Clipper is a small counter game featuring five-reel poker strips."

DAVAL'S "21"

Crested Money-maker in all counter game history! Deal 21 play "according to Heyle!"

SAMPLE \$19.75
 CASE OF 4 \$72.50

RUSH YOUR ORDER NOW TO

SILENT SALES CO.
 SILENT SALES BUILDING
 MINNEAPOLIS, MINN.

WANTED!!

PENNY ARCADE MACHINES OF ALL KINDS IN ANY QUANTITY. CASH WAITING. SEND COMPLETE LIST, QUOTING YOUR LOWEST PRICES FIRST LETTER. BOX D-28, CARE THE BILLBOARD, CINCINNATI, O.

CASH FOR USED PHOTOMATICS

Quote all information in first letter.

BOX D-38
 The Billboard, Cincinnati, O.

YOU ACTUALLY PULL IN PROFITS WITH BUCKLEY MUSIC SYSTEM
 DIRECT TOUCH-TO-TOUCH ACTION
 "The Finest One for '41"

Music operators "in the know" . . . KNOW that the one way to PULL IN PROFITS FASTER THAN EVER BEFORE is to get IN on the sensational income assured by BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION!! It makes every location earn double and triple former music profits! It's recognized everywhere as "The Finest One For '41." It has EVERYTHING YOU WANT and NEED to boom your profits to new all-time highs! GET GOING! GET Buckley Music System AND YOU'RE GETTING THE BEST!!

SEE YOUR NEAREST DISTRIBUTOR TODAY!

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| ALBANY, N. Y.
Henry W. Scales
(Special Representative)
1230 Broadway | ALLEN TOWN, PA.
Pace Vending Co.
102 E. Small Ave. | ALBUQUERQUE, N. M.
Crown Amusement Co.
Monroe & N. E. Area. | BALTIMORE, MD.
Oriole Coin Mach. Corp.
138 W. Mt. Royal Ave. | BELLMORE, L. I., N. Y.
Supreme Vending Co., Inc.
201 Grand Ave. | BIRMINGHAM, ALA.
Birmingham Vending Co.
2117 Third Ave., North | BOSTON, MASS.
Bond Sales Company
1022 Commonwealth Ave. | BROOKLYN, N. Y.
Brooklyn Amuse. Mach. Co.
660 Broadway
Supreme Vending Co., Inc.
557 Rogers Ave. | COLUMBUS, O.
G. N. Vending Co.
603 W. Good St. | CHICAGO, ILL.
Marty Lindner Dist. Co.
8020 Lincoln Ave.,
Riggs Center | CHATTANOOGA, TENN.
Dixie Amusement Co.
612 Cherry St. | DALLAS, TEX.
Walker Sales Company
1713 Young Street | DENVER, COLO.
James E. Blackwell
(Mountain States Dist. Sales Mgr.)
Blackwell Distributing Co.
888 Milwaukee St. | DETROIT, MICH.
American Novelty Co.
3188 Grand River Ave. | ELIZABETH, N. J.
Atlas Vending Co., Inc.
610 N. Grand St. | ELIZABETH CITY, N. C.
R. O. Sloc
218 N. Martin St. | FAIRBURY, MINN.
Gopher Sales Company
601 Central Ave. | FRESNO, CALIF.
L. R. Baker
152 N. First St. | FORT WAYNE, IND.
Indiana Sales Company
305 So. Canal Circle | GREENVILLE, N. C.
McCombs Sales Co.
217 E. First St. | HABANA, CUBA
L. R. Baker
Bureau Bldg. No. 301 | HOUSTON, TEX.
Sun Amusement Co.
1512 McDuff St. | INDIANAPOLIS, IND.
Wing Music
626 Madison Ave. | LADOGA, IND.
Merry Whirl Amusement Co. | LOUISVILLE, KY.
J. E. Ochs Distrib. Co.
618 So. Second St. | LOS ANGELES, CALIF.
General Music Company
2277 W. Pike Blvd.
Chambers, A. Roberts
1911 W. Pike Blvd. | LYNDBROOK, L. I., N. Y.
United Music Systems, Inc.
854 Bixlers Rd. | MARSHALL, O.
Elmer Sales Company
227 W. Trippett St. | MEXICO, D. F.
Robert W. Wheeler
Rdco., Postal 8102 | MIAMI, FLA.
Lafayette
625 N. W. 24th Ave. | MILWAUKEE, WIS.
Patterson & Greenlee, Inc.
6210 W. Greenfield Ave.
West Allis, Wis. | MINNEAPOLIS, MINN.
Music Institutions
1218 Nicollet Ave. | NEWARK, N. J.
Major Amusement Co.
100 Pennsylvania St.
Music Systems of N. J., Inc.
641 Henderson St. | NEW ORLEANS, LA.
Buckley 902 Sales Co.
2219 Canal Street
Plymouth Music Co.
1010 Poydras St. | OAKLAND, CALIF.
Best Music Company
500 E. 14th St. | OMAHA, NEB.
Howard Sales Co.
1008 Farnam St. | ORLANDO, FLA.
Southern Music Co.
605 W. Central Ave. | OTTAWA, ILL.
Wells Music Company
820 E. Main Street | PASADENA, N. J.
Finest Distributors
62 Amsterdam Ave. | PHILADELPHIA, PA.
Universal Amusement Co.
2010-12 Market St. | PITTSBURGH, PA.
Oriole Coin Mach. Corp.
1415 Fifth Ave. | PORTLAND, ORE.
Ashley V. Blumberg
307 S. W. 16th Ave. | PORTIA, MICH.
Wireline Exchanges, Inc.
28 Hubbard St. | SACRAMENTO, CALIF.
D. E. Smith
1921 Sixteenth St. | SAN FRANCISCO, CALIF.
William Gortchak
(Pacific Coast Dist. Sales Mgr.)
527 Leavenworth St.
Wire Music Company
230 Golden Gate Ave. | SAVANNAH, GA.
Major Amusement Co.
41 Habersham St. | SYRACUSE, N. Y.
Tom O'Connell
610 Turtle St. | TOLEDO, O.
Nickerson Sound System
2127 Trapp Lane | TRENTON, N. J.
Central Amuse. Novelty Co.
205 Perry St. | WATERTOWN, N. Y.
M. Fyeman
103 Public Sq. |
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BUCKLEY MUSIC SYSTEM INC. • 4225 W. LAKE ST. • CHICAGO

ADVERTISE IN THE BILLBOARD
 —YOU'LL BE SATISFIED WITH RESULTS.

**SURE FIRE
PROFIT AMMUNITION**



**EVANS'
TOMMY GUN**

From Coast to Coast it's scoring a direct hit . . . bagging the Big Play and profits like nothing ever before! Orders and re-orders, piling in like an avalanche, prove its amazing popularity and earning power! Yet TOMMY GUN is so LOW in price it returns your investment double quick! Most compact—fits any location. Endorsed, acclaimed, hailed by leading big-timers as the ace hit of the day! Get in on this barrage of earnings! Wire or Air Mail your order today!

Orders filled in order of receipt

**SMALLEST!
LIGHTEST!
FASTEST!
Lowest Price!**

\$145.00

H. C. EVANS & CO.

1520-1530 W. ADAMS ST. CHICAGO

THANKS, OPS

It was a great show! Your orders are being filled as rapidly as possible. In a few days we will display several new guns and games that did not arrive in time for the show.

MUSIC SPECIALS (Just Arrived)

2 Rockola '29 Deluxes, perfect	\$137.50
3 Rockola '39 Deluxes, like new, late ser.	154.50
2 Rockola '39 Standards, like new, late ser.	137.50
1 Rockola '40 Master, F.S.	218.00
1 Mills '40 Throne (keyboard)	149.50

GUNS

Evans Tommy (new)	\$145.00
Ace Bomber	Write
Night Bomber	Write
Keeney Anti-Aircraft	65.00

MISCELLANEOUS

Grippers (new)	\$12.75
Elec. Shockers (new)	12.00
Target Skit (new)	30.50
View-a-Scope (new)	29.95
View-a-Scope (new)	31.50

WANTED TO BUY

ROCK-OLA IMP. 20's and ARCADE EQUIPMENT ALL KINDS.

WRITE—WIRE—PHONE

DENVER DISTRIBUTING CO.

1856 ARAPAHOE ST.

DENVER, COLO.

GRAND OPENING SPECIAL

AL SHERRY • PHIL GOULD • AL KOONDEL
"TOGETHER TO SERVE YOU BETTER"

LEADER	\$55.00	RAHWAGON	\$46.50
CROSS LINE	42.50	ROTATION	32.50
GOLD STAR	47.50	COMMODORE	13.50
DIXIE	26.50	HOME RUN	13.50
DOUBLE FEATURE	16.50	STRATOLINER	69.50

All Games Reconditioned and Shipped Like New • We Carry a Complete Stock of New and Used Free Play Games • WRITE FOR OUR FREE PRICE LIST!

AMBASSADOR VENDING CO.

389 CONEY ISLAND AVENUE,

BROOKLYN, NEW YORK

B. D. Lazar Lauds Sea Hawk

CHICAGO, March 15.—B. D. Lazar, head of the B. D. Lazar organizations of Pittsburgh and Philadelphia, was in Chicago this week for the purpose of making arrangements for faster delivery of Sea Hawk, report officials of D. Gottlieb & Company.

"Our organization is enthusiastically behind the game," Lazar stated, "as one of the great hits of the year. Operators in our territory are calling for more Sea Hawks, and I'm here to see that they get them fast. My brother, J. D., who covers the State of Pennsylvania, sends word that Sea Hawk is making more money for operators than any game he has ever sold. With such favorable trade winds blowing for Sea Hawk, I think I can bring Skipper Gottlieb around to find some way of selling more Sea Hawks down to us in faster time."

"Nor does J. D. pull his punches in his compliments on Sea Hawk," said Dave Gottlieb. "J. D. calls it the best all-around money-maker operators ever had. In Pennsylvania, a game's got to be good in order to be a hit, and Sea Hawk has what it takes."

"If you think that's just one man's opinion," Gottlieb went on, "listen to Monte Spiegel, manager of the Philadelphia office of the Lazar organization. Monte says: 'All hands on deck when Sea Hawk comes to a location! There's a hit that can keep players glued to the game. Our customers take to it like a new hawk takes to water.' All of which," Gottlieb concluded, "puts us in a spot trying to produce and deliver Sea Hawks fast enough to satisfy everybody."

Leo Kelly Named Jennings Executive

CHICAGO, March 15.—O. D. Jennings, head of O. D. Jennings & Company, announced to the trade this week that Leo J. Kelly had been elected as a member of the board of directors and that he has also been named vice-president of the firm. This is an important recognition of the long experience and ability

FREE PLAY BARGAINS

Anapol	\$37.50	Powerhouse	\$35.00
Bianchi	24.00	Rotation	19.25
Write Book	17.00	Parade	35.50
Big Coast	45.00	Race	19.00
Big League	13.50	Red Hot	12.50
Big Tree	15.50	Score-Line	21.00
Big Show	35.50	Score Six	15.00
Cross Line	30.00	Thriller	10.00
Commodore	2.50	Strike-Liner	11.00
Double Feature	14.00	Police	16.25
Gate	28.00	Zombie	62.50
Formation	22.50	Forties (New)	10.00
Gold Star	44.50	Four Faces	62.50
Home Run	12.50	O'Boy	11.25
Lazar	12.50	Scorecard	15.00
Leaky	30.00	Trained	11.50
Landslide	18.50	4-8-8	10.50
Metre	35.00	Secret Plans—White	
Mugs	12.50	for Price	

All New and Used Games in Stock.

Terms: 1/3 Cash Deposit, Balance C. O. D.

ROY SALES CO. 4 Amsterdam Ave. NEW YORK, N. Y.

BARGAINS

ROCK-OLAS		WURLITZERS	
250-Lux \$144.50		Model 416	\$45.00
Standard	\$100.00	Model 910	60.00
'28 Windsor	85.00	REBURROS	
'25 Imperial	20.00	Class	
'20	48.50	S.P.	\$185.00
Rhythm King		Pizza	132.50
Imperial 14	34.50	Cross	125.50
Ambassador	18.00	Royal	120.50
'18	30.00	Gem	105.50
Ambassador		Top	65.50
Rhythm		Model A	102.00
King 12	22.50		

1/3 Deposit—Balance C. O. D.

**MILWAUKEE
COIN MACHINE COMPANY**
1435 W. Grand St. Law Avenue
MILWAUKEE, WIS.

of Leo Kelly, Jennings said. He recalled some of the facts about the many years Kelly has spent in the manufacturing industry and in the selling field here and in Detroit. Kelly now has the job of boosting the sales of Jennings products, and he says that reports are encouraging.

Kelly says that Jennings will have some interesting announcements to make to the trade during the current season.



**BY ACTUAL TEST
OUT EARNS THESE EXHIBIT HITS**
'STARS' • 'DUPLX' • 'ZOMBIE' • 'LEADER'

- S-U-N FEATURE**
Put Out Three TOP S-U-N BUMPERS with only ball! Each makes center button switch to SCORE 3 REPLAYS
- HIGH SCORE FEATURE**
- DUAL SCORING FEATURE**
Put Out 1-5 Bumpers to Life 5-10 and S-P-A-M. Score 5 REPLAYS on either.
- BIG EXTRA AWARD FEATURE**

REPLAY
109⁵⁰
CONVERTIBLE

Now On Display at Your Distributor

EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO



40 YEARS
IN BUSINESS
1901 - 1941
Write for Catalog
Featuring:
NEW 1941 PENNY
ARCADE MACHINES
and SUPPLIES



BERT LANE
OFFERS:

Success Night Bomber Acclaimed

CHICAGO, March 15.—Claude B. Kirk, director of sales for the Success Manufacturing Corporation, recently declared he was surprised at the reports of earnings which have come to him from operators of the company's new gun machine, Night Bomber.

"We had Night Bomber tabbed as a big money-maker from the day we saw the diagrams on the drafting board," he said. "Each day in the progress of its development we were more and more certain that we had a hit. When our tests proved its high earning power, we were pleased and highly optimistic of the future of this gun machine."

"Since volume shipments of the game have been going forward to our distributors, we haven't been able to believe our ears. It's only when we consider that operators aren't prone to exaggerate that we know how much money their Night Bombers are making for them. It goes without saying that orders are coming in as fast as our distributors can get them to us. We, in turn, are rushing shipments as fast as expanded production facilities permit."

Machines in the News

PHILADELPHIA, March 15.—Chatter columnists in the local newspapers had the coin device as news-worthy for their human-interest items. James Egan, "Night and Day" columnist of The Evening Ledger, relates the following story: "Alonso de Paolis, the Metropolitan Opera singer, celebrated his birthday at Mark Cunningham's hotel on South Penn Square. The Cunningham caravansary boasts one of the new Automatic Hostess music boxes. Cunningham arranged to have the operator dedicate a record to De Paolis. When the opera singer heard his name announced by the machine, he jumped out of his chair and exclaimed, 'Ah! America—even machines in this marvelous country speak a man's name!'"

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Big Chief	\$65.00	Polo	\$65.00	Gold Star	\$7.00	Formalist	\$2.50
Disc	\$2.50	Score-A-Live	\$1.00	Program	\$7.00	Powerhouse	\$7.50
Duke Ranch	\$7.00	Waddle	\$2.50	Skyline	\$9.00	Lambert	\$5.00
Amble	\$2.50	Disc Feature	\$5.00	Collar	\$2.50	Specter	\$2.50
Successions	\$2.50	Lineup	\$5.00	Oh! Johnny	\$5.00	Yacht Club	\$7.50
Doughing	\$5.00	Mills 1-2-3	\$5.00	Seely	\$7.50	Motion	\$5.00
Three Score	\$1.00	Logo-Chief	\$2.50	Shortstop	\$2.50	Way	\$2.50
Big Toss	\$1.50	Logo-Chief	\$2.50	Score Card	\$2.50	Big Show	\$2.50
Bookin' Along	\$1.50	Jolly	\$1.50	Fellow	\$3.00	Score Champ	\$9.50
Series Spok	\$1.00	Cosmozone	\$7.50	Red Hat	\$7.50	Oh Boy	\$2.50
Home Run	\$5.00	Mr. Ooze	\$4.50	Lucky	\$2.00	Risky	\$2.50
Flagship	\$2.50	Super Six	\$2.00	Fantasy	\$7.50	Boomeranger	\$7.50
My Six	\$1.50	Robust	\$4.50	Clips	\$4.50	Triumph	\$4.50
Parade	\$2.50	Strip-A-Line	\$5.00	Four Walls	\$2.50	Pleasant	\$4.00

PHONOGRAPHS

Records 1928 De Luxe	\$144.00
Records 1928 Standards	\$122.00
Records 12 Records	\$29.00
Worship God, Piano & Organ	\$45.00

MISCELLANEOUS

Bally Race Five	\$114.00
Shoot-the-Bull	\$2.50
Revere Anti-Aircraft	\$7.50
Chicken Sam	\$2.50

1-BALL FREE PLAY GAMES

Record Time, Console	\$108.00
Record Time, Lap Model	\$2.00
Gett Head	\$0.50
Grandstand	\$3.50
Short Pop	\$9.50
Short Special, Console Model	\$9.00
Short Special, Lap Model	\$9.00

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Star	\$12.00	Shy-Go-Round	\$22.50	Super Six	\$10.00
Speed Demon	\$4.50	Three Stars	\$5.00	Sara Betty	\$9.50

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Each Singing Tower will have four color changes as regular equipment. Colors may be blended to harmonize with the color scheme in any location. This feature will prove sensational with locations and the public. Each instrument is equipped ready for wall box operation at no extra cost.



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The title strip is breast high, no stooping and is magnified one and one-half times for easy reading. Electric selector has the exclusive feature where customer cannot lose nickel by pushing the title bar more than once. Drop coin slots, nickel, dime and quarter with a new coin totalizer that is instantly positive in operation. The cabinet is new in design with a new material (no plastic used) that produces color combinations never before seen in a phonograph. Large super power dynamic speaker with the music at ear level. Singing Towers glow with pleasing moving lights from the floor to the dome, attention getting and harmonizing with the moods.

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Singing Tower wall boxes are new in design and so low in cost the boxes may be installed freely to increase operator's take. All wall boxes of the push-button type, nickel, dime, quarter and the nickel only, all in same size small case.



SINGING TOWER BAR BOXES

OUR ORIGINAL DESIGN, is easy to install and easy to select, taking very little room on the bar. Programs are easily selected. Supplied in nickel, dime and quarter and nickel only. Revolutionary new low prices on wall and bar boxes.



TOWER SPEAKERS

New type separate "Tower Speaker" supplied as a speaker only, for use with a phonograph at a remote point or supplied with nickel, dime and quarter coin selector with push-button program selector, for use with any make phonograph. We predict the "Tower Speaker" at our low prices will quickly replace old type speakers now on location.



AUTOMATIC HOSTESS OR TELEPHONE MUSIC SYSTEMS

The Automatic Hostess is preferably used from coast to coast by smart operators in over sixty-eight cities. Investigate the Automatic Hostess way of selling music and you will be convinced we have properly engineered and manufactured a new form of coin controlled music. We supply the complete studio with full patent protection and telephone line approval ready to operate.



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who are interested in money-making music at a price should make contact at the earliest possible moment as we are selecting distributors for our principal distributing locations. Singing Tower products have been engineered and manufactured to out-perform and out-sell all competition. Our prices are sensible and will be appreciated by the operators who will have an opportunity to enjoy maximum income on a minimum investment. Every detail has been carefully engineered to eliminate service costs. We are prepared to co-operate with our distributors and operators on a basis never before enjoyed by any operator of music.

Automatic Instrument Company

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Chicago	62.50	Vacation	42.50
Big Chief	62.50	Yacht Club	35.50
Dude Ranch	64.50	Bits & Spots	28.50
Grand National	\$92.50	Big Show	\$94.50
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Grand Stand	75.50	Drawing Alley	32.50
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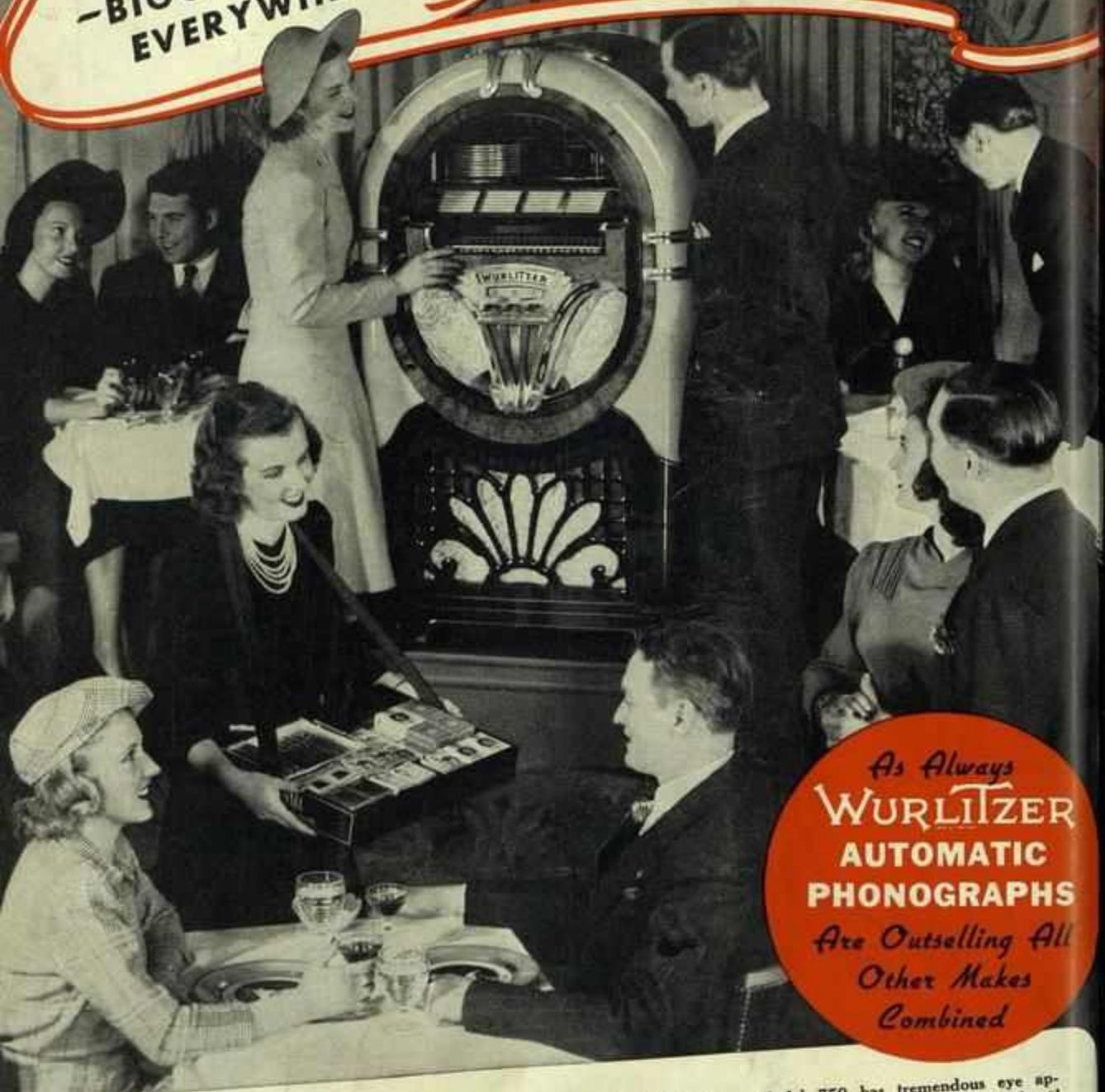
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