

The Billboard

The World's Foremost Amusement Weekly

APRIL 5, 1941

15 Cents

Vol. 53. No. 14

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Victor Records
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NEW YORK

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10 ROCKEFELLER PLAZA



NEW YORK

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RADIO PUBLICITY LEADERS

Publicity Survey at a Glance

A total of 151 editors participated, compared with 149 last year, 122 the year before.

One hundred and forty-four editors read their publicity. Ninety-one editors read part of it; 53 read all of it; 6 do not read any of it.

One hundred and thirty-one editors found network releases of value. Of these, 80 found them of considerable value; 51 of moderate value; 15 of no value.

Seventy-seven editors said stations in their territory maintain satisfactory press departments. Thirty-nine said stations' press departments were unsatisfactory. Twenty gave qualified answers.

According to editors, principal shortcomings of stations' press service are insufficient program schedule correction service; lack of co-operation; lack of newsworthiness in releases; slowness; and in some instances no service at all; not enough details; poor copy; general indifference; lack of specific press department personnel; little human interest copy; copy too commercial; releases issued sporadically; bad mimeographing; changing staffs, and lack of local copy.

CBS was named as having the best network press department, with NBC a close second and Mutual a good third, considering its personnel set-up.

Suggestions for improving network service included shorter stories; more inside stuff; more human interest; more and better local news; better writing, closer to newspaper standards; better feature stories; more adequate correction service; more talent news; more program details; less "filler." Other suggestions appear in the story taking up the particular questions.

The survey asked no specific question regarding editors' attitude toward NBC's perforated tear sheet, 14 editors specifically advised getting rid of the sheet. Nine editors said they liked it.

Editors named J. Walter Thompson as having the best advertising agency press department, with Young & Rubicam second, and Benton & Bowles third.

J. Walter Thompson's releases reach more editors than those of any other agency. Young & Rubicam again comes second; Batten, Barton, Durstine & Osborne is third.

Editors said ad agencies' press departments were accurate and prompt, rather than newsworthy.

Advertisers generally do not use coercion to get free space, according to the editors.

Tom Fizdale was named the best independent press agent service. Earle Ferris came a very close second, with Dave Alber again third. Fizdale's copy also reached the greatest number of editors, with Ferris again a very close second and Alber third.

Networks have the best radio press service by a wide margin, according to the editors.

Most editors whose papers have newspaper affiliations use copy on other stations.

Further details on all points in this summary are given in story beginning on this page.

151 Newspaper Editors Voting in 4th Annual Billboard Survey Put CBS, Thompson, Fizdale on Top

NEW YORK, March 29.—According to 151 radio editors in the United States and Canada who voted in *The Billboard's* Fourth Annual Radio Publicity and Exploitation Survey, Columbia Broadcasting System has the best network press department, J. Walter Thompson, the best advertising agency press department, and Tom Fizdale is the best independent press agent. (Winners in the exploitation division, including network, station, agency, and press agent categories, will be announced in subsequent issues of *The Billboard*.) For Columbia, this latest win marks the third successive year as editors gave it the nod. NBC came a very close second, with Mutual a respectable third considering the physical set-up of its department. J. Walter Thompson won the agency

award for the fourth successive year. Young & Rubicam came second, as it did last year in the publicity division, and Benton & Bowles again landed in third place.

Among the press agents, Fizdale nosed out Earle Ferris, winner of the three previous surveys, by a very close margin. Fizdale last year was second in the publicity division. Third position this year again went to Dave Alber.

In the following story each question asked in the questionnaire is taken up, together with editors' answers.

Question 1

Publicity Reading Habits

Out of a total of 150 editors answering the first question, 91 stated they read part of their publicity; 53 read all of it, and six read none of it. Some of the editors who read none print only program listings.

In last year's survey, 143 editors stated they read publicity releases; 64 that they read them entirely, and 78 in part. One said he read no releases.

Question 2

Value of Network Releases

Out of 146 editors answering the question, "Are network releases of value?", 80 stated the releases were of "considerable value"; 51 said they were of "moderate value"; 15 said they were of "no value" (See *CBS Best Net Press Dept.* on page 5)

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Campaign for Camp Stageshows Will Rely on Charity

WASHINGTON, March 31.—Funds to provide fresh entertainment for troops in training are to be raised shortly, not by government appropriations, as in the case of film theaters in camps, but thru a national campaign sponsored by the Joint Army and Navy Committee on Welfare and Recreation. It was learned here this week. The drive will have active participation by YMCA, YWCA, Catholic Welfare Council (with K of C), Jewish Welfare Board, Salvation Army and the Citizens' Committee for Army and Navy.

Purpose of the campaign is to furnish equipment to army theaters for live talent productions, pay traveling expenses of professional performers, and in some cases—but only some—pay the salaries of artists. It is now thought that stage and screen stars will make tours of camps, giving their talents gratis but receiving their expenses. Wages may be given to supporting artists.

Although all funds contemplated will be raised privately, it was believed possible that later some public funds might eventually be directed into the entertainment program. To get the thing rolling, however, committee spokesmen said, it is necessary to rely on charity drives.

Film theaters at various army posts have been completed thru government appropriations, and construction is under way on many more in other parts of the country. Every army station will eventually have one of these theaters.

W. Va. Tax Bills Lost in Shuffle

CHARLESTON, W. Va., March 29.—Five bills, introduced in the House of Delegates at the biennial session of the State Legislature which has just adjourned, all failed to pass, and as a consequence thousands of dollars in taxes have been saved to operators of amusement places and coin-operated machines.

The measures were introduced to double the tax fees now imposed, and they were lost in the rush when the Legislature began working at night on legislative matters relating to governmental policies and national defense.

Iowa Amusement Tax Bill Exempts Pix; Stirs Opposish

DES MOINES, Ia., March 29.—Swift passage of a special tax bill by the Iowa House caused those in the industry to start an immediate campaign to defeat the measure. Taxes hit every form of amusement, except picture theaters, where an admission charge of over 25 cents is levied. Night clubs and taverns where no admission charge is made are also included.

Picture theaters, thru a powerful lobby, succeeded in having the measure made providing for their exemption. The bill appeared certain to be defeated until this amendment was passed.

The bill originally called for the tax

to start from 1 cent to 49 cents, but was changed on the floor to exclude all admissions of 25 cents or under and is set up at the following rate: Twenty-five cents to 49 cents, 1 cent tax. Fifty cents to 99 cents, 2 cents tax. One dollar to \$1.49, 3 cents tax. One dollar and 50 cents to \$1.99, 4 cents tax. Two dollars and over, 5 cents tax.

The bill was also amended to include night clubs, roof gardens, taverns, or similar establishments not making an admission charge. The tax would be figured on the following basis: Twenty per cent of the charge on foods, drinks, etc., would be taxed at the rate of 1 cent on every 10 cents of the 20 per cent. If a customer spent \$2, 20 per cent would be 40 cents and a 4-cent tax would be levied. Any purchase under 50 cents would be exempt.

Other provisions of the bill call for the owner to secure an annual license at a cost of \$1 from the State tax commission and, if the commission deems it necessary, to file a bond or securities to insure payment of the tax.

Several representatives vigorously defended the entertainment industry being forced to carry an unfair tax at a time when it is being called upon to carry the morale of the nation.

Govt.'s Probe of Petrillo, AFM Near

NEW YORK, March 29.—Government's announced investigation of James C. Petrillo and the American Federation of Musicians is believed to be a step nearer, and date for the actual proceedings may be set next week, following a visit from Victor O. Waters, anti-trust attorney, to (See *PETRILLO, AFM PROBE* on page 8)

PACKAGE TOURS TO BOOM

Hotels Spending Added Dough To Draw Visitors; Night Clubs and Theaters Are Expected To Cash In

NEW YORK, March 29.—Whether it pans out or not, local hotel promotion departments and travel agencies are now staking out claims to make Broadway and vicinity the playground of the nation. Boys figure they've picked up a lot of snazzy angles from their two years of World's Fair experience, that they now know how to avoid the pitfalls, and that the war will keep most travelers from going abroad. Nifty and other amusement operators aren't saying much one way or the other, but are ready to let the tourists' tourists start their spending campaigns, because, after all, what have they got to lose but their mortgages!

Entire country will be flooded this spring and summer with an avalanche of broadsides, brochures, pamphlets, and newspaper ads extolling the virtues of Gotham wrapped up in an "all-expense" package. It's not a new idea, but the coin that has been set aside for it this year is new. Tuff Hotel, for example, has had all-expense tours for six years, but this spring two men will be on the road continuously and exclusively to make tour tie-ups with some 7,000 agencies. These personal contacts will be followed by tons of literature.

Dreier hotel chain (Pittsfield, President, Plymouth, and Porras) is another to clean up this year's tour budget. Outfit has copyrighted its coming campaign under the name of "Thriftrout." Advertising in newspapers in 17 States and lining up agents in every hamlet, Dreier is even contemplating an installment payment basis for tours.

Hotels in the Penn sone (McAlpin, Governor, Clinton, Martindale, Pennsylvania, and New Yorker) were toying with the idea of banding together on a tour stint, but rate discrepancies didn't lend themselves to the plan. Each hos-

telery is now framing its own tour packages.

Outside Biz Expected

All this activity would seem to presage plenty of outside biz for local show (See Clubs Expect to Cash on page 18)



THERE WAS a pretty scene last Sunday (23) at a rehearsal of *Nation Son*, to which a good number of outsiders had been invited. The rehearsal was called for 7, but it wasn't until 8:30 that Orson Welles, the professional genius, strolled in to begin directing. Then, before starting, he called everyone around him and made a speech, for no immediate reason, about Maurice Evans' projected *Macbeth*, in which Evans wants Katharine Cornell to share top billing. The great Welles announced that the only real forthcoming *Macbeth* would be his own, which would include 20 minutes of Shakespeare and two hours of business—and then launched into a tirade against the Evans-Cornell project, in which he blithely proceeded to call Evans and Miss Cornell a large number of four-letter words that can't be recorded. . . . Arch Oobler boxes for relaxation, and was a semi-pro batter 12 years ago, with 80 fights under his belt. Occasionally it comes in handy. . . . Cafe Society Uptown, waiting to get away from the usual aggressive cigarette girls, has substituted a uniformed male cigarette vendor with orders not to push his wares. But the sales doubled anyhow. The novelty did the trick. . . . Sailor-Rising-in-the-Park Dept.: Ina Claire, who appears at Henry Miller's Theater six nights out of the seven in *The Talley Method*, spent last Sunday evening (23) in Henry Miller's Theater watching a performance given by Feagin School students.

BEFORE the opening of *I Wasted Wings* at the Astor, a private showing was held in the Paramount projection room for fashion and beauty editors—so one of this column's stooges, figuring he'd crash it, appeared and blithely announced himself as the beauty editor of *Babies, Just Babies*. They let him in. . . . Including Veronica Lake, which stated, "Miss Lake's modern plunging neckline reaches a new low." Don't send in your comments. . . . Woody Herman was "inducted"—or something—into the Girl Scouts the other day. But, one hastens to add, it was for publicity purposes only, with plenty of pictures and such. Woody's biggest laugh came when he had to pose with an enormous gal in a scout uniform. She towered over him, but was undismayed at the consternation thus caused; she merely kicked off her shoes and seemed to think that that fixed everything. . . . Maxie Rosenbloom, in town for a flying visit, approached Jerry Lester to open in Maxie's Hollywood spot. Before Jerry could make a reply, Sissy warned, "But you'll have to take a cut." . . . Maxie also let loose with plenty on Florida benefits. At the height of the season, he said, he did his Harry Richmond impression at two benefits on succeeding nights—and one of the patrons kicked at the repetition. "A fine thing!" moaned Maxie. "For benefits I have to change my material!"

PETER RANDALL is asking if you heard the one about the veteran night club entertainer playing his first vaude date. It seems he couldn't do his act until they installed a bar in the pit. . . . Zeb Carver, rube act now at the Village Barn, is in his 21st week there—not consecutively, but stretched over a 10-year period. . . . On his next-to-closing night at the Biltmore last Monday, Horace Heidt tried out a new radio idea, a "Celebrate Anniversary Night With Horace Heidt" gimmick that may turn into a commercial. For the troupe Horace used the wives of his bandmen for the question-and-answer routine. . . . Marie Mayo, Peter Michael, and a few other youngsters who form the Repertory Dance Theater have built their own showspot in a Village studio flat. Instead of raising the stage, which would have been difficult, they stepped up the chairs, so it's strictly a downward trend. But a scout who attended Sunday night says that it's worth a visit. . . . Cass, Owen, and Topsy seem to be jinxed as soon as they're signed to play the State. The last time they were booked there, they played one performance and then one of them took sick. To compensate, they were given a date last week, but this time they didn't even open. A member of the team took sick the day before they were to go on.

CECIL CARMICHAEL, of WLW, Cincinnati, has been in town telling about the station's hillbillies. Some are genuine and can't even sign their names, while others are college grads. . . . One night last week Paul Barron, ork leader at the Essex House, noticed a particularly fancy dancer who cut up on the floor all evening and drew as much attention as he could. At closing time, he approached Barron with a fistful of cards, and asked Paul to watch out for people on the floor that night. But a scout who attended Sunday night says that it's worth a visit. . . . Cass, Owen, and Topsy seem to be jinxed as soon as they're signed to play the State. The last time they were booked there, they played one performance and then one of them took sick. To compensate, they were given a date last week, but this time they didn't even open. A member of the team took sick the day before they were to go on.

MRS. OLLIE ANDREWS, mother of the singing trio, has turned her hobby—doll-making—into a profitable business. . . . Lee Posner, who says he "was too young for the last war and too old for this one," is worried about Fred Fox (30) and Alan Wilson (25), who co-authored *The Spirit of 188* with him. He hopes to present the revue some time around the end of May. The central idea, of course, has to do with the draft. . . . Now that spring is here, one of the pickets in front of the Whelan store adjoining the Palace Theater Building has burst into rhyme. "Please don't think," his placard reads, "that I'm a bore, but do go within this store." . . . Incidentally, the Whelan pickets weren't feeling too happy anyhow when they saw the bus drivers back on the job with a victory won—but the last straw for the Whelan ladies came when one of the bus drivers, as he pulled up at the 47th Street corner, shouted a crack at them. "Are you guys still here?" he needed.

Del. Ams To Do "Flight"

NEWARK, Del., March 29.—Dr. Alvin Krouncher will direct the university's E-32 Flyers in their forthcoming production, *Flight to the West*. Permission for presentation in Mitchell Hall, May 16, was obtained from the author, Elmer Rice, by Dr. C. B. Kase, director of dramatics at the university. A first request by Dr. Kase to Rice was turned down, but when the former pointed out the significance of Dr. Krouncher's connection with the drama's theme, the release came thru. Dr. Krouncher fled Germany several months ago.

No Band Probe on Marijuana Reports

WASHINGTON, March 31.—Special investigation of orchestras to find marijuana users is out of the question, and the Treasury Department has no plans to conduct such a nationwide campaign, H. J. Anallinger, commissioner of narcotics, said today. His statement answered reports which stated that Detroit officers had recommended a national inquiry, based on statements by a recently arrested drug peddler that he sold most of his marijuana to members of dance bands. However, too much credence is not being put in his story, according to reports here.

It was said by local Treasury men that no check of the orchestras would be made unless individuals were specifically named in the statements.

"Ice Follies" Big Chi Biz

CHICAGO, March 29.—Shipstad and Johnson's *Ice Follies* of 1941, which opened a 13-day engagement here Monday (24), is playing to near-capacity business. Show is getting excellent newspaper support. Business on the present winter tour has been approximately 25 per cent ahead of last year, show officials said.

From here the show goes to Boston for a four-day engagement. It will then take a four-week vacation, reopening in Seattle for two weeks, then into Winter Wonderland, San Francisco, for 14 weeks.

Possibilities



TRADE SERVICE
EST. 1930

**CLEANED BY MEMBERS
OF THE BILLBOARD
STAFF**

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

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

For LEGIT MUSICAL

BERNICE PARKS—singer now at the Copacabana, New York night spot. Has nice appearance and bright personality, and sings saucy, pop, and Continental numbers with fine effect. Has improved vastly since her last local dates several years ago, and is definitely ready for a show spot and for radio.

JUAN ARVIZO—romantic tenor from South America, now appearing at the Copacabana, New York. Has a peppy voice that is excellent for the romancy south-of-the-border tunes, getting in fine shadings and color. Definitely arrests attention, even tho he sings in a foreign tongue. Has a big rep in South America for his films and records, and is now getting a CBS build-up. Obviously a bet for the proper revue spot.

For VAUDE

OLLIE O'TOOLE—announcer on Horace Heidt's radio programs, and with the band in person, doing impersonations. Caught in the Heidt show recently at the Biltmore Hotel, New York, he offered a raft of material that should certainly set him up as a vaude single. Does carbons of Boake Carter, H. V. Kaltenborn, Elmer Davis, and Edwin C. Hill, all very good, and tops off with an impression of Bill Robinson's tap work, creating the tap sounds with his mouth.

London Sunday Opening Okeh

LONDON, March 1.—Closed since Observance Act was placed on Statutes in 1781, legitimate and vaude theaters in England and Wales are to have, subject to certain conditions, opportunity of opening on Sundays with ordinary weekday fare. Prohibitive law is being set aside by Defense Regulation enabling licensing authority, on representation of local government bodies in places (See London Sunday Opening page 64)

SAMMY KAYE

(This Week's Cover Subject)

CLEVELAND-BORN Sammy Kaye, originator of the "Swing and Sway" rhythms, followed the wishes of his parents and studied to be an engineer. He left Ohio University with a civil engineering diploma, but he also carried a baton, which he has used to the complete exclusion of his sheepskin.

Sammy, now 31 years old, excelled in scholastics, was an all-round athlete, but also formed a band in college. Except for a few changes the personnel of his parent orchestra is the same as it was during the college days.

Kaye has been a top-flight band leader for several years now, but is enjoying a greater popularity these days than ever before. His "So You Want To Lead a Band" idea, which he created last year at the Hotel Commodore, New York, has since become an institution in all of the locations and theaters he has played.

He has also been responsible for many best-selling records put out by Victor, particularly his latest, "Until Tomorrow," which is one of his most commercial efforts to date and getting the largest play from coin machine operators. He also did a short stint for Vanity Records.

In addition to all of his duties, Sammy still likes to play—usually indulging in golf, reading, inventing, and composing songs.

James V. Pappo is the personal manager of Kaye and his orchestra.

CBS BEST NET PRESS DEPT.

Gets 292 Points To NBC 281 and MBS 111, CBC 9

(Continued from page 3)

erate value," and 10 said they were of "no value."

Last year 91 editors voted "considerable value" and 44 "moderate value." One said "slight value."

Question 3

Stations' Press Depts.

Seventy-seven out of 139 editors answering this question stated that stations in their territory maintain satisfactory press departments. Thirty-nine editors said the press departments were unsatisfactory, and 20 editors gave qualified answers. These scores indicate that stations' press service has improved since last year, when 66 editors voted the service satisfactory and 38 editors unsatisfactory.

Two a trend for the better is noticed, editors let loose plenty of squawks. Far and away the greatest protest had to do with inadequate program and schedule correction service, 27 editors stating that corrections were slipshod, often arrived too late to be of value, and that stations in some instances sent no corrections at all.

Twenty editors complained of receiving no service at all from stations, and 19 said service was too slow. Nine editors said releases were not newsworthy, and seven complained of lack of local news. Five editors said press personnel was lacking in stations. Other squawks were: Not enough co-operation, lack of imagination, poor copy, general indifference, copy too commercial, insecurity, duplication, lack of human interest copy, unattractive releases, rapid turnover in press department's personnel, not enough details, irregular service, and bad mimeographing.



LOUIS RUPPEL, CBS publicity head. CBS has won top spot three times, twice under Ruppel's guidance.

Question 4

Editors' Comment

Chuck Gay, *Daily News*, Dayton, O.—Shortcomings are "lack of schedule correction information, lack of information on special programs of special interest to this area, and general lack of co-operation unless insistence is used."

L. W. Smith, *Daily Times*, Martins Ferry, O.—"Faults of station press departments are in subject selection, writing, and fact that the blurbs are given a too-commercial slant."

Jack Shafer, *Newark Star-Ledger*, *State Island Advance*, *Long Island Press*.—"Lack of imagination in shaping up stories that will take the place of the news-value items which they (the stations) totally lack."

Richard C. Fernald, *Springfield Republican*, Springfield, Mass.—"The stations 'don't send program changes.'"

Reg. Warren, *Star News and Post*, Pasadena, Calif.—"All press departments send a lot of riff-raff that only fills waste paper baskets." Principal lack is "brains, as far as publicity is concerned."

Douglas N. Fellows, *Hartford Courant*, Hartford, Conn.—"Personally, I see no value in 99 per cent of the publicity sent in, regardless of source. When there is a legitimate reason for publicity, I tell the local station what I want—and get it! The canned stuff is simply radio material which doesn't seem of sufficient interest to print. The only logical excuse for my using such stuff would be if advertising warranted the giving of free space."

Joe Betzer, *Buffalo Evening News*, Buffalo, N. Y.—(See Thompson's SHU on Top on page 6)

In Next Week's Issue—

IT'S JUST SHOW BUSINESS

By JOHN H. HARRIS

President of the Arena Managers' Association.

A lively, provocative special article on the development of ice shows.

Equity May Drop Exclusive Service Contract Clause

NEW YORK, March 29.—At the quarterly meeting of the members of Actors' Equity Association at Hotel Astor yesterday a resolution was adopted recommending the elimination of the exclusive service clause in Equity contracts. The resolution will be brought up at the next council meeting.

The clause, as it stands, gives the managers the exclusive service of the actor unless written permission is given the actor to appear elsewhere. Equity's members feel that if such a clause is included in the contracts, it should be put there only after they have had something to say in the matter.

At the meeting the members also approved the plan for stagings to be given for high school students with the admission price set at 25 cents.

Kid Bill Amended

ALBANY, N. Y., March 29.—Assemblyman Harold Ehrlich will amend his child performance bill introduced into the New York State Assembly last week, taking out the one-hour-per-week amateur radio program exemption and thereby putting radio on the same terms as theaters. Local school boards or educational authorities will have the right to grant permission for radio appearances as well as theater showing.

Dept. Store Offers Revue

PITTSBURGH, March 29.—Breaking precedent, Kaufmann's department store last week presented a musical revue, *Take a Tip*, instead of usual fashion show. Piece was written by Charles Gaynor. The musical also broke a precedent in crashing *The Press* theater page with a review by Kasper Monahan.

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YOUR FRIENDS EXPECT IT OF YOU AND HAVE LEARNED TO EXPECT EASTER GREETINGS BY TELEGRAPH. THESE COLORFUL, SMART GREETINGS COST ONLY 20c LOCALLY—25c TO DISTANT POINTS.

Best "Stage Show" city of its size in America—Population 230,000 to draw from—
—Boasting with Aircraft Activity—Parade \$100,000 Daily

Built for Legitimate **CRAWFORD THEATRE** Picture Palace **WICHITA, KAN.** Part 10 Year

Now Available for Presentation **STOCK REVUE STAGE SHOWS**. Superb HIGH CLASS REVUE—2 Hour Shows—10 Performances Weekly—\$1.00 Top (Wichita Has Never Had a Burlesque Show)

REVUE AND PICTURE—Twice Nightly—3 Mat. Weekly at 40 Cents Top

Small "HOKUM" SHOW with 7-Price Stage Bands—Pictures—4 Shows Daily at 10-15-25c.

Address **C. P. CRAWFORD**, 321 East **WICHITA, KAN.** THEATRE CAPACITY NEARLY 1,200
Every Travelling Show Playing Wichita This Season at Municipal Auditorium Did Capacity—
"Mollie-Poppin," March 18, Showed to 5,000 at \$2.25 Top.

STOCK TICKETS
ONE ROLL . . . \$.50
FIVE ROLLS . . . 2.00
TEN ROLLS . . . 3.50
FIFTY ROLLS . . . 15.00
100 ROLLS . . . 29.00
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Double Coupons,
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30,000 9.95
50,000 12.75
100,000 20.00
1,000,000 150.50
Double Coupons,
Double Price.

THOMPSON'S STILL ON TOP

Wins Ag. Award For 4th Year With Y&R 2d, B&B 3d

(Continued from page 5)
falo.—"Neglect to notify of special shows, local features, and, of course, nothing forthcoming—unless you dig it up—on local people with their organizations."

Don Rich, syndicated column, Radio by Rich.—"Irregular releases which contain items of little news value. Duplication of network material instead of local items of interest."

William J. Embler, Times Herald, Middletown, N. Y.—"Failure to provide timely releases for our weekly radio page."

Wilby M. Durham, Desert News, Salt Lake City.—"The local yokels are apparently not sold on the value of maintaining a live-wire press relations and publicity office. KSL used to have such, but let it drop. . . . KDYL and KUTA have never had departments."

Tom O'Hern, Daily Times, Davenport, Ia.—"As usual, the only real shortcoming, and one that is not always correctable, is speedy correction of changes in programs."

Robert Gray, Commercial Appeal, Memphis, Tenn.—"None of the stations maintain a person or department giving first attention to supplying news or publicity to newspapers. . . . An almost virgin field in radio publicity is follow-up stories on programs and personalities."

Owen Channon, Montreal Herald, Montreal.—"Staff of publicity departments in these stations are French and do not know how to write releases in English. Cannot handle releases for newspapers properly. Very lax in forwarding program corrections, often reaching office on day following broadcast."

Harvey S. Van Brocklyn, Newport Daily News, Newport, R. I.—"No advance releases; even programs are late."

C. C. Jenkins, Globe and Mail, Toronto.—"In the case of CFRB, lack of news details in schedule and correction items. WGR, WKBF, WR have no daily correction service. Their schedules are not dependable."

Bruce Nicol, Star & Journal, Lincoln, Neb.—"Poor copy, not prompt, general indifference."

Carl Hess, Portsmouth Times, Portsmouth, O.—"Failure to provide prompt correction service."

Frederick L. Rushon, Worcester Times and Evening Gazette and Sunday Telegram, Worcester, Mass.—"No information other than program."

Ralph Sanders, News-Free Press, Chattanooga, Tenn.—"WSB and WHAS quit sending programs while I was using them, so I quit."

Jo Hanson, Brooklyn Daily Eagle, Brooklyn.—"I'd like to receive more straight news stories from the smaller stations. They are woefully lacking in press relations."

Clarence C. Smith Jr., Harrisburg Evening News, Harrisburg, Pa.—"Material not adapted to policy."

Leitia J. Lyon, The Sun, Binghamton, N. Y.—"WESG late getting in its program listings. Binghamton's WNRB does a good job with listings, but falls down in keeping up with special broadcasts."

Jane McKinney, Marietta Times, Marietta, O.—"No material at all."

John J. Winders, Republican-Courier, Findlay, O.—"No last-minute corrections. General lack of news."

Ida Ahlberg, The Messenger, Home-

How Editors Voted on Agencies

AGENCY	1st Place	2nd Place	3rd Place	4th Place	5th Place	Points
J. Walter Thompson	24	19	5	0	0	211
Young & Rubicam	26	8	2	0	0	168
Benton & Bowles	3	7	7	5	1	67
Batten, Barton, Durstine & Osborne	2	5	6	0	1	59
N. W. Ayer	0	4	3	0	1	36
Ted Bates	2	1	0	0	0	17
McCann-Erickson	1	1	0	2	1	14
Russell M. Seeds	1	0	1	1	2	13
Warwick & Lester	1	0	1	0	0	8
H. W. Kantor	0	0	0	3	2	8
Lord & Thomas	0	1	1	0	0	7
Compton	0	0	2	0	1	7
Lennen & Mitchell	0	0	1	0	1	4
Baker (Toronto)	0	1	0	0	0	4
Ruthrauff & Ryan	0	1	0	0	0	3
Henri Hurst McDonald	0	0	0	1	0	2
Erwin, Wasey	0	0	0	1	1	1
Maxon	0	0	0	0	1	1

Note: Sixty editors voted on this question—not all voted for more than one—only 12 got as far as fifth place. One first-place vote counts five points; second place counts four points; third place three, fourth place two, and fifth place one.



WICKLIFFE CRIDER, of J. Walter Thompson Company, who, with James Beale, of the agency's Hollywood-Los Angeles office, handles radio publicity for the agency.

stead, Pa.—"They send out schedules only and, also we have asked them many times to notify us of late changes, they don't."

Beatrice Riggs, The Daily Clintonian, Clinton, Ind.—"Poor copy, duplication of network copy. Stations are not prompt and in some cases do not maintain a press department."

Grant Dillman, Columbus Evening Dispatch, Columbus, O.—"Tendency to want to use a newspaper column to advertise their commercials regardless of news value of particular program."

Allen Sowers, Phoenix-Tribune, Loganport, Ind.—"Program schedules."

William A. Bole, Niagara Falls Gazette, Niagara Falls, N. Y.—"WGR, WKBF, and WHAM send no news. WGR and WKBF program corrections very poor."

Carlton Raps CBS, NBC Publicity Dept's; Praises WOR-MBS; Radio Eds "Stepchildren"; Cook Agrees

NEW YORK, March 29.—Scathing denunciation of the press services of the Columbia Broadcasting System and the National Broadcasting Company are delivered in The Billboard's publicity survey by Leonard Carlton and Alton Cook, radio editors of The New York Post and World-Telegram, respectively.

Both indicate that CBS and NBC, are particularly lax in servicing radio columnists.

Carlton states that CBS in particular is "interested in every conceivable type of publicity except that in radio columns."

"Radio editors," he adds, "have become stepchildren at Columbia, with all other columns and breaks considered more important and more worthy of service."

Mrs. Marita Fleischmann, Hutchinson News Herald, Hutchinson, Kan.—"KWGB too short-sighted as far as importance of newspaper and radio co-operation is concerned."

Paul Freye, Journal-Times, Racine, Wis.—"Lack of program corrections. No publicity."

Question 5

CBS Wins for Third Time

CBS gained first honors for the third consecutive year. The margin was very close, a point system of scoring giving 292 for CBS and 281 for NBC. Out of a total of 133 editors answering, 68 voted CBS first, 41 voted CBS second, 6 voted it third. NBC's tally totaled 60 first places, 44 second places, and 13 third places. (System of point scoring allows three points for a first, two for a second, and one for a third place.)

Mutual tallied 4 firsts, 16 seconds, and 76 thirds, for a point score of 111. Canadian Broadcasting Corporation scored one first, two seconds, and two thirds for a score of nine, and the Don Lee net scored one third place.

Also no specific question was asked regarding attitude of editors toward the NBC perforated news sheet, it is apparent that, while the sheet no longer meets with the same disfavor it did last year, there is still considerable opposition. Fourteen editors specifically advised that the sheet be sub-canned and that the network return to the mimeo form. This is a sizable squawk in that the opinions were volunteered rather than specifically requested. On the other hand, nine editors stated they preferred the perforated sheet—indicating that the first burst of antagonism had worn off.

When last year's survey was conducted, NBC had just started servicing editors with the perforated sheet and was sending it out only to Eastern editors. In January, 1941, NBC started mailing the (Fidèle Best Radio P. A. on opp. page)

only, from my point of view the dullest possible material.

CBS, NBC "Handouts"
"One important point particularly applies to CBS. They are interested in every conceivable type of publicity but that in radio columns. Radio editors have become stepchildren at Columbia, with all other columns and 'breaks' considered worthy of service."

"Both CBS and NBC have suspended an active night side which could cover the studio beat and pick up the kind of stories a radio editor can use without blushing. Their material to me seems largely a rewrite of ad agency handouts and not much rewritten at that."

"Dominating the network publicity business is still the fact that radio, on the whole, does not want honest, critical, alive newspaper coverage of its activities. It wants a hallelujah chorus, is sensitive to items which poke a bit of fun—even the most harmless kind—and continues to blame newspaper business rather than its own inept services for the lack of newspaper interest in radio. The stuffed shirt is not yet de-attached."

A bewildering passivity has settled over network publicity. With the notable exception of WOR-Mutual, there seems to be virtually no news-gathering by network men. A certain amount of copy is 'must' material on commercial shows, supplied by agency men. The rest of the material is largely brought in and 'sold' to the publicity departments by private press agents. But in the network offices themselves, the kids sit largely on their status quos, awaiting the next reorganization.

"One notable aid to this editor, at least, has been the development at NBC and CBS of the short-wave listening posts. Columbia is more satisfactory from the point of view of getting material with a definite radio propaganda slant."

"And don't ignore the clever WNEW job, begun by Dick Bard—now at Fort Dix—and admirably carried on by Jack Banner. Or the fresh approach of the Hal Davis-Les Lieber press agent team, only established a few months back, but going good."

In Next Week's Issue—

Looking Ahead—No Limits
Except the Listener's
Imagination

A Special Article by

HERB SANFORD

In Charge of Production, N. W. Ayer
& Son Radio Department.

How Editors Voted on Networks' Press Depts.

Network	1st Place	2d Place	3d Place	Total
CBS	68	41	6	202
NBC	60	44	13	281
MBS	4	10	67	111
CBS	1	2	2	9
Don Lee	0	0	1	1

Note: 133 editors voted on this question. Many gave only first place. A first-place counts for three points, a second-place for two points, and third for one point.

FIZDALE BEST RADIO P. A.

Noses Out 3-Time Winner, Ferris; Alber Again No. 3



TOM FIZDALE, head of Fizdale, Inc., which was named best independent press agent in radio.

(Continued from opposite page)
perforated sheet nationally. Mutual, considering the fact that its press set-up is much more circumscribed than that of either CBS or NBC, scores creditably with 111 points. Mutual's outlets have much local autonomy in the matter of press relations, and the network's press department, compared with CBS and NBC, is limited in personnel. NBC, during the last couple of months, centralized its press department more than ever by mailing out releases nationally from New York and permitting the branch offices to take care of local matters only.

Question 5A Editors' Reasons for Rating

In rating the networks, 23 editors gave "completeness of service" the primary consideration. Other reasons were better copy, 21; promptness and rapidity, 18; newsworthiness, 16; easy to file and use, 16; accuracy, 11; better pictures, 11; perforated tear sheet, 9; better features, 8; good correction sheets, 6; better mat service, 6; brevity, 6; better local news angles, 6; more timely, 5; most material, 3, and co-operation on specific queries, 3.

Other reasons were: Imagination, angle stories, complete music programs, newspaper releases, more interesting releases, biography service, more personnel notes, NBC's practice of separating Red and Blue network releases, and better organization of press service. One editor pointed out that the nets should be more careful of the time standard, whether EST, CST, etc., in connection with the area serviced.

Question 6 Suggestions to Chains

Suggestions inherent in the squawks of Leonard Carlton, radio editor of The New York Post, and Alton Cook, of The New York World-Telegram, are carried in a separate story.

General suggestions to the chains for improvement of press service include: Briefer copy, requested by 14 editors; get rid of NBC's perforated tear sheet, 14; more corrections, 11; more human interest, 7; more local news, 7; fewer cut-and-dried announcements (more imagination), 6; less filler, 6; more inside stuff, 5; better feature stories, 4; more program details, 4; writing stand-

ards should be closer to those of newspapers, 3; more daily releases, 3; more accurate copy, 3; give local outlet listings, 3; more general coverage, 3; wire late corrections, 3; more talent news, 2; more copy on minor performers, 2; better editing, 2; better photo service, 2; better mat and picture service, 2; less feature stuff, 2, and prompter service, 2.

Other suggestions were: Fewer mikes in photos; group the NBC Red and Blue releases together; less gag writing; more local interest news; more technical news; no "poetry"; less "glamour"; classify news according to days; copy should be less commercial; no "cute" drawings.

(In the next issue of The Billboard there will be a full page of radio editors' quotes regarding the network press service.)

Questions 7, 8, 9 JWT Wins Fourth in Row

Editors voted J. Walter Thompson as having the best agency press service, with Young & Rubicam second, and Benton & Bowles third. Eatten, Barton, Durstine, & Osborne finished fourth, and N. W. Ayer fifth. Position of the top three agencies remains the same since the last publicity survey, with honors going to JWT for having nabbed top spot for four successive years. For two successive years the JWT radio publicity has been handled by Wickley Crider in New York, with Jim Bealle helping on the West Coast.

According to a point-scoring system allotting five points for first place, four for second, three for third, two for fourth, and one for fifth place, J. Walter Thompson scores 211 points, a comfortable lead over the 168 for Young & Rubicam, despite the fact that Young

THE QUESTIONNAIRE

1. Do you read the publicity you receive? All of it? Part of it?
 2. Are network releases of value to you? Considerable value? Moderate value? No value?
 3. Do the stations in your territory maintain satisfactory press departments? Please list the stations which maintain satisfactory press departments. Please list the stations which do not maintain satisfactory press departments.
 4. In connection with those stations which do not maintain satisfactory press departments, what are their principal shortcomings?
 5. How do you rate the network press departments from the standpoint of all around value to you? Which is No. 1? No. 2? No. 3?
 - 5A. Please give reasons for rating the network press departments as you did in the foregoing question.
 6. What suggestions have you for improving network press department services?
 7. Please name the advertising agencies which send you publicity releases.
 8. Are their services accurate? Prompt? Newsworthy?
 9. Judging from the standpoint of service, how do you rate advertising agency press departments? (In answering this question, please disregard the fact that certain agencies send you copy concerning more important names in theatrical business than others.) 1-2-3-4-5-
 10. Do advertisers use coercion to obtain publicity space? (No direct quotes will be used on this answer.)
 11. Please name the press agents who send you copy.
 12. Which press agents seem to you to have the best service? 1-2-3-4-5-
 13. Which press service seems to be best to you: Advertising Agencies? Network? Press Agents? Stations?
 14. If you are associated with a newspaper which owns or has an affiliation with a radio station, do you use copy on other stations? (No direct quotes will be used on this answer.)
 15. Do you use pictures? Do you use mats? Do you want posed, gag, candid shots? If you use mats what sizes do you want?
- May we quote you, that is, on questions other than those we have indicated will not be quoted?

& Rubicam scored 26 first places as against 24 for JWT. JWT received second-place votes from 10 editors, whereas Y&R received only eight votes in this category. JWT received five votes for third place, against Y&R's two votes.

Benton & Bowles totaled 67 points and BBD&O 57 points. N. W. Ayer came thru with 35. The other agencies are far below the leaders. Details of the voting can be seen in a separate chart.

JWT and Y&R also are first and second in coverage—that is, in the number of radio editors receiving their copy. In this category 40 editors stated they received JWT copy, as against 42 for Y&R and 33 for B&B, BBD&O, in fourth place in the voting for the best agency press service, is nevertheless third—above B&B, in coverage of radio editors. Thirty-eight editors said BBD&O releases reached them, as against 33 for B&B.

Accurate? Prompt? Newsy?

According to the editors, accuracy, promptness, and newsworthiness of ad agency copy has shown a slight drop in comparison with the figures of last year. In the current survey 66 editors voted agency copy accurate, one said copy was not accurate, and 19 gave qualified answers. Sixty-seven editors voted "yes" on promptness, two voted "no," and 15 gave qualified answers. Thirty-four editors voted "yes" on newsworthiness, 15 voted "no," and 42 gave qualified answers.

Last year's results showed 72 voting "yes" on accuracy, none voting "no," and nine giving qualified answers. Sixty-six voted "yes" on promptness, seven voted "no," and 12 gave qualified answers. Forty-two voted "yes" on newsworthiness, with 15 voting "no," and 35 giving qualified answers.

Question 10 Not Much Coercion

Out of 122 editors answering the question, "Do advertisers use coercion to obtain publicity space?" only seven answered in the affirmative. Ninety-two editors answered in the negative. Twenty-three gave qualified answers, indicating that some coercion—mostly unsuccessful—was used.

In last year's survey 8 out of 130 editors answered "yes," 37 answered "no," and 24 gave qualified answers.

Questions 11 and 12 Fizdale Noses Out Ferris

Tom Fizdale this year moved into first place in the independent press

agent division. Earle Ferris was barely nosed out of top spot and placed second. Dave Alber retained his third place, and Steve Hannagan—who never handled a radio account prior to his current Coca-Cola program—grabbed off fourth spot. Fifth went to the team of Hal Davis & Les Lieber, a new duo who have jumped into the running within a very brief period. Sobol & Hartman, Irving Parker, Sam Baker, Jack Egan, Mel Adams, Robert Donald, and Milton Rubin scored sixth, seventh, eighth, ninth, tenth, eleventh, and twelfth respectively.

Press agents were also scored on a point system. First place counting for five, second for four, third for three, fourth for two, and fifth for one. Fizdale, while getting only 26 mentions as the best press agent, nevertheless totaled 238 points, as against Ferris, with 32 first-place mentions, who received a total of 230 points. Reason for this lies in the fact that Fizdale received 19 mentions for second place, 10 mentions for third, and one for fourth, whereas Ferris received 14 second-place mentions, three third-place mentions, two fourth-place mentions, and one fifth-place mention. A tough one to lose.

Details of the voting are given in a separate chart.

In coverage, Fizdale also nosed out Ferris by a small margin, 53 editors stating they received Fizdale's copy, as against 48 for Ferris. Alber's score in this category was 31; Hannagan, 28; Sobol & Hartman, 17; Robert Donald, 12; Foster & Davies, 11; Irving Parker, 8; Jack Egan, 6; Broadcast Associates, 6; Mel Adams, 7; James McCarthy, 6; Ken Lyons, 4; Dorothy Haas, 4; Voices, Inc.; Sam Baker, Harry Keltner, Irving Fields, and Hilda Cole each scored three. George Evans, Fred Waring office, National Press Service, Jack Banner (now with WNEW and no longer an independent press agent), Hansen-Williams, Harold Koch, Allied Radio Associates, Ken Williams, Herb Landon, Ivan Black. (See PUBLICITY LEADERS on page 8)

Next Week: Editors' Views On Network Press Depts.

The next issue of The Billboard (Spring Special) will present a round-up of editors' opinions and suggestions on the network press service. There will also be an exclusive report on picture and mat requirements of the newspapers represented by the editors participating in the survey. Issue of The Billboard following the Spring Special will name the winners of the Fourth Annual Radio Exploitation Survey.

How Editors Voted on Press Agents

Press Agent	1st Place	2d Place	3d Place	4th Place	5th Place	Total Points
Tom Fizdale	26	19	10	1	0	238
Earle Ferris	32	14	3	2	1	230
David O. Alber	9	11	10	1	0	121
Steve Hannagan	3	4	2	5	0	72
Davis-Lieber	2	2	5	4	0	41
Sobol & Hartman	1	1	2	0	1	15
Irving Parker	0	0	1	0	0	13
Sam Baker	2	0	1	0	0	13
Jack Egan	1	0	0	1	2	9
Mel Adams	0	0	2	1	1	9
Robert Donald	0	0	2	1	0	8
Milton Rubin	0	1	0	1	0	6
Radio News Bureau	1	0	0	0	0	5
Foster & Davies	0	0	1	1	0	4
Harold Koch	0	1	0	0	0	4
Irving Fields	0	0	1	0	1	4
Hilda Cole	0	0	1	0	0	3
Dorothy Haas	0	0	1	0	0	3
Broadcast Associates	0	0	1	0	0	3
Woods	0	0	0	1	0	2
Richard Himber Office	0	0	0	1	0	2
Hansen-Williams	0	0	0	0	1	1
Art Frankel	0	0	0	0	1	1
George Evans	0	0	0	0	1	1
S. S. Spratt	0	0	0	0	1	1
Ken Lyons	0	0	0	0	1	1

Note: Eighty-two editors answered this question—only 12 got as far as fifth place. A first place counts five points, a second place four, a third three, fourth, two, and fifth, one.

RATING STATIONS' PRESS DEPARTMENTS

WLW, WGN, WBBM, WOR, WABC, KDKA Score Best as "Satisfactory"; CKLW Leads Canadian Stations

LISTING of stations below is in connection with Question 3, which asks editors to state whether stations in their territory maintain "satisfactory" or "unsatisfactory" press departments, and to list the stations.

The listing of a station's call letters is to be taken as one vote for that station. Where a numeral appears after the call letters, it indicates the total number of votes for or against the station.

Stations receiving the most votes as having "satisfactory" press departments were WLW, Cincinnati, 25; WGN, Chicago, 17; WBBM, Chicago, 12; WOR, New York, 11; WABC, New York, 10, and KDKA, Pittsburgh, 10.

WLW's score is very impressive, despite the fact that five editors voted WLW as having an "unsatisfactory" press department. No other station in Cincinnati comes even close to WLW's vote in this category.

WGN's showing, with 17 editors voting "satisfactory," is very good, only three editors voting the station's press service as "unsatisfactory." WBBM, Columbia's Chicago outlet, shows up very well with its score of 12 in view of the fact that no editors stated the station had "unsatisfactory" service.

WOR and WABC are tops in New York. The Mutual station scores 11 "satisfactory" and one "unsatisfactory." WABC scores 10 "satisfactory" with no editors voting adversely. No other stations in the New York area are close.

181 Stations Rated as "Satisfactory"

ALABAMA		MASSACHUSETTS		OHIO	
Birmingham	WAPI	Boston	WAAB—2	Raleigh	WPTF
WSN	WBRC	WBZ	—5	Akron	
ARKANSAS		WCOF	—2	Ashtabula	
Little Rock		WAC—2	—3	WGA	
KARK		Lawrence		Cincinnati	
CALIFORNIA		WLAW		WCKY	—2
Los Angeles		New Bedford		Cleveland	WLW—25
KFI-KC—5		Springfield		WCLE	
KHJ—2	KNX—4	WMA5	WSPR	WHK—4	WGAR—2
Monterey		Warecester		WOL	WTAM—10
KOON		WTAG		Columbus	
Sacramento				WCOL	WBNS—2
KBY				WHKC—2	
CONNECTICUT				WOSU—2	
Bridgeport				Portsmouth	
WICC—3				WPAY	
Hartford				Toledo	
WDBC—3	WTIC—2			WSPD—3	WTOL
WTHC					
FLORIDA					
St. Petersburg					
WSUN					
Tampa					
WDAE	WFLA				
GEORGIA					
Atlanta					
WBSL					
Macon					
WBML	WMAZ				
INDIANA					
Fort Wayne					
WGL	WOWO—3				
Gary					
WIND—4					
Hammond					
WJOB—2					
ILLINOIS					
Chicago					
WAAF	WBBM—12				
WCF—2	WENR—8				
WGN—17	WID—6				
WLS—5	WMAQ—5				
IOWA					
Ames					
WOI					
Cedar Rapids					
WMT—3					
Davenport					
WDC					
Des Moines					
KENT					
WMO—3					
Iowa City					
WSUI					
Mason City					
KGLO					
KANSAS					
Lawrence					
WREN—2					
Salina					
K5AL					
Topeka					
WIRW—2					
Wichita					
KFSI					
LOUISIANA					
New Orleans					
WDSU					
WVL					
MAINE					
Portland					
WMO—3					
MARYLAND					
Baltimore					
WJZ—3					
MASSACHUSETTS					
Boston					
WCOF					
WMEK					
WORL					
Greenfield					
WMAI					
MICHIGAN					
Detroit					
WJR—7					
Grand Rapids					
WASH					
Kalamazoo					
WKZO					
MISSOURI					
St. Louis					
KSL—2					
KWK—2					
KEOK					
WIL—2					
NEBRASKA					
Lincoln					
KFAB—4					
North Platte					
KGFN					
Omaha					
KOIL					
NEVADA					
Reno					
KOH					
NEW YORK					
Buffalo					
WREN—3					
WKBW					
New York City					
WABC—10					
WEAF—5					
WENX—2					
WJZ—5					
WMA—5					
WNEW—5					
WOR—11					
WOX—2					
Niagara Falls					
WOL					
Poughkeepsie					
WKIP					
Rochester					
WHAM—2					
WHEC					
Schenectady					
WCY—2					
Syracuse					
WOLF					
White Plains					
WFS					
NORTH CAROLINA					
Durham					
WDNC					
OHIO					
Cleveland					
WUAB—2					
WUAC					
WUOL					
WUWA					
PENNSYLVANIA					
Philadelphia					
WCAU					
Pittsburgh					
KDKA—10					
WCAE—2					
WWSW—2					
Sharon					
WPIC					
RHODE ISLAND					
Providence					
WEAN					
SOUTH CAROLINA					
Columbia					
WISN					
SOUTH DAKOTA					
Sioux Falls					
WYAN					
TENNESSEE					
Nashville					
WSM—2					
TEXAS					
Austin					
KTBC					
Dallas					
WFLA					
Fort Worth					
KGKO					
Houston					
KPRC					
KXYZ—2					
San Antonio					
KABC					
WOAI					
UTAH					
Salt Lake City					
WUAB					
VERMONT					
Montpelier					
WVBC					
VIRGINIA					
Richmond					
WVBC					
WASHINGTON					
Seattle					
KIRO					
KJR					
WEST VIRGINIA					
Martinsburg					
WVBC					
WISCONSIN					
Madison					
WRJN					
Superior					
WDSM					
DISTRICT OF COLUMBIA					
Washington					
WINK					
WRC—2					
WOL—2					
WMAL—2					
CANADA					
Montreal, Que.					
CFCF					
Toronto, Ont.					
CKCL					
Windsor, Ont.					
CKLW—4					
CONNECTICUT					
Hartford					
WTHY					
CALIFORNIA					
Los Angeles					
KFAC					
KFSC					
KFVD—2					
KGFI					
ARIZONA					
Phoenix					
KOY					
Tucson					
KTUC					
KENTUCKY					
Louisville					
WMA5—2					
ILLINOIS					
Chicago					
WCFL					
WCES					
WMAQ					
Cleora					
WHFC					
East St. Louis					
WTMV—2					
Rock Island					
WHBF					
INDIANA					
Fort Wayne					
WOWO					
Hammond					
WHIP—2					
IOWA					
Cedar Rapids					
WMT—3					
Davenport					
WOC					
KANSAS					
Hutchinson					
KWBC					
Lawrence					
WREN					
Wichita					
KANS					
KENTUCKY					
Louisville					
WMA5—2					
MASSACHUSETTS					
Boston					
WCOF					
WMEK					
WORL					
Greenfield					
WMAI					
MICHIGAN					
Detroit					
WJR—7					
Grand Rapids					
WASH					
Kalamazoo					
WKZO					
MISSOURI					
St. Louis					
KSL—2					
KWK—2					
KEOK					
WIL—2					
NEBRASKA					
Lincoln					
KFAB—4					

FIRST MUSIC SS TAX CASE

McCall's Latest Mag To Enter Record Biz With Newsstand Disk

BRIDGEPORT, Conn., March 29.—Another magazine publication house—McCall's this time—announced here this week that it was immediately going into production on a 25-cent plastic record to be distributed thru the outfit's regular magazine channels to all news dealers.

This is the second announcement of this sort in less than eight weeks. Curtis Publishing Company came out the first week of February with a similar plan, its records to bear the label Viking, and also to sell for a quarter.

The McCall records will be called Harmony, and first hands to wax for them will be Tommy Reynolds and Leighon Noble, both of whom were scheduled to out this week. World Broadcasting studios are to be used for the recording. Nathaniel Shilkret has been placed in charge of Harmony by McCall.

Broadcasts No Help, Chi Hotel Man Says

CHICAGO, March 29.—The most exciting sight of the Griff Williams vs. U. S. Government Social Security suit heard in Federal Court here this week was the testimony offered by William M. Dewey, managing director of the Edgewater Beach Hotel for the last 25 years.

He claimed that as far as he is concerned the remote broadcasts heard from the hotel's Marine Dining Room are of little value to the hotel, and are not worth the \$5,000 a year paid to the networks. He explained that he continues to furnish bands in the room with a remote wire at the request of James C. Petrillo, head of the Chicago Federation of Musicians and the American Federation of Musicians.

The Chicago hotels pulled their wire in 1938 when the networks fixed a weekly \$100 levy. They were off the air for several months.

William Morris Signs Pollack

CHICAGO, March 29.—Ben Pollack signed a booking contract with the William Morris Agency. His initial dates from the new office include a tour of one-nighters on the West Coast. He recently asked for and received his release from General Amusement Corporation.

Short Story—Slightly Silly

CAMDEN, N. J., March 29.—Ruth Buck takes her Spanish guitar-playing seriously. But so does Harry Kane, Hawaiian, whose real name is Kalekone. And it was music, Miss Buck told Judge Gene Mariano in police court here the other day, that she and Kane were discussing at 4 a.m. The music discussion attracted public notice when a policeman saw Miss Buck's car zig-zagging wildly across a bridge on the wrong side of the roadway. Pulled in for reckless driving, Miss Buck explained it all very simply.

She and Kane had played at an American Legion benefit that night at Mount Ephraim, N. J. "On the way home," she said, "the accused man of missing the beat in one of our numbers. That infuriated me, because he was the one who was really off-beat. I told him so, and the first thing I knew I was scratching him."

As proof, she had Exhibit A—Kane himself, with a badly scratched lip. He confirmed her account, and urged leniency. "We, musicians," he said, "are very temperamental." Little remarks about being off-beat can be very upsetting.

Judge Mariano, being a music lover at heart, gave Miss Buck a 10-day suspended sentence. There was no charge against Kane. Both said their argument had been patched up. They had to say, however, who really was off-beat.

Double Duty

CEDAR GROVE, N. J., March 29.—A new twist was given to the increasingly popular Saturday afternoon radio show, *Mattinee at Meadowbrook*, staged each week at Frank Dailey's Meadowbrook here, when the producer and author of the program momentarily turned to other endeavors for the broadcast today (29). Show is an hour long, featuring the band current at the spot—now Gene Krupa—with Les Lieber writing a weekly script around the ork's numbers, musicians, and leader, the same produced by Perry Rafferty. Situations were reversed a bit, however, when Lieber and Rafferty combined with Krupa in a swing trio, Les playing his alto sax and Perry swinging out on the Steinway.

Will Bradley Gets Summer Radio Show

NEW YORK, March 29.—Will Bradley knocked off a choice plum for a band as young as his in getting the call for the summer replacement of the Silver Theater, International Silver Company's commercial on CBS. Bradley, whose ork has been in existence less than a year, starts on the show April 27, with columnist Ed Sullivan sharing featured honors.

Band and Sullivan will be on for 25 weeks, starting at 9 p.m. for half an hour. For the first half-dozen weeks Bradley will be playing one-nighters in the New York vicinity, coming into town for the broadcasts.

Anson Weeks Hops From MCA to FBMC

CHICAGO, March 29.—Anson Weeks this week signed a booking contract with Frederick Bros.' Music Corporation thru his managers, Weenas, Inc. Weeks had been under the direction of Music Corporation of America for years.

Band is now being fronted by Fred Harvey, vocalist, awaiting the recovery of the leader, whose right arm was fractured in a recent auto accident. He is expected back in action in five weeks.

Existing Band Pacts Must Conform to New AFM Forms

NEW YORK, March 29.—Band booking offices were in a state of confusion this week over the exact status of the new standard form contracts mailed out last Friday (21) by the American Federation of Musicians. Report got out at first would not go into force until signed by the band leaders and their agencies. However, in his letter enclosed with the contracts, AFM prez James C. Petrillo stated that "all existing contracts must be made to conform with the new standard forms."

Attorneys and execs of the larger band offices here were calling Petrillo's new contract to get a clarification of what was meant by this. Explanation was simple enough, they were told by the AFM legal experts; it means that any clauses on commission, scales and/or interpretations of a week's work in the existing contracts must not conflict with any of the terms put down in the new agreements. This means that all bands now under contract to any AFM licensed band office are, as of last Saturday (23), subject to all stipulations in the new contracts.

This fact puts the booking offices in the position of having to dig out all their contracts, check them against the new ones, and then have them redrawn to conform in every respect. Affairs of course admit it will mean a lot of detail and legal work, most of them say that the actual changes to be effected will not be too great, since most of their

Griff Williams Sues Govt. for Refund; AFM To Go to Supreme Court If Leader Is Made To Pay

CHICAGO, March 29.—The first test case in the music field to determine who is to pay Social Security taxes was held in Federal District Court here this week when Griff Williams, band leader, sued the U. S. Government for a refund of \$338.04 (and interest) he paid in 1938 under the Social Security Act. His action is supported by the American Federation of Musicians, which is attempting to show that the establishment in which a band is playing is the employer of the leader as well as of the side men, and, therefore, is responsible for the payment of the employer's tax. The government contends that the band leader is the sole employer of his men and is obligated to pay the 2 per cent fee.

The case opened Tuesday (25), and closed Thursday (27), during which a number of figures in the union, hotel, and music fields testified. Federal Judge Charles E. Woodward reserved decision until April 23.

In 1937, when the tax came into effect, the Social Security department ruled that the band leader is an employer. James C. Petrillo, president of the Chicago Federation of Musicians (and now AFM head as well), took exception to the ruling and ordered establishments in his jurisdiction to assume responsibility for the tax.

William M. Dewey, managing director of the Edgewater Beach Hotel here and former president of the Greater Chicago Hotel Association, testified in behalf of the government. He claimed that it is unfair for the hotel men to pay the SS tax for musicians, and that the Chi operators came thru only because of the Petrillo ruling. He admitted that eventually, even if the Federal Court names the band leader an employer, the tax will be added to the establishment's costs in the form of an increased price for the band, but said that he would prefer to pay it via the latter method.

J. A. Jones, manager of the Stevens Hotel here and former resident manager of the Edgewater, testified that no hotel executive, to his knowledge, was ever boss of the orchestra's side men while

they were filling an engagement in the hotels.

Fred W. Birnback, international secretary of the AFM, came in from New York to testify for the plaintiff. He pointed out that the union's by-laws do not refer to the leader as an employer, but use such a description only for an establishment employing a band.

Williams, on the witness stand, pointed out that he is merely a contractor for the men of his band, and could not see why he should be responsible for the tax.

Among others who testified were Roy E. McIlrath, treasurer of the Trianon and Aragon ballrooms, where Williams was employed during 1938, and Jerome Baumgartner, promotion manager of the Mark Hopkins Hotel, San Francisco, where Williams got his first break as a leader.

The plaintiff was represented by

Dig You Later, Judge

CHICAGO, March 29.—The Social Security test suit filed by Griff Williams against the U. S. Government, and heard in Federal Court here this week, found Presiding Judge Charles E. Woodward fascinated over the trade lingo used by several of the witnesses. "Swing music," "rug cutting," "taking a beating," "five," among other pet labels, drew extra attention from the judge.

When J. A. Jones, manager of the Stevens Hotel here, remarked during his testimony that "band leaders as a rule are not keen business men," the judge added: "That's a custom of the trade, isn't it?"

Charles O. Rundall, local attorney, and General Samuel T. Ansell, general counsel of the AFM in Washington. The government's case was argued by Paul Ziffirin and Carl Marold.

The AFM is expected to go to the Supreme Court should Williams lose the case. An adverse decision would upset the union's entire constitution and would cost the leaders hundreds of thousands of dollars yearly.

Interested spectators in court were reps of the local hotel men's association whose members control 112 hotels in this area. Maurice Lipsky, manager of the local office of Music Corporation of America, attended all sessions, but was not called as a witness.

NEW YORK, March 29.—Emeric Madriguera made a hurry-up trip to Washington Wednesday (26), took a New York attorney with him, and attempted to set the U. S. Social Security Board straight on why he hadn't paid SS for his men for the past four years. Incident which occasioned the trip was a notice from the government to Madriguera telling him that he owed \$14,000 to the SS coffers. Figure amounts to about 5 per cent of the maestro's pay roll to his side men over the four-year period. Reason for the percentage being over the 2 per cent necessary is that the government is also asking interest.

While in the capital Madriguera's attorney explained that the reason the leader had never paid SS was that he was following instructions from the AFM not to pay until a clarification was handed down on whether or not a contractor (the band leader) was liable for the tax on his men. AFM has always contended that the hotel is the employer of both the leader and the side men. A check-up with the AFM offices here Friday (26) found the union still sticking to that position. Band leaders are becoming uneasy about the entire matter now, one of them cracking recently that he knew AFM prez Jim Petrillo was a big man, but Uncle Sam is still bigger.

Madriguera was advised in Washington to await outcome of the Griff Williams trial in Chicago. Maestro left for the West Coast today.

band contracts are essentially the same in a broad sense as the new agreements. Many of the changes to be made will concern details such as time of expiration, maximum commission clauses, minimums to be earned by the orks, and weeks' work demands.

The larger band offices were not too anxious this week to express opinions on the new AFM deal on contracts; most said it was too early to tell what would result from it all. First impression for all questioned was probably best summed up by Eli Oberstein, of CRA, who said, "Well, all of the office are in the same boat. I say it is a good contract."

Bill Goodheart, of MCA, said he felt the contracts were fine and a good idea. Stated further that he was not quite sure just what was meant by having the new forms agree with the present contracts, but felt sure these details would all be cleared up by the AFM. GAC spokesman felt much the same, and added that the switch-over for them would be reasonably simple because of the set-up of their existing contracts. William Morris office expressed similar opinions concerning the contracts.

Of the two contracts—the seven-year and three-years-or-less—the offices were almost unanimous in stating that they preferred signing hands to the seven-year deal. Couple of the office execs pointed out that nearly all of their grade A band properties were already signed to long-termers, and they much prefer it.

(See BAND PACTS on page 28)

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—Foe Trot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

TOMMY DORSEY (Victor 27359)

Everything Happens to Me—FT, VC. *Watcha Know, Joe?*—FT, VC.

ALTHOUGH possessing little of the unusual distinction of his memorable recording of *I'll Never Smile Again*, the A side of this latest Tommy Dorsey pressing has about it a certain individuality that may very likely make its presence felt in the country's coin phonographs to an appreciable extent. The individuality stems from the fact that the whole side is Frank Sinatra's vocal, the tempo is slow but compellingly rhythmic, and the song itself, especially in the lyric department, is definitely attention-getting.

One of Dorsey's supreme virtues as a leader is his ability to make the most of the material he has to work with. Unlike other maestri, he can appreciate the way a thing should be handled as against the improper way of doing the same thing. He proves it again here. *Everything Happens to Me* is a credit to its authors, Tom Adair and Matt Dennis, and Tommy makes sure on this disk that the song is sold in the correct proportion to its merits. Here is one of the best lyrics to see the light of day in many a month, and instead of making merely another band arrangement out of the song, Dorsey lets the words take the spotlight. And whereas most orks are currently playing the song in medium or fast tempo, thus making it tougher for the vocalist to get the words over, Tommy keeps it slow, thus giving Sinatra the opportunity to make every syllable count. It's almost unnecessary to say that Frank takes the most advantage of the opportunity.

Coin phono success is definitely indicated here, and home sales should likewise be extremely satisfactory. The B side, while done very well in a solid arrangement that highlights the Pied Pipers quartet and Jo Stafford, nevertheless is an old item by this time, a number of bands having waxed it in recent months. This side will probably do nothing to help sales, but it won't let them down once they've been made. And *Everything Happens to Me* is very certain to make them.

DICK JURGENS (Okeh)

My Sister and I—FT, VC. *Pardon Me for Falling in Love*—FT, VC.

JURGENS also has an extremely likely looking item for larger-than-usual music machine consumption in the first side of his newest Okeh platter. It's more than possible that this song—a BMI number—will enjoy major radio success, because of its theme and its title, and the hitness it achieves on the air is bound to be reflected in the nation's phonograph network.

The number takes its idea and title from the currently best-selling book created out of the diary of the little Dutch boy, Dirk van der Heide. The lyric could have been maudlin, but happily the authors elected to make it straightforward and fraught with contemporary meaning, rather than merely sloppily sentimental. Like *The Last Time I Saw Paris*, and the two new Irving Berlin songs, *When That Man Is Dead and Gone* and *A Little Old Church in England*, its theme is derived from conditions in Europe, and that being the case, public attention is likely to center upon it to a greater extent than the run-of-the-mill June-and-moon stuff that makes up so much of the popular music output.

Also there are a couple of other recordings of this song now available, Jurgens so far has the best one because of Harry Cool's intelligent and sympathetic interpretation of the lyric. Cool's vocals have been getting better and better with each successive Jurgens release, and here he does an excellent job on a set of words that call for understanding and particularly proper phrasing. On both counts, as well as that of actual voice, this singer acquires himself nobly, and is therefore largely responsible (since most of the side is his) for supplying Jurgens with what has all the earmarks of a stable chick disk. One bad fault on the side, tho, is the spoken "Here's that band again" line at the start. It just doesn't fit with the song that follows.

It's quite appropriate, however, for the corny bit on the reverse. The only purpose this tune serves here is to supply contrast, which it does well enough, particularly in the band's surprisingly nice drive and bright (at times hot) solos and ensembles. Buddy Moreno's vocal is okeh, and so is the whole arrangement, but it's only the A side that has real meaning.

AL DONAHUE (Okeh 6086)

Chapel in the Valley—FT, VC. *Jasa Jice*—FT, VC.

Donahue has revamped his band, bringing in practically an entirely new crew, and this is his first pressing with the new outfit. The outstandingly noticeable feature is a careful cleanliness of performance that is lacking on a lot of rough-edged recording jobs by bigger bands than this. Both the ballad and the rhythm tune are delivered in sharply etched style. The first highlighting a brass choir, the second exhibiting a fine beat and some extremely cogent medium swing arranging. Phil Sisto and Dee Keating, on sides A and B, respectively, round off a much better-than-average band performance with worth-while vocals.

KATE SMITH (Columbia 36015)

A Little Old Church in England—V. *It All Comes Back to Me Now*—V.

Miss Smith has a potent threat for coin phono supremacy in her version of the Irving Berlin contemporary song on the A side here. Done in her usual clean-cut, effective style, and backed by the Kate Smith Singers plus the proper choir-like arrangement, she adds an excellent twist to the growing number of recordings of this ballad. Companion piece is one of the more popular BMers, and the combination of the song's and the singer's appeal will undoubtedly place this side up high in the sales brackets.

GRAY GORDON (Bluebird B-11077)

You Waited Too Long—FT, VC. *Grasslands*—FT, VC.

Gordon brings a medium tempo beat that's always solid and clearly defined, plus some Dixieland overtones, to the A side here, and Meredith Blake contributes a nice vocal, but the song itself has a difficult job in its attempt to mean anything. *Plattermate* is a field day for tenor

Art Perry, who lends his listenable, easy voicing and phrasing to a fair song. This side is largely vocal.

(See ON THE RECORDS on page 73)

On the Air

Comment on dance remote programs from the standpoint of showmanship, presentation, musical ability, and general listening appeal, rather than the

By HAROLD HUMPHREY

Les Brown

Todd's Theater Cafe, NBC-Blue Network, Wednesday (25), 12:30-12:57 a.m.

SOME unusual showmanship is given on this shot by Brown, who shuffles up his library in a way which brings out all he has to show. Has three singers—Doris Day, Ronnie Chase, and Abe Most (clarinet man)—with the gal doing exceptionally well on the swing song. Chase does the ballade in an okeh style, but a little shaggy note enters once in a while. Most does his vocal work along with Miss Day.

Brown's special arrangements of Tchaikovsky's *Marche Slav* and another like *Song of India* give his air about a real change of pace when placed as they are together with the pop and standard stuff.

Musically the ork sounds absolutely solid. Brown's solo work is fine, but he doesn't let it dominate the arrangements. This is smart, too, because it doesn't get the band typed to a set formula. Enough balance among the brass and reeds and inserted song vocals is maintained thruout the half hour in the various arrangements so that the listeners feels it is a show of music

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

Bobby Hackett

(Reviewed at the Versailles, Boston)

THE recent rejuvenation of the Versailles as a major night spot in the Hub's scheme of things may be traced almost exclusively to the popularity of Hackett with the younger set. Bobby was a Boston favorite back in the days of the old Theatrical Club, some years ago, when devotees of the art of ride would flock around his stand just to hear him give out with his horn. Tho he has been away from this neck of the woods for a while, swingophiles have not forgotten, and the consensus is that he still footles a trumpet right up with the best in the land.

This outfit is comparatively new, with the exception of big Brad Gowan, featured on valve trombone, yet the entire crew bears the authentic Hackett stamp. Three brass, three reeds, and three rhythm are as solid and as listenable as has been heard.

With Hackett adding his horn to the brass section, the boys give out loudly, using all Hackett's arrangements. The management has placed no restrictions on Hackett as to the kind of music he shall play, so even pop tunes are arranged in true swingeroo fashion.

Gottesman.

Leo Pieper

(Reviewed at the Pla-Mor Ballroom, Lincoln, Neb.)

PIEPER'S outfit is well on the way to a reputation as the "squeeze-box" sensation of the territorial outfits, what with a rostrum array of nine accordions to augment his own for novelty numbers. He's currently introducing the new gag to dance patrons, and, out here in the farm country, it'll no doubt measure up.

Pieper's musical foundation is three instruments per section, and he makes the most of them all. Style is sweet with sharply etched rhythm, a great carrying force with dancers. So great a pull does he maintain at dancing feet, some ballrooms, where concession sale and sit-outs are liked, will find him cutting in on the bar. This will probably be made up on his increase at the door, however.

Pre-Wo Munt, former vocalist and reed man, has been retired from the crew, save on locations, and is a full-time arranger. His stepping down was covered by LaVerne Finkuliner, who sings well, and plays at par. Pieper himself does most of the vocals, and Clarke Hodgson, sax, is another with creditable pipes. Best solo novelty is

young Harlan Kosta, bass, who gives with three trumpets at the same time.

Pieper wisely does not overwork the accordion stuff, giving one flash early in each evening, and once late. It's all-out playing for the band personnel, and might try an audience as steady diet. As handled, this group becomes more formidable by the day on Midwest territorial dates.

Oldfield.

Bobby Pope

(Reviewed at Club Mojair, Kansas City, Mo.)

A NEW outfit, short on brass but still capable of blowing off the roof with some jump tunes, is Pope's new crew, now sharpening up here. Pope is an old Kaycee lad, once tooting first horn for the Coon-Sanders jazz band in its early days, and he knows his music his inside and out.

Present band measures three reeds, one trumpet, one siphorn, and four rhythm. Maestro plays an occasional solo horn. He specializes in blues numbers, and it's his boss that he can play any blues request number.

Orchestra is strictly a tenor outfit on sweet numbers, occasionally featuring trumpet against a clarinet trio. Altos are used on the swing tunes, and drummer Dick Hirsch comes in with a proper sock on the modulations. Rhythm section has a nice beat, and is undoubtedly the strongest musically of the band's three sections.

Pope also makes use of sextet, made up of guitar, trombone, and tenor sax soloists, against a rhythm trio background, and this combo turns out solid chamber music swing, aimed at the discriminating hep-ast.

Glen West, guitarist, is another featured soloist and also handles vocals. His guitar style resembles Charlie Christian's, and he gets the call for any number of take-offs.

Looke.

Xavier Cugat

(Reviewed at Club Ball, Philadelphia)

BAND is no newcomer when it calls for delighting with the Latin lullabies, but this town, finding its kicks in the one-two-three-kick tempo, has discovered Cugat all over again. Locating at this class niter, he accounts for all the excitement, and with reason enough.

It's a smartly styled and polished band that Cugat commands making it ever inviting to take to the polished floor. And while the emphasis is on the dance incentives of the lower Americans, there's a generous sprinkling of selections that characterize the hoodlum in the upper portion of the hemisphere.

Instrumentation takes in four saxes, single trumpet and fiddle, accordion, piano, guitar, drums, bass, marimba, maracas shaker, and a bongo-gourd expert. Cugat, out front, flashes with the fiddling. In fact, it's the fiddle strings that set off his music, all the saxes and marimba player doubling on the Strads.

Clicking not only for his violin virtuosity and skillful stick waving, Cugat is also personality plus. Every offering marked by a showmanly display that enhances the quality of the music dispensed, in itself of high caliber.

Song selling department also a dandy. For the all-important pulchritude, Lina Romay makes her person important. Miguelito Valdes is a Cuban edition of Cab Calloway for his African chants. Chino, maracas shaker, rounds out the wordages. Carmen Castillo, standard with Cugat for the singing, o' sock when caught.

Orodenker.

Lincoln Local Sets Rules

LINCOLN, Neb., March 29.—Local 463, AFM, made two changes in prices here last week—ruling that if a *Solovos* is used alone for dinner music the performer involved shall get \$5 per hour, or fraction, and where less than six men are used for dinner music, followed by dancing with a full orchestra, each shall be considered a separate engagement and priced accordingly.

If the same orchestra plays for dinner and dance, it'll rate the special dinner-dance price.

Victor Uses "Book Of the Month Club" Idea for Albums

CAMDEN, N. J., March 29.—Fashioned along the lines of the "Book of the Month Club," RCA-Victor here has devised an "Album of the Month Club" to make for added phonograph record sales. Promotion test for a month was started in Hartford, Conn., last Sunday (28), and will be extended nationally if it clicks. Twenty-five dealers in the Hartford territory, co-operating with Post & Lester Company, Victor-Bluebird distributor there, will make the test.

Pian calls for a jury of distinguished music critics to select each month an album from the new releases which will be offered to club members a month in advance of the general release date. For joining the club, members buying at least four album selections during any one year will get a 25 per cent bonus. Albums will be sealed at \$4.50, and those buying four will thus get the fifth free of charge.

Initial releases will be classical disks, album for the Hartford test being Mozart's *Symphonic Concertante* by the Philadelphia Orchestra, conducted by Leopold Stokowski. Board of judges to make the monthly album selections includes George Marek, *Good Housekeeping*; Carlton Smith, *Esquire*, and Catherine Drinker Bowen, *Reader's Home Journal*, in addition to Charles O'Connell, RCA-Victor musical director, and

Nomadness

NEW YORK, March 29.—Emery (Gypsy) Deutsch says good-by to the open spaces tomorrow and resumes his first love—radio—at CBS, the net he left four years ago.

Making music for dancers is all right, Emery avers, but the nomadic life which goes with it is not for him. Hence, the call of the wireless.

Walter Toscanini, son of Arturo, who is employed in Victor's Red Seal department.

For the Hartford test, all record buyers joining the club will be given a free copy of Lucy Monroe's Red Seal recording of *Star-Spangled Banner* and *America*. Membership will cost \$1, which is credited to the purchase price of an album. In addition, club members will get year's free subscription to the *Victor Record Review*, monthly fan magazine.

As the club develops, possibility exists that a similar society for popular record albums will be set up.

Teagarden Gets Pic Job

HOLLYWOOD, March 29.—Jack Teagarden and his orchestra were signed this week by Paramount to work in Bing Crosby's next pic, *Birth of the Blues*. Shooting of the film starts next week, and will also have Mary Martin, Eddie Bracken, and Carolyn Lee in the cast.

Philly Functions Going In for Name Orks More Than Previously

PHILADELPHIA, March 29.—The spring finds the dance season on for schools and organizations in this territory. And more than in previous seasons the big name bands are getting the bids. The schools, as usual, are providing the bulk of the heavy dough available here, but even private organizations and clubs are becoming more and more name-conscious. With the national defense industrial boom here, organizations have upped their band budgets.

Characteristic of the expanded band budgets is the Amalgamated Meat Cutters' Union buying Jimmy Dorsey for its annual shindig at Town Hall on May 26, along with Eddie Hopkinson, territorial fave, to make the dancing continents. In like manner, Press Photographers' Association has bought Tommy Dorsey for its annual on April 18 at the Bellevue-Stratford Hotel. The same night, the Marcus Hook Fire Company at near-by Chester, Pa., has Johnny McGee for its one-a-year prom.

At the schools, Larry Clinton got the bid for the Temple University Senior Ball on May 2 at the campus Mitten Hall. Clinton remains over to play the Hahnemann Medical College Blue and Gold Ball the following night at the Bellevue-Stratford Hotel. St. Joseph College Senior Prom at the Bellevue-Stratford on April 15 is set with Tommy

Dorsey. Bunny Berigan also comes into the territory the same night to play the senior prom at Salesianum High School at near-by Wilmington, Del. And Immaculata College at suburban Malvern, Pa., girls' school, has Dick Mesner for the senior prom on June 2.

Spring Formal at Drexel Institute on May 2 will be either Ray Noble or Paul Whiteman, dance committee still deciding. University of Pennsylvania's famed Ivy Ball on May 16 still shopping for an attraction, committee deciding that the \$2,600 asked by Tommy Dorsey for the night is a little too steep.

Eddy Rogers N. S. G. on 2-Week Run at Omaha Spot

OMAHA, Neb., March 29.—Eddy Rogers gave the Music Box, Harry Taylor's dance-ery, one of its worst two-week stretches in months. With price ranging from 50 cents a couple on the fore part of the week to \$1 per on week-ends, the take was only \$1,100 on the regular 12-day schedule.

However, for an extra date (St. Patrick's Monday), an extra \$225 was added on the door. Buddy Fisher, last traveling unit prior to Rogers, got \$1,150 on his closing week. Rogers finished Thursday (20).

PAUL PAGE



AND HIS Paradise Music

NIGHT HAWK, Shreveport Journal... "Those who attend an evening of festivities at the Washington-Youree Zephyr Room agree with us that the Hawaiian influence of Paul Page is both novel and exceptionally interesting to us who are used to the 1-2-3-4 plainness of the average band. The band plays smooth, modern melodies, placing emphasis on tunes from the Islands. The boys wear colorful leis to accent the mood of the orchestra, and they seem willing to give patrons their money's worth of music. Even during regular intermissions a group in the band, or the pianist, frequently Page himself, play informally."

EVERLYN GREEN, Little Rock Democrat... "PAUL PAGE, who has had the most popular run that any band has ever had around here, and who delighted his fans by reminding them of Russ Columbo, does a farewell stint at Westwood this week. Who ever takes his place will have a hard row to hoe, for Paul has proved himself a genial, likeable fellow who has made friends as well as fans."

NICK KENNY, New York Daily Mirror... "PAUL PAGE is definitely headed for the heights."

DON FOSTER, Chicago Daily Times... "PAUL PAGE, 6' 3", resembles no one so much as Gary Cooper."

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Des Moines Ballroom Good Despite Season And Stiff Competish

DES MOINES, Ia., March 29.—Tromar Ballroom manager, Kermit Bierkamp, is trying to figure out the reasons for crowds, while other operators in the territory are blaming Lent and sundry reasons for a reverse situation. The out-of-town trade has been noticeably up at the Tromar since Lent started, and possibly the influx of trade can be credited to this fact.

Despite the season and unusually heavy competition in other fields, Al Memke pulled in 1,690 dancers at the Tromar March 15 for one of the best Saturday night crowds of the season. At the same time some 6,600 were watching a school basketball tournament, 6,000 attended a nationwide radio program originating in the Coliseum, and a capacity crowd of 4,200 jammed the Shrine Auditorium for Alfred Lunt and Lynn Fontanne.

The Memke gross amounted to \$849.30, with 930 paying 51 cents each, 500 Drake students paying 35 cents each, and 26 instructors additional.

Decca Reaches \$5,231,481 And Heads for \$8,000,000

NEW YORK, March 29.—Decca Record Company hung up another banner year in 1940, chalking up a \$5,231,481 net sales total and a profit of \$983,247 before tax reductions totaling \$149,535. How much bigger the 1940 sales were over 1939 was unavailable information, since a change in the outfit's fiscal period was made between the two years, but that there must have been a hefty increase can be seen from the company's prediction that it will hit the \$8,000,000 mark by the end of the next fiscal year. Decca's January and February sales of this year were 40 per cent over a like period last year. President Jack Kapp said. Company's catalog now lists 7,000 pop classifications and 5,000 under other headings.

Retort Proper

LINCOLN, Neb., March 29.—Seger Eliza's orchestra had just wound up a specialty number which had always wowed before, but the band didn't come until Jimmy Van cracked: "What'd ya do, give up applause for Lent?"

Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

THE LAST ACT of the Glenn Miller-Bobby Byrne-Dorothy Claire drama, wherein Miss Claire's returning to the vocalist chores in Byrne's band settled the previously impending suit for \$25,000 that Bobby had launched against Miller for allegedly thefting his chirper, finds KAY LITTLE, who had replaced Dorothy with Byrne, going over to DEL COURTNEY's band when it opens at the Stevens in Chicago on the 12th. . . . makes the first time Courtney has had a fem word-seller . . . the street was filled with rumors the past week concerning FRANK SINATRA and his possible departure from the T. Dorsey fold . . . the grapevine also had BOB ALLEN, a staple of the late Hal Kemp's ork, coming in for the replacement . . . the only ones who hadn't heard anything about Sinatra's leaving—or claimed they hadn't—were those most closely connected with Dorsey . . . BILL BARDO signed a personal management pact with Gordon and Williamson this week . . . and JERRY WARD agreed in writing to let GAC handle his bookings from this point on . . . PETER KENT, who has spent the past 16 months playing in the Hotel New Yorker's Manhattan Room, stepping over to the hostelry's Terrace Room for the matinee sessions and relief work at night, takes a well-earned vacation, starting April 10 and returning the first of May . . . BABE RUSSELL, former Tommy Dorsey sax star, now has his own crew at the Hickory House . . . RAY PEARL into the Arcadia Ballroom April 9, set by Joe Glazer . . . MATTY MALNECK and the VELLERO SISTERS' ork will share the podium at the Rainbow Room beginning the 15th . . . PAUL BARON holds over at the Essex House . . . JOE SULLIVAN has given up his band to do a single, starting in the Cafe Sutton of the hotel of that name Thursday (3).

Atlantic Seaboard

ALEX BARTHA will again host the traveling names at Steel Pier, Atlantic City, for the spring and summer season to make the dancing continuous . . . HARRIET HALE and her lady harmonists held over at McGee Club 15, Philadelphia . . . CLYDE WALTON, with Dawn Frederick for song, re-signs at Somerton Springs (Pa.) Ballroom . . . HERMAN WINNER, highlighted at the Hammond organ, at Byers Cafe, Trenton, N. J. . . . FRIGGY SHANNON and her Swing Commanders take command at Washington House, Reedsville, Pa. . . . MARTY LANDIS lands the stand at Margie's Stable, Philadelphia . . . GEORGE SEDOR set at Freddie's Inn near Robbinsville, N. J. . . . GRACIE RAY and her gal gang take over at Forest Hill Tavern near Princeton, N. J. . . . JIMMIE SHORTER set for a fall term at the Casino, Philadelphia . . . JULIUS GARBER gets the nod at Anton Guss Cafe, Trenton, N. J. . . . TONY TROY takes over the tooling assignment at Jack's Grill in downtown Philadelphia . . . JOE COOKE gets the call at Oberio Cafe, Bridgeport, Pa. . . . JIMMIE LONGingers at St. James Hotel, Reading, Pa. . . . GOGA PETERS and Her Admirals set for the season at Atlantic City's Senator Hotel.

JACK RUSSELL's ork goes back into the Boulevard Room of the Stevens Hotel, Chicago, April 6 for 13 Sunday dates, sponsored by the Catholic Tour Club . . . JACK WEBER, manager of Isobel DeMarco, accordionist at L'Agion, Chi, turned band leader, and landed a spring and summer job at the Club Cherie on the outskirts of the town.

EARL BACKUS replaced FREDDY WALDNER on electric guitar with Vic Abb's Four Californians . . . Waldner is currently studying music at Columbia in New York . . . the Abb's outfit opens another six-month run at the Motorbar, Book Cadillac Hotel, Detroit, May 10, and the October 1 is skedded for an inter stay at La Guardia Field's Kitty Hawk Terrace in New York.

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Of Maestri and Men

WOODY HERMAN signed a new two-year contract with Decca, guaranteeing him 48 sides a year . . . RAY NOBLE opens the season at Santa Catalina Island May 17 . . . SNOOKY LANSON is the replacement for the departing LARRY STEWART as featured vocalist with the Noble band . . . BARTIE SHAPIRO on bass, and GEORGE WELTING on drums, are now with Jimmy McPartland's outfit at Nick's in Greenwich Village, New York . . . GRIFF WILLIAMS closes at the Trionon Ballroom in Chicago on the 12th, picks up a couple of weeks of one-nighters, then a fortnight at the Nicollet Hotel, Minneapolis, before returning to the Mark Hopkins in San Francisco in June . . . JACK WIENER is leading a seven-piece outfit at the Hour Glass Cafe in Newark, N. J., on Monday nights . . . BETTY BARR joins Al Trace's band as vocalist . . . MARIA KARSON holds over until Easter, her fourth extension, at the Fargoson Hotel, Fargo, N. D.

"Las Vegas Nights" Saved by T. Dorsey Band and Sliphorn

Tommy Dorsey's first film played at the Paramount in New York last week. Titled *Las Vegas Nights*, the story (what there is of it) naturally enough is laid in Las Vegas, Nev. Bert Wheeler and his vaude straight man, Hank Ladd; Lillian Cornell, former Chi radio songstress, and Red Donahue and his music have plenty of relege. Phil Regan and Constance Moore furnish the love life.

A corny plot, with mortgage at it, plus weak work in the direction department, just about put this opus out for the count. Pie's only salvation is the smooth work of Dorsey and his ork, Wheeler's and Ladd's acting (which is hampered by wilted material), and Miss Cornell's singing.

Dorsey's arrangements of *I'll Never Smile Again*, *Dolores*, *Trombone Player Is the Best Man in the Band*, and *Miami Shore* are highlighted in his role of playing in a Las Vegas hot spot. They are all done in the solid Dorsey style, and nicely abetted by the work of Dorsey's Pied Piper quartet. Connie Haines, ork's vocalist, has a big flash well done. Miss Cornell's warbling of *Miami Shore* also comes in for favorable comment.

Dorsey, himself, only has a few lines to read, but did surprisingly well with them. Director should have cut in more footage of the maestro on his sliphorn, because in this pic there was nothing to lose by it and everything to gain. A vaude act (stranded) inheriting property from an uncle, and fighting against sharpers trying to get it away from them, is the story. Residents of Nevada will love it when they hear everyone in the film pronounce it "Ne-vaw-da." Humphrey.

Luncefond Hangs Up Two Kaycee Records

KANSAS CITY, Mo., March 29.—Jimmie Luncefond hung up several attendance records in this area last week-end at two proms. He attracted 4,219 persons to the arena of the Muny Auditorium for a race dance March 17, sponsored by William Shaw, proxy of the Musicians' Protective Union, piling up a gross of about \$2,400 at 60 cents a duet. The previous high attendance mark for a septa dance here was held by Ella Fitzgerald, who drew 3,700 persons a year ago last fall. White patrons admitted as spectators hyped the his on these dances.

At Will Wittig's Pla-Mor Ballroom, swankiest of ray spots in town, Luncefond drew another season's record attendance of 1,600 dancers and a take of \$1,375. Competish for this dance (which was on March 15) was heavy, and came mostly from the Intercollegiate Basketball Finals for the entire Midwest, being held at the Muny Auditorium and attracting a great big crowd of what would have been natural tep trade.

Charlie Pisk's band drew the largest attendance of the season for a single matinee session on March 16 at the Pla-Mor. Val Grayson's crew, at the Pla-Mor March 17, drew in 1,300 persons, with duets at 50 cents a person, to gross \$650 for the American Legion.

Termite Terrace Engagement Worth 50Gs--Or Barrows' Basement Blues

ASHBURY PARK, N. J., March 29.—The case of Charlie Barrows versus the Berkeley-Carter Hotel here, resulting from the Barrows' ork's extended engagement in the hostelry's Termite Terrace (more familiarly known as the basement) last summer, finally is culminating in court action wherein the band leader is suing for \$50,000 damages for public ridicule. Suit was filed last week in Supreme Court in New Brunswick, N. J., and names the hotel corporation and Arthur C. Steinbach, president, as defendants.

Whole business started last July 13 when Barrows was replaced in the Berkeley-Carter's dining room by Mace Irish, Steinbach at the time issued a statement to the effect that "repeated complaints from our customers on the inferior quality of Barrows' orchestra" caused the change. Charlie, however,

reached for what he claims is exhibit A—his contract with the hotel to supply music from June 20 to September 3 at \$531.91 per week. Upon which the wand water was told his crew could play in the basement, next to the boiler room and refrigeration plant. Upon which, it did.

Barrows' intention in continuing to play for the waiters, bus boys, and sundry others who might happen to wander from one point of the subterranean dance spot to another was to live up to his contract and thus receive his money each week. Eventually, negotiations between the embattled parties and the local union evolved a settlement whereby the band got its money but didn't have to out-blast the boiler room to do so. Ork carries eight men and a singer, Linda Laff.



NEW DECCA RECORDING OF

"YOU'RE LOOKING FOR ROMANCE"

BACKED BY

"WE'LL MEET AGAIN"

No. 3656

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



The Billboard MUSIC POPULARITY CHART

WEEK ENDING
MARCH 28, 1941

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG

I HEAR A RHAPSODY. (10th Week) Jimmy Dorsey, Charlie Barnet.

STARDUST. (9th Week) Artie Shaw, Tommy Dorsey.

I GIVE YOU MY WORD. (7th Week) Eddy Duchin, Mitchell Ayres.

HIGH ON A WINDY HILL. (4th Week) Jimmy Dorsey, Sammy Kaye, Vaughn Monroe.

THERE'LL BE SOME CHANGES MADE. (2d Week) Benny Goodman, Vaughn Monroe, Ted Weems.

IT ALL COMES BACK TO ME NOW. (1st Week) Gene Krupa, Hal Kemp, Ted Weems.

COMING UP

AMAPOLA. Jimmy Dorsey, Sammy Kaye, Connie Boswell.

NEW SAN ANTONIO ROSE. Bing Crosby, Bob Willis.

TONIGHT. Jimmy Dorsey, Gene Krupa, Xavier Cugat.

DOLORES. Tommy Dorsey, Bing Crosby.

OH, LOOK AT ME NOW. Tommy Dorsey, Woody Herman.

BOOGIE WOOGIE BUGLE BOY. Andrews Sisters, Woody Herman.

THE WISE OLD OWL. Al Donahoe.

UNTIL TOMORROW. Sammy Kaye.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 50 best selling records of the past week. New York City: Center Music Store; Broomfield Music Shop; Liberty Music Shop; Veeey Music Shop; Gaiety Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co. (2nd); Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept.; Portland, Ore.: Meier & Frank Co.; J. F. Gill Co. Los Angeles: Birkel-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quarg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willie Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc. Clifton, N. J.: Music Shop; Milwaukee: Schuster's; Record Library (Ed Dram's); Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Patmore & Barr. St. Paul: W. J. Dyer & Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Springfield, Mo.: L. E. Lines Music Co. Birmingham: Nolen's Radio Service Shop. R. E. Forbes & Sons; Monarch Sales Co.; Louis Platts Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James H. Thirum; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Gramercy Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kemble Bros. Furniture Co. San Antonio: Thomas Acosta; Alamo Piano Co.; San Antonio Music Co.

NATIONAL

POSITION Last This Wk. Wk.	1. AMAPOLA —TOMMY DORSEY
2.	OH, LOOK AT ME NOW —TOMMY DORSEY
3.	I DREAM I DWELT IN HARLEM —GLENN MILLER
4.	FRENESI —ARTIE SHAW
5.	SONG OF THE VOLGA BOATMAN —GLENN MILLER
6.	TONIGHT —XAVIER CUGAT
7.	BLUE FLAME —WOODY HERMAN
8.	IT ALL COMES BACK TO ME NOW —GENE KRUPA
9.	DANCING IN THE DARK —ARTIE SHAW
10.	THERE'LL BE SOME CHANGES MADE —BENNY GOODMAN

EAST

POSITION Last This Wk. Wk.	1. Amapola —Jimmy Dorsey
2.	Oh, Look at Me Now —Tommy Dorsey
3.	Tonight—Gene Krupa
4.	Song of the Volga Boat- man—Glenn Miller
5.	It All Comes Back to Me Now —Gene Krupa
6.	There'll Be Some Changes Made —Benny Goodman
7.	Dolores —Tommy Dorsey
8.	Tonight—Xavier Cugat
9.	It All Comes Back to Me Now —Hal Kemp
10.	Frenesi—Artie Shaw

WEST COAST

POSITION Last This Wk. Wk.	1. Amapola —Jimmy Dorsey
2.	Oh, Look at Me Now —Tommy Dorsey
3.	I Dream I Dwell in Harlem —Glenn Miller
4.	New San Antonio Rose —Bing Crosby
5.	You Forgot About Me —Bing Crosby
6.	Music Makers —Harry James
7.	Dolores—Bing Crosby
8.	Frenesi—Artie Shaw
9.	Blue Flame —Woody Herman
10.	I Hear a Rhapsody —Charlie Barnet

SOUTH

POSITION Last This Wk. Wk.	1. Amapola —Jimmy Dorsey
2.	Blue Flame —Woody Herman
3.	Oh, Look at Me Now —Tommy Dorsey
4.	Dancing in the Dark —Artie Shaw
5.	I Dream I Dwell in Harlem —Glenn Miller
6.	I Hear a Rhapsody —Charlie Barnet
7.	There'll Be Some Changes Made—Gene Krupa
8.	Frenesi —Artie Shaw
9.	There'll Be Some Changes Made —Benny Goodman
10.	High on a Windy Hill —Gene Krupa

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

EAST

POSITION Last This Wk. Wk.	1. I HEAR A RHAPSODY
2.	HIGH ON A WINDY HILL
3.	YOU WALK BY
4.	THERE'LL BE SOME CHANGES MADE
5.	TONIGHT
6.	AMAPOLA
7.	WISE OLD OWL
8.	NEW SAN ANTONIO ROSE
9.	IT ALL COMES BACK TO ME NOW
10.	FRENESI
11.	WALKING BY THE RIVER
12.	GEORGIA ON MY MIND
13.	OH, LOOK AT ME NOW
14.	NUMBER 10 LULLABY LANE
15.	MARIA ELENA

WEST COAST

POSITION Last This Wk. Wk.	1. You Walk By
2.	Walking by the River
3.	Tonight
4.	Amopola
5.	Frenesi
6.	Wise Old Owl
7.	Georgia on My Mind
8.	I Hear a Rhapsody
9.	There'll Be Some Changes Made
10.	High on a Windy Hill
11.	New San Antonio Rose
12.	We're All Americans New
13.	Oh, Look at Me Now
14.	Goodbye Now
15.	Blue Echoes

SOUTH

POSITION Last This Wk. Wk.	1. You Walk By
2.	High on a Windy Hill
3.	I Hear a Rhapsody
4.	There'll Be Some Changes Made
5.	It All Comes Back to Me Now
6.	Wise Old Owl
7.	Georgia on My Mind
8.	Tonight
9.	New San Antonio Rose
10.	Amopola
11.	Let's Dream This One Out
12.	The Last Time I Saw Paris
13.	Frenesi
14.	Walking by the River
15.	So You're the One

SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network plugs (WJZ, WJAZ, WABO) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sundays for the week ending Friday, March 28. Independent plugs are those recorded on WOR, WNCN, WMCA, WHYY. Film tunes are designated as "F," musical production numbers as "M."

This compilation is based upon data supplied by Accurate Reporting Service.

Position Last This Wk. Wk.	Title	Publisher	Plugs Net. Ind.
1.	IT ALL COMES BACK TO ME NOW	BMI	20 10
2.	THERE'LL BE SOME CHANGES MADE	E. B. Marks	19 8
3.	AMAPOLA	E. B. Marks	16 6
4.	WALKING BY THE RIVER	BMI	16 2
5.	FRENESI	Southern	15 9
6.	YOU WALK BY	BMI	15 5
7.	WISE OLD OWL	BMI	15 4
8.	HIGH ON A WINDY HILL	BMI	13 7
9.	OH, LOOK AT ME NOW	Embassy	12 15
10.	FERTIDIA	Southern	11 6
11.	LET'S GET AWAY FROM IT ALL	Embassy	11 5
12.	TWO HEARTS THAT PASS IN THE NIGHT	E. B. Marks	11 3
13.	GEORGIA ON MY MIND	Southern	11 3
14.	WITH A TWIST OF THE WRIST	BMI	11 2
15.	I HEAR A RHAPSODY	BMI	10 9
16.	IN THE HUSH OF THE NIGHT	Beacon	9 2
17.	LET'S DREAM THIS ONE OUT	BMI	8 3
18.	COME BACK TO SORRENTO	E. B. Marks	8 2
19.	THESE THINGS YOU LEFT ME	Regent	8 1
20.	GOTTA SEE A DREAM ABOUT A GIRL	Braun	7 4

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

Orchestra Routes

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

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

- A**
 Aloha, Va. (Congress) Chi, b.
 Andy, Louis: (The Crossinger) Miami Beach, Fla., h.
 Akin, Bill: (Tampa Terrace) Tampa, Fla., h.
 Alberto, Don: (El Chico) NYC, h.
 Alcott, Mickey: (Cocoanut Grove) Boston, h.
 Alvarado, Don: (La Fiesta) San Francisco, h.
 Amfiteo, Bill: (Club Lido) Youngstown, O., h.
 Atalgo: (Bortolotta's) NYC, h.
 Apolon, A.: (Biltmore) Atlanta, h.
 Arhuna, Gus: (Nickelodeon) Newark, h.
 Ayres, Mitchell: (Peasbody) Memphis, h.
- B**
 Baer, Billy: (Eagles) Milwaukee, h.
 Baggett, George: (Wilson's) Phila., b.
 Barker, Art: (Warwick) NYC, h.
 Barlow, Ralph: (Southern Station) Kansas City, Mo., h.
 Barnes, Charlie: (Paramount) NYC, t.
 Barnett, Arac: (Harry's New Yorker) Chi, h.
 Baron, Paul: (Knox House) NYC, h.
 Barron, Hise: (Peasbody) Memphis, h.
 Bass, Count: (Riviera) Louisville, h.
 Basile, Joe: (Hartford) Conn., 21-Apr. 3.
 Baum, Charlie: (Stabler) Buffalo, h.
 Beck, Buddy: (Idem) Terre Haute, Ind., h.
 Becker, Howard: (Heidelberg) Jackson, Miss., h.
 Beckner, Denny: (Angley's Supper Club) Minneapolis, h.
 Becky, Malcolm: (Adolphus) Dallas, h.
 Benson, Ray: (Stork) NYC, h.
 Berger, Maxmillian: (Miami Biltmore) Miami, h.
 Billmore Boys: (Washington) Indianapolis, h.
 Bodino, Ernie: (Sir Walter Raleigh) Raleigh, N. C., h.
 Bonn, Richard: (Stabler) Cleveland, h.
 Bonn, Howard: (Shockers Place) Williamsport, N. J., h.
 Boon, Mitcha: (Waldorf-Astoria) NYC, h.
 Bowman, Charley: (Wavel) NYC, h.
 Brady, Ed: (Seaside) Atlantic City, h.
 Brasale Vincent: (Dempsy - Vanderbilt) Miami, h.
 Brandt, Eddie: (George Washington) Jacksonville, Fla., h.
 Brandwynn, Nat: (Cocacabana) NYC, h.
 Breece, Leo: (Chez Paree) Chi, h.
 Breezy, Leo: (Palmer House) Wash., h.
 Bright, Bob K.: (Hurricane) San Francisco, h.
 Brogde, Ace: (Meloody Mill) Chi, h.
 Brown, Lee: (Todd's Theater) Chi, h.
 Brumage, Chas: (Cherry Hill) Miami, Fla., h.
 Burness, Tom: (Lake Merritt) Oakland, Calif., h.
 Busse, Henry: (Coliseum) Ottumwa, Ia., 2.
- C**
 Cahn, Tony: (Oxford) La Crosse, Wis., h.
 Cabot, Tony: (1885 Club) Chi, h.
 Camden, Eddie: (Van Glee) Dayton, O., h.
 Canfield, Joe: (Latin Quarter) Boston, h.
 Capello, Joe: (Jimmy Kelly's) NYC, h.
 Carter, Don: (Foursome) (Roger Smith) Washington, D. C., h.
 Casch, John: (Casa Manana) Boston, h.
 Carter, Bob: (The Tavern) Reno, Nev., h.
 Casuso, Al: (Eddie's Rainbow) Miami, h.
 Cassara, Count: (Beachcomber) Boston, h.
 Cata & Fiddle: (Lido Venue) Phila., h.
 Cavallaro, Carmen: (Cosmos) Washington, h.
 Chad, Al: (Renna) Syracuse, h.
 Christa, Don: (Ye Olde Cellar) Chi, h.
 Chiquito: (Piana) NYC, h.
 Clarke, Buddy: (Park Central) NYC, h.
 Coleman, Emil: (Ciro's) Hollywood, h.
 Collins, Bernie: (Sagamore Rochester, N.Y., h.
 Collo, Laita: (Club Hall) Miami, h.
 Cunniff, Bernie: (Edgewater Beach) Chi, h.
 Curbelle, Herbert: (La Martinique) NYC, h.
 Custer, Ben: (Rainbow Room) NYC, h.
- D**
 D'Amico, Nicholas: (Versailles) NYC, h.
 D'Artes: (La Martinique) NYC, h.
 Davis, Eddie: (La Rue) NYC, h.
 Davis, Milton: (Rainbow Room) Washington, D. C., h.
 Daw, Freddy: (Merry Gardens) Chi, h.
 Day, Henry: (Top Hat) Union City, N. J., h.
 Dea, John: (Palmer House) NYC, h.
 De la Rosa, Oscar: (Royal Palm) Miami, h.
 De Rosa, Eddie: (Boulevard) Miami, h.
 Deutch, Emory: (Roney-Piana) Miami Beach, Fla., h.
 Devlin, Danny: (Paddock International) Atlantic City, h.
 Deved, Don: (El Morocco) NYC, h.
 Dickler, Sid: (Anchorage) Pittsburgh, h.
 Domingos, Jose: (Park Central) NYC, h.
 Don Jose: (Cuban Villa) Chi, h.
 Donahue, Sam: (Coral Gables) E. Lansing, Mich., h.
 Dorsey, Jimmy: (Pennsylvania) NYC, h.
 Dorsey, Tommy: (Capitol) Washington, D. C., 2-3, 4.
- E**
 Dewell, Saxie: (Geo. Washington) Jacksonville, Fla., h.
 Drayner, Roland: (Sweets) Oakland, Calif., h.
 Dreyer, Leo: (Pierre) NYC, h.
 Drubin, Ed: (Cotton Club) Chi, h.
 Duffy, George: (The Plantation) Houston, Tex., 1-10, h.
 Duffy, Johnny: (Washington) Chi, h.
 Duke, Louise: (The Cockatoo) Newark, N. J., h.
 Dukes & the Dutchess: (Ambassador) West Philadelphia, h.
 Dunham, Sonny: (Rainbow Rendezvous) Salt Lake City, h.
- F**
 Eddy, Ted: (Island) NYC, h.
 Egan, Joe: (Queen Mary) NYC, h.
 Engel, Freddy: (Hillside) Bensenville, N. Y., h.
 Evans, Bobby: (Cotton Club) Phila., h.
 Evans, Roland: (82 Nido) Vallejo, Calif., h.
 Everett, Jack: (Hill) Springfield, Mo., h.
- F**
 Fazi, Eddie: (El Hat) Chi, h.
 Fernandez, Manuel: (Book Cadillac) Detroit, h.
 Fields, Shep: (Gay White Way) NYC, h.
 Fido, Ted: (Blackhawk) NYC, h.
 Fisher, Art: (Club Mimos) Chi, h.
 Fisher, Mark: (3100) Chi, h.
 Fisher, Freddy: (Lantz's Merry-Go-Round) Dayton, O., h.
 Flek, Charlie: (Black & Gold Inn) Columbia, Mo., h.
 Fleischick, Ed: (Plantation) Houston, Tex., h.
 Flinn, Emil: (Paradise) Chi, h.
 Flora, Jimmy: (Pennsylvania) NYC, h.
 Fomen, Basil: (Ciro's) Hollywood, h.

- Hadden, Bill: (Traymore) Atlantic City, h.
 Major, Three: (Lafayette Inn) Bedford, Pa., h.
 Manning, Paper: (Fitz Club) Miami, h.
 Marston, Dan: (St. Paul) NYC, h.
 Maria, Don: (El Chico) Pittsburgh, h.
 Marsala, Joe: (Child's Paramount) NYC, h.
 Marti, Frank: (Cocacabana) NYC, h.
 Martin, Leon: (Leon & Eddie's) NYC, h.
 Martin, Dave: (St. George) Brooklyn, h.
 Martin, Joe: (Club Mimos) Phila., h.
 Martin, Ned: (Frank's Casa Nova) Buffalo, h.
 Marvin, Tommy: (Wardman Park) Washington, D. C., h.
 Marvin, Sam: (Blue Gardens) Armonk, N. Y., h.
 Masters, Frankie: (Taft) NYC, h.
 Mathews, Frank: (Mayfair) Miami, h.
 Maya, Frolind: (Havana-Madrid) NYC, h.
 Messner, Johnny: (McAlpine) NYC, h.
 Miguel, Don: (Gawth) NYC, h.
 Miller, Herman: (Arabian Nights) Reading, Pa., h.
 Miller, Russ: (Jack & Bob's) Trenton, N. J., h.
 Mionchia: (Colony) Chi, h.
 Monroe, Vaughn: (Stabler) Boston, h.
 Morales, Nino: (La Conga) NYC, h.
 Moran, Joe: (Elmer) Boston, h.
 Moran, Eddy: (Ritz Carlton) Atlantic City, h.
 Morris, George: (Armstrong) NYC, h.
 Moran, John: (Waldorf-Astoria) NYC, h.
 Morton, Ray: (Warwick) Phila., h.
 Murphy, Joe: (Fort George Tavern) Albany, N. Y., h.
 Murray, Charles: (Versailles) Miami, h.
- N**
 Nagar, Pat: (Penway Hall) Cleveland, h.
 Nagel, Harold: (Coo Rouge) NYC, h.
 Nava, Ray: (Yacht Club) Phila., h.
 Nelson, Ode: (Waldorf-Astoria) NYC, h.
 Newman, Ruby: (Ritz Carlton) Boston, h.
 Nielsen, Paul: (Sassa) Clearwater, Fla., h.
 Noble, Leighton: (Waldorf-Astoria) NYC, h.
 Nunes, Tommy: (Club Ball) Miami, h.
- O**
 Oger, Bill: (Hillcrest) Toledo, h.
 Ogle, Rodney: (Piana) Bklyn, Miss., h.
 Olsman, Phil: (Trocadero) Hollywood, Calif., h.
 Oliver, Ted: (Carnell's) Phila., h.
 Oliver, Eddie: (Hollywood) Hollywood, Fla., h.
 Olson, Ed: (St. Paul) NYC, h.
 Olson, Emme: (Coral Gables) Coral Gables, Fla., h.
 Oppeda, Benny: (Commodore) NYC, h.
 Opp, Herman: (Rosalind Inn) Albany, N.Y., h.
 Orlando, Don: (Chez Paree) Chi, h.
 Orvando, Manuel: (Walton) Phila., h.
- P**
 Fabio, Don: (Palm Breeze) Detroit, h.
 Pacheco: (Sir Francis Drake) San Francisco, h.
 Page, Paul: (Henry Gray) Atlanta, h.
 Palfrey, Joe: (Club Royale) Detroit, h.
 Palmer, Joel: (Merry Gardens) Lynchburg, Va., h.
 Palquist, Ernie: (Trocadero) Wichita, Kan., h.
 Paschito: (Versailles) NYC, h.
 Pascho: (Beachcomber) NYC, h.
 Parks, Bobby: (Dempsy's) Miami Beach, Fla., h.
 Parodi, Wilbur: (La Montparnasse) NYC, h.
 Pedinik, Mike: (Martin's) Easton, Pa., h.
 Perez, Milo: (Palmer House) Chi, h.
 Perry, Bob: (Palmer House) Phila., h.
 Peterson, Oscar: (Senator) Atlantic City, h.
 Peterson, Dee: (Studio) Warwick, R. I., h.
 Pope, Bobby: (Mayfair) Kansas City, h.
 Powell, Walter: (Roger's Corner) NYC, h.
 Powell, Teddy: (Bordewick's) Tuckahoe, N. Y., h.
 Prins, Leon: (Paddock Club) Miami Beach, Fla., h.
- Q**
 Quartlet, Frank: (Coliseum) Chi, h.
 Quintana, Don: (Colonial Inn) Hollywood, Fla., h.
- R**
 Raffell, Rodd: (Blackstone) Washington, D. C., h.
 Rain, Chuck: (Bruno) NYC, h.
 Ramos, Bobby: (Colony) Chi, h.
 Ramos, Ramon: (Drake) Chi, h.
 Ravel, Arthur: (Belmont Plaza) NYC, h.
 Regal, Don: (Zombie) Cleveland, h.
 Rey, Alvin: (Buatic Casino) Englewood Cliffs, N. J., h.
 Reynolds, Tommy: (Famous Door) NYC, h.
 Rhodes, Dusty: (Texas) Fort Worth, Tex., h.
 Richardson, Bert: (Silverback Casino) Honeska, Va., h.
 Rizzo, Vincent: (Walton) Phila., h.
 Robbins, Bob: (Belva's Inn) Trenton, N. J., h.
 Rogers, Dick: & Equities: (Blackstone) Chi, h.
 Rogers, Eddie: (Schroeder) Milwaukee, h.
 Rosen, Ronald: (Pinoch) San Francisco, h.
 Rosette, C. J.: (Parker House) NYC, h.
 Ross, Gil: (Clim-Mott) Trenton, N. J., h.
 Roth, Eddie: (Alabam) Chi, h.
 Roth, Eddie: (Parker House) Chi, h.
 Ruffin, Babe: (Hickory House) NYC, h.
- S**
 Sabin, Paul: (Stuyvesant) Buffalo, h.
 Sachs, Coleman: (Pickwick Club) Birmingham, h.
 Sanchia, Juanito: (Havana-Madrid) NYC, h.
 Sandler, Bernie: (Tantonia Gardens) Richmond, Va., h.
 Sanders, Joe: (Mike Todd's Theater Cafe) Chi, h.
 Sautema, George: (Biltmore) Atlanta, Ga., h.
 Saunders, Hal: (St. Regis) NYC, h.
 Savitt, Jan: (Fisher) NYC, h.
 Sawyer, Buddy: (Jimmie's) Miami, h.
 Seabridge, Howard: (Martinez's) Trenton, N. J., h.
 Secora: (Beachcomber) NYC, h.
 Senators, Four: (Pelican Club) Palm Beach, Fla., h.
 Serv, Tony: (Sandy Beach Inn) Fontaine, Mich., h.
 Shand, Terry: (El Rancho) Chester, Pa., h.
 Shaw, Max: (Chateau Moderne) NYC, h.
 Shepard, Eddie: (Park Casino) Phila., h.
 Siegel, Irving: (Ed's) Marshfield, Wis., h.
 Siffer, Carl: (Onondaga) Syracuse, h.
 Silberson, Four: (DeWitt Clinton) Albany, N. Y., h.
 Stry, Larry: (Ambassador) NYC, h.
 Stry, Larry: (Chateau Moderne) NYC, h.
 Stein, Arvin: (Embassy Club) Albany, N.Y., h.
 Smith, Joe: (La Rue) NYC, h.

(See ROUTES on page 22)

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

- Heckscher, Ernie: (Club Lindy) San Francisco, h.
 Herbach, Ray: (Orpheus) Minneapolis, h.
 Herman, Woody: (New York) NYC, h.
 Herman, Sylvan: (Barclay) Phila., h.
 Hernandez: (Esquire) Miami, h.
 Hicks, Billy: (Bliss's Palm Garden) Milwaukee, h.
 Hill, Eddie: (Penn) Trenton, N. J., h.
 Hill, Dick: (Hi-De-Ho) Phila., h.
 Hills, Woody: (Club Esquire) Miami, h.
 Hinner, Richard: (St. Francis) San Francisco, h.
 Hines, Earl: (Trixton) Cleveland 7, h.
 Holmes, Herbie: (Log Cabin) Armonk, N. Y., h.
 Hord, Ed: (El Morocco) NYC, h.
 Howeth, Eddie: (Club Rouge) Baton Rouge, La., h.
 Hummel, Bill: (Edgewood) Tallahassee, Fla., h.
- I**
 Irwin, Marty: (Churchill Tavern) Pittsburgh, h.
 Isaac, Vernon: (Paradise) Phila., h.
- J**
 Jackson, Jimmy: (Casino Moderne) Chi, h.

Bands on Tour—Advance Dates

- JIMMIE LUNCHEFORD:** Armory, Stamford, Conn., April 3; Erie Theater, Philadelphia, 4 (week); Renaissance Casino, New York, 13; Orange Armory, Orange, N. J., 14; Lincoln Coliseum, Washington, 15; Teachers' College, Winston-Salem, N. C., 16; Shrine Mosque, Emory University, Atlanta, 18, 19; Auditorium, Augusta, Ga., 20; Planter's Warehouse, Martinsville, Va., 21; Memorial Auditorium, Buffalo, 23; Trianon Ballroom, Toledo, O., 24; Herold Theater, Chicago, 25 (week).
- TONY PASTOR:** Manhattan Center, New York, April 12; Arena, New Haven, Conn., 13; Sunset Park, Carrolltown, Pa., 14; Warner's Theater, Morgantown, W. Va., 15; West Side Park, Berwick, Pa., 16; Flatbush Theater, Brooklyn, 17 (week); Windsor Theater, Bronx, N. Y., 24 (week); Norwich University, Norwich, N. H., May 2; Sunnybrook Park, Pottsville, Pa., 3; Lyric Theater, Bridgeport, Conn., 4; Lakewood Park, Mahanoy City, Pa., 8; Brown University, Providence, R. I., 9; Hershey Park, Hershey, Pa., 10; University of North Carolina, Chapel Hill, N. C., 16, 17; The Citadel, Charleston, S. C., 20; University of Maryland, Baltimore, Md., June 4; North Carolina State College, Raleigh, N. C., 5; Woodbeer Forest, Staunton, Va., 6; William and Mary Col-
- lege, Williamsburg, Va., 7; Hamid's Million Dollar Pier, Atlantic City 20 (week).
- MAL HALETT:** Ritz Ballroom, Bridgeport, Conn., April 13; Policemen's Hall, Geneva, N. Y., 14; Arcadia Ballroom, New York, 16; Mount Holyoke, Holyoke, Mass., 18; Paramount Theater, Bristol, Tenn., 21; Plaza Theater, Asheville, N. C., 22; Xavier Festival, Charleston, S. C., 23; Paramount Theater, Newport, W. Va., 24; Policemen's Hall, Bristol, Conn., 25; Grand Concourse Hotel, New York, 26; New York University, New York, May 2; Metropolitan Theater, Morgantown, W. Va., 6; Basie Theater, Washington, Pa., 7; Park Theater, Meadville, Pa., 8.
- TOMMY DORSEY:** Valencia Ballroom, York, Pa., April 12; Hamid's Million Dollar Pier, Atlantic City, 13; Empire Ballroom, Allentown, Pa., 14; University of Virginia, Charlottesville, Va., 19.
- BENNY GOODMAN:** Rhodes, Pawtucket, R. I., May 3; Manhattan Center, New York, 3.
- JIMMY DORSEY:** Hamid's Million Dollar Pier, Atlantic City, July 4.
- TOMMY TUCKER:** Analla Festival, Charleston, S. C., April 25.
- BEVERLY TWINS:** Raymor Ballroom, Boston, April 12 (week).

- Le Baron, Eddie: (Book Cadillac) Detroit, h.
 Leighton, Joe: (John Marshall) Richmond, Va., h.
 Lewis, Sid: (Nut Club) Miami, h.
 Lewis, Ted: (Elm Tabarin) San Francisco, h.
 Lippert, Art: (883) Chi, h.
 Lombardo, Guy: (Rosevelt) NYC, h.
 Lott, Johnny: (Rosedale) NYC, h.
 Lopez, Joe: (Slapstick Maxie's Frolies) Miami, h.
 Lopez, Vincent: (Hurricane) NYC, h.
 Loring, Michael: (Beachcomber) NYC, h.
 Lucas, Clyde: (Biltmore) NYC, h.
 Lyman, Arthur: (Royal Palm) Miami, h.
 Lynn, Ramsey: (Reno) Denver, h.
 Lynn, Bert: (La Conga) Hollywood, h.
- M**
 McCoy Clyde: (RIKO Keith) Boston, h.
 McFarland Twins: (Syracuse) Syracuse, N. Y., h.
 McGrath, Don: (Van Cleave) Dayton, O., h.
 McGuire, Lani: (Lexington) NYC, h.
 McKeen, Conner: (Mimo) NYC, h.
 Maciaz, Pete: (Lounge Riviera) Washington, D. C., h.
- N**
 Nagel, Harold: (Coo Rouge) NYC, h.
 Nava, Ray: (Yacht Club) Phila., h.
 Nelson, Ode: (Waldorf-Astoria) NYC, h.
 Newman, Ruby: (Ritz Carlton) Boston, h.
 Nielsen, Paul: (Sassa) Clearwater, Fla., h.
 Noble, Leighton: (Waldorf-Astoria) NYC, h.
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 Oliver, Ted: (Carnell's) Phila., h.
 Oliver, Eddie: (Hollywood) Hollywood, Fla., h.
 Olson, Ed: (St. Paul) NYC, h.
 Olson, Emme: (Coral Gables) Coral Gables, Fla., h.
 Oppeda, Benny: (Commodore) NYC, h.
 Opp, Herman: (Rosalind Inn) Albany, N.Y., h.
 Orlando, Don: (Chez Paree) Chi, h.
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 Palfrey, Joe: (Club Royale) Detroit, h.
 Palmer, Joel: (Merry Gardens) Lynchburg, Va., h.
 Palquist, Ernie: (Trocadero) Wichita, Kan., h.
 Paschito: (Versailles) NYC, h.
 Pascho: (Beachcomber) NYC, h.
 Parks, Bobby: (Dempsy's) Miami Beach, Fla., h.
 Parodi, Wilbur: (La Montparnasse) NYC, h.
 Pedinik, Mike: (Martin's) Easton, Pa., h.
 Perez, Milo: (Palmer House) Chi, h.
 Perry, Bob: (Palmer House) Phila., h.
 Peterson, Oscar: (Senator) Atlantic City, h.
 Peterson, Dee: (Studio) Warwick, R. I., h.
 Pope, Bobby: (Mayfair) Kansas City, h.
 Powell, Walter: (Roger's Corner) NYC, h.
 Powell, Teddy: (Bordewick's) Tuckahoe, N. Y., h.
 Prins, Leon: (Paddock Club) Miami Beach, Fla., h.
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 Ramos, Ramon: (Drake) Chi, h.
 Ravel, Arthur: (Belmont Plaza) NYC, h.
 Regal, Don: (Zombie) Cleveland, h.
 Rey, Alvin: (Buatic Casino) Englewood Cliffs, N. J., h.
 Reynolds, Tommy: (Famous Door) NYC, h.
 Rhodes, Dusty: (Texas) Fort Worth, Tex., h.
 Richardson, Bert: (Silverback Casino) Honeska, Va., h.
 Rizzo, Vincent: (Walton) Phila., h.
 Robbins, Bob: (Belva's Inn) Trenton, N. J., h.
 Rogers, Dick: & Equities: (Blackstone) Chi, h.
 Rogers, Eddie: (Schroeder) Milwaukee, h.
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 Rosette, C. J.: (Parker House) NYC, h.
 Ross, Gil: (Clim-Mott) Trenton, N. J., h.
 Roth, Eddie: (Alabam) Chi, h.
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 Sanders, Joe: (Mike Todd's Theater Cafe) Chi, h.
 Sautema, George: (Biltmore) Atlanta, Ga., h.
 Saunders, Hal: (St. Regis) NYC, h.
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 Serv, Tony: (Sandy Beach Inn) Fontaine, Mich., h.
 Shand, Terry: (El Rancho) Chester, Pa., h.
 Shaw, Max: (Chateau Moderne) NYC, h.
 Shepard, Eddie: (Park Casino) Phila., h.
 Siegel, Irving: (Ed's) Marshfield, Wis., h.
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 Stry, Larry: (Ambassador) NYC, h.
 Stry, Larry: (Chateau Moderne) NYC, h.
 Stein, Arvin: (Embassy Club) Albany, N.Y., h.
 Smith, Joe: (La Rue) NYC, h.

(See ROUTES on page 22)

Music Items

Publishers and People

SONNY SKYLER, vocalist with Vincent Lopez, has had two new songs chalked to his credit by publishers Fergie, Debin, and Friedman. Titles are *Just a Little Bit South of North Carolina* and *Don't Cry*. Skyler got an assist on the first from Arthur Shafetz and Bette Cannon. Arranger Dick Hummer has a contract with Gen Music for a six-man-jazz quartet. First one, *Jump, Jump, Jump*, has been featured by Isham Jones.

Jean Hanscomb, cafe society songbird from the Newport, R. I., debutante listings, had her first song accepted by Keystone Music. *Gal* wrote both words and music.

Mercedes Gilbert has written a text telling the history of the American Negro since 1916. It has been woven into an album of records titled *The Crusade of the American Negro*, by Arch Recording Studios.

Paul Chelly, ork leader, has written a new one called *I Knew You Too Well*. It's been given the once over by a publisher.

Herb Rein, formerly of Miller Music, and **Larry Taylor**, former vocalist with Charlie Bannet's band, have followed their first published song with two more for the new Rein-Taylor music firm. "What Word Is Sweeter Than Sweetheart," by Jack Erickson and Taylor, and "Grandma's Minuet," by Arthur Godfrey and John Heiney, are the new additions. Taylor's and Jerry Arlen's "Afraid To Say Hello" was the initial ditty.

Songs and Such

MARION MILLER, the burly stripper, is featuring a new original tune to accompany her "quiver" dance. *Gal* has dubbed the ditty *Quiver of Quiver*. It was composed by Ernie Washington, colored pianist with the Harder Downing ork. He is the only Negro in the band. *Dream No More*, written by Ernest Ford and Al Wiggins, of Houston, Tex., is to be published by Doraine Music Company, New York.

A new batch of tunes for Columbia's *Letty Go-Ed* is now in the making by Saul Chaplin and Sammy Cahn. Following the current novelty tune cycle, the Neale Wrightman publishers, of Chicago, have released *There's Got To Be Swing*.

Indeed I Do, penned by Rex Ford, manager of Ruby Music, made a first for that author with its appearance recently.

Philly Pickings

BOBBY LYONS lets out with *Let's Go* *Nattie* for his latest hitball effort. Joe Frusanto introduced his *That Old Feeling* via his Mutual strings out of WIP here.

Wayne Cody revises his *I've Come Back to You*, originally written in 1926 during his RKO-vaudeville circuit days, finally getting recognition from the New York pub.

Tin Pan Alley Music Company printing up a patriotic piece, the collabing of Ace Panosov and Janet Binder, called *Wings of Red, White, and Blue*.

Watch for

THE GREATEST SONG EVER PUBLISHED
IN THE FIELD OF POPULAR
AMERICAN DANCE MUSIC

plus

THE BEST BALLAD, THE BEST RHYTHM
SONG, THE BEST LATIN-AMERICAN
TUNE, THE BEST BLUES,

and

THE TOPS IN COMPOSING, LYRIC
WRITING, AND ARRANGING—ALL IN
THE OPINION OF A CROSS-SECTION
OF THE COUNTRY'S BAND LEADERS,
BOTH BIG AND SMALL

The result of the survey conducted by *The Billboard* among the nation's maestri on these provocative subjects is due in

THE
SPRING SPECIAL ISSUE
Next Week—April 12, 1941

Kyser Breaks Record —And Also the Floor

SPOKANE, Wash., March 29.—Kay Kyser proved "too popular" at Natatorium Park dance pavilion here March 22. He drew more dancers than the spring floor could stand, and the section directly in front of the bandstand sagged three inches when a supporting girder cracked.

The crowd, numbering 4,900, smashed the former record of 2,787 set by Phil Harris in 1937. And this despite an unusually early opening of the park's dance season, rainy weather, and admissions of \$1.15 a copy. Idaho and Montana cars were seen at the park.

Firemen blocked off damaged section of floor, and dancing was halted about a half-hour while park employees jacked the floor up. Kyser, making first visit here, entertained with his "College of Musical Knowledge" during the enforced intermission.

New Yearly Cabaret, Hotel License in Pa. Fought by Musicians

PHILADELPHIA, March 29.—Local musicians' union is alarmed and is mustering its forces to fight two proposed pieces of legislation introduced in State Legislature last week by Representative Francis J. Palkenstein, of this city. Bills call for a \$1,500 annual license fee to be levied on all hotels and cabarets in the State. The new license measures would be unrelated to and, in addition to, present liquor licenses, which also run high.

Proposed measure defines a cabaret as "any establishment engaged in the catering or sale of meals or drinks where three or more musicians are employed to furnish dance music for the entertainment of its clientele." It is in such spots as these, it is pointed out, that the majority of musicians both here and elsewhere in the State find their employment possibilities greatest. Burdening the owners of the small clubs, taverns, and roadhouses, for the most part employing the three and four-piece combos, with a \$1,500 fee on top of the other license fees already exacted would make it prohibitive for them to employ any live musicians.

Companion measure affecting hotels, qualified as those with 50 rooms or more, would hit the musicians as hard, especially those in the up-State towns where the general practice is to combine dancing with dining for the week-ends.

C. Teagarden Builds Ork; Signs With FB

CHICAGO, March 29.—Charlie Teagarden, Jack's brother and once one of Paul Whiteman's Three T's, signed a management contract with Frederick Brothers, and is here to organize his own band. Teagarden hoped to pick up the Anson Weeks crew, which is now laying off due to an injury to the leader's hand, but the boys told him they would hang around town for a couple of months until Weeks is able to work again. So he is starting from scratch to build a sweet and swing combo.

Charlie is scheduled to open an engagement at Donahue's, Mountain View, N. J., April 11. Since leaving Whiteman a year ago, he played with Johnny Green on his radio commercial, and in *Cabin in the Sky*, Broadway musical.

Clinton Great in Ohio Spite of Heavy Blizzards

YOUNGSTOWN, O., March 29.—Bucking one of the worst blizzards of the winter, all temperatures near zero, Harry Clinton attracted slightly better than 1,100 paid customers to the ballroom at Yankee Lake Park near here March 17. Admission was 65 cents a person.

Clinton the previous night packed Moonlight Ballroom at Meyers Lake Park, near Canton, to the tune of around 1,500 at six bits a person, with near-zero weather prevailing and in a blinding snowstorm. Sammy Kaye is next in at Moonlight, with Red Nichols scheduled for tomorrow (30).

Kids Turn Out for Waxed Bands, But Turn Down In Person Faves

PHILADELPHIA, March 29.—Kids congregating at the Jitterbug parlors to wing it out to the recorded music of the name bands apparently have little interest in dancing to their band faves "in person." At least that's the initial impression of Jimmy Martin and Tom Cavanaugh, who turned to dance promotions for the early weekend nights at their Swing Club, North Philadelphia giant Jitterbug parlor.

It's dancing to the disks on Wednesday, Thursday, Friday, and Saturday at the Swing Club. Often as many as 1,200 youngsters hoof it to the waxed heat on a Friday night. Figuring that a terrific interest had been created by the platters, Martin and Cavanaugh decided to bring in name bands for one-nighters the early days of the week.

While the experiment, after two tests, hasn't been fruitful as yet, both Martin and Cavanaugh are optimistic and hopeful. New policy got under way March 18, with Al Donahue on tap. Charging a straight admission of 75 cents for both sexes, band brought in a slim 225 dancers for a gate short of \$170. Last Monday (24), with Bobby Byrne on the stand and the advancing heavier, 200 dancers turned out at the 70-cent gate, way under with \$150.

However, Martin and Cavanaugh are not discouraged, kids coming in the other

Not Enough "Bands Of Week" for Chi

CHICAGO, March 29.—The attempt of the Edgewater Beach Hotel here to establish a "Band of the Week" feature Monday nights when the regular orchestra is off has fallen by the wayside, due to the scarcity of bands in this area suitable for the hotel's Marine Dining Room. All leading offices competed for the business, but could not deliver the required attraction every week.

In most cases the style of the band was not sweet enough to please the older crowd which frequents the spot. Management is now splitting the Monday jobs between Jack Russell and Gay Claridge, both local outfits.

Philly Dell Nights Swinging to Swing

PHILADELPHIA, March 29.—Suggested by systems carried out with conspicuous success at the Hollywood Bowl on the West Coast and other leading summer concert series, Robin Hood Dell here will emphasize the popular concert fare more than ever this coming season. The heavy grand opera are out, and the Thursday night programs for the entire summer will be designated as "Pop" concerts.

Dell management, which uses the men of the Philadelphia Orchestra, first broke the classical barriers in 1926 by bringing in Paul Whiteman's orchestra. Last season, carrying more popular fare than ever, found the biggest crowds turning out for evenings with Andre Kostelanetz and Lily Pons, Oscar Levant, Alec Templeton, and Johnny Green's orchestra.

Coming season will find a more complete wedding of the symphonic with the popular, with the possibility that Benny Goodman will take over for a night as clarinet soloist.

Barnet Drops a Bit in Third Bridgeport Stand

BRIDGEPORT, Conn., March 29.—Charlie Barnet, in at the Ritz Ballroom here last Sunday (23), although doing okay, didn't draw the big that he did when he drew 3,248 persons on October 27 and, with ducks scaled at 85 cents, grossed \$1,905.80. On last week's appearance he drew 1,671 and, with the admish scaled to 75 cents, his gross totaled \$1,253.25.

He had fairly stiff competition from the Loew-Poll-Lyric Theater, where Xavier Cugat was holding forth. Altho this was Barnet's second appearance of the season at Ritz, it was his third appearance in Bridgeport, having played the Loew-Poll-Lyric Theater several months ago for one day.

nights to dance to the disks making up the losses. Operators have noticed that those turning out for the live bands are an entirely different crowd than those on the jitterbugging nights, and are hopeful of building up a fresh clientele that will support the live names and to find a happy medium between both classes of dance followers. They continue their experiment in bringing in Bunny Berigan this Tuesday (1). Bands booked in by Carl Bubbeck, local agency head.

All Lincoln Dance Spots Now Operating

LINCOLN, Neb., March 29.—Ballroom business took off full blast here last week-end, with King's danceery rejoicing the local trio. The J. Clair Lanning spot had been laying off thru Lent, and booked Bobby Griggs for the first band on the stand (22). Plans are first in the air on the number of days-per-week operation, but it's not expected that the ballroom will really spread out until the park season opens in May. It's a part of Capitol Beach.

March 14-16 Turnpike Casino had Val Grayson, who did pretty well considering he was being backed by the State High School basketball tourney, which drew heavily from the dance-age kids. Picked up around \$670 at a 55-cent top per person. Leo Pieper (15-16) at the Pla-Mor, two bits straight, did well with \$365 on the door.

For the third time in four months R. H. Panley repeated Seger Ellis at the Turnpike, and bettered his gross each successive time. Last three days (21-23) wound up with \$805, which is very good.

The Ellis band, having made an excellent record so far in Nebraska spots, is taking two weeks out in Kansas City, and may come back in after that time, at the Music Box, in Omaha. Ellis, as topper on the entertainment roster at the Hastings, Neb., "Show of Progress," cornered 14,000 people in four days, which is equal to the town's population.

He paced the modern trumpet style—there's a little Armstrong in 'em all but there's only one

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Doing the Vocals
SONNY WOODS
ANN BAKER

NOW ROYAL THEATRE
BALTIMORE

WEEK APRIL 3
STATE THEATRE
NEW YORK

LATEST DECCA RECORDS

"Everything's Been Done Before"

"I Cover the Waterfront"

"In the Gloaming"

"Long, Long Ago"

Personal Management

JOE GLASER, Inc.

30 Rockefeller Plaza, New York
Circle 7-0862

25-Cent Matinees for High School Kids To Be Given To Stimulate Interest in Legit

NEW YORK, March 29.—A new plan is under way to enable high school students to attend special matinees of Broadway plays with the admission price set at 25 cents. Details are being drafted by the Board of Education, the League of New York Theaters, and the Actors' Equity Association. Alfred Harding, editor of *Equity Magazine*, and Mrs. Alice C. Wright, chairman of the school and theater committee of the New York City Association of Teachers of English, conceived the plan.

The set-up, scheduled to become effective with the opening of the school year next fall, will open the legitimate stage to high school students for the first time and give them a chance to supplement their English and drama courses. It is possible, according to Harding and Mrs. Wright, that the plan will be given an experimental test this spring.

The theatrical stage unions, including the actors, dramatists, stagehands, press agents, box-office men, musicians, and company managers, are being asked to waive their standard pay rates for the special performances. The stagehands' union, the League of New York Theaters, and Equity already have officially sanctioned the plan, and there is every indication that the American Federation of Musicians and the Dramatists' Guild will follow suit.

The unions will share from the 25-cent admission fee after the basic costs, such as ushering, porter service, the printing of tickets, and the lighting and heating of the theaters, has been deducted. Since the seating capacity of Broadway houses averages between 1,000 and 1,500, the top gross will probably be between \$250 and \$375.

The school and theater committee of the English teachers' association is expected to select the plays (there will probably be between 10 and 15 given). The choices of the group will then be submitted to a committee representing Equity, the League, and the teachers, who will work out the schedule of performances.

David H. Moskowitz, assistant super-

intendent of schools in charge of high schools, expressed enthusiasm for the plan as "a very great step forward for our work in connection with English and the social studies." He also pointed out that this program would not only aid the school curriculum, but also would get children in the habit of attending the theater.

Marcus Helman, president of the League, believed it would be a "wonderful opportunity to educate the younger generation to the theater."

One of the main factors in the approval of the plan by the theater industry was the belief that the students would provide widespread advertising for the shows they had seen among their parents and relatives.

FROM OUT FRONT

Advice From a Murderess

BY EUGENE BURR

SEVERAL weeks ago the American Academy of Dramatic Arts held its graduation exercises at the Empire Theater, and the principal speaker was Miss Josephine Hull, who was introduced to the audience of budding stagefolk and their friends by Frank Gillmore, who presided. Mr. Gillmore, in his introduction, described her as "the finest murderess on the American stage"—a description with which this corner heartily agrees. Last current acting assignments have slipped your mind, I hasten to add that neither Mr. Gillmore nor I mean to cast any reflection upon Miss Hull's position as a temperate and law-abiding member of the community; it's merely that she's currently engaged in giving her terrific portrayal of one of the two sweet Brooklyn spinsters who, in *Arzeneo* and *Old Lace*, yield to the hobby of collecting corpses in their cellar.

In any case, Miss Hull delivered probably the soundest dramatic school graduation address within memory. Eschewing vague generalizations about the theater and its treatment of its devotees, eschewing fuzzy acting theories that are crammed by viciously incompetent drama coaches and directors down the throats even of leading professionals, she kept to the fundamentals of an approach to that strange mixture of craftsmanship and art that all good acting must be.

What she said is known to all competent actors, but it's advice that's needed by plenty of youngsters on the Broadway stage, by plenty more trying to get on the Broadway stage, and by more still who are meshed in the self-conscious incompetence of acting theories spouted by poseurs and fashionable fools. Therefore, a part of it will be given here in greatly abbreviated form. Said Miss Hull:

"Create a part from the inside out, but first be sure of externals. Your speech must be clear and must be understood. It doesn't need to be pedantic or fancy. It should be clear, honest speech. But behind that speech, which can reach, if necessary, to the top of the utmost gallery, there should be a faculty of putting on another speech—that of the character you are going to play. And, therefore, every day of your life that you hear somebody with a Southern accent or a Midwest 'ah,' horrible as it is, put that in the back of your mind. . . . Carry those notes in your head for future use.

"It is well to remember that when you play an illiterate person you mustn't keep your speech too pure. When you play a very grand person, you must allow your speech to become grand. You must watch people and their faces and their expressions. You must watch how they walk, watch how they hold themselves. . . . Get all the externals first.

"Then begin thinking what the person would think. Create your character from the inside, and become a part of the whole in the play. The play, after all, is like a small orchestra. You can't play your part irrespective of the others.

"You must allow your director to form you into a musical whole. . . . If you are to be a part of the whole, you yourself cannot see yourself; you cannot hear yourself; you must take direction."

AS PREVIOUSLY remarked, there is no need to give Miss Hull's advice to any competent player. But there is great need to give it to those who run their own abilities and increase their own self-consciousness (the primary sin in any art) by submitting to high-falutin' and fantastic acting theories that merely serve to take them away from the basic requisites of their craft. Acting must be fine craftsmanship before ever it can aspire to become art.

Particularly to be underlined is what Miss Hull says about the voice—the primary instrument of the actor. There are players on Broadway—most of them young girls—who manage to get themselves jobs despite their utter lack of such fundamental equipment. They get jobs, but the customers suffer. Certain of our young actresses sound like steam whistles or nutmeg graters and still wonder why their performances remain ineffective. They have no place on the professional stage.

Miss Hull, however, wasn't the only one who said things worth quoting. Mr. Gillmore, in his introductory remarks, offered advice that should be heeded by everyone in the theater, from pavement-pounding ingenue to star, from walk-on to actor-manager.

SAID Mr. Gillmore:

"All artists, as I see it, have to be humble in the presence of or in connection with their art. It makes no difference, in my opinion, whether you be a painter, a sculptor, a pianist, or a musician of any type—you must be humble in the way you regard your work. . . .

"You young people should always bear, as I do not question you will, a certain humbleness towards your art. The art is so much bigger than the individual. You, after all is said and done, will only be an instrument, and you will have to call upon the powers that be to make that instrument, yourself, become perfect under—well, the spiritual or divine guidance which is going to carry you thru life."

And Mr. Gillmore then proceeded to relate an anecdote of Forbes-Robertson. "When I was with Forbes-Robertson in Montreal," he said, "we were walking along, talking our constitutional, and we were talking about the theater. And he said to me, 'You know, I never enter a stage door without, figuratively speaking, bowing my head.'"

It is a mental genuflection, I fancy, that is common to all great actors. The theater may be made to serve your own ends; but it is only when you approach her humbly that she allows you to serve her and so to win to the peridious and evanescent honors that she offers for her service.

THE SUNDAY SHOW QUESTION

and the possible continuation of Sunday Shows

will be discussed in the

Spring Special Issue

(Dated April 12)

For Equity: ALFRED HARDING

For the League of N. Y. Theaters: JAMES F. REILLY

Pitt Expects 300G Season

PITTSBURGH, March 29.—Nixon will wind up season with gross expected to exceed \$300,000, despite slow start that looked like one of poorest in years.

Widely heralded return this week of *The Little Foxes*, premiered here more than two years ago, and anticipated sell-out of Helen Hayes and Maurice Evans in *Twelfth Night* next week, will be followed by *Student Prince* for Holy Week, a stanza Manager Harry Brown has rarely booked. Following the perennial will come *Cabin in the Sky* with Ethel Waters. Hope for Harvest with Frederic March and Florence Eldridge, annual University of Pittsburgh Cap and Gown revue, and *DuBarry Was a Lady*, all expected to be heavy at b. o.

Even Student is considered a probable profit-maker, in view of \$10,500 take for Blossom Time last week at \$2.75 top.

Return of *Man Who Came to Dinner* last week, third here, grossed \$10,000 at \$2.75. One of few turkeys this season was *Night Must Fall*, first of month, totaling only \$5,500 at \$2.20 top.

During February Tobacco Road drew \$19,000 at \$1.65 top in nine performances; *Hellzapoppin* grossed \$41,000 in two weeks at \$3.30 top, and *The Male Animal* pulled \$11,200 at \$2.75. Extra matinees were given for the Olsen-Johnson show and *Road*, which beat its last year's gross of \$17,500. (Motion picture version of *Kirkland* play closed after only two weeks at Senator for total of \$13,500 at \$3-cent top.)

American Academy Students End Year With "Trelawney"

NEW YORK, March 29.—As the last in its series of plays for this season, the American Academy of Dramatic Arts presented Pinner's *Trelawney of the Wells* at the Empire Theater Friday afternoon. The young people did as well as could be expected with the interminable stretches of silly dialog and unstable plot. Richard Ward turned in an excellent job as Tom Wrench, sympathetic and appealing thruout, and Kirk Douglas came thru with his usual nice work as the egotistic Gadd. Edward Moroney and Terese Hayden scored with two beautiful bits as Mr. and Mrs. Teifer, and Peta Carter did her best job of the season as Miss Parrott. James Moreno's work as Mr. Ablett was excellent, and Althea Clayton was good as Clara. William Tregoe's lip added a lot of amusement to the part of the Captain, and Kenneth Forbes was a good Colpoys. Ferno Armstrong was admirably bombastic as the Vice Chancellor, and Robert Lyle was a completely acceptable Arthur. Phyllis Williams didn't quite make the stature of Rose. The rest of the cast included Louise Blanks, Richard Kimble, Richard Castaine, Harry Crox, John Stuart Bretter, Constance Johnson, Daniel Saffel, Ellen Nicoll, Michael Barrett, Samuel Rex, and Jane Huzsagh.

It seems each successive year the newcomers to the theater are faced with greater obstacles. One can only admire the courage of these youngsters, and wholeheartedly wish them luck.

M. A. B.

Chi Legit Sked Heavy

CHICAGO, March 29.—Legit here will be crowded this spring until summer. Business is good but not big, which is blamed on Lent.

See *My Lawyer*, which closes an 11-day run at the Selwyn tonight (29), fared badly with the critics and dished out plenty of paper during its stay. Show is scheduled to play St. Louis and (See CHI LEGIT HEAVY on page 62)

BROADWAY RUNS		Performance to March 29		Dramatic		Opened Perf.	
Armed and Dangerous (Pal- ton)	Jan. 10	10	81				
Charley's Aunt (revival)	Oct. 17	12	188				
Cloudburst (Booth)	Feb. 12	22	144				
Clory in Green, The (Im- perial)	Nov. 29	14	24				
Doctor's Dilemma, The (Im- perial)	Mar. 11	20	20				
Flight to the West (Booth)	Dec. 11	20	104				
Gratabelle (Booth)	Mar. 25	7	7				
Happy Birthday (Booth)	Nov. 29	14	14				
Life With Father (Hayden)	Nov. 8	20	582				
Man Who Came to Dinner	Oct. 16	29	608				
The Masher Boy	Jan. 12	18	108				
Mr. and Mrs. North (Im- perial)	Jan. 12	18	108				
My Fair Lady (Booth)	Jan. 12	18	108				
My Sister Helen (Booth)	Jan. 12	18	108				
Night of the Janitor (Booth)	Jan. 12	18	108				
One of the Boys (Booth)	Jan. 12	18	108				
One of the Living Pan	Jan. 12	18	108				
Reverend Home (Booth)	Jan. 12	18	108				
Tally Ho! (Booth)	Jan. 12	18	108				
They Walk Alone (Booth)	Jan. 12	18	108				
Tobacco Road (Forrest)	Jan. 12	18	108				
Musical Comedy							
Crazy With the Heat (re- vival)	Jan. 12	18	108				
Early in the Morning (Booth)	Jan. 12	18	108				
Happy Birthday (Booth)	Jan. 12	18	108				
Meet the People (Marshall)	Jan. 12	18	108				
New Hippopotamus (Winter)	Jan. 12	18	108				
Parade (Booth)	Jan. 12	18	108				
Pat Jones (Harrison)	Jan. 12	18	108				
Panama Hat (44th St.)	Jan. 12	18	108				

Hayes-Evans 11G in Buff

BUFFALO, March 29.—Despite Lent and an early-in-the-week stand, *Twelfth Night*, aided by large advance subscription sale, grossed \$11,000 for three days (four performances) March 24-26. Only other three-day stand to top the Helen Hayes-Maurice Evans production was *Philadelphia Story* with Katharine Hepburn early last week, which garnered a terrific \$13,000, aided by Guild promotion and week-end showing. *Scale for Night* ran from \$1.10 to \$3.50, with only a few of the highest priced seats available at curtain time.

Next show on tap at the Erlanger is *There Shall Be No Night* March 31, April 1. Very brisk advance sale.

"Cabin" 40G in 2 Hub Wks.

BOSTON, March 29.—*Cabin in the Sky*, at the Colonial here for its first road stop, grossed \$40,000 for two weeks starting March 10, a solid better-than-average figure. Ethel Waters' drawing power plus a drama-starved city combined to help the b. o.

New Plays on Broadway

Reviewed by Eugene Burr

MAXINE ELLIOTT'S

Beginning Tuesday Evening, March 25, 1941

GABRIELLE

A play by Leonardo Bercovici, based on Thomas Mann's *Tristan*. Staged by René Clair. Setting designed by Peggy Clark, constructed by Vail Scenic Construction Company, and painted by Robert W. Bergman Studios. Costumes designed by Gabrielle Barr, executed by Eaves Costume Company. Press agent, Leo Freedman, Stage manager, Jo Tyler, Assistant stage manager, Charlotte Acheson. Presented by Rowland Leigh.

Times 108. Byron McGrath
Riemann.....John McGovern
General Hobbin.....Martin Wolfson
Delvis Spinell.....John Cromwell
Frau Spaus.....Frieda Altmann
Gabrielle Kletterjahn.....Eleanor Lynn
Mild.....Charlotte Acheson
Acquist Schulz.....Wilton Graff
Helm.....Whitner Bissell
Doctor Leander.....Frederic Tozere
Anton Klotzjahn.....Harold Vermilyea
Gabrielle Kletterjahn.....Eleanor Lynn
Mild.....Charlotte Acheson
Patients.....Elaine Eldridge, Dwight Marfield
The Action Takes Place in the Drawing Room of Enfield in the Swiss Alps.

ACT I—Afternoon, Early Spring, ACT II—Scene 1: Midday, Two Weeks Later, Scene 2: Walkways Night, Two Weeks Later, ACT III—Early Morning, Two Days Later.

On Tuesday evening Rowland Leigh presented at Maxine Elliott's Theater a play called *Gabrielle*, dramatized by Leonardo Bercovici from a Thomas Mann story called *Tristan*. In extension, however, it must be reported that Mr. Leigh recognized his mistake as quickly as possible. On Wednesday night he withdrew it.

This reporter sat in dutiful attention through *Gabrielle*'s three memorably tedious acts, but I'm still not able to tell you what it was all about. The dialog likens the central character, a writer in love with a married woman, to *Tristan*—but he's a *Tristan* who kills his own beauty and stays around, a loathsome insect at King Mark. Frankly, the connection escapes me. So, for that matter, does any other hint of sense or meaning in the play.

The scene is a sanitarium in the Swiss Alps; the time is 1908; and the characters constitute one of those choice collections of phony psychopaths evolved by Teutonic authors who decide to indulge in characterization. The Teuton and Mid-European mind seems to think that characterization consists of creating a series of personified neuroses, obscure enough to allow critical drivers to create them with all sorts of meanings; the author was unable to think up, Messrs. Mann and Bercovici offer a prize example.

There is one very cynical patient who plays cards constantly, who always wins, and whose opponents always die. There is a general with rheumatism and a boorish manner; a deserted wife who wants to mother everything in sight; an optimist who likes to run races and expose the secrets of other patients; a thin young man hopelessly in love with the nurse; the nurse, a competent woman, who is hopelessly in love with the doctor; and the doctor himself, who goes around helping his patients by making grisly jokes about death and insisting that they will always return to the sanitarium. Why any of them stay more than five minutes is beyond rational supposition. There is also a young writer, Spinell, who has emitted a very wonderful book that no one can understand, and who is finally told by the doctor that his mysticism is the result of his own realization that he is merely second-rate. There is a natural suspicion that this is a self-portrait by Herr Mann.

To this nest of intellectual doodlebugs comes *Gabrielle*, an ethereal young lady married to a typical business man. Her ailment is minor, but it seems that if she plays the piano she will turn a traebal weakness into a matter of life or death. Figure that one out if you can. Needless to say, Spinell falls in love with her and tells her that she had a golden crown on her head when her husband met her, only her husband didn't see it, which was very disgusting to him. Spinell wants her for himself, even tho' it's only in death. So, at a Walpurgisnacht celebration, he forces her to play the piano while he stands around screaming enthusiastically that he is *Tristan*. The piano, incidentally, is getting to be quite a lethal instrument in the hands of our imported play-

wrights (vid. also Jacques Deval's *Boudoir*).

Anyhow, the fatal piano-playing amazingly turns the traebal ailment into something else (unspecified), and *Gabrielle* dies. Spinell writes an insulting letter to her husband and is extremely upset when the doctor delivers it before he, Spinell, can get out of the way. The husband flares up at him, and at the curtain Spinell is playing oards with the cynic. This, undoubtedly, has a world-staggering implication, but unfortunately I can't tell you what it is.

All of this tripe is staged at a leaden pace by Handolph Carter, and played with surprising ability by a gallant cast. Eleanor Lynn, in the title role, actually manages to do the insipid and silly *Gabrielle* in flesh and blood, and various of the assorted patients are splendidly played by Byron McGrath, Frieda Altmann, Wilton Graff, and Whitner Bissell. Harold Vermilyea grows convincingly apologetic as *Gabrielle*'s husband, and Grace Coppin brings charm and authority to the role of the nurse. As for Spinell, Richard Cromwell makes him appear a bit like a Harvard sophomore condoning a note to a classmate, *Cazy Ninettes* masquerade. Peggy Clark has provided a bare and chilly set that seems enough in itself to seal the doom of the patients.

The characters are stupid, ridiculously overdrawn, and totally unconvincing, and the scraps of plot revolve about such momentous and beautiful things as Spinell's nauses at *Gabrielle*'s married nature, which happens to be *Klotzjahn* therefrom totally uninfused for an equally cerebral being. Yet it all means something very lovely and very important, because the original story was written by Thomas Mann. As all readers of literary criticisms know, no referee author has ever written anything that wasn't both lovely and important.

ST. JAMES

Beginning Monday Evening, March 24, 1941

NATIVE SON

A play by Paul Green and Richard Wright, adapted from Mr. Wright's novel of the same title, directed by Cron, Welles. Settings designed by James Meccoon, constructed by Nolan Brothers, and painted by Centre Studio. Production supervised by Jean Rosenblat. Press agents, Richard Mansfield, Ted Goodson, stage managers, Walter Ash and Richard Wilson. Presented by Orson Welles and John Houseman, in association with Bern Bernard.

Bigger Thomas.....Canada Lee
Harold Thomas.....Evelyn Evans
Vera Thomas.....Helen Martin
Buddy Thomas.....Lloyd Warren
A Neighbor.....Jacqueline Grant
Miss Emmett.....Eileen Burns
Jack.....J. Fiske Ruby
Clara.....Rena Mitchell
C. H. Rankin.....Roderest Timmons
Cus Mitchell.....Wardell Saunders
Ernie Jones.....C. M. Bootsie Davis
Mr. Dalton.....Everett Sloane
My Dalton.....Nell Harrison
Britten.....Everett Sloane
Peggy.....Frances Bavier
My Dalton.....Anne Burr
Mr. Erlone.....Joseph Pennington
Paul Max.....Ray Collins
A Reporter.....Paul Stewart
Judge.....William Malone
Newspaper Man.....John Berry
Stephen Roberts, George Zera, Don Roberts

The Action Takes Place in Present-Day Chicago. The Play Is Shown in 10 Scenes. There Will Be No Intermissions.

On Monday evening, after the two postponements and the fabulous extra payments to stagehands that seem inevitable marks of an Orson Welles production, the Paul Green-Richard Wright dramatization of Mr. Wright's *Native Son* finally opened at the 85. James Theater. With typical Welles efficiency, the production was late in ringing up on Monday; and the curtain was a quarter of an hour overdue even on second night. Time, however, has little meaning for genius.

Typical Wellesian genius is also displayed in other aspects of the production. For one thing, there is no intermission, despite the fact that dramatic points could be far better made by breaking the action into acts—and, as a result, the suffering audience has to sit for two mortal hours like *Tantala*, with the red exit lights gleaming all around. For another thing, programs are distributed only at the end of the play; at which time, it is to be suspected, many patrons don't bother to pick them up in their mad dash to the sanctuary of the

street. If nothing else, this is disagreeably unfair to the players; and the result is that, through the course of the play, the only fully publicized name in the patrons' minds is that of the genius. (See *NATIVE SON* on page 62)

HUDSON

Beginning Sunday Evening, March 23, 1941

MY FAIR LADIES

A comedy by Arthur L. Jarrett and Marcel Klaber. Directed by Albert Lewis. Set by the designer, Wilson Barrett, book by Martin Turner, and painted by Triangle Scenic Studios. Press agent, Karl Bernstein. Stage manager, Randolph Preston. Assistant stage manager, Charles Furcolo. Musical supervision by Albert Lewis and Max Siegel. Helen Gage.....Margaret Searle
Melen Gage.....Charles Furcolo
Jones.....Jean Cleveland
Grips.....Henry Vincent
Philip Gage.....Vincent Donohue
Evelyn Gage.....Ted Gilman
Richard Tolliver.....Russell Hurd
Henry Gage.....Herbert Voss
Ned Tate.....Thomas Costey
Lady Keith-Oldy.....Celeste Holm
Lady Patterly-Shair.....Betty Furness
Tony Stiles.....Alfred Ketchum
Mrs. Belden S. Stiles.....Ethel Morrison
Max.....Arthur Hughes
Max Gage.....Jacqueline Hueston
"Happy" Miller.....Leo Hulet
Finnegan.....Randolph Preston
Captain Lake.....Lionel Ince

The Action Transpires in the Home of the Henry Gages, Willowbrook, Mount Airy, N. C. ACT I—The Afternoon, ACT II—Evening, Two Days Later, ACT III—The Following Morning.

To get the worst over with at the outset, *My Fair Ladies*, the comedy by Arthur L. Jarrett and Marcel Klaber that was presented at the Hudson Theater by Albert Lewis and Max Siegel last Sunday night, seems hardly strong enough for Broadway consumption. Fundamentally, its plot is the hackneyed mistaken-identity theme, its events are a compendium of trite stock situations, and its humor isn't consistent enough to override the other difficulties. But to dismiss it as that would be, I think, hardly fair. Its underlying idea is both excellent and extremely timely; and pruning, a bit of re-writing, and better direction might have made it constantly amusing.

The comedy tries to poke fun at those vicious American snobs who have made a profession of England-adulation because it happens to be the smart and fashionable occupation of the moment. Messrs. Jarrett and Klaber set out to pillory them by setting down in their midst a couple of American chorus girls who have escaped from London thru the connivance of a young Englishman and a couple of false passports that labeled them as a pair of titled English ladies. (See *MY FAIR LADIES* on page 64)

High School Students Present "June Mad"

NEW YORK, March 29.—On Sunday (23) the Peagin School of Dramatic Art presented the members of its senior class in the first act of *This Thing Called Love*, by Edwin Burke, and in the three-act comedy, *June Mad*, by Florence Ryerson and Colin Clements, at the Henry Miller Theater. Both shows were enjoyable, and the players were good in their own right. All of them showed a marked improvement over their previous appearances.

Howard Morgan, who played Harry Bertrand, the henpecked husband in *This Thing Called Love*, was quite good in his role, but didn't seem as much at ease as John Lund, who played the millionaire on the lookout for a wife. Miss Kahler did well as Dolly Garrett, the gossiping friend, and the other performers all did good jobs. They were Ruth Roland, Sheila Stephens, John Donovan, Edward Ruhl, and Adelaide Bernard.

In *June Mad* the players did their best, which turned out to be a very good best. Outstanding performances were given by Georgette Beams, Sheila Stephens, Miss Kahler, and Mr. Lund.

Miss Beams, who played the tomboy daughter of Dr. and Mrs. Wood, enacted by John Donovan and Adelaide Bernard, gave the best performance of the night. Miss Kahler, who played her friend, also was very good, while Lund, who played a modern Galahad, possesses both the looks and personality for such a role. Sheila Stephens, previously seen only in ingenue roles, played the maid who is almost one of the family, and did a fine job.

Others in the cast were Jim Kirkpatrick, Edward Ruhl, Don Carter, Howard Morgan, Ruth Roland, Pina Maye Stanton, and William Callahan. Cora M. Tarhan.

Late Season Boom for Philly; Two Hit 21C

PHILADELPHIA, March 29.—Unusual spectacle of three legit houses open this week marks the tail end of the local season. Even more unusual is the fact that each of the three attractions is doing smash business for the week ended today. *Life With Father*, for its fourth week at the Walnut Street Theater, is still as strong as the first week, hitting a top-heavy \$21,000, with advance sale still high. Excepting for some higher priced seats, \$2.50 top, on Monday and Tuesday evenings, it's playing to sell-out houses.

Same holds true for *The Man Who Came to Dinner*, at the Forrest Theater. For its third and final week, at a \$2.50 top, it's practically capacity with \$21,000. Could easily have stayed a fourth, but closes its run with a sock total of almost \$63,000 to make way for a single week of *The Little Foxes*, starting Monday (31).

Locust Street Theater, which lit up again after several dark weeks for the pre-natal farewell of *Tobacco Road*, is also in the hit-money class. It's the eighth engagement locally for the play, and the first week, at a \$1.50 top, it hit a heavy \$8,300. Opening night started the bank roll big with \$1,100. Scheduled for two weeks, but sure to stay a third or even more, so no other bookings are listed on the Locust callboard.

'Animal' Weak 45C in Minne

MINNEAPOLIS, March 29.—An ordinary \$4,500 was the gross on *The Male Animal* at the Lyceum Theater here for a four-day run, Monday thru Thursday (24-27). Leo B. Murray, manager, said. Altho good weather was on tap, this first legit production in nearly two months did not seem to attract.

Concluding performance Thursday (27) was set ahead one hour to permit cast to catch train out for Des Moines, thus appreciably cutting down gate for that night. Top was \$2.75. Meanwhile, Murray opened seat sale for *The Student Prince*, opening five-day run Tuesday (1).

MOBILE, Ala., March 29.—Bentley Wallace, former stock and radio actor, is organizing a civic theater group, with a big drive to be started in the near future.

Wallace says that the plans call for the staging of two plays this spring. A meeting of the group steering committee will be held in a few days.

Review Percentages

TRADE SERVICE FEATURY

(Listed below are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with nine "no opinion" votes 50 per cent rather than zero. At the end of each month of the season the shows and their percentages will be listed, together with a resume of how they fared at the box office, in an effort to determine how much the critical reception affects the financial returns and how closely the critics agree with the decision of their readers.)

"My Fair Ladies"—6%
YES: None.
NO: Kronenberger (PM), Lockridge (Sun), Mantle (News), Brown (Post), Whipple (World-Telegram), Atkinson (Times), Watts (Herald-Tribune), Coleman (Mirror).
NO OPINION: J. D. (Journal-American).

"Native Son"—72%
YES: Watts (Herald-Tribune), Atkinson (Times), Coleman (Mirror), Mantle (News), Kronenberger (PM), Lockridge (World-Telegram), Brown (Post), Kronenberger (PM).
NO: Anderson (Journal-American), R. C. (Mirror).
NO OPINION: Lockridge (Sun).

"Gabrielle"—0%
YES: None.
NO: Watts (Herald-Tribune), Atkinson (Times), Coleman (Mirror), Mantle (News), Kronenberger (PM), Lockridge (Sun), Brown (Post), Anderson (Journal-American), Whipple (World-Telegram), NO OPINION: None.

Clubs Expect To Cash In on Boom Of Package Tours to Stem Hotels; Extra Promotion Dough Is Spent

(Continued from page 4)

spots. Some are bound to cash in, strictly because of their being included on the schedules outlined on the tour script. Last year Leon and Eddie's, the Hurricane (now closed), and the Village Barn figured heavily on most hotel tours. Where the majority of night spots will really profit from this expected influx is in the "stay-over" biz according.

Study made by the Taft Hotel last season showed that 40 per cent of its tour customers stayed on a couple of days past the regular two and three-day tours. Hotels make sure of this added angle by cramming so much activity into a two-day visit that it is impossible for the visitors to get it all in, leaving them with the feeling that they're missing something and had better spend a few more bucks to discover what it is.

It's this overflow which will be watched by the theaters and night spots. They figure that a steady run of such tourists thru the vacationing summer should tilt their grosses. All agree that, with the war cutting off ship travel and national defense putting new maxima into the people's pockets, many vacationers can be lured to New York. Hotel managers point, too, to the fact that the package tour has broken down the fear that many outsiders have of New York; and they (the hotel men) put forth extra effort to dispel this by giving each tourist a mimeographed set of instructions and maps, showing every left and right turn to be made.

Army Campaign

Dreher chain is also putting on a special campaign to serve army and navy men. Special rates are made at the Piccadilly to midshipmen, cadets, and army officers. Bulletins are sent to the camps from the President Hotel, listing rates for enlisted men. That those boys

will be looking up New York's entertainment market is a foregone conclusion.

Some of the wise boys, when asked about the tourist biz, are still inclined to pooh-pooh it as chicken-feed trade. But the hotel promotion managers deny this dated conception, point to the fact of more money circulating now than at any time in the past 21 years, and say that if they weren't sure of the potentialities they would never lay out the heavy sugar now being spent to ready their tour plans.

Most of the tours are so cheap (generally from \$5 to \$12) that even the average vacationer has a good bunk in his bank roll left after train fare is paid, and not many of 'em take it home any more. The hotels are only interested in getting off the nut on the room, so night clubs are already doting out ways of getting this trade. Spots will get a break, too, because of hotels' hesitancy about plugging in print any one nitery or theater. There's always the chance that that particular spot may not be operating when summer comes, so hotel men would rather just list the night life entry as "a famous night club" or "a hit show."

February biz on tours surpassed any past year, and hotel managers are saying "I told you so."

Sleepy Solons Aim at Clubs, Hit Farmers

OKLAHOMA CITY, March 29.—Oklahoma House of Representatives made a slight mistake this week-end—and voted not many of 'em take it home any more.

While periphrastic legislators who have to face thousands of farm voters in their districts looked about for an alibi or a "got," somebody offered this explanation of the involved mix-up: Some time ago the House approved a bill to prevent girls under 18 from working in dance halls or night clubs that sell beer. Sent to the Senate, the bill underwent changes which the House didn't like, so it then went to a conference committee to iron out the wrinkles. The committee report came Tuesday, but, by mistake, the House clerk read the Senate amendments—previously rejected by the House—instead of the report. And the House approved them.

The bill as passed included these provisions:

1: No beer to be sold outside the corporate limits of a town or city. 2: No beer to be sold by dance halls and night clubs. 3: No persons under 21 years old to be employed by dance halls or night clubs. 4: No beer to be sold within 50 feet of a school or church. 5: No beer to be sold in any establishment between the hours of midnight Saturday and 6 a.m. Monday. 6: Violations punishable as misdemeanors, with maximum fine of \$500 and a jail sentence of six months.

Harold Freeman, Democratic floor leader of the House, urged that the vote of approval be reconsidered, but objection developed and the confusion now seems more confused than ever.

Salt Lake Gets New Curfew

SALT LAKE CITY, March 29.—The city commission here has ordered the legal department to draft a new ordinance which at 2 a.m. closing hour for night clubs and cafes.

Chief of Police Reed E. Vetterli told commissioners that cabarets must depend on after-theater crowds to considerable extent, and that enforcement of earlier closing times would make it impossible for the establishments to continue in business. The present curfew is midnight.

R. D. (DICK) MOCKLER, publicity director of the Hotel New Yorker, New York, and last year's winner of The Billboard's hotel publicity award, resigned last week to open his own publicity offices, Counsel, Inc.

Mockler handled publicity for the New Yorker and the Ralph Hitz chain for four years.

Philly Bookers Mad

PHILADELPHIA, March 29.—Determined to curb performers here who book themselves direct, most of the members of the Entertainment Managers' Association have posted the following sign in the waiting rooms at their offices: "Acts Who Book Independently Need No Manager. Why Apply Here?"

More Buffalo Cafes Use Standard Acts

BUFFALO, March 29.—Local niteries are continuing the policy of increasing budgets to include semi-names.

The Glen Wintergarden, operated by Harry Altman, is piling up capacity and turnover records despite its suburban location and bad weather and road conditions, with Beatrice Kay, CBS radio singer recently back for the second time this winter.

Kaufman's Cafe Madrid, in the outskirts, adopted a name policy, starting March 18 with Pat Rooney Sr. Walter J. Oluck, booker, has also set Ethel Barrymore Colt to follow.

Little Harlem has reopened under the management of Ann Montgomery. Spot is undergoing redecoration, and talent and band policy will resume the early part of April. Club uses all septa entertainment.

New San Fran Club

SAN FRANCISCO, March 29.—Joe Tenor's new club, Stairway to the Stars, is set to open April 15. Deal to book Sally Hand as the opening attraction at \$1,500 per week fell thru when she demanded more money.

Spot will feature six-piece band, five acts, and a six-girl line. Reuel Freeman, of MCA, booking.

Wildwood Club Expands

WILDWOOD, N. J., March 29.—Jake Diamond and Henry Szadinski, operators of the Martinique Cafe, have purchased the building housing the summer nitery. Capacity will be increased to 400. June 26 opening will have Four Mills Brothers and Three Peppers, set for the entire season.

Joe Sullivan as Single in Odd Sutton Booking

NEW YORK, March 29.—New departure in nitery booking sold Joe Sullivan to the Hotel Sutton April 3 as a single, with the angle of three times a week broadcasts and celebrity appearances.

Gordon and Williamson, agents, sold the "package show," the cost including the entertainment, commentator, and broadcasting fees. This will be Sullivan's first date as a single, having dropped his band to take this new job.

Idea is to have Sullivan as the draw for the Cafe, and hold three broadcasts weekly over WMCA. Reid Evans, comic, will act as commentator and interview celebs who come down to live around with Sullivan.

Former policy of the spot, after dropping the band, was four individual musical acts for continuous entertainment. Under the new set-up Sullivan's relief will be the Spanish guitarist, Tana.

Using Free Aerial Act Front of Club

PORT WORTH, Tex., March 29.—Jenny Lind, Frank Seyward's night club on the Weatherford Highway, which recently put in a fat girl show, now has the Flying Bebees, trapeze act, as free act in front of the Union here.

Union has switched to dual substitute-run film policy Saturdays and Sundays, remaining dark first five days of the week.

Claims Unit Scarcity

NEW PHILADELPHIA, O., March 29.—Inability to book suitable units for consecutive Sundays has prompted Shea circuit to discontinue Sunday stage shows at the Union here.

ELLA FITZGERALD is opening her third engagement in four months at the Brunswick Hotel, Boston, March 24 for a week.

Talent Agencies

FRANK MIGUEL, formerly with Everett N. Crosby, has formed a Latin department for Nat Nazario, New York.

WILLIAM MORRIS Agency has signed Jack Guilford, of Meet the People, Naniate Fabares, Peggy Ryan, Jack Williams, and Jack Albertson have also been signed by that agency. . . . ARNOLD HECHT has been promoted to the post of Ira Steiner's assistant in the William Morris office.

EDDIE SLIGH, Chicago, reports booking Maurice and Marya into the Chase, St. Louis, for four weeks, closing April 10, followed by Lydia and Joresco and Bob Bromberg. Jack Marshall into the Park Plaza, New York; Lois Kaye and the Gay Blades into the Brown Hotel, Louisville, Ky.; Cliff Winehill into the 365 Club, San Francisco; the Alice Perrell Girls, Pat O'Herne, Charles and Kitty Keene, and the Hartnells into the Arabian Supper Club, Columbus, O.

EDDIE SLIGH, of Chicago, has opened a branch in Detroit to set talent from that city for his accounts in Ohio and environs. Spends two days a week there.

ALLAN RUPERT, New York, has added Jean Chadwick and her goblet dance to his list and set her for several dates.

ART DAHLMAN, of the Consolidated office, Cincinnati, is with the 147th Infantry at Camp Shelby, Miss. His partners, Al Dauto and Wally Johnson, are carrying on during his absence, with the latter also doubling with his ork at the Lookout House, Covington, Ky.

SAM ROSEY Agency, San Francisco, has Consuelo and Melba, ballroom team, booked into the 365 Club, opening April 3. Set also are Don Frye, ventriloquist, into the Royal Hawaiian, and Tomia De Aragon, Spanish dancer, into the Club Torino, Reno.

RAY S. KNEELAND, Buffalo, has added some new spots, including Doorman's Club, on Lake Chautauque, N. Y., and Club Mayfair, Wilkes-Barre, N. Y., both for floorshow talent. Still holds the exclusive talent tie-up at Celeron's Marine Room near Jamestown, N. Y. . . . WALTER J. OLUCK, Buffalo, has set Magda Loy, burly headliner, into Kaufman's Cafe Madrid, and Carl Thorsen into Harry Altman's Glen Wintergarden, Williamsville, N. Y.

Club Talent

New York:

BOB SWEENEY is the new Village Barn emcee. Set by Jack Lemmy, of the Herman Plakoff office. . . . CORLA and FERNANDO made their local bow at the El Morocco Thursday (27). . . . DEMETRIOS VILAN has been submitted for a part in the forthcoming film, Ballerina. . . . JULIE ANDRE has been signed to a management contract by Henry Weisse. . . . FRANCIS RENAULT opens at the Sawdust Trail April 7.

Chicago:

HARRY SAVOY is leaving Grandfather's Follies at the Backhawk to join Antonio Scibilia's unit, Walkin' Nights, which opens at the Paramount, Des Moines, Ia., April 18. . . . RICHARD ADRIENNE TRIO and the Rossillanos, dance acts, set for the Edgewater Beach Hotel's April 11 and May 9 shows respectively.

WENGE added to the Palmer House show arriving April 10. . . . JACKIE GREEN opened at the 885 Club Tuesday (1).

Cincinnati:

JIMMY ROGERS is the new piano-playing singer at the Spa. . . . THE ROSSILLANOS are current at the Brown Hotel, Louisville, Ky. . . . WOODS AND BRAY return to the Lookout House, Covington, Ky., April 1. . . . COLLETTE AND HARRY and the Pauper Dancers have been held another two weeks at the Netherland Plaza until Del Casino's ork leaves April 8.

Philadelphia:

MARIO AND MARIA stepping out of the line at Frank Palumbo's to carry on as a dance team. . . . DeLOYD McKAYE returns to Kaliners' Little Rathskeller next week. . . . MARTY BORN AND

NANCY LEE, back from the Florida spots, set at the Swan Club. . . . PATSY KING added to the show at Benjamin Franklin Hotel. . . . ANITA CHANDLER AND TERRY JAMES share the spotlight at Benny the Bums. . . . KELLER SISTERS back at 1523 Club, club. Tala Montoya an added star. . . . LeROY MILLER, KYWA's Musical Cocker, doubling into the Milky Way.

Here and There:

NICK LUCAS opened Monday (31) at the Ansley Hotel, Atlanta. . . . TOTO, skating clown, is in his fifth week at Rainbow Gardens, Little Rock, Ark. . . . DANNY RICHARDS, after five weeks at the Fiesta Club, Astoria, Ore., heads back east to New York and Philadelphia. . . . LLOYD AND WILLES have concluded 10 weeks at the 606 Club, Chicago, and open April 4 at the Hi-Hat in the same town. . . . LANGE AND LEE, in Texas, Louisiana, and Mississippi hotels and clubs since January 5, are back in Chicago to pick up indoor bookings to keep 'em busy until the opening of the fair season.

TRIZA, wine bath dancer, remains at Cocolino's, Chicago. If mag. in May issue, run three pages on her. . . . PRINCESS ORELLIA AND PETE, Cuban dancers, opened March 23 at the Latin Quarter, Boston. . . . CRAWFORD AND CASKEY are appearing with the Ted Weems band at Hotel Roosevelt, New Orleans.

ROY DAVIS is set for four weeks at the Roosevelt Hotel, New Orleans, starting April 12. . . . PEDRO AND RAFAEL are current at El Morocco, Montreal. . . . ETHEL SUTTA booked for the Yacht Club, Pittsburgh, April 11. . . . EDDIE COCHRAN has opened at the Walton Roof, Philadelphia. . . . VICTOR AND RUTH, skaters, open tonight (29) at the Kenmore Hotel, Albany, N. Y., following an engagement at the Shoreham, Washington.

Diamond H'shoe 35G First Week; New Clubs Open

NEW YORK, March 29.—First seven days of Billy Rose's new show at the Diamond Horseshoe, from March 18, grossed approximately \$35,000. This makes a new high in b. o. for a Diamond Horseshoe opening.

Two major East Side niteries switched over to a policy of Latin floorshows this week, including Fefe's Monte Carlo and El Morocco. Tito Gulzar was the Monte Carlo booking, while John Perona engaged Reva Reyes and Carlo and Fernando for El Morocco.

Another new night club makes its bow next week, Cloop, with a seating capacity of 100. Designed as an intimate theatrical niterie, Margot Hopkins and Cy Walter will furnish the entertainment.

Peter Nemeroff, owner of the Russian Kretschma, is opening a new beach club at Amityville, Long Island, which will be known as the Villa Amity. May 15 is set as the date for opening. Will have floorshows.

Queen Mary, East Side Scandinavian niterie, will undergo a change of name and decor in mid-April. New monicker will be Forbidden City. Staff and floorshow will be Oriental, with Ruth Sato as probable feature. Carlton Hub will book.

Vaudeville Notes

LEW CAMERON, of the Four Camerons, is in a serious condition at Pennsylvania Hospital, Philadelphia, with medical care provided by Dick Mayo, executive secretary of the AGVA chapter in that city. . . . EDYTH BROWN, comedienne at Cadillac Tavern, Philadelphia, signed by Rudy Vallee for vaude.

"SLIM" BYRANT and His Georgia Wildcats, tri-weekly features over KDKA, Pittsburgh, are making theater appearances in Pennsylvania, Ohio, Maryland, and West Virginia.

ANDREWS SISTERS have been re-booked for the Paramount, New York, May 21, for two weeks. . . . JIMMY DORSEY is scheduled for the Earle, Philadelphia, May 9. . . . HARRY JAMES is set for the Michigan, Detroit, April 18. . . . MORTON DOWNEY will tenor at the Chicago, Chicago, April 25, and MARTHA RAYE UNIT will be the opposition at the State-Lake, starting the same day. . . . WALLY BROWN AND ANNETTE AMES have been re-booked at the Paramount, New York. Date not set.

TANNER AND THOMAS have just concluded 10 weeks with the Singer Midget unit. . . . LE ANN SISTERS have joined the Le Lewis unit. . . . MARTH AND BOB WARREN, now in Albany, N. Y., wound up 18 weeks with the Newland unit. . . . BEN YOST is forming another singing group with six Harry Conover models, Verity Co.-Eds.

JACKIE MILES, altho under Tony Phillips' personal management, will be booked by the William Morris office.

KAY KYSER and a return week for Jimmy Dorsey have been added to the hand parade as stage attractions at the Earle, Philadelphia, for late spring weeks.

ALVINO REY hand will make its vaude bow at the Paramount, New York, April 30. . . . RED MARSHALL will follow Hags Ragland into Pegasus Hattie. Ragland goes to Hollywood for MGM.

SMOOTHIES are set for the Hippodrome, Baltimore, Md., May 18. . . . AARON AND BRODERICK go to the Capitol, Washington, May 1. . . . SIMS AND BAILEY open at the State, New York, April 17. . . . JOHN BOLES is committed to the State, New York, for either May 1 or May 8. . . . COUNT BASIE band opens at the Apollo, New York, April 25. . . . VAUGHN MONROE band is booked for the State, Hartford, Conn., May 16. . . . LEIGHTON SISTERS are booked with MGA's Water Ballet. . . . REDFORD AND WALLACE, with the Chicago Folies, are playing Southern territory.

WILLIAM MORRIS Agency in Chicago set Pinky Tomlin, Joe Reichman, and Henry Busse on a number of Midwest theater dates that will take them thru the middle of April. Acts touring with them include Christine Payette, Bob Easton, Burr Tillstrom, Callahan Sisters, Jack Morrison, Paul Nolan, the Abbins, and the Two Eltons. Ray Noble goes into the Orpheum week of May 2.

Her Eyes Are Open

NEW YORK, March 29.—An out-of-town ringer at Leon and Eddie's called Elaine Arden over to his table to tell her how much he enjoyed her work. During the course of the conversation he mentioned the fact that lights, settings, and costuming were his hobbies, and proceeded to tell her how well she'd look if certain adjustments were made in lighting and costuming.

He explained his avocation by telling Miss Arden that he was an undertaker, and that these theories always worked wonders on the subjects upon which he worked.

He added, "But these changes would work better with you. You see—your eyes are open."

Another Chi Lounge Adds Entertainment

CHICAGO, March 29.—Use of talent in most Loop cocktail lounges prompted Frank O'Connor to introduce a similar policy at his Helmsing's Restaurant. O'pener has a singer (Mary Roach), pianist (Byron Wolfe), and accordionist (Jean Roach).

Talent in competitive drink spots is stimulating extra early evening business. Both cocktail units and instrumentalists are put to work in late afternoon hours.

Senes Floorshow Unit

CLEVELAND, March 29.—A 15-people unit for night clubs has been produced by Frank Senes, local booker. The show, French Casino Breffities, has just completed two weeks at the Gray Wolf Tavern, Sharon, Pa., and is current at Freddie's Cafe here.

It will open at the Ritz Club, Columbus, O., April 7. The show includes a line of six, Grace Carlos, Ingagio, and Frederick Merrill.

Burly Floorshows Click

PHILADELPHIA, March 29.—Business booming since adopting burlesque last month, Stanley Carroll, operator of Carroll's, supper club, will keep the lights lit all summer.

Buys Long Lake Club

RICE LAKE, Wis., March 29.—Joseph Gabriel, who operated the Wheel Inn, destroyed by fire last fall, has purchased the Rockford Inn on Long Lake. Gabriel plans to rebuild his night club this spring, to be managed by his son, Vern.

Chi House Adds Day

CHICAGO, March 29.—Englewood, South Side house, added Wednesday to its week-end flesh policy, giving the theater four-day vaude weekly. House has a small budget for talent and is booked by Sid Wormser.

Miami Optimistic Over Outlook For First Heavy Summer Season

MIAMI, March 29.—The local night club scene looks better for a summer season this year than any summer in the past. More of the better clubs are planning to remain open than in recent years. Most of them will curtail show budgets, but there will be plenty of standard performers booked.

Ace luxury club, Marden's Colonial Inn, has already closed, and the Latin Quarter, the season's top financial success, closed over the week-end. The Royal Palm's plans are uncertain. Each year it is reported it will continue during the summer, and this may be the year.

The Pago-Pago Room of the Dempsey-Vanderbilt will remain open this summer. Current bill features Dr. Arthur Marsch, musician; the Cerneys, dance team; Jackie Hilliard, singer and emcee, and Bobby Parks and Vincent Bragola's orks.

Maxie Rosenbloom's is shut up tight despite re-opening announcement. Involuntary petition for bankruptcy was filed Monday (17) against the club.

The Carousel booked Frances Faye when she closed at Slapey-Maxie's, her

Cincy AGVA Ousts Bartender-Agents; Clubs Must Give Agents 2 Weeks' Notice

CINCINNATI, March 29.—Since receiving its charter last July 8, Local No. 8 of American Guild of Variety Artists, piloted by Bob Edwards, executive secretary, has considerably improved working conditions and salaries in local niteries, especially in the lower-priced spots. Bartenders and waiters booking acts for as low as \$1.50 per night have been driven out, with AGVA instituting a minimum of \$30 single or \$60 double for out-of-town acts in Class C clubs. Home guards, who have resided here at least six months, get a \$25 minimum per person. Where acts double two clubs a night, the minimum is \$45 single per week. Average pay for acts in the smaller spots hereabouts, prior to AGVA's entrance, was \$15 to \$20 single.

Next to the acts, agents for smaller niteries have derived the most benefit from AGVA. Most of the agents hereabouts speak favorably of AGVA, but several have criticized many of Secretary Edwards' actions as being "undemocratic" and charge AGVA with partiality to certain agents.

While the local AGVA office has a closed-shop agreement with Beverly Hills Country Club, Newport, Ky., and Look-out House, Covington, Ky., and an agreement with the Gibson and Netherland Plaza hotels here, all Class A spots, the local has not attempted to sign Class C clubs. Instead, it has formulated an agreement and working plans with the 12 franchised local agents and the nine in Columbus, O., and it is thru the agents that the local maintains a regulating force over Class C spots.

Under AGVA rulings no act may be canceled without notice, except for intoxication or misconduct. The agent is held responsible for his bookings, and if thru his error an act is unable to work the spot booked for, he is made to pay off. On the other hand, the club owner cannot drop an act without two weeks' notice. No minimum salary is prescribed for Class A spots handled by out-of-town bookers. Only one club, the Primrose Country Club, Newport, Ky., comes under the local's Class B classification.

Attempts have been made by Edwards to educate the smaller niterie owners in the operation of their clubs. AGVA has been successful in putting a week-end door charge on some of the smaller spots,

so that the owners can use better talent. In addition to Cincinnati, the local AGVA has jurisdiction over Louisville, Ky.; Columbus, O.; Indianapolis, and Charleston and Huntington, W. Va. Little progress has been made to date in lining up agents in Indianapolis, where small night club conditions are still in a mess. Charleston and Huntington also have had little attention.

The Cincinnati AGVA boasts 800 members, some 400 of whom are paid up. In recent months, the local has topped the \$1,000 mark in dues collections. Edwards said some \$400 of which is forwarded monthly to New York headquarters. The local checks on 88 full-week niterie stands, excluding one, two, and three-day bookings.

While little has been done about the vaude situation here, Edwards has succeeded in boosting the minimum at the Strand Theater (Saturdays only) from \$4.50 to \$6 per person.

MCA Sets Tours For King, Crosby, Jergens, Duchin

NEW YORK, March 29.—Music Corporation of America has completed theater routes for Dick Jergens, Wayne King, Bob Crosby, and Eddy Duchin bands.

Jergens, who is to make his first vaude tour, is a product of the nickel phono machines, having achieved the status of a fame band thru that medium. His recordings are especially popular in the Midwest. He will open at the Lyric, Indianapolis, May 9, and follows with the Fox, St. Louis, May 16; Chicago, Chicago, May 23, and the Riverside, Milwaukee, May 30.

Duchin is set for the Fox, St. Louis, April 25; Lyric, Indianapolis, May 2; Chicago, Chicago, May 9; Riverside, Milwaukee, May 16; Palace, Columbus, May 30, and the Palace, Cleveland, June 6.

Wayne King will open at the Orpheum, Omaha, Neb., April 18; Orpheum, Minneapolis, April 25; Chicago, Chicago, May 2; Stanley, Pittsburgh, May 9, and Strand, here, May 23 for two weeks and options.

Bob Crosby is booked for the Riverside, Milwaukee, April 18; one week of one-nights; Palace Theaters in Akron and Youngstown, O., April 25; Broad, Columbus, O., May 2, and Century, Buffalo, May 16.

MCA spokesmen say that, with the start of these tours, every name band, with the exception of Kay Kyser, who is restricted by his radio show, will be touring vaudeville.

20th, Oxford Boys Settle

CHICAGO, March 29.—20th Century-Fox Pictures settled the unflinched four-week contract given the Oxford Boys by paying more than half of the contract sum. The act was originally bought for a musical which was shelved. The boys quit the cast of the touring *Hellzapoppo* to make the pic and claimed that they lost playing time due to the company's change of mind. Twentieth Century-Fox retained the act's option and plans to use them later in the year. The Oxford are back with the road show.

WHAT MAKES A NIGHT CLUB CLICK

By BILLY ROSE

Three Basic Ideas That

Explain the

Diamond Horseshoe's Success

An informative, lively special article

in our next issue

(Spring Special)

Every Big Chi Agency Now Booking Club Dates

CHICAGO, March 29.—Local William Morris Office will open a club date department next week, under supervision of Morris Silver, office manager, and Leo Salkin. Two contact men will join the department next month.

This action puts every major booking office here in the club date business. Silver explained that the Morris bands, which have been booked in this area with open time will be sold for single dates.

third Miami booking in succession. The Carousel is making a definite bid for spring business and may remain open during the summer. Show budget has been cut to one or two top performers.

Equipe Club is another to make a strong bid for spring and summer trade. Enlarged and remodelled this year, it is currently featuring Sophie Tucker, Sammy Walsh, Ramon and Renita, and Ann Boland.

Season's surprise success, Mayfair Club, which Joe Moss was fronting, also closed until next fall.

Ball Club, which had a successful summer last year with inexpensive shows, will repeat the policy this year.

Another new club, the Beachcomber, looks like it's about to start the season all over again. Currently bill consists of Chavez's orchestra, Marissa, Carlo and Carita, and Linda March. But continuation for summer is problematical.

Most of the smaller clubs will probably remain open, including Jeff's, Don Lanning's, Jimmie's, the Sky Club, and possibly Pete Clifford's, the Wit's End, El Chico, and the Paddock.

Copacabana, New York

Talent policy: Dance band; Latin band; floorshows at 8:30, 12, and 2. Management: Monie Proser, owner; Jack Diamond, press agent. Prices: Dinner from \$2.

Having hyped his Beschomber with Carmen Amaya, Proser has brought in another South American importation, Juan Arvizu, for his swankier East Side spot.

Arvizu is featured in this new, handsome show. He is billed as "the singing idol of Latin America" and reputedly is a big name in SA in films, radio, and records. He is making his American debut here on a four-week contract, and the Columbia Broadcasting System is giving him a simultaneous build-up on a sustaining. Arvizu impresses with his pashy tenor singing of Latin tunes that ought to make the dames stop and listen. His voice is excellent and the delivery deft. He comes on after an offstage singing intro. Put over his stuff solidly.

Belle Parks, back in town after a couple of years, is the surprise of the show. She is now a shrewd singer in fancy hair-do, chic gown, and extra long fingernails. Has developed an engaging style, using her voice well and selecting unusual songs. Her *Chickadee* is tricky, while *Babaloo* is good and *Sher Hill* is interestingly dramatic. *Escabe* and *LeRoy* a handsome ballroom team, please mightily with their affectionate waltz, a satiric comic, and a musical comedy idea. Click easily and also work in a Viennese waltz and the finale Samba numbers with the line of six showgirls.

Juanita Juarez, vivacious brunette, sings brightly and shakes modestly, along with Fernando Alvarez, whose tenor voice is thoroughly pleasing. They provide the authentic Brazilian note in the show. The Samba Sisters are six slender maidens in cunning costumes who parade their charms in three scenes during the last two shows (they are not in the dinner show because all double from local musical comedians).

Frank Marl and his Rumba band provide mostly rumbas and congas with dash, and Nat Brandwynn leads his 12-piece jazz band from piano position. Brandwynn's three fiddles and other shrewd instrumentation and solid musicianship make his band a thrope pleaser. His music is soft enough to enable table conversation—four which we are grateful. —Paul Denis.

Leon & Eddie's, New York

Talent policy: Production floorshows at 8, 10, 12, and 2. Management: Leon Etkin and Eddie Davis, owners-managers; Dorothy Guillman, press agent. Prices: Dinner from \$1.50; supper minimum, \$3.

Lent and the first balmy touches of spring notwithstanding, this 53d Street institution is still doing neat business. New show is billed as its spring production and is a sprightly, well-conceived item, engineered by Bobby Sanford, with a hatch of standard acts that give the proceedings authority and solidity.

Jackie Miles is the holdover smee and continues to improve. Should be ready for the higher priced rooms and vaude soon. His delivery and material are more than okeh, and he handles the hecklers with a didand magnificent to behold. His efforts got him some terrific bands.

Opensers are the Gale Sextet, an equally divided group, who handle a

Night Club Reviews

Gay Nineties number nicely. They do songs and dances, interspersing some comedy and solo work, and wind up in a pinwheel formation with the three gals being spun.

Olga Mendez does a brief, nice Latin song and a few rumbas and conga gyrations afterwards. Shayne and Armstrong, ballroom duo, open with a waltz and follow with a conga. Their terps are not up to snuff, but a really terrific set of overhead spins and twists compensate for the deficiency. Get swell hands.

Grace Drysdale does a click with hand puppets set on a miniature stage from behind a curtain. She gives off with a single dancer, skater, and a ballroom team, imparting to the dolls a lot of personality. Winds up showing how it's done. Took several bows. A Greek dialectician, Elaine Arden, does some laugh-provoking dialogues with Miles and sings some blue numbers also in dialect. Did a funny parody on *Freest*, and also a lament on the woes of a lady no longer permitted to work the Navy Yard. Got an excellent response.

A comedy dance trio, De May, Moore, and Martin go over well, with the femme taking a huge number of prat falls. In one instance she landed on a customer's table. Youthful, have nice wardrobe, and get laughs and plenty of applause.

In closing spot, Maxine De Shon surprises with her ability to sell a song. *Yes, My Darling Daughter*. Followed up with a graceful strip, peeling in good taste.

The line did three well-executed numbers, galit era motif, soft shoe, and conga. Lou Martin's ork is capable as always. For this show Marie MacDonald vocalized with the band.

Leon (Etkin) is operating the spot by himself and doing a capable job. Eddie Davis is still recuperating from an aural operation. —Joe Cohen.

Tic Toc, Milwaukee

Talent policy: Dance and show band; two floorshows nightly (three Sundays). Management: Johnny Hornak. Prices: Evening dinners from \$1.25.

Advertised as "Wisconsin's smartest theater restaurant," this downtown nightery, across the street from the Hotel Schroeder, continues to feature first-class entertainment in a modernized setting. The nightery's cocktail bar is open day and night.

Sharing honors are the Three Playboys (Starr, Rollo, and Ditson) and Jerry Krueger. The combination is now in its second week here and is clicking mightily. The Three Playboys display rib-tickling comedy, dished out in a snappy style, while glamorous Miss Krueger has a winning way about her warbling.

Betty Atkinson is a tap dancer of considerable ability. Her routine is clever and spiky.

The dancing chorus of six Alke Purcell Tic-Tocettes work nicely. Costumes are flesh and attractive; the lazeles are easy on the eyes and provide an enjoyable addition to a highly acceptable bill.

Intermission songstress is personable Jerrie Lynne, whose rendition of pop is quite commendable.

Johnny Davis and his ork furnish the type of music that set your feet to tapping. The combination also does a nice show accompaniment job. —H. C. Brunner.

Drake Hotel, Camellia House, Chicago

Talent policy: Small dance band; shows 9:30 and 12. Management: William Wallace, hotel manager; Frank Amstedt, room manager; Claire Page, publicity. Prices: Dinners a la carte; drinks from 50 cents; minimum Saturday nights \$2.50.

This intimate room has become a popular spot during the six months since it opened. The rose-peach and carnation-red velvet coupled with maroon drapes, together with clever mirror effects and ornate lighting, gives the room a luxurious setting, and opening off the main room is an attractive cocktail lounge.

While dining and dancing are the chief attractions, the room also offers limited entertainment. Ramon Ramos, whose seven-piece combo opened the room last October, is playing a return. His music is sweet and intimate, fitting the room perfectly. Instrumentation is piano, drums, accordion, bass, sax, and two violins, with the sax player doubling on violin. Ramos' rumba music is but a small part of his repertoire.

John Buckmaster, playing his first Chicago engagement, furnishes smart, sophisticated entertainment that made a solid hit opening night. He is a master impressionist who works with ease and assurance. In *Why Did I Ever Turn the Radio On?* he delightfully mimics the static and other annoyances encountered by a dial twister. His impressions of a Kaitenberg broadcast and a Fitzpatrick travelogue were especially good, as were his MGM lion, dog imitator, and impressions on the French radio. —Nat Green.

Mayfair, Boston

Talent policy: Dance and show band, and relief; floorshow at 7:30 and 11:30 p.m. Management: Mickey Redstone, manager; Herb Frank, publicity; George Libby, producer. Prices: \$1.50 minimum; no cover; drinks from 40 cents; dinners from \$1.50.

The Mayfair, the city's No. 1 supper club, has built its fame on names. This week's show is one of the very few not featuring a name, yet it is one of the finest seen in a club spot in a long time.

The personable Bunny Weeks, emceeing from the stand, presented three smash acts. Due to enclose the show, including three production numbers, was a full hour and a quarter.

After a cleverly arranged Oriental dance by George Libby's eight beautiful babes, Yola Gall, chanteuse extraordinary, displayed a very fine coloratura and an engaging personality. Called back for three encores. Terrific was her warbling of *A Nightingale Sang in Berkeley Square*.

With Weeks giving out with a very pleasing baritone medley, the eight ponies came on again for an eye-filling terps turn. Then came the show-stopper, Mark Ballero, in his third week here.

An amazingly versatile impressionist. Besides doing to perfection as Allen, Butlerworth, Robinson, Beery, Lionel Barrymore, Benny, Rochester, Armetta, and Brown, this lad, by way of encore, asked for requests. In quick succession and with wonderful fidelity he gave out with Mickey Mouse, Donald Duck, a five-year-old, Crosby, Lewis, PDR, W. C. Fields, Durante, and, for a really sock finish, the Polish drunk.

Lynn, Royce, and Vanya present two strong, fast moving, very amusing turns. These two guys and a gal showed smooth and effective ballroom and solo dancing, liberally sprinkled with very clever slapstick. Finale was another production number, "A Bus Ride on Fifth Avenue." A sock close to an excellent show. —Fred Gottsmann.

Congress Hotel, Glass Hat, Chicago

Talent policy: Continuous dance music from 7:30 p.m.; Saturday tea dances. Management: John Mack, director of hotel; Paul Kalling, room manager; Bush Strager, publicity. Prices: Dinner from \$1.25; drinks from 40 cents; no cover or minimum.

Only room in hotel using entertainment. And the switch in bandstand attractions is the first in over a year during which Joe Vera, pianist, held forth with a newly organized four-piece combo. In for eight weeks are Vic Abbe's Four

Californians (their fifth engagement here). On May 19 Vera returns and the Californians will trade jobs with him at the Book-Cadillac, Detroit.

For several years now Abbe has been fronting one of the strongest of small dance combos in the business. The boys are good musicians and do a better-than-ordinary vocal job. Abbe (trumpet) handles the novelty songs, Johnny Prigo (bass) takes care of the ballads, and Earle Backus (electric guitar) phrases in during vocal trills. Teddy Harmon, accordionist, completes the line-up.

The boys play with snap and in good dance tempo. And they are always selling their wares with refreshing enthusiasm. The hotel added Jean Browns for this job. Her voice has good tone quality, but she needs polish in appearance and dress.

Room will go dark for a week this summer for redecorating.

Sam Honigberg.

Club Gloria, Columbus, O.

Talent policy: Band, floorshow at 11:15 p.m. and 1:15 a.m. Management: Ben Delesseis, owner. Prices: Dinner, 75 cents to \$1.25; drinks, 30 to 50 cents.

Patrons here are finding much enjoyment in the music of Russ Phillips and band, which has just concluded its third week of an indefinite stay.

A nine-piece unit, it specializes in sweet rhythm on the theory that patrons would prefer dancing to something smooth, rather than constant jitterbug pounding. His better brand of music also clicks. Unusual arrangements and smart execution won applause.

Harry Jarkey also has completed his third week as emcee. He is popular here. —Albert E. Redman.

Club Royale, Detroit

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

This is a typically well-balanced and suavely produced bill. The Walter Wanger Lovely Ladies, new line of six, all good lookers, opens in a standard number with turbans and turbedown, short-skirted costumes. Second turn in modified Scotty's costume opens as straight Highland fling, then jumps into a nice swing version.

The Dancing Andrews, two cute blondes, have a novelty swingy tap. Lee Sullivan emcees with obvious ability to handle the crowd. He is good as a dramatic tenor, with a well-received ballad, *That's How I Spell Ireland*, and gets a nice rhythmic effect in straight songs.

Earl and Josephine Leach open in a waltz to slow tempo. Second is a dance to a basically conga beat, accented by fluttering steps and skillful manipulation of drapery by the girl. A restrained comic style is used in an encore. Team has unusual versatility.

Three Pitchmen work with an open-front piano and a set of crazy instruments—trumpets with wiggling ends, violins of ropes, etc. Effects are real virtuoso work, and their patter and business make for well-received comedy hit.

Stan Norris, a new band here, fronts his 10-man combination, with a sweet style the customers liked. Joyce Scott, who has a versatility of style that includes two years on WGNL, Chicago, with classic programs, is vocalist.

H. R. Retes.

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Beverly Hills Country Club, Newport, Ky.

Talent policy: Dance and show band; floorshows at 8:30 and 1. Shows booked by Miles Ingalls and Frank Senes. Management: John Croft, Sam Tucker, and Sam Schneider, managers. John Stoffel, maitre; Harry V. Martin, publicity. Prices: Dinners from \$2; drinks from 45 cents; minimum \$2; Saturdays \$3.

New management has thru recent re-decoration given this swank spot an even greater touch of class and charm. Policy of using top-quality bands and shows continues, with socials (tingo) a feature three nights and two matinees a week. Recent introduction of popular-price luncheon sessions on Wednesdays and Saturdays to attract the female trade is proving popular. Business, as a whole, has been running at a healthy pace.

New show opened Friday (28) looks more potent on paper than it really is. Highlighting Wini Shaw and Romo Vincent, it stacks up as just average. George Bernard's Dancers, six-girl-three-boy ensemble in its fifth week here, are one of the brightest items on the bill. They make for a good opener with an original and clever routine labeled Moods of Old Vienna, and fill the finale spot with a burly version of Cinderella, a novel and humorous item that could be tightened a bit for greater effectiveness. It's a versatile dance crew.

Wini Shaw, in good voice, does her usual swell job of song selling. Opened with Gabriel, Blow Your Horn, followed with a pair of heavily arranged tailored ditties, Cuban Neatly Girl and Tale of Two Cities, and concluded with her old fave, Love Me and Leave Me. Pulled warm applause, but the audience wasn't especially elated with her song selection.

Billy Wells and the Four Fays (two boys and three girls) woke 'em up with their whirlwind acrobatic-tumble-dance offering, which packs dash, originality, and good pacing. Their speedy finisher, with all participating, won a wallowing hand. Encore by introducing Patsy Lou, unblinded kid member of the act, who surprises with her smooth acrobatic work which has her doing a full-and-a-half twisting somersault at the wind-up. Fine band.

Romo Vincent, fat as ever and still telling powerful pipes, blew hot and cold. Contrasted sock warble work on a quartet of specials, best of which are I Got to Keep Rollin', in which he does a take-off on a cabby, and The Unmounted Lone Roper, with him doing a comedy cowboy. Latter could be trimmed. Handles the emcee duties nicely enough, but the comedy material in his act doesn't at any time reach the hilarious. A big fave in these parts, he waddled off to sound applause.

Jimmy James's orchestra, local crew which left here a few weeks ago, has returned for another two-weeker. Band does a fine job with the dance melodies and the show music. James has a new canary in Betty Bonney, formerly with Manny Prager. Gene Kerwin's Swingin' Strings, stroll trio, carry on in their usual able fashion. Bill Sachs.

Hotel Gibson Rathskeller, Cincinnati

Talent policy: Dance and show band; floorshows at 7:30 and midnight. Management: Randall H. Davis, hotel manager; Eugene Jaeger, room manager, and Charles Gillett, publicity. Prices: Dinner from 75 cents; drinks from 25 cents. Minimum, Saturdays only, \$1.

This popular basement room continues

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ACTS, SKITS, GAGS, MINSTRELS

Gene Arnold's COMPLETE MINSTREL SHOW. 60-62 BIRD PARADES. \$1; 120 GAGS and SKITS. \$1; 48 Comic REPUTATIONS. \$1; 50 RIFES and BLACKOUTS. \$2; 100 PUNNY MONOLOGUES. \$1; 100 SKITS and RIFES. \$3. E. L. GAMBLE, Playright, East Liverpool, O.

to pull 'em in with its policy of two acts and a traveling band. Benny Strong's orchestra, winding up its third month here, has been showing off well and seems set for at least another four weeks. Acts are in on a two-week basis.

A tall and graceful youngster, Diana Berry does outstanding tap taping. She veers from the out and dried and taps cleanly and sharply, with her rhythm work above average. Also does well with a warble of Hard-Hearted Hannah without a mike. Winds up with novel tapping to Tea for Two while seated on a chair. With more polish she'll be ready for the best.

The suave Paul Rosini, acknowledged one of the slickest manipulators in the business, uses only a few of his simpler nifties, relying largely upon expert showmanship to pitch himself over. His Tuesday night crowd was a pious forerunner of his trickery and comedy. Gave 'em his version of the old egg bag, lost card in the cigarette, tied thumbs and rings, sponges-in-the-hand, and a sucker card.

Miss Berry and Rosini have been handed a two-week holdover, beginning Tuesday (1).

Bill Sachs.

Chez Paree, Chicago

Talent policy: Production floorshows at 9, 12, and 2; show and dance band; Latin relief band. Management: Joe Jacobson and Mike Fritzel, managers; Fred Evans, producer; Florence Baker, assistant; Gene Lucas, arranger; costumes by Francis Paillister; Bob Curley, publicity. Prices: Dinner from \$2.50; drinks from 50 cents; minimum \$2.50 except Saturdays and holidays (\$3.50).

A high budget show that failed to click opening night due to faulty staging which slowed the proceedings. On paper, the layout listing Gertrude Nielsen, Frank Lipse, Jack Cole and Neilson Indian Dancers, Lois Wallner and a stringing group of 16 men, Jimmy Bas, and a line of 16 girls looks potent and lavish. But slow production numbers followed by slow acts result in some badly lagging spots.

The affair starts out in nice spirit, the girls parading thru a lively Easter number, followed by Jimmy Bas, youthfully acrobatic dancer, who scored with some sock tricks. He fills the time between tricks with good, clean talk delivered with teen age enthusiasm. His closing cockroaches include a back somersault with a single and double twist.

Lois Wallner (holdover), front brunette with a trained soprano voice, fronts 16 men (Commanders) in a set of straight songs that are passable but not of typical Chez caliber. The group's physical movements are too mechanical. Openers in the numbers included a Pan-American medley and Begin the Beguine. They return to furnish vocal background in the line's dream number, slow but eye-filling.

Jack Cole and his two femme partners interpret Basine numbers to swing music. An unusual turn that is commercial and entertaining. Act's return in the finale for a conga routine should be more augmented by the line for a flashier finish.

Frank Lipse (another holdover) heckles the customers at the tables as a very bad waiter (and he breaks up most parties) and presents his old vaude turn on the floor, assisted by Margot Brander, straight soprano. Still good hoke stuff and the perhaps a little corny for this spot, the customers enjoyed it.

Gertrude Nielsen, a familiar face and figure here, has plenty of physical and vocal charm. Her numbers, as a set, were not the strongest she could select, but she went over big. Weakest of her turns is My Mother Didn't Tell Me Why (from Republic's Rookies on Parade, in which she appears). Uses it as the basis for her various song interpretations and it doesn't deserve such generous treatment.

The closing production number is a slow, crowded Latin hodge podge with the girls and the singers. Lucia Garcia handles the vocal.

Lou Breesse still pitching in a good job at show time and leading the longer dance sets. Don Orlando's outfit plays the rumbas at intermissions. Carmen Amyay, Spanish gypsy dancer, will top the next show, opening May 16.

Sam Honigberg.

Club Resumes Wrestling

MILWAUKEE, March 29.—Tom Terris has returned wrestling on Monday, Wednesday, and Friday nights at his Club Terris. Kay Crandall and ork are currently going the musical honors.

Spot boasts "the world's largest bar," which is in the form of a horseshoe, with wrestling and entertainment staged in the horseshoe.

AGVA Elections Again Postponed; "Deplorable Response" — Griffin

NEW YORK, March 29.—National election of the American Guild of Variety Artists has been postponed, with nominating petitions deadline being extended to 2 p.m. Saturday (13).

A total of 29 petitions were received within the allotted deadline (Saturday (2) 6 p.m.). New York submitted 16; Cincinnati, 3; San Francisco, 3; Boston, 2, and Philadelphia, 6, of which four were disqualified because of insufficient signatures.

Two petitions from Chicago, two from Los Angeles, and six from Detroit were disqualified because they were received late. No nominations were received from Cleveland and Pittsburgh.

In a memo to local executive secretaries, Gerald Griffin, AGVA administrative chairman, explained, "In view of the deplorable response . . . and having in mind the real purpose of the Four A's to conduct a properly and truly national election, the Four A's executive committee . . . will consider valid nominations received at the Four A's office not later than 2 p.m. Saturday, April 12. . . ."

The Cleveland executive secretary wired Griffin that a nominating meeting will be held tomorrow (30). In Pitts-

burgh Nat Nazarro Jr., exec sec there, explained petitions will be in at a later date.

In New York the elections have generated little excitement.

PHILADELPHIA, March 29.—Danny Montgomery, emcee, and Robert Mack, agents, were elected by acclamation delegates to the national board of AGVA. They were the only nominees submitting the necessary 25 names of paid-up members as endorsers to their petitions. Fred Larkins was selected assistant to Dick Mayo, local exec sec.

PITTSBURGH, March 31.—Bookers must hire only AGVA talent beginning tomorrow if the music is union as result of "closed shop" decree of President Claire Mceder of AFM Local 60, mailed to agents. Nat Nazarro, of AGVA, at same time informed bookers that union acts would work only for spots hiring union musicians.

Nazarro says 16 local bookers, all the active ones except KDKA Artists' Service Bureau, are licensed by AGVA.

About 400 AGVA members are paid up of a total 450 enrolled, Nazarro said.

Wanger Girlie Unit Opens 12-Week Army Camp Tour in Georgia April 12

NEW YORK, March 29.—Altho no change has been announced by the Morale Division of the War Department on the policy of live entertainment, nor has any appropriation been made, the entertainment situation for draftees has become hot with the announcement that a unit (with performers getting paid) has been booked for the khaki circuit for 12 weeks.

Wally Wanger is producing a unit to start at Fort Benning, Ga., April 12 and

to include Johnny Hamp's band, a line of 16, and several specialty acts. Unit will carry its own portable platform, lighting equipment, and a tent with 750 capacity.

The probable admission charge will be 25 and 50 cents. All bookings are on a guarantee and percentage, with salaries of the performers guaranteed in escrow. Male entertainers used will be over 35 years of age so that the draftees will feel no resentment. Veteran burly comics will probably get preference.

Gilda Gray, Buff Club Settle Tiff

BUFFALO, March 29.—After obtaining a Supreme Court order directing Gilda Gray to show cause why she should not be restrained from performing for anyone else during the period she was to have appeared at his Glen Wintergarden night club, Harry Altman, represented by Attorney Irving A. Milch, accepted a cash settlement out of court.

Altman, according to Milch, asserts Miss Gray agreed to appear at the Glen March 17 to 31 for \$600. Instead of coming here, Miss Gray is working for another show in New York. Altman sustained losses, not only to his reputation but also in expenses, Milch said. Settlement between Miss Gray and Altman also stipulates she can't appear for any-

one else in Erie County during the next two years, according to Milch.

Houston Club Adds Show

HOUSTON, Tex., March 29.—The enlarged Candlelight Club, located in the Hotel Cave of the Auditorium, added dance and floorshows yesterday (28), with added seating capacity. Ork with seven pieces includes Mary Jane Barrow as vocalist.

Tony Martin has sold his interest in spot to Vic Instriilo.

Delaware Ag'cy Incorporates

WILMINGTON, Del., March 29.—Southern Artists' Bureau, Inc., booking agency, has filed a charter of incorporation. Capital is \$5,000. Incorporators listed are S. L. Mackey, J. Slaughter, and H. Kennedy, Wilmington.



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Paramount, New York

(Reviewed Thursday Evening, March 27)

A good vaude show, but weakened by lack of ball comedy, is paired with Universal's *Nice Girl* (Deanna Durbin starrer) and it looks like a two-week run.

The show is okay, with Charlie Barnett's band coming thru with lifting swing and the three outside acts providing solid entertainment. But the hour passes without the audience being whipped into any real excitement. Dinah Shore, who's been having trouble with Eddie Cantor on whether she's on or off his radio program, missed the first three days here due to illness announced as laryngitis. (She was slated to resume the last show Friday night).

When this show was caught the Four King Sisters were subbing and doubling from the Rustic Cabin, Englewood Cliffs, N. J., where they are appearing with Alvino Rey's band. The four girls are good lookers who harmonize nicely on three numbers—swiny *Rub De Dub Dub*, sweet *I'll Get By*, and the cute *I Love the Jew*—encoring with a screwballish "Indian war chant." Had to beg off. With a little more personality display and the shortest one doing more comedy, this quartet should really go places.

Senor Wences, Spanish ventriloquist, is the climax of the bill, his unusual routine, replete with surprises and versatility displays, really making the audience sit up. The hand dummy, head-in-box, juggling, and balancing combine to make his routine arresting all the time. A superb novelty turn, as always. Boss Wynn Jr. and June Mann, doubling from near-by Diamond Horseshoe, are the first specialty act on and they drew chuckles and appreciative applause with their sock acrobatics, comedy touches, contortions, tap dancing. Another strong novelty turn.

Barnet's band (four sax, four trumpet, four trombones, three rhythms) is a solid crew that snaps off pop tunes with plenty of zing. Barnet fronts modestly with his expert alto and tenor sax leading most of time. Bob Carroll baritone *I Hear a Rhapsody* effectively; colored and pretty Lena Horne warbles a couple in low-voiced attention-demanding style; Ford Leary steps off the bandstand for vigorous singing of *Shadrack* and a quick-tempo *Ol' Man River*, drawing applause. Several other band numbers played without vocal relief are good, the arrangements providing for interesting variations and the musicianship being right there to handle them properly.

Don Baker is still at the organ, dis-

played a well-tailored back, expert fingering, and shrewd pacing of audience singing to the screen slides.

Next show in, April 9, will have Benny Goodman and band, Gil Lamb, and a group from the Copacabana club (Monte Proser's Six Copacabana Girls, Lydia, Sue, and Bernice Parks) set thru the William Morris agency. It's this theater's first try with a girl line since the band-show policy went into effect three years ago. Paul Denis.

Chicago, Chicago

(Reviewed Friday Afternoon, March 28)

House is in for a happy box-office session with *The Lady Eve*, a Preston Sturges creation, and Will Bradley's band, Allan Jones and Moke and Poke on stage. Picture holds over for another week, with a new flesh bill coming in Friday (4), including Zasu Pitts and Patsy Kelly, Sara Ann McCabe, Marty May, the Three Pitchmen, and the Knight Sisters.

Bradley and Ray McKinley, the five drummer, share bandstand honors. The leader is a pleasant, clean-looking chap, and works a trombone like a veteran. McKinley is a character for the jitterbugs, beating out with his drumsticks in boogie-woogie style to nondescript chant-like accompaniment.

Band (six brass, including Bradley; four reed, and four rhythm) defines swing but not to an annoying degree. The arrangements are polished and carry plenty of musical power. Top of several band selections is, of course, *Beat Me Daddy Eight to a Bar*, a piece of material which no other band can sell more effectively.

Vocals are handled by Terry Allen, veteran band ballader, who delivers *If All Comes Back to Me Now* and *Do I Love You?* in standard style. Lynn Gardner, sweet on looks and voice, is new with the outfit. She did okay with *Look at Me Now* and *Meen to Me*. The novelty, *I'm in Love*, with a couple of the boys is weak.

Allan Jones, next to closing, is a familiar attraction here. Still sings with heart, and the females pay no attention to their escorts during his inning. His tunes included *High on a Windy Hill*, *The Slave*, in which he works in operatic notes; *Donkey Serenade*, and *All the Things You Are*.

Moke and Poke, colored clowns, dance, mug, and gab like a couple of rag-cutters from Harlem are expected to gab.

Vaudeville Reviews

Variation from other colored teams is femme take-off by one of the lads in the closing jitterbug routine. Good for a few laughs.

Business fair second show opening day. Should build. Sam Honigberg.

Earle, Washington

(Reviewed Friday Afternoon, March 28)

No more than pleasant is this week's production. Live entertainment begins with YMCA-type audience singing, strongly flavored with corn. Roxyette pep-leaders look self-conscious as they dangle Annie Oakleys for next week's show for solo efforts.

Roxyette chorus opens with its first appearance in two weeks. Some depicts the class scantily clad. Short recitation with singer Gene Archer leads to tuneful and lively routine climaxed by reversal of canvases to spell out name of comic Joe McKenna. He told a gag and brought on unicycle team of Maysy and Brack.

Entrance as a super-tall girl in crinoline hoops, completely hiding the male member as he pedals around the boards. A few adjustments, and skirt opens for escape of both from the wire frame. Excellent costume on the girl. Her personality, his skill on skyscraper wheel, and their timing win them a big hand. Strong part of act has male member balancing hoops and later twisting them with arms, one leg, and head. Finish found the girl and man indulging in balance and strong arm work while in motion.

Joe and Jane McKenna do some comic dance biz, and then Joe tells story about the drunk and chop. Imitation of drunk provides unexpected dives and hops for good laughs, but story could be trimmed.

The Singing Powers Models trio is first seen thru a pretty picture frame. Roxyette top-hat routine on stills precedes their numbers. Katherine Miller shows an appealing huskiness in her *Melancholy Baby*, while Caroline Crosswell, whose voice is slightly higher than the other two, did a smooth job on *Yes! My Darling Daughter*. Hoeland Madison announced their songs and furnished the third voice. Together the Models show no power for sustained turns. If the Models could get in the groove they wouldn't look so aloof.

Roxyettes return in satin hoops for a pretty number, pausing for Joe and Jane McKenna to get in some slap-stick about girl on pedestal. Then with singer Archer warbling from backstage, Roxyettes do dreamy routine to *Estralla*, picking up tempo for good finish. Edgar Jones.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, March 26)

House is observing its 19th anniversary of stagshows and on hand to celebrate was the peppery Carmen Mirandas, Billy Gilbert, the rotund sneeze artist; Paul and Grace Hartmann, comic adagio dancers; Louie and Van, slick tap artists, and Maude Hilton, with rapid-fire humor. Show is one of the flossiest variety carnivals seen here in some time, with three top-bracket headline acts.

Miranda isn't one to be written about, but to be seen and heard. She's plain witchery, in which hands, eyes, shoulders, and hips tell more than scrambled lyrics. She's accompanied by her own orchestra, the Bamba De La Luis boys from Rio.

Billy Gilbert does a chef character, with the pretty Mrs. Gilbert as the heckler in chief. It is dynamite in fun, and he wins a fine round of applause.

Paul and Grace Hartmann press Carmen Mirandas hard for top honors with their excellent travesty on ballroom dancing. It's a sly sort of burlesque, and broad, but good stuff.

Show rounds out with Louie and Van, tap artists, who do an energetic number or two, and Maude Hilton, with some humor which occasionally goes a little lowbrow. The Peggy O'Neill Girls do a good routine, and Charley Kaley smoozes in his customary cable act.

On screen is *Melody for Three*. Edward Murphy.

State, New York

(Reviewed Friday Evening, March 28)

Altho this bill, on paper, appears strong, it fails to come off as expected. Lack of speed and failure to provide a change of pace make the show monotonous despite the strength of individual acts.

Bill contains definite tires with George

Jessel and Sheila Barrett, while Lots Andrews gives the curiosity seekers something of gate act.

Opener is the Delta Rhythm Boys, four septina, with a fifth on a baby grand. The lads are strong vocally and display some nice arrangements. But should have opened with faster numbers. They did okay, getting a nice hand for three numbers and an encore. Jessel clowns with them at the close, taking the place of one of the boys for a song.

Harrison and Fisher are accomplished terpers and show to advantage. Their best are a patio dobie and a comic number with a Strauss march as the musical motivation. Got a solid hand.

Sheila Barrett failed to come across with her usual click. A reason was her failure to deliver the punch lines in her character sketches with sufficient clarity. Showing up best was her impression of Garbo telling a joke on a night club floor. Did a morose mother showing off a talented child, Bert Lahr singing *Get Out of Town*, and Panny Brice and W. C. Fields in a bit from *Gene With the Wind*. She has received better hands.

Jessel smoozes capably, clowns with the various acts, and did two length dissertations. The first, at the start of the show, was effective. At the close, he *Soze Let There Be Love*, throwing in an exposition on the differences between moderns and those of the post-Civil War period. Got a tremendous hand. He followed up with his phone conversation bit which got an equally warm response.

Lots Andrews is also on the bill. The less said about her talent, the better. Her song was very good. *This Thing Called Love*, being a solid draw.

Joe Cohen.

Music Hall, New York

(Reviewed Thursday Evening, March 27)

A very smooth and rapid-running stage fare. Noirette, balances nicely with the sentimental sacrifice and martyrdom involved in the Columbia pie. *Adam Had Four Sons*. In fact, the only jarring note during the three-hour session is a newswriter and March of Time's *Australia at War*, both of which bring the war smack into the customers' laps.

Fantasy, the first part of the four-chapter production, features the Music Hall Ballet backed by eye-filling scenic effects. Joan McCracken, Dania Krupka, and Muriel Gray are centered out for some excellent toe-dance work, and with 28 gals dancing out various designs in and around them, entire number is expertly presented.

Herrie is given by the MH Singing Ensemble under the direction of Irving Landau. In a churchy setting, the group sings *Londonberry Air*, with Selma Kaye as soloist. Good voices and the atmospheric setting, of course, put it all over.

Barry Lane, impersonator, performs convincingly. Space being what it is in this house, the audience no doubt remained curious throughout the act as to what Lane looked like, but nevertheless heavily applauded his talent. Does good imitations of Boake Carter, Groucho Marx, and Clem McCarthy announcing a heavyweight prize fight; also W. C. Fields, Ronald Colman, and Peter Lorre involved in a hold-up. Closes in a serious vein.

JUST OUT!

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NOW—ORIENTAL THEATER, CHICAGO

Direction: JOHN KING, 162 N. State, Chicago, Ill.

doing Charles Boyer doing Napoleon. His monolog material is excellent, too.

Closing is titled *Rhapsody* and features Robert Shanley singing the pop tune, *I Hear a Rhapsody*; the dance team of DeAngelo and Porter, and the Rockettes. All blended perfectly. Dance team doing a standout job. Finale brings entire stage ensemble back for a chorus. Business was only fair last show opening day.

Harold Humphrey.

Tabor, Denver

(Reviewed Monday Evening, March 24)

This was another locally assembled unit, *Spring Follies*, consisting of four acts and a line of girls, which have proved good draws at this house, which is the only local house using flash periodically.

The line opens with a vocal of *I'm Just Wild About Harry*, followed by a tap routine. Morris and Morris, man and woman acro stent, offered hand balancing and an elevated table stunt wherein the young lady supported on her abdomen a board with two chairs, while the man balanced on the chairs. High spot was suspended bicycle on a pole, with gal riding bike while man balanced pole. Reception fair.

Freddie Gale, who emceed, came thru with a fancy tap to introduce his partner. Pair did several numbers on the xylophone. Mildly received.

A parade number by the line brought on Corrine, a semi-nude. The gal worked a clever routine in her *Satan and the Lady*. With a devil's head cloaked over one arm, she manipulates the arm to gain the effect of two people. Fine devil's arm keeps wandering and finally pulls the strip. As usual in Denver, strip had to be dimmed to comply with police matron's demand, but still brought a big hand.

Hit of the unit by far was Bee-Ho Gray and Company. This cowboy old-timer working with a girl does everything from whip cracking and knife throwing to strumming a banjo and bringing on a singing coyote. Interspersed his homely chatter and was a solid go of laughs. Corny but clever; and a nice hand thru-out. The line returned for an all-out finale.

This unit had plenty of variety and, altho staged on a small scale, offered enough entertainment to make customers happy.

Pix, *The Invisible Woman and Six Lessons From Madame Lazonga*.

Herb Trakman.

How I Act Turned Tables on Agents

CHICAGO, March 29.—An act-bites-agent episode was played out here by Jimmy Rae, acro comedian, who laid off for six weeks and decided to do something about it. He bothered the life out of agents, Jimmy says, but got nowhere fast. And when he suggested that he be submitted to the Ches Pares, top spot here, he got the well-known freeze and some of the boys even suspected him of taking dope.

So he took a radical step. He dressed himself in his working clothes (full dress suit) and dropped into the Ches for a drink. He spied Mike Pritzel, co-owner of the Ches, and asked for an audition. Pritzel admired the kid's nerve, liked it, and a half hour later Jimmy was on the floor doing his stuff. Pritzel liked the act and booked him for the next show, which opened last night.

An assistant manager of the Chase Hotel in St. Louis, in the meantime, caught Jimmy's trout, and booked him into the spot for two weeks. While filling out the run at the Chase, he received contract for the Lyric, Indianapolis, and Riverside, Milwaukee (which he has since completed).

VAF Carries On

LONDON, March 15.—Alfred Schafer, Captain De Villers, Leon De Valois, Bob Leonardo, and General Secretary Drew have been named to direct the affairs of the Variety Artists' Federation for the duration of the war.

Review of Unit "Streets of Paris"

(Reviewed at the Flatbush, Brooklyn, March 27)

Tab version of the musical, *Streets of Paris*, which ran on Broadway two years ago and at the World's Fair last year, continues to pull with non-metropolitan audiences. Think-a-Drink Hoffman remains as the only member of the original cast. Only replacement in the 21 weeks of roadwork is the Reed Sisters (3), who joined the show after the Three Hylton Sisters dropped out.

There are many funny bits, chunks of good singing and dancing, and Hoffman's liquid magic, to treat an audience. For the hour presentation, show was part down to four production numbers using 12 chorus girls and six chorus boys, and six specialty numbers.

Ed Marion and Cliff Hall, co-headliners, hold the comedy end of the bill together, and perform the routines inherited from Abbott and Costello in the original production. The comics work well together and go over big on some numbers. Their material, however, is a mixture of good and very bad.

Hoffman, holding the important spot for manipulating his drink magic, was terrific. Had enough sock and showmanship to tame an unruly house. Don Richards, singing juvenile, is a good-looking lad with acting ability and a good voice. Would make an even better impression if he did less mugging. Ann Crosby works with him on the vocal end.

Petch and Deauville perform in only one production bit, but manage to showstop with their tap dancing. The singing Reed Sisters impress very nicely with cute delivery and stage presence. Peggy Alexander, working in a production bit, also has a winning style of dancing.

Sol Zett.

Ban On Gal Acts Still On in Conn.

BRIDGEPORT, Conn., March 29.—The plea that female musicians and entertainers be permitted to work night spots after 10 p.m. fared badly at a hearing in Hartford this week, when a representative of the Connecticut Federation of Labor vigorously opposed the idea. John M. Bailey, representing the Restaurant Liquor Dispensers' Association, said talented women performers could earn a living only if the laws enabled them to work during hours when there was a demand for entertainment. The Federation representative called the plea "hokum," and charged that some of the entertainers get no more than \$2 a night.

Two in Sacramento

SACRAMENTO, Calif., March 29.—Talking advantage of sessions of the State Legislature, two new night clubs have opened here.

The Argentine offers a rumba-conga five-piece orchestra, Spanish dancer, Lolita, and a comic dancer, Papito, compose the show. Carlo Dallotta manages. The Payo is a reopened club, a short distance from the city, managed by Floyd Brett and Pete Mazzanti. Has five-piece orchestra and four hula dancers.

Davis Framing Second Unit

COLUMBUS, Ga., March 29.—Ches Davis, who opened here this week on the T. D. Kemp time with his *Chicago Follies*, after six weeks of stock with the unit at the Flagler Theater, Miami, is framing a 35-people show, *Send Beg Scandals*, featuring Jack Joyce, English comedian, to open April 15.

With *Chicago Follies* are Rixford Brothers, Drisdal Sisters; Yvette, Redford and Wallace; Emmett Miller, Ches Davis, and a line of girls produced by Rae Kimball. Bob Boyd is special agent.

Another Using Hobby Horses

SHEVANDOAH, Va., March 29.—Club *Verbesna* here has installed a line of Hollywood Hobby Horses. Spot is giving away prizes to the race winners.

Palladium Reopens

LONDON, March 15.—With the re-opening of the London Palladium on March 3, George Black also intends to reopen the Victoria Palace in April. First show will be *Me and My Girl*, with Flanagan and Allen, and possibly the original *Crazy Gang*.

Selective Service Mail

In the Carnival 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.

Evans-Viner Suit Up April 10; Act Wins Injunction

CHICAGO, March 29.—Bob Evans, ventriloquist who tied himself to a 10-year, 40-per cent booking contract last August, won a temporary injunction in Superior Court here yesterday against Joe Viner, owner of the contract, who has been holding up over \$700 of the act's salary pending legal disposition of the matter. Judge John C. Lewe ruled that Viner has no legal right to hold up the plaintiff's

salary. He sets April 10 as date of the trial.

Evans, new in the business, signed an agreement with Viner while filling an engagement at the Eden Cafe, then under the management of the defendant. Benjamin H. Ehrlich, attorney for Evans, claims that the contract is void, for (1) Viner has no agency license, (2) has never booked him anywhere, and (3) that the contract promises his client nothing.

Jerome Rosenthal, Viner's attorney, claims that Evans welched on the contract, which should be enforced.

Since January 16 Evans has been appearing at the Palmer House. Due to threats made by Viner the management has been holding most of his salary in escrow.

St. Paul Club Reopens

ST. PAUL, March 29.—Louis Capra, manager of the Castle Royal here, reopened the club featuring a five-piece band. Floorshow is contemplated later.

St. Albans Club Resumes

ST. ALBANS, Vt., March 29.—Blue Lion Inn has been opened by Thomas W. Cunos, former club operator at Burlington, Vt.

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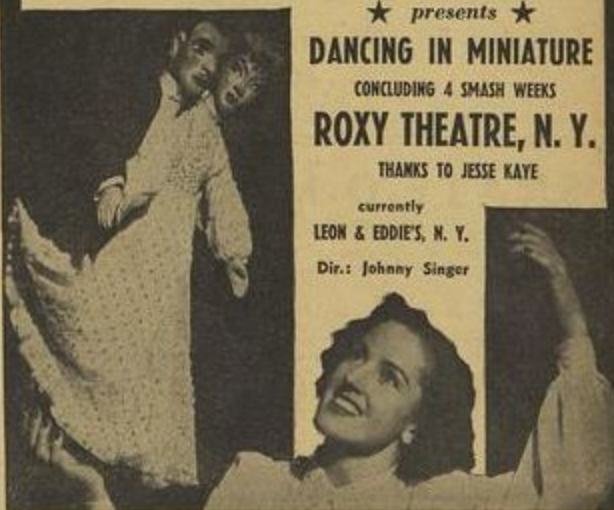
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(Routes are for current week when no dates are given.)

(For Orchestra Routes, Turn to Music Department)



Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; n-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Ch-Chicago.

Adair, Boies (Columbia) Chl. re. Adams, Will & Gladys (Radio) Phila. 1. Adams, Betty (Blissmore) NYC, re. Alex & Roland (Drum) Miami, re. Albert, Mickey (Cocoon) Groves Boston, re. Albert, Pauline (Auditorium) NYC, re. Amaya, Carmen (Beachcomber) NYC, re. Anderson, Erna (New Yorker) NYC, re. Andrew, Renee (6th) NYC, re. Andrews, Lois (State) NYC, re. Ayres, Don, Arista Modest (Dowry) Detroit, re.

Barber, Mildred (Ruhan Blue) NYC, re. Barry, Bill (Strand) Syracuse, N. Y., re. Belden & Ernest (Zumbly) Miami, Fla.; (Oasis) W. Palm Beach 1-12, re. Barnes, Ruthie (RKO Keith) Boston, 1. Barrett, Sheila (State) NYC, re. Barry, Sylvia (Park Central) NYC, re. Barry & Ray (Happy's Sho Place) Okla. 1, 2, N. Y., re. Bates, John (Gay Nineties) NYC, re. Bell's Hawaiian Polka (Palace) McComb, Miss. 1-3; (Yazzo) Yazzo Club 4-5; (Pax) Jackson 6-7; (Rosa) Bayport, La. 8; (Dixie) Jackson 9; (Aunt) Live Oak, Ark. 10-11, 1. Bennett, Bobby (MayGloves) Akron, O., re. Bennett, Irving (Embassy) Phila., re. Bernheim, Halim (Algonquin) NYC, re. Berke, George (Rainbow Inn) NYC, re. Bernard Dancers (Beverly Hills) Newport, Ky., re.

Berkel, Vic's Count, Pan American Polka (Shubert) Cincinnati, re. Berry, Diana (Olympic) Cincinnati, until Apr. 12, re. Beverly Twins (Arcadia) NYC, re. Bishop Bros. (Not Club) Miami, re. Blackman, Ben (Brown Derby) Chl. re. Blackstone (Vivian) Philadelphia, re. Blackwell, Garryle (Diamond Horseshoe) NYC, re. Blake, Dorothy (Club Royale) Detroit, re. Blake, Gloria (Gay White Way) NYC, re. Blake, Nina (Dancho) NYC, re. Bobette, The (Primrose) Newport, Ky., re. Bobo, Al (Radio) Philadelphia, re. Bonger, Art, & Annina (The Ranch) Seattle, re. Borden, Danny (Henna) Syracuse, re. Borden, Arthur (Orpheum) Spokane 21-Apr. 2; (Palomar) Seattle 3-4, 1. Boudier, Yvonne (Coco) Cleveland, re. Bradley, Will (Chicago) Chl. 1. Brewster, Charles & Jean (Lain Quarter) Boston, re. Bradley, John (Walton) Phila., re. Brooks, Howard (Shubert) Miami, re. Brooks, Aris & Margie (Jack & Bob's) Trenton, N. J., re. Brown, Walter & Jean (Brum's Palm Garden) Chl. re. Brown, Mary Jane (Fletcher Room) Chl. 1. Brown, May Jane (Orpheum) Minneapolis, re. Brown, Betty (Royal Palm) Miami, re. Brunetta (Columbia) Chl. re. Bruns, William (Coco) NYC, re. Buchanan, Paddy (Nut Club) Miami, re. Buckmaster, John (Drake) Chl. re. Burger, Patrick (Le Montmartre) NYC, re. Burns, twins & Evelyn (Price (Hotel) Cleveland, re. Buttrick, Erskine (Barney Gallant's) NYC, re.

Byton, Dorothy, Dancers (Shubert) Chl. re. Bytonettes, Six (353 Club) San Francisco, re. Californians, Four (Stuyvesant) Buffalo, re. Callahan Sisters (Paramount) Des Moines, Ia. 4-7; (Paramount) Cedar Rapids 5-19, 1. Carlin's, The (Niagara) Philadelphia, re. Casoron, Skeets & Patsy (Case) Vancouver, B. C., Can. re. Caspe, Joe (Hopkins) Rochester, Phila., re. Cass & Francis (El Morocco) NYC, re. Carney, Allen (Olympic Club) Chl. re. Carole & Sheela (Belmont-Piazza) NYC, re. Carr, Jack & Jill (Blue Crystal) Youngstown, O., re. Carroll & Gorman (Dempsy's) Miami, re. Carroll, Mary & Irene (Sawdust Trail) NYC, re. Carroll, Jean (Shubert) Cincinnati, 1. Carroll's, Earl, Vanities (Stoney) Pittsburgh, re. Carter & Howie (Barney Gallant's) NYC, re. Cartwright, Helene (Miami-Biltmore) Miami, re. Carva, Zeb (Village Barn) NYC, re. Cassandre (Club Mingo) Phila., re. Chamberlain, Peggy (Jack & Bob's) Trenton, N. J., re. Chandler, Anita (Henry the Bum's) Phila., re. Chaney & Fox (Walton) Phila., re. Charro, El Trio (El Chico) NYC, re. Chick & Lee (Siverville) Milwaukee, re. Chick, George (Blue) NYC, re. Clark, Jody (Siverville) Chl. re. Clark, Beverly (Oriental) Chl. 1. Clark, Patsy (6th) Chl. re. Cody, Kay (Radio) NYC, re. Cole, Lillian (L'Algon) Chl. re. Cole, Jack Dancers (Chez Paree) Chl. re. Comandara, Sitka (Singer & Lois Walker (Chez Paree) Chl. re. Connelley, Eusebio (L'Algon) Chl. re. Compton, Dancers (Strand) Syracuse, N. Y., 1. Conroy & Masha (Columbia) Chl. re. Cook, Ralph (Columbia) Chl. re. Copp, James (Rainbow Room) NYC, re. Corral, Claudia (Tat) Chl. re. Corral & Sawyer (Harry's New Yorker) Chl. re. Corbode, Lollita (Bill) Miami, re. Corde, Arturo (Blue) NYC, re. Cover & Reed (Billmore) NYC, re. Crackersack, Five (Palumbo's) Phila., re. Christians, The (Radio) Phila., re. Curtis & Dana (Chez Paree) Miami, re. Cuto, Haddoph (El Chico) NYC, re. Cumming, Don (4th St.) NYC, 1. Cunningham, Paul & Florie (Village Barn) NYC, re. Currie & Coral (Cascho) NYC, re. Curry, Ed (3509 Club) Cleveland, re.

Daniel, Billy (Key's Stable) NYC, re. Darre & Davis (Philadelphia) Phila., re. Davis, Rudy (Strand) NYC, 1. DeWitt, Joseph (Mayfair) Miami, re. Dawn, Ella Mae (Zombie) Cleveland, re. Day, Nola (Island) NYC, re. DeAngelo & Porter (Musco Hall) NYC, 1. Dearborn, Freddy & Mae (Wor's Rendezvous) Phila., re. Deep River Singers (Edgewater Beach) Chl. re. DeLahanty Sisters (Wagon Wheel) Akron, O., re. Delta Rhythm Boys (State) NYC, 1. Del Mar, Josephine (La Conga) NYC, re. DeMarco, Isabel (L'Algon) Chl. re. DeMay, Moore & Martin (Leon & Eddie's) NYC, re. Dennen, Ruth (Mike Todd's Theater Cafe) Chl. re. DeLo, Jose (Ha Ha) Hollywood, Fla., re. DeLo, Diana (Versailles) NYC, re. Delta Rhythm Boys (Ruben Blue) NYC, re. Dennis-Sayers (Blue Crystal) Girard, O., re. Dennis, Dotie (Hanna) Phila., re. DeShon, Maxine (Leon & Eddie's) NYC, re. DeSimpco, Ghena (Beachcomber) Providence, R. I., re. De Wolfe, Billy (Hollenden) Cleveland, re. Ditty Ditty Damsels, 15 (Oriental) Chl. 1. Don & Cassandra (Century) Steubenville, O., re. Doraine & Ellis (Nicollet) Minneapolis, re. Dorben Dancers, Dorothy (Edgewater Beach) Chl. 1. Doris & Yessy (Beachcomber) Boston, re. Dorsey & Diane (Butler's) NYC, re. Devilo & Wanda (Show Box) Seattle, re. Driscoll, Robert; Jackson, Miss. 1-3, 1. Drysdale, Grace (Leon & Eddie's) NYC, re. Duffy & Simon (Island) NYC, re. Duggan & D'Ray (109 Club) Des Moines, Ia., re. Dole, Ginger (Park Central) NYC, re. Diamond, Marie (Crista) NYC, re. Duncan, Midget Jackie (Top Hat) Denmark, O., re. D'Orio, Eddon (Moonlight Gardens) Saginaw, Mich. 1. Du Pont, Doris (Harry's New Yorker) Chl. re. Durand, Jimmy (Earl Carroll's) Hollywood, re. Duval, Dorothy (Ventura) Ashland, Ky., re. Duvall, Delisse & Elliot (Cherry) Baltimore, Md., re.

Eddy, Val (Casino Royal) Washington, D. C., re. Eddy, Nelson; Harrisburg, Pa. 3; Washington, D. C. 6. Edwards, Joan (Gay White Way) NYC, re. Egan, Maxine (Hurricane) San Francisco, re. Elmer, Arthur (Times Square) NYC, re. Elmer & Rita (Primrose) Newport, Ky., re. Emerald Sisters (Beverly Hills) Milwaukee; (Cordada) Rockford, Ill. 4-6, 1. Estes, Ed (Minnet) Chl. re. Evans, Wilbur (Earl) Phila., re. Evans, Bob (Palmer House) Chl. re. Fabares, Nannie (Harro) NYC, re. Farney, Evelyn (Strand) NYC, 1. Fisher, Hal (Stoney) Phila., re. Fink, Carrie (6th) Chl. re. Fay & Gordon (Sen. Franklin) Phila., re. Fay, Frances (Paddock Club) Miami Beach, Fla., re. Fellows, Edith (Earl) Phila., 1. Florida, Leon (Sky Club) Miami, re. French, Carrie (6th) Chl. re. Finks, Dwight (Feds' Monie Carlo) NYC, re. Florobe & Alvarez (Walton) Phila., re. Foy, George (Park Central) NYC, re. Fuchans, George (Diamond Horseshoe) NYC, re. Ford, Patricia (H-Bar-R) Chl. re. Foster, Ope, Girls (Earl) Washington, D. C., 1. Foster, Shirley (Wonderbar) Springfield, Mass., re. Franklin, Cass (Green Shy) Moxville, near Lancaster, Pa., re. French, Eleanor (Coo House) NYC, re. French & Camille (Hopkins) Rochester, Phila., re.

Gale, Alan (Capitol) Washington, D. C., re. Garrick & Elsie (Hayward) Rochester, N. Y., re. Gaudin, Rose (Lyric) Indianapolis, 1. Gay, Sally (The Drum) Miami, re. Gay, Pat (Primrose) Newport, Ky., re. Gebhart, Sandra (Oriental) Chl. re. George & Jaina (Money Plaza) Miami, re. Geraldine & Joe (Olympic Atlantic) Rio de Janeiro, re. Gibson, Ruth & Harry (Leon & Eddie's) NYC, re. Gilbert, Paul (Cocoon) Groves Boston, re. Gibson's Royal Guards (Royal Palm) Miami, re. Givens & Lamas (Claridge) Memphis, re. Golden Gate Quartet (Cafe Society) Updown NYC, re. Gomez & Minor (Versailles) Miami, re. Grafos, Gloria (Edgemoor) Cleveland, re.

Grandfather's Polka unit (Blackhawk) Chl. re. Gray, Billy (Harry's New Yorker) Chl. re. Gray & Graham (Stable) Detroit, re. Green, Jackie (Walton) Phila., re. Grey, Jean (Kitty Davis Auditorium) Miami Beach, re. Haakon, Paul (Capitol) Washington, D. C., re. Haden, Pete (Jack & Bob's) Trenton, N. J., re. Hadley Dancers (Bismarck) Chl. re. Hall, Dale (Amato) Astoria, Ore., re. Hamilton, Kay (509 Club) Atlantic City, re. Harms, Angela (Congress) Chl. re. Harrington, Pat (Club) NYC, re. Harwood & Allen (Spiny's) NYC, re. Harrison & Fisher (State) NYC, 1. Hartshill, The (Brown Derby) Chl. re. Haywood & Allen (Spiny's) NYC, re. Hayworth, Beaber, Revue (Playhouse) Stateville, N. C. 2; (Academy) Lynchburg, Va. 3; (Appalachian) Boone, N. C. 7; (Garland) Burlington 8-9; (Grand Lakeside) 10. Hearn, Bob (Island) NYC, re. Healy Twins (St. Regis) NYC, re. Healy, Frances, Three (Wif's End) Miami Beach, Fla., re. Hector & Pals (Shubert) Cincinnati, 1. Heed, Billy (Sawdust Trail) NYC, re. Heber, Fred & La Rue (Park Central) NYC, re. Hildebrand (Savoy Plaza) NYC, re. Hildes, Jackie (Paddock Club) Miami Beach, Fla., re. Hoagry, Bee (Tower) Kansas City, 1. Hollywood Blenders (Roxy) NYC, re. Holmes, Madeline (Algonquin) NYC, re. Holmes, Margie (Bismarck) Chl. re. Hooper, Betty (Capitol) Washington, D. C., re. Houston, Josephine (Roney Plaza) Miami, re. Howard, Ann (Ed's) Miami, re. Howard, Ed (Palmer House) Chl. re. Howard, Bob (RKO Keith) Boston, re. Howard, Bumpy (Park Central) NYC, re. Howe, Family (Capitol) Washington, D. C., re. Howell, Connie, Trio (Sandy's) Paterson, N. J., re. Hubert, Frank & Jean (Capitol) Washington, D. C., 1.

Hughes, Jimmy (Clipper Club) Union City, N. J., re. Hyatt, Frankie (Club 18) NYC, re. Iles, Steven (Waylin) NYC, re. Iles & Vian (Rainbow Room) NYC, re. Inge, Genevieve (New Yorker) NYC, re. Iratava, Olga (Russian Kretcham) NYC, re. Jackson, Calvin (Cafe Society) Downtown NYC, re. Jacob, Anita (Northwood Inn) Detroit, re. Jaco, Max (Joyce & Bobby Wild (Zimmerman's) NYC, re. Janley's (Royal Palm) Miami, re. Jaxon (Alexander) Columbia, O., re. Kane, Steve (Waylin) NYC, re. Kan & Vian (Rainbow Room) NYC, re. Kane, Genevieve (New Yorker) NYC, re. Iratava, Olga (Russian Kretcham) NYC, re. Jackson, Calvin (Cafe Society) Downtown NYC, re. Jacob, Anita (Northwood Inn) Detroit, re. Jaco, Max (Joyce & Bobby Wild (Zimmerman's) NYC, re. Janley's (Royal Palm) Miami, re. Jaxon (Alexander) Columbia, O., re.

Julian, Don & Marjori (Rainbow Grill) NYC, re. Kaitpatrick, Mary Williams (L'Algon) Chl. re. Karas, Elmer (Russian Kretcham) NYC, re. Kavannah, Stan (Waldorf-Astoria) NYC, re. Kay, Phil (Club Moderne) San Francisco, re. Kay, Melvin (Olympic) Cincinnati, re. Kaye, Danny (La Martiniere) NYC, re. Kaye, Selma (Music Hall) NYC, 1. Keam, Betty (Biltmore) NYC, re. Keeler, Margie (Oriental) Chl. 1. Keith, Sally (Crawford House) Boston, re. Keller, Dorothy (6th) Chl. re. Keller, Henry (6th Club) Chl. re. Kelly, Patsy (Herridge) Milwaukee, 1. Kellon, Jack (Dor House) New Orleans, re. Kennedy, Bill (Coco) NYC, re. Kerwin Trio (Beverly Hills) Newport, Ky., re. Kevin & Vian (Rainbow Room) NYC, re. King, Terry (6th Club) Chl. re. King, Carl (Key West) NYC, re. King, Charles (Diamond Horseshoe) NYC, re. Korda, Nina (Roney Plaza) NYC, re. Kothlow Dancers (Harry's New Yorker) Chl. re. Kurita Marionettes (Alpine Village) Cleveland, re.

Lalage (Mike Todd's Theater Cafe) Chl. re. LaMarr, Barbara (Beretoria's) NYC, re. Lambert, Prof. (Mike Todd's Theater Cafe) Chl. re. Lamm, Lee (Walton) Phila., re. Lane, Lela (Key West) Trenton, N. J., re. Lane, Barry (Miami Hill) NYC, 1. Lane, Anita (Hi Hat) Chl. re. Lane, Lela (Key West) NYC, re. Lane, Sandy (Shubert) Cincinnati, 1. Larsen, Sigurd (Roxy Club) NYC, re. Lawrence's, Paula (Beverly) NYC, re. Lawrence, Terry (Key West) NYC, re. Layton's Dags (Old Mill) Denmark, N. J., re. LaZella, Aerial (The Spot) Dallas, re. Leach, Earl & Josephine (Royale) Detroit, re. Lee & Frank (Jack & Bob's) Trenton, N. J., re. Lee, Bob (Wife) NYC, re. Leon & Mace (Dempsy's) Miami, re. Lee, Ed (6th Club) Chl. re. Leverenz, Clarence (Broad Lincoln) Columbus, O., re. Lewis, Meade (Cafe Society) NYC, re. Lewis, Dorothy (St. Regis) NYC, re. Lewis, Hank (El Nido) Vallejo, Calif., re. Lewis Sisters (6th) Chl. re. Libson, Frank (Chez Paree) Chl. re. Lind, Della (Diamond Horseshoe) NYC, re. Lime Trio (Mike Todd's Theater Cafe) Chl. re. Lloyd & Willis (600) Chl. re. Loch, Jean (Belmont's) Chl. re. Lolla & Aron (La Fiesta) San Francisco, re. Lopez & Lollita (88 Club) NYC, re. Lopez, Maria Luisa (El Chico) NYC, re. Lord & Janice (Club Moderne) San Francisco, re. Lohana, Princess (Hurricane) San Francisco, re. Lucas, Nick (Continental) Chesapeake, O., re. Lutz & Diana (Lain Quarter) Miami Beach, Fla., re. Lutz & Delia (Laurier Club) Lowell, Mass., re. Lynch, Sandy (Club Lido) Camden, N. J., re. Lynch, Don & Betty (699 Club) Chl. re. Lyons, Collette (Royale) Detroit, re.

McCall, Mary Ann (Famous Door) NYC, re. McCoy, Jack (Roxy) NYC, re. McDonald, Grace (Versailles) NYC, re. McDonald, Joe (El Chico) Washington, D. C., 1. McNeill, Margt (Rainbow Room) NYC, re. MacArthur, The (Evergreen) Phila., re. MacDonald, Maria (Leon & Eddie's) NYC, re. MacFarland, Frank (Barney Gallant's) NYC, re. MacFarland, Frank & Fay (Highland Club) Lowell, Mass., re. MacFarland, Victor (Victoria Theater) Lawrence 3-4; (Park Theatre) Woonsocket, R. I. 6. Mack, Ernest (Elise) Not in NYC, re. Malina, Loba (El Chico) NYC, re. Male Trio (Bal Tabarin) San Francisco, re. Mangano Sisters (Diamond Horseshoe) NYC, re. Mann, Margie (7700 Club) Cleveland, re. Mann, Jane (Diamond Horseshoe) NYC, re. Manor & Milson (Havana-Madrid) NYC, re. (See ROUTES on page 11)

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Vaudefilm Grosses

Strand Strong, Roxy Still Okeh; Para Opens Well; Music Hall Mild

NEW YORK.—Broadway vaudefilmers reacted indifferently to the warmer weather, with the general tone continuing weak. Only standout gross is at the Strand, while the Roxy is doing okeh considering the show is now on its fourth lap.

The Paramount (3,664 seats, \$37,000 house average), with new layout including Dinah Shore and Charlie Barnet's band, with *Nice Girls* on screen, opened well despite Miss Shore's being out the first two days with laryngitis. The King

Sisters subbed. Current layout should hit the \$30,000 mark. Last week the single session of Andrews Sisters, Alan Jones, and Ina Ray Hutton ork, with *Las Vegas Nights* film, knocked off the average, \$37,000.

The Strand (2,758 seats, \$33,500 house average) is still going great in the second week of *The Sea Wolf*, Charlie Spivak's ork, and Rufe Davis, and seems headed for a strong \$37,000. First week of this bill, ended Thursday (27), pulled a fine \$46,000. The bill stays another week.

The Roxy (5,835 seats, \$36,000 house average) has a fourth week holdover with film, *That Night in Rio*, stage talent including Grace Drysdale, Bob Neller, Jack McCoy, and Roy Davis. Should do around \$22,000. The third week of this bill scored a fair \$35,000. Previous weeks pulled \$35,000 and \$50,000.

The Music Hall (6,200 seats; \$34,000 house average) with new bill which started Thursday (27) featuring film *Adam Had Four Sons* seems headed for a \$75,000 take, mild reviews cutting into the gross. Last week *Cheers for Miss Bishop* in its second week pulled \$55,000, its first week going \$76,000.

Loew's State (3,327 seats; \$22,500 house average) is pulling out of its slump with the new bill, having George Jessel, Lois Andrews, Sheila Barrett, and Harrison and Fisher. Layout seems headed for a very good \$28,000. Film is *This Thing Called Love*. Last week's take was \$15,000 with *Ciro Rimaio* and Benny Fields and pic, *Back Street*.

Buffalo Returns to Flesh After Easter

BUFFALO.—Vaudefilmers here are faring fortunately, and grosses are remaining on the sunny side, while good weather is encouraging theatergoers. The Lent bogeyman hasn't hurt business appreciably, and houses are planning to return to flesh bookings after Easter. Lone flesh bill on the main stem is at the Palace, where burly amazon *Lois De Pee* is coupled with vaude and burly talent.

The Buffalo (seating capacity, 3,500; house average, \$15,500) opened well for week of March 28 with well-publicized film layout, *The Sea Wolf* should draw okeh and is expected to come thru with at least \$13,500. Added feature is *Golden Hoops*.

For week ended March 17 the Buffalo did satisfactory enough with newest Hardy family feature, *Andy Hardy's Private Secretary*. Additional screen offerings were *Murder Among Friends* and *March of Time's Americans All*. Layout clicked with \$13,500.

The 20th Century (seating capacity, 3,200; house average, \$6,500 for straight pic) is now busy lining up a new batch of broken-week vaude dates to begin after Easter. Current bill, beginning March 27, is devoid of flesh and presents strong comedy celluloid attraction, *A Girl, a Guy and a Gob*. First day customers laid down a neat \$1,500, and total week points to an okeh \$8,500. Second film is *Scattergood Baines*.

For six days ended March 26 the Century management chalked up a pleasing \$5,000 with a second-run, revival of *Pivacious Lady*. The *Fargo Kid* was the extra film fare.

Slump Continues For D. C. Houses

WASHINGTON.—Slump at Fox continues for second week here. Some big is being diverted to Gene Autry at Ullin Arena, with *Esquer's Rodeo*, and a Symphony Concert also cut in for three nights. But it's not all due to competition, even the midnight stage benefit Saturday (29) at Lowe's for Greek relief had to drive for \$1 ticket sales.

Warner's Earle, showing *See Wolf* for the week ending April 3 expects a fair \$10,000. Vaude features Rosalind and Carolyn, May and Brock, Jo and Jane McKenna, Gene Archer, and the Boryetes. Last week's *Footsteps in the Dark* managed a weak \$14,500.

Loew's Capitol has Beery's *Red Man* on the screen for the week ending April 2. Stage headlines Paul Haakon, Honey Family, Alan Gale, Frank and Jean Hubert, and the Rockets. Take is figured at \$15,000 or a duplicate of last week's big from *Topper Returns* and Benny Davis Unit.

"Screwballs" So-So \$8,500 in Ind'p'lis

INDIANAPOLIS.—Screwballs of 1941 did average \$8,500 at the Lyrio (1,822 seats) for week ended March 27.

An ice show and State basketball final cut in on b. o. Pic was *Murder Among Friends*.

WOODY HERMAN'S BAND is being submitted to vaude for \$6,500 a week, and not \$5,000, as erroneously stated in last week's issue. Band is now at the Hotel New Yorker, New York.

"Lady Eve," Bradley Band Unit Give Chicago Big 39G; 17G for Blackstone

CHICAGO.—The theaters are marking time and will not be sorry to see Lent out of the way. Better-than-average attractions this week, however, are giving at least two of the three combo houses nice enough grosses.

The Chicago (4,000 seats; \$32,000 house average) is heading toward a strong \$30,000 this week (38-3) with *Lady Eve* (Paramount) and a stage show featuring Allan Jones and Will Bradley's band. Pic has had plenty of advance publicity and is responsible for most of

the gross. Bradley's up-and-coming name and the Jones rep are of no hindrance, either. Pic is slated to hold another week with a new flesh bill. Last week, ended March 27, second and final stanza of *Tobacco Road* and presentation layout with George Tappes, Nonchalants, and Cynda Glenn dropped to red \$27,500.

State-Lake (3,700 seats; \$15,000 house average) started big Friday (28) with twin stage bill (Blackstone magic show and *Ciro Rimaio* band) and *Maisie Was a Lady* on screen. Looks like a fine \$17,000 week. Preceding week, ended March 27, *Honeymoon for Three* on screen and Joe Venuti and band and Henry Armetta in the flesh grossed an okeh \$15,500.

Oriental (3,200 seats; \$13,000 house average) is still having trouble getting strong flesh shows and pictures and the grosses correspond, accordingly. Week of March 28, *Romance of the Rio Grande* on screen, is doubling up with Irving Yate's unit *Crazy Show*, Maybe \$15,000. Week of March 21 was one of the best house had since Michael Todd stepped in. His Theater Cafe unit *Gay New Orleans* with Gypsy Rose Lee and the *Blackout* pic grossed a big \$20,000.

Philly Biz Still Sluggish; Earle 18G; Fay's \$6,450

PHILADELPHIA.—Box office at the film-theaters are sluggish and there is no blaming it on Lent or the weather, what with three legit houses doing bang-up biz and the niteries well filled. Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) closed the week ended Thursday (27) with a weak \$18,000. An improved show of 1941 unit offered the Milt Britton band with Tom Rafferty, Tio, Joe Britton, Dave Van Horn, and Helen Palmer, maestro sharing the spots with pic thrush Patricia Ellis, Orrin Tucker and Bonnie Baker, in the flesh the preceding week here, topped the screen's *You're the One*.

New bill opened Friday (28), despite a slow starting day, points to a satisfactory \$23,500 with Martha Raye in the lead along with Edith Fellows and Wilbur Evans making an "in person" in conjunction with their *Her First Romance* on the screen. Act interpolations include the Christinis, Will and Gladys Ahearn, Johnny Woods, and the Three Swifts.

Fay's Theater (seating capacity 2,200; House average \$6,900) continues on an even keel, but it's still below par. For the week ended Wednesday (26) a fair—(See PHILLY BIZ on page 23)

"Scandals" 17,000 3 Days in Harrisburg

HARRISBURG, Pa.—Studio Scandals unit drew 17,000 people in three-day engagement at State Theater (2,074 seats) here Thursday (13) to Saturday (15) at matinee admission of 28 cents; night, 28 cents and 44 cents.

Show features the Lucky Girls, You-man Brothers, Six Cardovak, Edison and Louise, and 14-piece ork. *Escape to Glory* was accompanying picture.

Film Names NSG

RICHMOND, Va.—Edith Fellows, former child screen actress now 17, costarred with Wilbur Evans, baritone and screen actor, in a unit, *Transcontinental Revenue*, at the National Theater (1,300 seats) here March 20 to 26. Business was way below par and personal appearance a big disappointment to management and patrons. Pic was *Her First Romance*, with the stars in the leading roles.

Calvert, the magician, was the real hit of the bill. Line girls numbered four and program was dull.

Dan Fitch, old-timer, in *Bare Facts and Figures*, opened week March 27. Fitch is a big favorite here.

Palomar Low

SEATTLE, Wash.—The Palomar (1,450 seats) was still below average last week by \$300 when it grossed \$5,200 with a bill headed by Brookins and Van Screen had *Let's Make Music and Shadows on the Stars*.

Jerry Ross, Palomar manager, hoped for better business with summer prices, effective March 31. Evening price of 50 cents will be cut to 40.

"Gold Diggers" Big At Colonial, Dayton

DAYTON, O.—Hollywood Gold Diggers of 1941, with elaborate production and a big company, making its premiere here last week, upped the gross at the Colonial, ringing the box office for \$8,200, considerably better than average for the house.

Gracie Fields 15C In Lincoln Benefit

LINCOLN, Neb.—Turnout for Gracie Fields here in the Coliseum Thursday (20) for her British Aid show was about 2,500 persons at 25 cents to \$1. Gross was around \$1,500, and that's good money for any attraction here.

Cugat Good 22C

BRIDGEPORT, Conn.—Xavier Cugat did fairly well in his first local appearance Sunday (23) at the Loew's-Poli-Lyric Theater (3,048 seats) for five performances, with an intake of \$2,200.

Vaudeville Manager Freddy Perry garnered great publicity for the house with his rumba contests in conjunction with Cugat's appearance.

Strong opposition was given by Charlie Barnet at the Ritz Ballroom that night.

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Burlesque Notes

(Communications to New York Office)

NEW YORK:

DIXIE SULLIVAN, on the Midwest Circuit, was one of the features to open the Shubert, Philadelphia, and not Phyllis Vaughn, who was elsewhere. Dixie also doubled at Carroll's nitery, replacing LaVonne, who closed March 22.

LA ROSA SISTERS, singers, now extra-attracting on Hirst Circuit.

PETE DALTON, of the three Dalton brothers, operators of the Follies, Los Angeles, was operated on for appendicitis March 11 in the Santa Fe Hospital. Expected back at the theater early in April.

YVONNE STANWICK, show girl, celebrated a birthday at the Republic March 16.

DOROTHY SEVIER, Mary Welsh, and Winnie Garrett, principals, with Sally Osborne and Betty Coette, chorines, in a Hirst wheel show, were pictured and stored in *The Baltimore Sun* March 8 for their donations to the British War Relief. Hon. Nichols and Benny Benjamin, of the Gayety, also contributed.

DIAN ROWLAND doubling at the Rialto and 608 Club, Chicago. Also considering a vaude offer with Paddy Cliff.

BETTY ROWLAND closed March 28 at the Follies, Los Angeles, after a lengthy stay and entrusted for the Gayety, New York. Marcia Eloise to replace her at the Follies.

CONCHITA, dancer, former teammate of Billy Ferber, returned to the Hirst Circuit. Last time on the wheel was during season 1936-37.

EDDIE KAPLAN jumped into the Ettinge March 10, replacing Bobby Payne, who left to join a Hirst road show.

MILWAUKEE'S opening date for Midwest Circuit shows follows without any lay-off of the Cleveland week.

JOHNNY KANE, backstage chief at the Troc, Philadelphia, is in the University Hospital there, under treatment for ruptured appendix.

Bert Carr, comic, on his third lap around the Hirst Circuit, was called for a blood transfusion.

MARGIE KELLY and Billy (Bumps) Mack opened March 7 at the Star, Brooklyn.

CONNIE RYAN, straight man, was pictured and stored in dailies along the Hirst route for his sale

of pins in aid of Britain. . . **TOMMY LEVENE**, now with the Ford Fisher Agency, Boston, where he moved after shutting his booking office here.

MARION MILLER using in her strip turn a number, *Queens of Quiser*, written for her by Ernie Washington, planted in Harder Downie's ark. . . **DOTTIE EDWARDS** returned to the Ettinge after attending the burial of her mother, Mrs. Kate Sunda, who died February 28 in Newark.

STIRLING AND RUBIA, dancers, made their first showing in burly at the Star, Brooklyn, March 14. Rubia is Gail Brewster, who was with the Fay Foster Girls unit last season.

RTA DEVERE, dancer, opened at the Ettinge March 14. . . **HAROLD MINSKY**, Allen Gilbert, and Jimmie Wilson, comprising the committee for follies and burly performers in behalf of British

Foster Parents' Project, toward which Lloyd Muller donated the ballroom of the Claridge Hotel, were gratified by the tremendous turnout Sunday (16).

ALYNE PAYNE, Noel Carter, Amy Pong, and Diane Johnson opened at the Gayety March 26. . . **ISABEL BROWN**, dancer, held over a third week at the Republic.

CHARLES ABBOTT, comic, opened March 17 at the Casino, Boston. . . **LUNTY PAVIS**, concessionary, was buried day partied March 13 at the Palace Grill.

UNO.

CHICAGO:

CHUCK GREGORY will relieve Fred Clarke as producer at the Rialto while Clarke takes charge of N. S. Barger's Mexican unit. Clarke will return to the Rialto when the show closes its Mexican tour.

ARTHUR CLAMAGE was a Chicago visitor last week en route to Indianapolis. . . **SHUBERT**, Philadelphia, had a good opening week with Midwest show, it was reported by Milton Schuster on his return from the Quaker City.

PAUL MOROKOFF replaces Allen Gilbert as producer at the Shubert, Philadelphia. Morokoff has just closed a 24-week engagement at the Fox, Indianapolis.

KENNY BRENNAN opened at the Rialto here after a successful trip to Australia. He was offered a two-year contract in the Antipodes, but declined. Brennan reports that the Graves Brothers, formerly in musical tabs, are doing well in the manufacture of pinball games in Australia. . . **CHARLIE FOX**, manager of the Empress, Milwaukee, made a flying trip to Youngstown, O., to confer with his partner, Jack Kane.

PEACHES STRANGE will be featured at the Alvin, Minneapolis, week of April 1.

PINKY KEE closed on the Midwest Circuit last week and returned to New York.

PHILADELPHIA:

EVE ALDEN, following her week at Fay's moves to Carroll's nitery, with Stanley Spear and Bobby Vall new comic team for the burlesque-floorshow.

FRANK HALL, straight man since season's start on the Hirst wheel, starts as emcee at the Venice Cafe, Philadelphia.

MARIE VOE heads new Hirst unit opened last Wednesday (26) at Orpheum, Reading, Pa., along with I. B. Hamp, Harry Clegg, and Gerlie Beck. . . **VALERIE PARKES** made her first local appearance this season at the Troc, heading a Hirst unit this week.

PHILADELPHIA:

JOAN COLLETTE opened March 27 at Fay's Theater, Philadelphia, as added attraction.

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Discovered: Alkali Ike

CHICAGO, March 29.—Frank Bering, manager of the Sherman Hotel, has just returned from Palm Springs where he took a postman's holiday by hunting for floor talent for the spot's Panther Room.

One of his discoveries is Alkali Ike, a cowboy ventriloquist, who worked in one of the vacation resorts. Bering handed him a four-week contract, starting Friday (4).

Review

"Chez Paree Revue"

(MIDWEST CIRCUIT)

(Reviewed at Shubert, Philadelphia, Friday Evening, March 21)

All the nightmares that characterize a first night held a convention at the reopening of this center-city burly house under Rube Bernstein.

Several seasons ago this former legit palace came to life with "glorified" burlesque. But this time capital is made of the name of the house, giving an impression that this is a brand of "Shubert" burlesque, even though it isn't planned on either Jake or Lee. Allen Gilbert, who was the first to produce burly at this house, is responsible for this return.

The politest thing that can be said of the show is that it wasn't ready to open. It follows the mill-rund grind faithfully—blackouts, strips, and ponies. Only deviation is the stymieing of the epidemics display with four westerns. Louise Stewart is the stand-out strip. There's some excitement in the unmanly of Dorotee Dawn, with Dixie Sullivan and June Marshall wreaking little havoc with patrons' pulse beats.

Red Marshall and Lew Fine have a tough time of it with their time-worn material. And the show's small pace didn't help them any. Ray Korb gives Marshall excellent straight support in a k. characterizations. Frank Scannell and Ned Welsh back Fine's Hebe mimicry, with the strip gals filling as fem folds.

Welsh, teaming with June Marshall, offers the one bright spot of the show with a rhythmic soft shoe. Two Lucky Bucks, septa make, tapsters, add little.

Joe Keena is the alleged singer for the girls numbers, none of the settings being stand-out or sock. Line embraces 11 for the chorus and five for show. Only things striking about the gals are the costumes; not a looker in the lot.

Principals change weekly, house line remaining intact. Bob Reese and Edward Weber share the musical directorships, one handling the two mainstays and the other the evening show. Weber's crew handled show caught, and he was nowhere near as kind to the performers in playing their music as this critic is now.

Fred Sears managing the house; Joseph Bradley, treasurer; costumes by Follies, Inc.; settings by Frank W. Stevens; lighting and effects by Dawico; entire production conceived and supervised by Allen Gilbert, who also staged the dances; Sam Bushman is the press rep; Dave Lodge handles the outdoor advertising.

House seats 1,800. Business fair for the gala evening.

Next unit in brings Myrna Dean, Gloria Gayle, Roberta, Lovette, Jack Greenman, James Walters, Tommy O'Neil, Madeline Lewis, and Jack Coyle. M. H. Ordenker.

More Rosenberg Bookings

NEW YORK, March 29.—Phil Rosenberg placements: Rose LaRose, Gayety, Cincinnati, March 28, and Palace, Buffalo, April 4. Lou DeVine, Al Pharr, and Tom Mitchell, Grand, Canton, O., March 28. Mimi Lynne and Alyne Payne, Gayety here, March 28. Zonia DuVal, Ettinge here, March 28.

Amy Pong, Gayety here, April 4 and 11. Star, Brooklyn, April 18; Palace, Buffalo, April 25, and Ettinge here, May 2. Paula Lind, Ettinge here, April 11. Marian Miller, Ettinge here, April 13. Lois DePee, Grand, Canton, O., April 4. Bobby Burns, Republic here, April 6.

Burly Comic in Draft

BRIDGEPORT, Conn., March 29.—Hank Henry, burlesque comic, while playing the Lowe-Poll-Lyric Theater last week, received a notice from his home town draft board at Newark, N. J., to report for his physical exam.

Magic

By BILL SACHS

That sleight-of-hand wizard, Paul Rosini, now on a head-over engagement at Hotel Gibson, Cincinnati, confederates to do a guest column, wherein he conducts the reader thru his conception of an art gallery of magic.

By PAUL ROSINI

TODAY the tables are turned. Bill Sachs, he teach Paul Rosini something of writing about guest columns. Paul Rosini, he teach Bill Sachs something about performing in the art mystique. But honest and truly, it is a pleasure to write this column for *The Billboard*, which I have been reading the past 25 years, and to give you an insight on the different types of magic.

Let us imagine walking thru an art gallery which is dedicated to the thought, "If this be magic, let it be an art." First we see the oil paintings and water-color portraits of Herrmann the Great, Keller, Thurston, Houdini, Devant, Horace Goldin, Arnold DeBiere, Dante, Blackstone, Pa Manchu, Okito, Ching Ling Poo, Ten Ichi, Buatier DeKolta, Powell, Chung Ling Soo (Bill Robinson), Servalis LeRoy, Nicola, Chevalier Ernst Thorn, and Karl Germain.

Turning our heads, we notice the pencil sketches, sharp black-and-whites, of Downs, Letpaly, Jack Merlin, Charles Bertram, Claude Goldin, Hugh Johnson, Herbert Brooks, Jarrow, Judson Cole, Cardini, Frakson, Gail-Gall, LePaul, Haskell, Russell Swann, Giovanni, Tommy Martin, Dr. Hoffman, John Mulholland, W. O. (Dorcy) Dornfield, Fred Keating, Zizka, Emerson and Baldwin, and Jean Hugard (my favorite writer of magic). A delicate blue envelopes us while passing the gem paintings. There we see Beatrice Houdini and Talma, and new here are Dell O'Dell, Rita Del Garil, Joan Brandon, and Gloria Jerome.

Look at the weird and hypnotizing pictures which are called futuristic drawings. Here are the masters of telepathy and the crystal ball. The Zanzets:

(See MAGIC on page 28)

ROMAYNE'S

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AN ABSOLUTE
SENSATION!
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SUBLINNESS

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"SeaBee" Hayworth Set for Virginia

RALEIGH, N. C., March 29.—"SeaBee" Hayworth's Pepper Hot Repue is back in North Carolina, playing the Wilby-Kinney houses, after a swing thru Georgia, Alabama, and Tennessee, completing four of the seven weeks laid out for the unit by T. D. Kemp Jr., of Southern Attractions, Charlotte, N. C. Show, routed thru April 15, moves into Virginia next week.

Forced to toss up his North Carolina circle recently, due to ill health, Hayworth is taking daily treatments and is showing improvement. Recent additions to the unit's band are Bill Robinson, trumpet-leader; George Bartlett, sax and clarinet, and Jerry Meschum, blues singer.

Tent Show Resumes At Fort Knox, Ky.

FORT KNOX, Ky., March 29.—Knox Follies, which for 10 weeks operated under a 160 by 80-foot tent on the south edge of the government reservation here until a big blow two weeks ago leveled the big top, has resumed operation on the camp grounds proper. Lee Cannon is company manager, and Harvey Croxon is producer.

This week's offering had Charlie Robinson, comedian; Bert Wrennick, straight; Ginger Lee, Dolly Dawson, Al Page and Company, magic turn, and a line of girls. Follies Costume Company, New York, supplies the wardrobe. Business is reported as good.

N. Carolina Scalper Bill

SALISBURY, N. C., March 29.—North Carolina State Senate has passed and sent to the House a bill to make it unlawful to "scalp" on tickets. Violation would be a misdemeanor, punishable in the discretion of the court.

Rep. People Wanted Quick
FOR THE **JACK KELLY STOCK CO.**
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Want to hear from Help on the top. Want Man to operate Picture Projector, 2 Clowns, Acrobatic People. Will be in 1941. A. J. Proctor, complete; also 5 K.W. 110 Light Plant. Must be clean, no junk.
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FOR SALE
Complete Tent outfit, 50x100; Chairs, Hlms, one Delco Light Plant, Sound Car, Stage, 4 Trucks; and for erection. Will sell interest to reliable business.
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147 1/2 Chestnut St., Nashua, N. H.

WANTED
Two clean-cut, experienced Carriers for 2-4x2 tent picture show. **Positively NO BOOZE.** State age and lowest salary for long season work. Must be experienced in driving large semi-truck trailer. Also an Advance Man with small car that can sell banners. **Write if I know you. Write, don't win.**
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Gillaum & Haas Come Thru With More Dope on Old 10-20-30 Days

Wilkes-Barre, Pa.

Editors The Billboard:

After reading "10-20-30—And Up" and the various letters that have followed, I can offer additional enlightenment on the subject. I have set data books pertaining to an old upstairs theater in Tiffin, O., which was successively known as National Hall, Shawhan's Opera House, and Noble's Opera House, and from these I deduce that 10-20-30 rep started at least as far back as 1886.

One of the earliest, appearing in either 1886 or 1889, was the Graham Earle Company. Earle and his actress wife adopted a little girl during their engagement in Tiffin, and this circumstance, plus the avowed excellence of their company, caused the Earles and their protegee to figure in local conversation for many years afterwards.

Doc Waddell suggested Nellie Free as an old-time 10-20-30 star, and possibly he is right, but I found her listed on November 3, 1886, for one night only. I have always been under the impression that she was a sister of the immortal J. M. Free, whom Mr. Waddell mentioned, a picturesque, amiable, and eccentric gentleman who wandered around and delivered discourses on "Lifting the Veil."

J. Lou Sampson offered the name of Mattie Vickers as one of the early birds of rep. I found a record of her on November 8, 1886, and again on February 13, 1892, both times as one-nighters, and for the latter date in a played called *The Circus Queen*. Mr. Sampson also offered a guess that May Bretteau might have been the originator of the 10-20-30 brand of theatrical enterprise, but the earliest booking I was able to find for May Bretteau, which I believe is the correct spelling, was the week of January 9, 1893, and this leads me to believe that she was preceded in the rep field by numerous others.

The first 10-20-30 rep of which I have definite first-hand knowledge is the

Melville Sisters' Company, which appeared in Tiffin the week of September 26, 1891, with an assortment of plays as follows: *The Roman Rye* (rye is this instance meaning gypsy gentleman), *Son of Joe*, *The Two Orphans*, *Rip Van Winkle*, *Pink Dominoes*, and *Jivres*. Rose Melville, one of the sisters, achieved considerable success later on in her portrayal of Sis Hopkins in the play of that name. Ida Melville, the other sister, became a big-city stock star with the Baldwin-Melville Company.

Howard Wall's Model Comedy Company came next, the week of February 3, 1892, and I believe he had Mr. and Mrs. Robert Wayne in the leads. The Waynes appeared at the head of their own company the following season. Howard Wall's aggregation came again in 1893, topped by Carrie Louis, soubrette. This young woman showed up again with James R. Walte's Comedy Company in 1894, and bobbed up once more as the featured comedienne with Punch Robertson's Company in 1898.

The Spooner Comedy Company came along for the week of February 11, 1894. It was in the pre-auto era when farmers drove to town on Saturday and hitched their horses on the principal streets, and one of the Spooner troupers inveigled me as a kid into accompanying him on a tour of the town to snip hairs from horses' tails so he could make a wig.

Some of the other reps on the road between 1890 and 1905 were the Boston Ideal Comedy Company, T. B. Alexander Company, Cornell & McDowell Comedy Company, Boston Athleteum Company, Marie Kunda Company, Anna E. Davis Company, Holmes & Warren's Comedians, DeLaven Comedy Company, Frost & Fanshawe Company, Gonzales Comic Opera Company, New York Theater Company, Baker's Popular Players, Lyceum Entertainment Company, Agnes Herndon Company, West & Pearl's Comedians, Mackay (See 10-20-30 DAYS on page 32)

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Arizona Lawmakers Too Busy To Consider Walkie Problem

PHOENIX, March 29.—A legislative log jam during the closing days of Arizona's 13th Legislature is credited with having defeated an attempt to place endurance shows under stringent regulation in Arizona. The jam was made more acute by bickering and controversy between the Senate and the House over other items of legislation.

Recently the Senate passed a bill to require all types of endurance shows and contests to be licensed by municipalities and to prohibit their presentation outside of an incorporated town or city. Last week, however, the lawmakers adjourned sine die without the bill's having been acted on by the House. A "sifting" committee appointed during its last days to weed out legislative wheat from chaff apparently regarded the endurance show regulatory bill as of minor importance, for it failed to list it among those measures recommended for final action before the adjournment.

EARL HARRINGTON and **Johnny Hughes**, who dropped out of the Chicago Coliseum show last week after a three-and-a-half-month grind, are resting up while waiting for a show to open in Washington. They report the Windy City contest still going and packing 'em in. Earl and Johnny inquire of Clyde Hart and Zeke Youngblood.

JUNIOR JACK KELLY is raising chickens on his farm at Slippery Rock, Pa., which he says is a lot more profitable than the shows he has been in the last three years. "I expect Cliff Real to visit me soon on his way from Chicago to Washington," cackles Kelly, "and I'll fill him so full of fried chicken that he'll sprout feathers. Old Joe Bananas, of Chicago, still writes regularly. Tell any of the kids if they get close to drop in for some real fried chicken."

CLYDE M. HART postals from the Windy City to inquire about the following: **Johnny Reid**, Hughie Hendrixson,

"Skippy" Skidmore, Marvin Ellison, Eddie Halverson, and Russell Hodges.

JOHNNIE AND BERNICE KENEVAN are back home in Los Angeles after a week at Pearl Sanders's dude ranch in Victorville, Calif., in company with Mr. and Mrs. Jimmie Moran.

JOHNNY MAKAB pencils from Pensacola, Fla., that the Hal J. Ross contest there has suffered considerably from the consistent cold and rainy weather. "What's become of Rose Marie Pagan?" queries Johnny.

AL POTTER, of Peoria, Ill., who walked in one show a few years back and says it was enough, begins his year's stretch with the army April 6. Speaking of his walkie experience, Potter says: "I didn't mind the walking or sprints, but the long walking periods in the mornings were too lonesome for me. I met a swell bunch of kids, tho, and the promoter treated a newcomer okeh." Prompted by a query which appeared recently in this column, Potter nominates Moeck Mullins as the oldest emcee, in point of service, in the walkie field. "I'd like to know," Potter winds up, "who first did the ice act on a walkie floor—when, where, and how long?"

HOW MANY are still going in the Pensacola, Fla., and Alexandria, La., shows? Shoot a line, folks, and give us the dope.

DON J. KING, formerly ok leader for Hal J. Ross and Ray (Pop) Dunlap, recently dismantled his Rio Grandiana in Seattle, Wash., and is now working at Club Moderne there, where he is doing an act and working with the local ok.

THE KING FAMILY (Johnny, Danny, Naomi, and Jean), who have bowed from the endurance field after 12 years in the game, are anxious to see a list in the column of contestants who have been drafted in the army. All right, boys, let's have your names and your present station. The Kings are at present in Phoenix, Ariz.

Selective Service Mail

In the Carnival Department of this issue appear the names of those having issued 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

DON KIMMEL, well-known repeter, is hitting out for Los Angeles to rejoin his wife, Myrtle, and two kiddies after a winter in Southern clubs and theaters. He has just concluded three weeks at the Granada Theater, Palacios, Tex. . . . **THOMAS TEAGUE**, who years ago operated his own tent troupe in the Southwest, will launch a small canvas trick soon to work thru Northern California. In recent months he has been operating a store show and museum in that State. . . . **JIM BONNELLI** scribbles from Paducah, Ky., that his New Cotton Blossom Showboat will open late in April. However, Jim says he doesn't know whether it'll be drama, musical comedy, or circus. . . . **DAN F. BOWE**, of the former team of Rowe and Walsh, infoes from San Antonio, Tex., that he has plans to tour with his own tent show again this season, using Gloria LeVerne on the femme leads. His son, Barney Rowe, is now in the aviation corps at Kelly Field in Texas. Marie Rowe is slated to leave for Hollywood soon for a film try, says Dan, and another daughter, Gertrude, will be married in the near future. . . .

FRANK BERRY, veteran agent, now in his ninth year in the checkroom of the Elks' Home, Harrisburg, Pa., writes under date of March 24: "Last evening bumped into an old trouper whom I hadn't seen in 20 years—Don Caper, juggler, who was with Sam Dock's Circus when I was agent on there about 24 years ago. We engaged in a pleasant hour's gabfest." . . . **TOM E. WILLARD**, formerly with the Jack Bessey Stock Company when Guy Kibbee did characters on there, is now a sergeant with Company E, 125th Infantry, A.P.O. 32, Camp Livingston, La. Willard, who also played the Beauty Santaros over the Sun, Barbour, and Spiegelberg circuits in 1922-'24, is anxious to hear from old friends, and especially his daughter, Marilyn Louise Willard, whom he has not seen in 11 years.

BUDDY CANNON, well-known repeter, is now Private E. N. Cunningham, Regimental Band, 176th P.A., A.P.O. 39, Fort Meade, Md. He has been in the army since February 17, and since then has put on 12 pounds. Besides his regular band duties, Buddy has been appointed technical assistant in the direction and production of all regimental (See REP RIPPLES on page 32)

APRIL 10th
AMERICAN LEGION STADIUM
(4000-Seat Airconditioned)
Downtown
PINE BLUFF, ARK.
NOTE: Town has never had show of any kind. Sponsors guaranteed to a few more good fish teams.
Attention: Duffy and Tillie, Gladys Maddox.
WRITE EDDIE BEGLEY, STADIUM
JOHNNY HUBBARD—Chef

TWO WEEK CALL
KANSAS CITY, MO.
APRIL 15
PLA-MOR
ICE PALACE
Last show played to over half million.
Entertaining Sprint Teams write
MICKEY BRENNAN, Contest Director

Non-Theatrical Films

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

Cut Prices at Camp Movie Houses Stiff Competition for Exhibitors

WASHINGTON, March 29.—The War Department is looking into the entertainment problem at army camps, where soldiers have been complaining about the age of movies shown. Roadshowmen who have been following the situation are of the opinion that exhibitors may get a better chance as a result of the investigation.

Roadshowmen have many complaints against army camp theaters. Chief complaint is the fact that admission is only 20 cents per person. If a block of 10 tickets is purchased, the per-ticket price drops to 14 cents. Relatives and friends of soldiers are also permitted to use the tickets. Army officials claim the tickets are restricted to family only, but it is pointed out that no one is going to check family history to prevent a civilian from seeing the show.

Another cause for complaint on the part of exhibitors is the fact that the army can get away with showing old films. Until recently the army had ex-

perienced little or no difficulty showing old pictures. The old army men had no way of knowing the age of the film. It is only since the draft that the complaints have started to pour in. Draftees are well aware that pictures they are seeing were shown in their home towns some time previous. Older men have been informed of the situation and it is understood the complaint is now general. Although the army is able to do this, the roadshowman who works the vicinity of an army camp must put on a fresh, interesting show. In addition to a comparatively recent feature, he must also present one or two short subjects. It is practically impossible to do this at anywhere near the low price the army gets for tickets.

The current wave of patriotism has resulted in discussions regarding cut-rate admissions for army men, with most independent exhibitors voicing emphatic objection. It is difficult enough, they feel, to attempt to make money on a show when playing to competition like the army camp theaters. If the roadshowman is forced to cut his prices in addition he might as well quit the business.

Roadshowmen Plan For Summer Season

NEW YORK, March 29.—Roadshowmen who follow camps and resorts during the summer are busy making plans for the coming season, which is expected to be one of the best in many years. Experiencing exhibitors already are contacting camps and resorts to make arrangements for the showing of films.

It is believed this year will find more roadshowmen than ever before venturing into the field. The national defense activity and the resultant flow of money indicates more people will be taking vacations this year. For this reason, exhibitors feel the season should prove lucrative.

With many subjects from which to choose and with interest in national defense and European affairs heightened, varied programs are expected. Features coupled with one good news short and a comedy make up many programs. Other exhibitors lean to more educational films, with the entertainment, of course, still the chief interest. Libraries also carry some features composed of new-reel shorts.

Old-time movies will again be shown at Coney Island, New York. Jack Stern, Arthur Sterling, Frank Garton, Dick Sanders, Bernice Leventhal were among those having shows there last season.

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SOUND
FILMS**

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LOW RENTAL RATES
MANY NEW SUBJECTS**

Rates and Catalogue

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17x40 Cards, \$5.00 per 100;
22x28 Cards, \$6.00 per 100;
250 Bumper Strips, \$3.75.

BOWER SHOW PRINTING CO., FOWLER, IND.

RELIGIOUS FEATURES

16MM. SOUND 35MM.
This is the Kingdom, Passion Play, Brother Francis, Christmas (The Life of Christ).
OTTO MARRACH, 630 Ninth Ave., N. Y. City

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Conducted by KEVIN DENHAM,
189 Old Tattersall Building, Pitt Street, Sydney,
Australia Office of THE BILLBOARD.

Roadshowmen Busy In Pennsylvania

WILKES-BARRE, Pa., March 29.—A marked increase of non-theatrical motion picture shows has been revealed in this anthracite region, with churches, schools, and civic organizations planning regular and benefit performances. In one week as many as a half dozen different shows were reported in the local papers' news columns.

Uses 16mm. in Own Theater

ALLENTOWN, Pa., March 29.—Albert Moffa, owner of the Park Theater here, has become a rabid 16mm. fan. So much so, that he is using 16mm. short subjects for all the matinees, with churches, schools, and civic organizations planning regular and benefit performances. In one week as many as a half dozen different shows were reported in the local papers' news columns.

PHILLY BIZ

(Continued from page 25)
sh \$6,450 was accounted for by Rosita Carmen and Eve Arden in the burlesque leads. Vaude run down included the Dodo Boys, James Evans, Nelson and Hart, Billie Beck, and house line and ork. The Great Mr. Nobody was on the screen.

New Bill which opened Thursday (27) offers Bettie MacDonald, billed as the World's Fair Venus, and Collette in the top strip spots. Steve Evans, Max and His Gang, Audrey and Pierce, and Olive White round out the stage setting, with Michael Schagney, Private Detective on the screen.

MAGIC

(Continued from page 26)
Alexander, the Man Who Knows; Eva and Anna Eva Fay, Mystic Clayton, Alla Axlom, Knaidsh, Prescott and Hope Eden, Harry and Emma Sharok, the Sun-shines, Mardoni and Louise, Jovachid De Rajah and Princess Olga, Harry and Frances Usher, Perry Taylor (Koran), and Princess Yvonne and Doc M. Irving.

And finally let us look upon the etchings, the part of the art closest to me. Here are portrayals of those whose efforts are found in precise and exact finger handiwork and who are recognized in their art rather than thru public acclaim. We sit down to study Vernon, Findlay, Koozovitz, Green, Budin, Charles Miller, G. W. Hunter, Max Malin, Rufus Spector, Johnny Scarne, Garrett Spencer, Fawcett Ross, Paul Fox, Nate Leipzig, and Downs. These men, among whom I count myself one, have banded together as the Academy of the Art of Magic. Membership is less than two dozen, only the finest belonging. New-comers are admitted only after they have

proved themselves. The group, when it grows, has a camaraderie and solidarity which makes for the evolution of some of the finest things in magic. A trick with six sleights is tossed, football-like, back and forth, and the sleights decrease by stages; five, four, three, two, one, and finally a subterfuge may even eliminate the last. All tricks and effects worked over are each other's property, for we all contribute to the final perfected effect.

My introduction to magic happened in my teens when lobby pictures of Thurston made me realize I had no money, no apparatus, and after getting a few gimmicks I changed to meet Zano, an itinerant busker, who advised me to throw away my gimmicks and stick to sleight of hand. "You can always do something anywhere and at any time," I heeded Zano's advice and since then have followed more or less steadfastly the old and narrow path of pure sleight of hand.

I hear a knock on door. My good friend Bill Sachs make entrance. His left hand is tired from practicing the Charlier pass and his right one is cramped from doing the coin roll, and I'm tired of writing, so we both make strange disappearance into joint across the street for tiny weeny drink—of milk! Bill Sachs, he magician now. He have the tall glasses painted on the inside white to make look like milk; but inside is different-colored stuff. Long live magic, and in the words of the late Bill Hilliard, "Ostaganzulum!"

BAND PACTS

(Continued from page 9)
this way. As one office head put it, at least two years are necessary to build a band properly, so that a three-year-or-less contract would just bring an orchestra to a point of pay-off for everyone concerned when the contract would expire. How the various band leaders will react to this reasoning, is of course a moot question.

Several of the clauses in the new forms are causing much comment and speculation among the concerned parties. One of these is Clause No. 5, which in effect states that the band leader cannot hire a personal manager, press agent, or anyone else to be concerned with the band's regular activities without first obtaining the consent of the office to whom it is contracted. One band office has already said that it would take advantage of this privilege and "weed out" a few "undesirable" personal managers. Statement was qualified, tho, by office saying that it held nothing against personal managers as such; in fact, felt there was a necessary and vital part of the biz. Office does feel, however, that there are some who are detrimental to the interests of both the office and the band with whom they're connected. It remains to be seen how many other offices feel this way, and whether they will subsequently take the action provided for in the new agreement.

One of the clauses most discussed by leaders themselves is the one setting the maximum coinish of 20 per cent (based on scale) for all dates of three consecutive days or less. Point arising here is that bands getting an only fair price above scale on one-nighters in locals where AFM scale is necessarily lower may end up getting just scale after the 20 per cent is deducted by the office. Situation heretofore has been handled by the offices by classifying the work in such a way that engagement in lower-scale areas is taken into consideration and coinish set accordingly. Of course, it can still be handled this way under the new contracts, if the offices want to be magnanimous.

ORCHESTRA ROUTES

(Continued from page 14)
Smith, Staff (Capitol Cocktail Lounge) Chi. South, Staff (Capitol Cocktail Lounge) NYC, ne. Sprick, Charlie (Strand) NYC. Spor, Paul (New Willard) Toledo, h. Sragno, Felix (Paris) Redstone, h. Srods, Estroff (H. Allen) Chicago, re. Sterling, Frank (Alpine Tavern) Atlantic City, ne. Szeles, Eddy (Belvedere) Baltimore, h. Story, Lew (Gramercy) Chi, h. Straeter, Ted (Monte Carlo) NYC, ne. Strickland, Don (Radisson) Minneapolis, h. Stroud, George (Gibson) Cincinnati, h. Sullivan, Mickey (Lido) Worcester, Mass. c. Sylvio, Don (Bertolotti) NYC, ne.

Tan, Jimmie (Kaufman's) Buffalo, ne. Taylor, Frank (Belmont) Elmira, h. Thomson, Billy (Belmer's Plantation) Niagara Falls, N. Y., ne. Thomsen, Charles (Glen Island Casino) New Rochelle, N. Y., re. Tovar, Pedro (Henry) Pittsburgh, h. Trace, Al (Fronch) Chi, ne. Tracy, Anthony (Greenwich Village Inn) NYC, ne. Tucker, Orvin (Palace) Columbus, O., l.

The Billboard

47th Year
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Member Audit Bureau of Circulation
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The Billboard reserves the right to edit all advertising copy.

Vol. 53 APRIL 5, 1941 No. 14

U
Unell, Dave; (Alabam) Chi, ne.

V
Valero Blitters; (Carrouse) Miami Beach, Fla., ne.
Varel, Whitney; (President) Atlantic City, h.
Varral, Tommy; (Club Ball) Brooklyn, ne.
Venti, Jimmie; (Schoolhouse Inn) Phila, ne.
Vera, Joe; (Comets) Chi, ne.
Verastillans, Tito; (Olimp) San Antonio, Tex., ne.

W
Vares, Eddie; (St. Moritz) NYC, h.
Vierra, Al; (Roney Plaza) Miami Beach, Fla., h.

W
Wald, Jerry; (Child's Spanish Gardens) NYC, h.
Wald, George; (Brown) Louisville, h.
Walkers, Lew; (Cassanova) Detroit, ne.
Walden, Sammy; (Hollander) Cleveland, h.
Weber, Jack; (Club Cherie) Chi, ne.
Wolk, Lawrence; (Chermet) Omaha 2; (Oak Ballroom) Schuyler 3; (Frog Hop) St. Joseph, Mo., h.
Wilde, Ben; (Nicollet) Minneapolis, h.
Williams, Sande; (Astor) NYC, h.
Williams, Orin; (Eriason) C. h.
Wilson, Teddy; (Ambassador East) Chi, h.
Windsor, Sir Reginald; (Hi-Hat Cafe) Camden, N. J., ne.
Winstan, Harry; (Rainbow Grill) NYC, ne.
Wints, Julie; (Top Hat) Union City, N. J., ne.
Wolfe, Bob; (New Dragon Club) Miami, h.
Woods, Herby; (Ben Franklin) Phila, h.

Y
Yahn, Freddy; (Pall Barr's 500 Club) Atlantic City, h.
Young, Lester; (Kitty's Stable) NYC, ne.

Big Buy 16mm PROJECTORS 14 MONTHS TO PAY
NEW LATEST MODEL HEAVY DUTY
750 WATT LAMP—30 WATT AMP. WITH 1-1/2" HEAVY DUTY SPEAKER
YOUR PRICE \$239 You Save \$100.00
BOX D-41, The Billboard, Cincinnati, Ohio

HERE'S YOUR CHANCE
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Show Talkies Theatricals from your territory WANTED. We furnish Film, Sound Projector, etc. Write for Details
ARROW FILM SERVICE
728 7th Ave., NEW YORK, N. Y.

N. Y. STATE LICENSED 16MM FILMS
Owned by the State of New York. Film Program loaned by the State Board of Motion Pictures. Issued by HAROLD LLOYD, JOE R. BROWN, RICHARD ARLEN, JEFFERIE DONALDSON, SMITH BELLEVUE and other State stars.
F. C. PICTURES CORPORATION
205 Franklin St., BUFFALO, N. Y.

The Final Curtain

BOYLE—Thomas A., 66, former theater operator, in Rutland, Vt., recently. Service March 16 at the Church of Christ the King. Interment in Calvary Cemetery, Rutland.

CANSINO—Rafael, 52, dancer, March 18 in Hollywood of influenza. He was a member of the Cansino family, Spanish dancers.

CONKEY—Mrs. Louise, 73, wife of Bob Conkey, publisher of the theatrical year book *One-To-Five*, in Chicago March 24. Body was cremated. Survived by her husband.

COWAN—Mrs. Mary L., wife of Capt. George W. Cowan, Providence, R. I., amusement censor, in that city March 22. Services March 24.

CROWLEY—Thomas P., 50, old-time minstrel comedian, in Fair Haven, Vt., March 23 after a long illness. He traveled with a number of shows and was for three years part owner of a theater in Barre, Vt. In recent years he owned and operated Castle Inn at Fair Haven. Survived by his widow, Mrs. Lotta B. Crowley, a son, Arthur; mother, Mrs. Della Broehl, and stepfather, John Broehl, all of Fair Haven. Interment in St. Mary's Cemetery, Fair Haven.

DE VRY—Herman A., 65, inventor and manufacturer of a number of devices which helped to develop the motion picture industry, March 23 in Chicago of a heart attack. He was head of the DeVry Corporation and founder of DeForest Training, Inc., which trains students for technical work in radio, television, and motion pictures. He began his career as a builder of Edison electric for Kellar, Howard Thurston, and other magicians. In 1913 he turned to the invention and manufacture of motion picture equipment and was credited with making the first sound pictures for use in the home. DeVry was a cousin of the late G. DeVry, director of Lincoln Park Zoo, Chicago, for many years. His widow, Mrs. Ida DeVry, two sons, and a daughter survive.

DILL—Mrs. Iona, 54, who formerly trouped with circuses, at her home in Arcadia, S. C., March 18 of a heart attack. She retired several years ago. Survived by her husband, A. H. Dill; one daughter, Louise (Boots) Salles, and two sons, Frank and John L.

GALE—Alice, 62, former actress, March 27 at her home in New York after an illness of three weeks. She had been associated for many years with Frohman and Belasco productions. Miss Gale made her last appearance 20 years ago in *Motiers*, with Blanche Bates and Henry Miller.

GRILANDO—Paul, musician, March 22 in Brooklyn of a heart attack. He was the father of Paul Baron, orchestra leader. In addition to his son, he leaves his wife.

John D. Williams

John D. Williams, former stage producer and one-time associate of Charles Frohman, A. L. Erlanger, and Sam H. Harris, March 22 at the home of his sister in the Bronx, New York, after a lingering illness.

His first theatrical venture was with Mrs. Fieke in *Erstwhile Susan*, followed by the presentation of John Barrymore in *Justice; the Gay Lord Quez*, with John Drew, and *The Cop-head*, starring Lionel Barrymore. Williams, with Sam H. Harris, staged *Robt.*, the play in which the late Jeanne Eagles achieved her greatest success in the role of Sadie Thompson. With Charles and Gustave Frohman he was engaged in the management of Maude Adams.

Among his other productions were *For the Defense*, *Three of a Kind*, *Toby's Boy*, *The Letter of the Law*, *Three for Diana*, and *Our Betters*. Oscar Wilde's *An Ideal Husband*, with Constance Collier and Norman Trevor; *Requiem for a Hero*, by Eugene O'Neill; *Sleeping Partners*, with Irene Bordoni and H. B. Warner; *Zack, All Soul's Eye*, *Gold*, *The Assumption of Hannele*, *L'Aiglon*, and *Saragat Under the Skin*. One of the last productions Williams staged was *Pageant Lady*, starring Lenore Ulric.

His wife, Jane Brown, an actress, died in 1929.

He leaves a brother and sister.

GRAY—Charles B., 63, veteran outdoor showman, in San Bernardino, Calif., February 27 of a heart attack. He was with outdoor shows the past 40 years, having been with Ringling Bros.' Circus, Al G. Barnes Circus, and the Metropolitan Shows. He was with the Golden Gate International Exposition, San Francisco, the last two years. Survived by his widow, Pauline, a brother, and a sister. Burial in Mountain View Cemetery, San Bernardino, March 6.

HIRSCH—Jacob, 63, brother of Secretary-Manager W. R. Hirsch, State Fair of Louisiana, Shreveport, March 27 in Baptist Hospital, Alexandria, La., from injuries sustained in an auto accident in Pineville, La., March 23, when his car was swerved to avoid hitting a child. A native of Shreveport, he was a realtor, having many friends in show business whom he met at the State Fair. Besides W. R., he is survived by Moses S. and Emanuel Hirsch, brothers, and Julia Hirsch and Mrs. Julius Kahn, sisters, all of Shreveport. Funeral services March 28, Rabbi David Lerkowitz, of Bnai Zion Church, officiating. Interment in Hebrew Rest Cemetery, Shreveport.

HOUGHTON—William H., 76, head of the Houghton Sulky Company, Marion, O., March 20 in Lakeland, Fla., of a heart ailment. He had been in Florida several weeks. His company built many of the sulkeys and show vehicles used by the Ringling show. The body was returned to Marion for services and burial.

JOLLY—Mrs. Grace, 55, wife of John (Spot) Jolly, concessionaire, in Hoizer Hospital, Gallipolis, O., March 16 of a heart attack. She leaves her husband, one sister, and three brothers. Services and burial in Wellston, O.

KELLEY—Peter J., 45, projectionist at the Capitol Theater, Kitchener, Ont., in that city March 2 after a lingering illness. Kelley was formerly with the Marie Gladke Stock Company, the Milton St. Clair Players, O'Connor Stock Company, and the Arlie Marks Players. He was also known in the magic field. Survived by his widow and seven children. Interment at Guelph, Ont.

KRUMLAUF—Clyde W., 67, father of J. R. (Jack) Malloy, owner-manager of the R. Malloy Circus, March 20 in Knights of Pythias Hospital, Springfield, O., after a lingering illness. Three other sons, four brothers, and two sisters survive. Services at the Seesholtz Memorial, Canton, O., with burial in Lakota Cemetery, East Canton.

LA FLÈRE—Joseph, for years an scrobbler with the Ringling Bros.' Circus and later a vaude performer, in Cranston, R. I., March 20 after a long illness. He retired from show business in 1920 after 35 years on the road. In 1889 he became a troupier with Peralto's Wagon Show and in 1896 signed with the Ringling show. Surviving are a sister, Mrs. Arthur Peck, of Providence, R. I., and four brothers, Octave, Fred, Charles, and Frank. Services at St. Charles Church, Cranston, March 22, with burial in St. Ann's Cemetery there.

LANOLEY—G. W., 85, father of G. M. Langley, well-known concessionaire, at his home near Greenbrier, Ark., recently of heart disease. His widow and ten children survive. Burial in East Shady Grove Cemetery, Greenbrier.

MCDOWELL—Samuel, 65, former president of the Plays and Players, Philadelphia legitimate theater group, suddenly March 23 while visiting a daughter in Berlin, Md. Survived by his widow, Mrs. Jenn M.; three daughters, and a sister. Services in Philadelphia, with interment in West Laurel Hill Cemetery there.

MCGUIRE—James V. (Tiny), 40, former minstrel soloist, March 24 in Summit County Hospital, Munroe Falls, near Akron, O., from a heart ailment. He toured several years ago with Van Arman's Minstrels. McGuire had been a merchant policeman in Akron in recent years. A sister, Mrs. Mary German, of Akron, with whom he made his home, survives. Services at the Eckard Funeral Home, Akron, with burial in that city.

MENDELSON—Isadore, 59 father of Bernard Mendelson, of O'Henry Tent & Awning Company, in Chicago March 21. Survived by his widow and three sons. Burial in Rosehill Cemetery, Chicago.

MUNSENE—Jim, 52, night club and dog track operator, March 24 in Warren, O. Munsene and his business associate, Felix Monfrino, were slain in the former's cafe by two gunmen who escaped. Munsene became identified with night club operation several years ago when he opened a club in Atlantic City. Later he launched Hollyhock Gardens in Warren. He operated the Foster dog track in Trumbull County, Ohio, and in 1940 the Milton (O.) dog track, where he played circus acts, dance bands, and radio performers. His widow, a son, and daughter survive. Services and burial in Warren.

MYERS—Charles J., 69, member of the Columbus Trio, blind musicians who toured Ohio for 45 years, March 22 in Lodi City Hospital, Lodi, O. He and widow, Laura, survives. Services and burial at West Salem, O.

MYERS—Peter L., 73, retired theater manager, March 19 in a Jacksonville, Wis., hospital. Survived by his widow.

NELSON—Prince, 61, veteran high-wire artist, March 24 in Orlando, Fla. In show business for nearly 60 years, he was reputed to have walked the wire over Niagara Falls and the Sugar Loaf Mountain in Brazil. For three seasons he was the featured attraction at Luna Park, Coney Island, N. Y. He leaves his wife, Mlle. Anna, and two daughters, Hazel and Violet. Interment in Orlando.

PARKHURST—Charles, 55, stage electrician, March 15 in Rochester, N. Y., of injuries sustained in an automobile accident.

PAWLK—John (Cowboy Jack), 25, "one-man band," March 25 at Homestead, Pa., of burns sustained in a furnace accident. Survived by his widow, his mother, and sisters and brothers. Interment at Archbald, Pa., March 27.

PETERS—Ethel A., concert and radio pianist, of St. John, N. B., recently in St. John Hospital there from spinal meningitis. Surviving are her husband and daughter.

POGUE—Thomas (Jackson), 65, actor, March 21 in Hollywood after a short illness. He performed on the legitimate stage and in vaude some years ago, and recently appeared in films. He leaves his wife, known on the stage as Jean Russell, and a son.

REBSTOCK—John E., 85, founder of Crystal Beach (Oak) Park, March 21 in Douglas Memorial Hospital, Fort Erie, Ont., after having sacrificed his second leg in an attempt to save his life. One leg was amputated in September to stop spread of an infection, but he remained active until recently. He bought Crystal Beach land in 1890. In 1906 Rebstock and associates sold the beach to the Cleveland & Buffalo Transit Company, but retained a stock interest. Later he bought more land, enlarging Crystal Beach, and then added Bay Beach. He was a Mason. Survived by his widow, Mamie; two sons, and two daughters. Services March 23, with burial at Ridgeway, Ont.

RICH—Sam, 62, father of Louis Rich, arranger and secretary for Horace Heidt's orchestra, March 22 in a Milwaukee hospital. Survived by his widow, a daughter, and two sons.

ROBINSON—Margaret A., 73, former actress, March 27 at Harlem Hospital, New York, after a long illness. She first appeared with a stock company in *Dr. Jekyll and Mr. Hyde*. Coming to New York she played in *The Governor of Kentucky*, with William H. Crane; *The Streets*, with Sol Smith Russell, and *A Bachelor's Romance*. Her most prominent part was in *Under Two Flags*, with Blanche Bates in 1901. The following season she appeared in *The Sporting Duchess* and in the Charles Frohman company of *Shenandoah*. Later she had roles with stock companies throughout the country, retiring 12 years ago. Buried in Woodlawn Cemetery, Bronx, N. Y.

SHELDON—William Palmer (Uncle Billy), 87, former actor, in Jackson, Miss., recently after a long illness. He traveled with roadshows for over 50 years and at one time owned his own road company.

SIEGEL—Mary, 8, daughter of W. S. Siegel, tavern operator, recently in Marshfield, Wis., after being struck by an auto. Survived by her parents and twelve sis-

ters and brothers, one of whom, Irving, is a composer and band leader. Burial at Hillside Cemetery, Marshfield.

SMART—Mrs. Hazel, 83, March 26 in Chicago. Mrs. Smart and her husband, Herbert, who survives her, were formerly with James Patterson Shows, Henneke Bros.' Shows, and other carnivals, and also had been associated with indoor show business. Burial at Harrisonville, Mo.

STEWART—Annie Moseley, mother of Edna Jack, wife of Johnnie Jack Jr., former concessionaire with the World Bros.' Circus in Arcadia, Pa., March 15 of complications caused by high blood pressure. Survived by her husband, William Houser Stewart; six sons, and four daughters. Funeral at First Christian Church, Arcadia, with burial in Oak Ridge Cemetery there.

SWENSON—Alfred G., 58, radio character actor and former stage actor, March 28 at his home in Great Kills, S. I., N. Y., after a brief illness. He appeared in stock and in Broadway shows before he started in radio. The past 13 years Swenson was radio performer. He leaves his wife, known in the theater as Lorie Palmer, and a brother.

VOLLMAN—William, 67, manager of the Strand Theater, Cincinnati, and president and treasurer of the Strand Enterprises, that city, for many years, at General Hospital, Cincinnati, March 28 of a self-inflicted bullet wound. He had been in ill health.

WELLS—Frank A., vaude performer, March 24. Wells had been a member of the vaudeville team of Wells and Fisher. He leaves a wife and two daughters. Buried in Kenosca Cemetery, Kenosca, N. Y.

Coming Marriages

Frank Schlesinger, manager of Allied Advertising Agencies, San Francisco, and Mary Milford, KOO-KPO dramatic actress, in Ross, Calif., May 9.

Marriages

ANDERSON-SWAN—Alan Anderson, stage manager and son of Maxwell Anderson, playwright, and Nancy B. Swan, non-pro, in New York March 17.

BUTLER-FARNEY—Jimmy Butler, screen actor, and Jean Farney, former singer with Horace Heidt's orchestra, in Las Vegas, Nev., February 15.

CURTIS-MASSIEY—Alan Curtis, screen actor, and Ilona Massey, screen actress and singer, in Hollywood March 26.

GRESHLER-LEWISOHN—Abner Greshler, artist representative, and V. Lewisohn, nonpro, in New York March 21.

NAUGLE-DAWSON—H. J. Naugle, Parkhill, Pa., non-pro, to Betty Joyce Dawson, concessionaire and daughter of Doc and Betty Dawson, concessionaires with Thompson Bros.' Shows last season, in Conemaugh, Pa., March 15.

PRESTON-GOLDSTEIN—Arthur H. Preston, of New York, and Elma Estelle Goldstein, of Springfield, Mass., daughter of Samuel Goldstein, owner of the Western Massachusetts Theaters, at Hotel Pierre, New York, March 26.

RUSI-WIGHTMAN—Nino Rusi, bass of the Metropolitan Opera Company, now with the Philadelphia-La Scala Opera Company, and Florence Wightman, Philadelphia harp soloist, March 19 in Baltimore, Md.

SCHWARTZ-KELLEMAN—Sidney Schwartz, pianist with Shap Fields' band, and Mimi Kelleman, dancer, in New York March 19.

TUCKER-MILLER—Tommy Tucker, orchestra leader, and Mimi Miller, actress, at St. John's Lutheran Church, Salisbury, N. C., March 24.

WEAVER-LOOMIS—Bill Weaver, former NBC special officer and now with the Coca-Cola Company, and Marion Loomis, secretary in the NBC Central Division spot sales department, March 22 in Dubuque, Ia.

WILSON-BAKER—Irene Wilson, former showgirl, and Ted Baker, airplane executive, in Havana recently.

YELDING-POSSETT—Claude Yelding to Margaret Possett at Northampton, (See MARRIAGES on page 33)

Hock Purchases Show Equipment

MOBERLY, Mo., March 29.—The task of lining up rides, shows, attractions, and concessions within a week for an organization equal in size and quality to the Imperial Shows, which were destroyed in a fire at winter quarters here on March 20, has been accomplished by Owner Edward A. Hock. Undismayed by the terrible blow which befell him, Hock set upon the very next day, making long-distance telephone calls to every conceivable point in an endeavor to get things lined up for the scheduled opening and to play still dates and fairs contracted for 1941, with the result that the shows will open here as originally scheduled on April 19 with 10 rides, 12 shows, and about 30 concessions.

Shows' entire route will be played as contracted. The rides and shows, which last year comprised Crowley's United Shows, have been absorbed by Hock, and in addition, he purchased more show and motor equipment from Mel H. Vaught, State Fair Shows, and Mrs. Peggy Landes, Landes Shows. Deal gives him a complete show, and final details were completed Wednesday in Kansas City, Mo., where Hock met with Mel H. Vaught, after completing arrangements with J. C. (Doc) Crowley. Crowley came here from Bowling, N. M., where his show was staged. All of the Crowley Shows arrived (See **HOCK EQUIPMENT** on page 39)

Joyland Opens Okeh At L. A.; Showfolk Guests on PCSA Day

LOS ANGELES, March 29.—After making several preliminary showings in the Imperial Valley, Hugh Bowen's Joyland Shows auspiciously opened a week's stand at a San Fernando road location, between Glendale and Burbank, Calif., on March 24. Transported on 12 semis and as many trailers and trucks, the shows present a neat appearance, with all equipment having been overhauled. Shows were hosts to members of the Pacific Coast Showmen's Club and Ladies' Auxiliary at a preview showing on PCSA Day, March 23. Lunch and refreshments were set up by Mr. and Mrs. Hugh Bowen and Mr. and Mrs. Ted LeFors.

Shows' staff includes Hugh Bowen, owner-operator; Ted LeFors, assistant manager; Mrs. Hugh Bowen, secretary and treasurer; Ed Harrison, legal adjuster; Larry Ladd, lot superintendent; Joe Scott, mechanic; Tom Jardine, assistant; Tom Ekerette, electrician; Lucille King, special agent; Harry Crosby, (See **Joyland Bow Okeh** on page 38)

M & M Augments Attractions; Sign Phelan, Sproul, Behrs

NEW YORK, March 29.—Plying Behrs, who recently returned to the States from a successful tour of South America, have been contracted to present the free attraction on the M. & M. Shows, Rose Manning, business manager, said here last week. Management also announced signing Charles Phelan, side-show operator, who reported he had lined up 10 acts for the coming tour, and Dr. Beverly Sproul and his Eskimo Exhibit.

General Manager P. S. McLaughlin reported from quarters in Fort Worth, Pa., that work is progressing and all rides have been painted. Two new fronts, featuring plenty of neon, are about finished, he said. Ben Wetts, bingo operator, recently purchased a new semi to transport his unit on the shows.

Conklin Inks Maynes-Ilions Rides; McDonald Attractions

HAMILTON, Ont., March 29.—J. W. (Patty) Conklin, head of the Conklin Shows, last week completed negotiations with Harry A. Ilions for the Maynes-Ilions rides to play the Western Canada Class A fairs and the Port Arthur-Port William, Ont., date with the shows.

Conklin said he also closed a deal with B. McDonald, Chicago, whereby the latter will present a religious attraction titled, the Nativity, on the organization. McDonald also booked his mechanical circus, which will be used in the shows' Kiddleland.

LOOK FOR THIS FEATURE What Can Be Done With Proper Colors on Carnival Midways?

By H. C. Landaker
in

THE BILLBOARD'S
SPRING NUMBER

Dated April 12

NSA Stages Annual A. C. Spring Outing

ATLANTIC CITY, March 29.—About 75 members and guests attended the third annual spring party of the National Showmen's Association over the last week-end here. Following a dinner in the Jefferson Hotel on Saturday, the hotel's roof solarium became a lively scene of activity with bingo, dancing, and impromptu entertainment. Visits to Hamid's Million-Dollar Pier and also Steel Pier featured the Sunday schedule of events.

Participants were Mr. and Mrs. George A. Hamid, Mr. and Mrs. Jack L. Green-spoon, Mr. and Mrs. Sam Rothstein, Dr. and Mrs. Jacob Cohen, Mr. and Mrs. Jules Lasurus, Mr. and Mrs. Mack Goldberg (Dorothy Packman), Mr. and Mrs. (See **OUTING OF NSA** on page 39)

Marks Inks Wallenda Troupe

RICHMOND, Va., March 29.—Wallenda Troupe, high wire, for many years with the Ringling Circus, will be featured with the Free Thrill Circus on the John H. Marks Shows this year, contracts having been signed last week between Owner John H. Marks and Karl Wallenda, thru the George A. Hamid office. Their engagement will begin here on April 22 and continue until November 1. Contract calls for both units of the troupe to alternate during the season, with the Grotfens substituting for the Wallendas when the latter plays fair and park engagements. Now finishing a series of indoor dates with the Hamid-Morton Circus, the Wallendas are preparing for the outdoor tour.

Ted Shows Are Readying

CHESTER, Pa., March 29.—H. J. Bengt, manager, reports that Ted Greater Shows are preparing for opening in Paulboro, N. J., next month with 5 rides, 4 shows, and concessions, playing territory similar to that of last year. Ted Seyler, owner, is spending a few days in Pottsville.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Week ended March 29, 1941.
Dear Editor:

Because the show will keep its route under cover from its competitors all weekly stories will be carefully censored by the office before being submitted to the press. The show opened in — to a packed and jammed midway from 7 p.m. until past midnight. Promptly at the opening hour the governor of the State of — and his cortege arrived and the ribbon stretched across the front gate to officially open the 1941 season. Acting simultaneously, Mayor — of the city of — threw on the switch in the main transformer wagon, illuminating the entire midway. Thus the new season was in full swing.

The midway was laid out in a beautiful horseshoe, making wonderful locations for all shows, rides, and concessions. (Kindly take our word for it and not that of any of our people should they state otherwise.) Our alleged com-

WM Is Contracted For Resumed Exhibit On Ottawa Grounds

OTTAWA, March 29.—Max Linderman's World of Mirth Shows were contracted on March 20 after direct of Central Canada Exhibition Association decided to hold a 1941 fair in Lansdowne Park here. Linderman spent several days here going over plans with directors.

As all buildings on the grounds are being used by the department of national defense, exhibits will be housed in a large number of tents, directors said. No exhibition was held last year because of government use of the buildings.

Full approval of the 1941 fair has been given by Dominion and provincial officials, who are said to be desirous of encouraging agricultural exhibitions during wartime. World of Mirth Shows and George A. Hamid, Inc., who has been contracted to provide a grandstand show, played the Ottawa fair a number of years prior to the canceled annual in 1940. Layout provides for the midway to be in its usual spot.

Canton Good Opener For Galler; Midway Line-Up Attractive

CANTON, Miss., March 29.—Buckeye State Shows successfully opened their 1941 tour at the recent Madison County Livestock Show here with Manager Joe Galler presenting one of his most attractive midways in his tenure as a carnival manager. Line-up here included 10 rides, 8 shows, 40 concessions, free act, and uniformed band. All equipment has been repainted and shows are featuring new panel front. Shows new light towers arrived and greatly enhanced the organization's appearance.

Altho handicapped by a muddy lot, on which tons of sawdust were spread, Lot Superintendent J. Hoener did a capable job of locating the attractions and new fronts showed to good advantage. Visitors included Lieutenant Bird, Mississippi State Highway Patrol; Clyde Boswell, State Tax Department; Jim Rogers and Mrs. Nina Powell, Rogers & (See **Galler Opener Good** on page 39)

Allan Herschell Expanding

NORTH TONAWANDA, N. Y., March 29.—During each of the past three years the factory of Allan Herschell Company, Inc. here has been enlarged and rearranged until it is in such condition that materials may be handled with much greater efficiency, added space being valuable during spring rushes, such as the one being experienced now. A building for executive offices and a modern engineering department is being constructed. New facilities will be completed by May 1.

With the Ladies

By VIRGINIA KLINE

SALEM, Ore., March 29.—After two weeks at home here we started for the National Orange Show at San Bernardino, Calif., and arrived late the night of March 15 in time to see a huge crowd on the Crafts 20 Big Shows midway and an attractive show, both there and in the main building. Theme this year was "The Days of the Dons" and everything was in keeping with the early Spanish influence. Exhibits were colorful and representative of the different counties, and the varied entertainment was well received. The midway was highly improved, both by location and the lavish display of neon. The tricky spring weather gave shows a break the first two days and until we left on Wednesday.

March 18 was POSEA Day and many were on hand to enjoy the hospitality (See **WITH THE LADIES** on page 39)

HASC Aux. Is Host At Pot Luck Dinner

KANSAS CITY, Mo., March 29.—Over 60 members of the Heart of America Showmen's Club and Ladies' Auxiliary turned out for the Auxiliary's annual Pot Luck Dinner in the men's clubrooms in the Reid Hotel here on March 14. Rooms were decorated in St. Patrick's Day motif and at each place was a shamrock and miniature clay pipe. Festivities got under way with the group singing of *Heil, Heil, the Gang's All Here* and *God Bless America*. Jesse Nathan provided the piano accompaniment. Chaplain Myrtle Duncan gave the invocation.

Seated at the speakers' table were Harry Altschuler, Neal Walters, G. C. Collins, Art Brunard, President Ruth Martone, Mother (Louise) Parker, Blanche Francis, and Helen Brainerd Smith. After dinner President Martone introduced Art Brainerd, emcee, who thanked the Auxiliary for the dinner in behalf of the men's club. Interesting letters were read from Will Ruback and Paul Parker. Brainerd then introduced the guests and threatened each with a \$1 fine if he didn't speak up.

Nellie Weber and her entertainment committee were complimented all around on the dinner. A box of cigars, donated by Doc Houston, were passed out to the men, while chocolate mints, donated by Harry Altschuler, were given the women. After benediction by Chaplain Duncan, cards were played by many. A large white cake, donated by Pearl Vaught was awarded Jess Nathan. All were pleased to see Dave and Sally Stevens, Iroy and Boots Marr, and Paul Parker among those in attendance.

LeFors Play Hosts to Coast Friends at St. Pat's Party

LOS ANGELES, March 29.—Ted and Mario LeFors, playing the Ford and Brooklyn Streets location here with the Joyland Shows, played host to 19 guests at a pre-St. Patrick's Day Party in their trailer home on March 15. After lunch was served the remainder of the night was spent playing the "Help Thy Neighbor" game. Each guest received a place card in the form of a shamrock. Nina Rodgers, ill with a cold, wined regrets at being unable to attend. Babe Miller and Edith Bullock also were forced to pass up the event because of the inclement weather.

In attendance were Mora Bagby, Margaret Farmer, Hazel Fisher, Bessie Long, Vern Seeborg, Rose and Ray Rosard, Harold Long, Hugh and Nellie Bowen, Sis Dyer, Ruby Royal, and Frankie Freeman, and Lucille King.

Edwards' Wooster Bow Set

WOOSTER, O., March 29.—J. R. Edwards Shows will inaugurate their 1941 tour at the Wayne County Fairgrounds here on May 17, owner-manager Edwards said this week. Work of revamping equipment, building of new concessions and shows, and repainting of rides has been under way for some time under direction of Superintendent William Baume. Opening will be earlier than last year and will permit shows to get in their annual hometown engagement ahead of a still date in an Ohio city Decoration Day week.

Floridian Expo Winter Trek Proving a Winner

MIAMI, March 29.—Floridian Exposition Shows rolled in here on March 17 after playing eight weeks of Florida fairs to successful results. Owned and operated by Florida taxpayers, organization has three more fairs to play before winding up its winter tour at Daytona Beach, Fla. Shows carry 14 rides, 16 shows, and about 35 concessions.

Line-up includes Neil Berk, general manager; Sidney Hirsch, secretary; Mike Conli, special agent; Joe Mathison, bill-poster; Art Courtney, trimaster; H. Frizzo, lot man; Howard Hughes, chief electrician; Frank LaBar, mailman and The Billboard agent. Shows: Mikey Manson, side show; Norman Wolf, French Casino; Art Spencer, Motordrome; Blondy Mack, Monkey Show; Frances and Mary Casey's Sex Show; D. Black Hubbard Girl Show; Captain Smithy, Sweet Marie; Johnny Howard, Wild Animal; Porter's Big Snake; Wilson's Crime Show, and Wild Bill's Wild West Show.

Rides: Red Brady, Loop-o-Plane, Octopus; Rolloplane, Flyer; George Heckers, Merry-Go-Round, Ferris Wheels, Tilt-a-Whirl, and Dangler; T. C. Wear, Rocket and three Kiddie rides. Concessions: Dutch Radloff and Fritz Brown, cook-house; Mrs. Pearl Stevens, cat game; Ed Rocket, duck pond; Fritzy Winters, string game; lead shooting gallery; Paul Fell, pan game; Red Willes, bingo; J. L. Murry, Penny Arcade; Mrs. Murray, palmtree stand; Bud Cross, penny pitch and diggers; Buck Weaver, candy apples, snowballs, and peanuts; J. L. Booth.

Icolite Show for BG

CHICAGO, March 29.—The Icolite skating show, last season on the Royal American Shows, has been booked on the Beckmann & Gerety Shows for this season. Equipment, which has been stored in Detroit, passed thru Chicago Friday, in charge of Ginny Matlock.

Grimes With Hennies Bros.

CHICAGO, March 29.—Jack Grimes, last season publicity man with the Cole Bros.' Circus, has been engaged to handle the press on the Hennies Bros.' Shows.

J. J. PAGE SHOWS

OPENING APRIL 19, JOHNSON CITY, TENN. DOWN TOWN MAIN ST. LOCATION.

On account of disappointment want experienced Carnival Electrician to join an wire. Also High Aerial Free Act. Opening for few more legitimate concessions. Ford Smith, answer. Good opening for Penny Arcade, Ferris, and other. Can place Grind Shows with or without own outfit. Bud Valler, answer. Want Kiddie Auto Ride. Also Ride Help for Ride-o and Merry-Go-Round. Tex Thorpa wants Wrestlers and Boxers for Athletic Show. Can also place Dancers for Hawaiian Show. Mickey Donahue wants Talker and Straight Rider for Motor Dreams. Eddie Seaman, wire. Want Talker and Grinders. Also good Talker to take charge Front of Minstrel Show. Roy Fane wants Penny Pitch and Ball Game Agents. Roy Carey wants Grind Show and Ball Game Agents. We have a route of good Still Dates and 14 Fairs contracted.

Everyone Address J. J. PAGE SHOWS, Box 705, Johnson City, Tenn.

ROYAL EXPOSITION SHOWS WANT

To open season of 1941 at Sylvania, Georgia, April 12th, running through to Saturday, April 19th two Saturdays, followed by three weeks of choice industrial towns in South Carolina; then into the heart of coal field territory in Virginia, West Virginia, Pennsylvania and Western New York. This show has 14 fairs already booked in Virginia, Carolina and Florida, with all winter's work in Florida this coming winter. Can place two more Rides, Octopus and Ferris Wheel; also one more Kiddie Ride, Elmer and the Wallace, wire. Can place Snake Show, Mechanical Show, Tennis-One, Lost Augustine, wire quick. Also Dan Riley, Cookhouse, Diggers, Long Range Gallery, American Palaces or any legitimate Concessions working for stock and not over ten cents. Postively no racket. Want a good Penny Arcade. Also want to hear from high sensational Free Act wanting a long season's work. Can use any type of show, wire quick and transportation. Try your own wire, we pay ours. Communicate with H. B. ROYAL, New Smyrna, Florida, this week.

P.S.: Have for Sale—3-Car Lindy Loop, in good condition, ready to run, \$1250.00 each.

YELLOWSTONE SHOWS WANT

FOR OPENING DATE, APRIL 12TH

People for Athletic and Girl Show, and other Shows; have tops for same. Ride Help—First on Tilt, Loop, Wheel, Grind Show Agents. Lead Gallery, Ball Games, Milt Camp, or any Merchandise Concession. Write or wire by Western Union. W. S. NEAL, Albuquerque, N. Mex.

BLOTNER ATTRACTIONS

Want Manager and General Agent for Number 2 unit. Committees, we have extra set of Rides and Booths that we can furnish anywhere in New England. Can use one more Ferris Wheel and Fiat Rides, in good condition. Want Cannon and other sensational Free Acts. Want high-class Shows with or without own outfit. Will finance any new or novel Show. Will sell all Concessions to reliable party on either unit. Want Secretary with show experience. Want Ride Help. Address: L. A. BLOTNER, 10 Chelmsford St., Methuen, Mass.

"Things Work Out"

(By Ann Winn, in The Tattall Tattler, Georgia State Prison Paper)

Because it rains when we wish it wouldn't.
Because men do what they often shouldn't.
Because crops fail, and plans grow wrong
Some of us grumble all the day long;
But somehow, in spite of the care and doubt,
It seems at the last that things work out.

Because we lose where we hoped to gain,
Because we suffer a little pain,
Because we work when we'd like to play,
Some of us whimper along life's way,
But somehow, as day follows the night,
Most of our troubles work out all right.

Because we cannot forever smile,
Because we must trudge in the dust awhile,
Because we think that the way is long,
Some of us cry that life's all wrong;
But somehow we live and our skies grow bright,
And everything seems to work out all right.

So bend to your troubles and meet your care,
For the clouds must break and the skies be fair,
Let the rain come, as it must and will,
But keep on working and hoping still;
For, in spite of the grumblers who are about,
Somehow, it seems, all things work out.

Canada's total wool production in 1940 amounted to 18,137,000 pounds as compared with 17,846,000 pounds in 1939.

MARRIAGES

(Continued from page 29)

England, February 26, the marriage unites two of England's oldest circus families.

Births

A boy to Mr. and Mrs. Carl Zipper March 30. Father is booker for Producers' Releasing Corporation, Detroit.

A son to Mr. and Mrs. S. James Riley.

of the Gayle Marionettes, in St. Luke's Hospital, Cleveland, February 28.

A son to Mr. and Mrs. Bernie Lit. Father is emcee at Gayety night club, Baltimore. Mother, Evelyn King, was formerly singer with Van Dorn's orchestra.

A daughter to Mr. and Mrs. Teddy Kellen March 17 at Temple University Hospital, Philadelphia. Father is an orchestra booker in that city.

A son to Mr. and Mrs. Syd Golden March 18 at Cooper Hospital, Camden, N. J. Father is magician and currently emcee at Weber's Hof Brau in that city.

A daughter to Mr. and Mrs. Joe Woods March 21 in Philadelphia. Father is trumpet player with Dick Wharrior's orchestra at the Hotel Philadelphia in that city.

A son, Harry Jeffrey, to Mr. and Mrs. Harry James March 3 in Dallas. Father is the well-known orchestra leader. Mother is the former Louise Tobin, one-time vocalist for Benny Goodman.

A son, John Rickley, to Mr. and Mrs. R. W. Dumm at Peralta Hospital, Oakland, Calif., March 22. Father is director of special events at KSFO, San Francisco.

A mother to Mr. and Mrs. Leland Hayward. Mother is Margaret Sullivan, well-known actress. Father is a theatrical agent.

A daughter, Mary Lou, to Mr. and Mrs. Robert Clarke in San Antonio, Tex., March 20. Father is a singer on the girl show on Alamo Exposition Shows.

Divorces

Mrs. Elizabeth U. Ullman from Frederic Ullman Jr., motion picture producer, recently.

Ginger Rogers, film actress, from Lew Ayres, film actor, in Hollywood March 20.

Capt. James J. Percy, high-fire diver, from Louise Christine Coffman in Rolla, Mo., recently.

Alice Faye, screen actress and singer, from Tony Martin, radio singer, March 23.

10-20-30 DAYS

(Continued from page 27)

Opera Company, Lawrence E. McGill and Gertrude Shipman (Keystone Dramatic Company), Gibney-Hoefler Company, Davidson Stock Company, Verna May Company, Kennedy Stock Company, M. B. Streeter Company, Emery-Hubbard Company, and the Mrs. Robinson Company.

Rep at 10-20-30 must have continued to thrive for some time, as The New York Dramatic Mirror of September 24, 1931, listed the routes of 32 companies under the classification of Traveling Stock.

ROBERT E. GILLIAM.

Paadena, Calif.

Editors The Billboard: Walter Nealand's yarn on old-time rep shows was one of the memory refreshers on that score for years. I have saved all the letters that have followed. My good friend Barry Gray must have overlooked Nealand's first letter in which he said James B. Waite was the pioneer 10-20-30 owner and manager.

Waite, whom I advanced and managed in the '90s, played the Midwest at 15, 25, and 35 cents. He had a slump in business, and dropped a nickel, making it 10, 20, and 30 cents for the remainder of his long career of 35 years or more. Afterwards he found stage folks, carpenters, and others to put on a "Daily Dime Matinee" starting Tuesday, with often a sacred concert Sunday evenings for a local benefit. The Grays were great drawing cards with their marionettes, and Barry was an excellent trap drummer.

Now I believe I can go beyond Walter's record, by selling the Bob Buchanan Players. Buchanan always played Fido Took on his violin between acts. I played them annually at Savanna, Ill. Also played Edwin Eroy (with Marian Best as star), the Ringling Bros.' Comedy Concert Company, the Weber Family (ghost show), the Kimball (or was it Kendall?) Comedy Company, the Carl Franklin repertoire, the Ritournel companies (2), and Ella and Billy Marble. The last named I played on their final showing, with the late J. Doug Morgan as stage manager. I later placed Morgan as manager of one of Jake Rosenthal's theaters (either Rock Island or Molina, Ill.) in the 1920s and Doug proved a good manager. When I was but 17 years of age in my home town of less than

5,000 inhabitants my rep business would roll up into the hundreds of dollars for six days business. On the road for years, my late wife traveled with me, until we settled down in vaude and picture theater management. The life of James B. Waite, Twenty Years a Showman was published. I lost my copy via fire and would like to obtain another copy.

W. A. (UNCLE BILL) HAAS.

REP RIPPLES

(Continued from page 27)

shows. He is also one of the three drummers chosen for the 29th Division Band, selected from members of the various regimental bands to form one mass band for special occasions. Cannon expects to summer in Texas, where he'll be at home with the smell of canvas—even if it's only from a pup tent. . . . TATE'S VARIETY SHOW, vaude-pie combo which is keeping busy on auspicious dates in the Ogden, Utah, section, is slated to tour Central Nevada under canvas this summer. . . . MARGIE NOBLE, formerly for seven seasons with the Heffner-Vinson Tent Show, is now a show girl at Billy Rose's Diamond Horseshoe, New York. . . . BENSON'S FUNSHOW, vaude, pix, and magic, is reported enjoying good business in halls and schools in and around Galt, Ont. recently finished three weeks in the Cobalt mining section of Ontario and made the grade despite severe weather conditions. . . . BEN AND LILLY HOFFNER, well known in repdom, arrived in Cincinnati last week for a visit with Ben's mother after a winter in Key West, Fla. Ben has the banners with the Kay Bros.' Circus for the coming season.

MARLOW'S MIGHTY THREE RING CIRCUS

Wants Help in every department. Concessions open, no graft. Can use Side Show complete. Write or wire

JOHN R. WARD, Owner
Box 145, Baton Rouge, La.

W. A. GIBBS SHOWS

Want Shows with or without outfits. We have Athletic, Fas, Baseball, Fat Girl, Children's, What have you? Can use Concrete Gallery, Balloon, Hoop-La, Ball Games, Fish Feed, Pitch, Tilt, You Win, Hitting Game, Ice Cream, Bumper, Wax, Penny Arcade, will book or buy. Would book Loop-o-Plane. All Celebrations from 2nd week in July, and best July 18 in Kansas.

W. A. GIBBS, Erie, Kans.

OPENING NEAR BY ALABAMA APRIL 12

Want Riders—Ferry, Drive, Young, Actors, Tilt Shows with own outfit. Good Grounds for candy stand, Snake Show. Good Man take full charge Athletic Show. Help for Manager. Ride Help who drive (any type). Good Grounds for Ball o' Jam, other Concessions. Also will book legit Concessions. Long season northern-south link. Reply. DYER'S GREATER SHOWS, Greenville, Miss.

WANT

For Milledgeville, Ga., Centennial Celebration

April 7 to 12
High annual festival. Plans a legitimate Concessions. Address: C. A. HARTZBERG, Milledgeville, Ga.

COOKHOUSE WANTED

To join April 14 or will sell you one and book it on show. Will be large. Will be also Fun House, NO junk. We have good July 4th week and 11 Fairs contracted.

MAD COYS FLEMING SHOWS

Buena Vista, Ga., this week

WANT SPECIAL AGENT

10-1 Show and Girl Show Concessions.

Opening April 8th.

Rogers Greater Shows

Humboldt, Tennessee

HEADLINE SHOWS

For Sale—Desiring Concessions, \$350.00 cash. One 10x10 Cookhouse with 4 legitimate Concessions, nearly new covers, \$120.00 each. Want A-1 Show Elements, New State Concessions, or Tilt, P. O. booked. Opening date about first week in May. Need Cook House Help. Also Artist, Python Show, Tom Joseph, Nashville, Tenn.

WANT DROME RIDERS

Trick Rider and Girl Rider

JOE DOBISH

Palisades (N. J.) Amusement Park

**FOR SALE
12-CAR RIDE-O**

Ready to operate. Can be seen at Sheesley's winter quarters, Anniston, Ala.

J. C. WEER

Care of Endy Bros.' Shows, Miami, Fla.

**Truck and Trailer
Legislation**

HARRISBURG, Pa., March 29.—A bill revising the rates for truck licenses in Pennsylvania has been introduced in the House of Representatives by Assemblyman Piss and Welsh.

The measure would change the present annual truck license fee from a \$16.50 to \$22.50 range to a \$16 to \$30.2 classification. Rates would vary on the same truck, depending on the type of tires. Air-filled tires would enjoy the lowest rates, cushion tires medium rates, and solid tires, the highest rate.

Fees for trailers and semi-trailers would be established at rates from \$5 for an air-tired one-axle semi-trailer of less than 3,001 pounds to \$150 for a solid tired three-axle trailer of 34,001 pounds and over but less than 36,001 pounds.

HOUSTON, Tex., March 29.—With Gov. Lee O'Daniel's signature affixed to a bill passed by the State Legislature last week, truck load limits in the Lone Star State jump from 7,000 pounds net to a gross limit of 28,000 pounds. It ended a 16-year struggle with railroads and other opposing interests. The new law governs truck and trailer transportation by a scientific formula with absolute maximum set at 38,000 pounds, the formula factor or quotient fixed at 700 pounds per wheel. Penalties for violation range from a \$25 minimum fine to six months in jail for first and repeated violations of the provisions.

**Rain Beats Texas Expo
At Austin, Tex., Stand**

AUSTIN, Tex., March 29.—Rain from opening until closing day gave Texas Exposition a near-blank at the week's stand here. With the weather clearing on final night, there was good business. Shows' roster has undergone a few alterations. Mr. and Mrs. H. F. Hill left for Southern California to assume their duties with an air-show promotion there. Executive staff now comprises A. (Booby) Obadal, owner; N. J. Dixon, general manager; Larry Lawrence, assistant; Bob Morelock, general agent; Homer Gilliland, special agent; Andy Hubolo, secretary; Robert Thompson, electrician, and Jacques Morris, assistant.

Shows: Scotty Norton, three Girl Shows; Dick Hyland, Chinatown, French Nudist Colony; George Mooney, Pit House; Penny Aronde and lead gallery; Mrs. Alice Norton, Funhouse and Snake Show; Skidmore, Mickey Mouse. Free acts are Capt. Ben Mouton and Edward Leroy.

Rides: Mix-Up, Mr. McGifford; tickets, Mary Rayon; Thriller, Nolen Deeps; tickets, Mrs. Ferraza; Loop-o-Plane, H. P. Powell; tickets, Edith Rodes; Tilt-a-Whirl, Benny Miller; tickets, Velma Brown; Rolloplane, Sam Coursey; tickets, Velma Van-Dyke; Scooter, John Loren; tickets, Ruth Deeg; Twin Ferris Wheels, Van-Dyke Brothers; tickets, H. Brown; Merry-Go-Round, Jimmie Rodes; tickets, Mrs. Jones; Baby Auto Ride, Joe Ferraza; tickets, Mrs. Seifert.

Concessionaires

Mrs. Carrajo, palmistry stand; Mr. and Mrs. Hubert Hall, coin game; Mr. Skidmore, Penny Aronde and lead gallery; Mr. and Mrs. Maxie Glenn, coinhouse; Snippy Kolb and Harry (Shorty) Brown, three; Mr. and Mrs. Larry Lawrence, Whirly Archer, Billie Rosen, Mr. and Mrs. Ike Wolfenbarg, and Bob Thompson, two each, and Bill Bailey, Jimmie Archer, Willie Wilson, Blackie Brusard, Alice Wilson, Owen Jones, Larry Woods, Mr. and Mrs. Giles, Harry Lavin, and Tiny Edwards, one each. Mrs. N. L. Dixon has the front gate and is The Billboard sales agent. Merchant ticket box is handled by Ida Louise Dixon. Mr. and Mrs. Art Hansen joined here with their concessions. Members of the show were grieved to learn of the death of Charles Tompings.

ROUTES

(Continued from page 24)
Mara & Romay (Club Ball) Phila., Pa.
Marco & Rosella (Jimmy Kelly's) NYC, ne. Marco (694) Chi, Pa.
McLoyne, Frank & Betty Eoy (B. T. C. Club) Columbia, C. C.
Marlowe, Don (Variety) Columbia, Mo.; (Tower) Kansas City 4-10
Marmon, Lew (Bicycle-Torch Club) Sigd. Ill., ne.
Marque & Marjys (Lotus) Washington, D. C., Mo.

Marshall, Don & Ruth (Philadelphia) Phila., Pa.
Martin, Peggy (La Martinique) NYC, ne.
Mason, J. Malcolm (Bordewick's) Tuckahoe, N. Y.
Master, Lois & Rose Marie (Tower) Kansas City, Mo.
Maurice & Cordoba (Palmer House) Chi. ne.
Maurice & Nova (5 o'Clock Club) Miami, ne.
Mayo, Flo, Winnie May, Sylvia & Clarence; Battle Creek, Mich., 3-3; Jackson & Puntland 2; Lansing 3-12.
May & Brach (Earle) Washington, D. C., 1.
Meigs, Renee (Capital) Lynn, Mass., 3-9; (Court Sq.) Springfield 16-12, 4.
Mercer, Frances (Coo Roase) NYC, ne.
Merle & Oaylor (Ball) Miami, ne.
Meyer, Evelyn (Grand Terrace) Chi. ne.
Miles, Jackie (Leon & Eddie's) NYC, ne.
Miller, Lois (Zombie) Cleveland, ne.
Mills, Joseph "Taps" (Cafe Society) NYC, ne.
Moffet, Adelaide (Waldorf-Astoria) NYC, ne.
Mok & Pok (Chicago) Chi., ne.
Morse, Lee (Chez Ami) Buffalo, ne.
Morton, Alvera (Minnac) Chi. ne.
Murphy, Dean (Versailles) Miami Beach, ne.
Murray, Jan (Charles) Baltimore, ne.
Murray, Mae (Diamond Horseshoe) NYC, ne.

N
Naldi, Nina (Diamond Horseshoe) NYC, ne.
Nee, Paul (Lexington) Chi. ne.
Neller, Bob (Roxy) NYC, 1.
Niesen, Gertrude (Circus Parade) Chi. ne.
Niesen, George (Airport Inn) Hagerstown, Md., ne.
Noble, Ray (Lyric) Indianapolis, Ind.
Nolan, Paul (Sherman) Chi. ne.
Nore, Kay (Princeton) Newport, Ky., ex.
Norman, Karyl (Flinchco) Los Angeles, ne.
Novelle & Nola (Roosevelt) Jacksonville, Fla., ne.
O
O'Hara, Helen (Shubert) Cincinnati, L.
Oldfield, Emmett, & Co. (Strand) NYC, 1.
Olson, Ray, & Louis Val (K Grill) Syracuse, N. Y.
Ortega, Rosita (Havana-Madrid) NYC, ne.
Orteli, Paity (Carrousel) Miami, ne.
O'Sullivan, Barbara (Royal Hawaiian) San Francisco, ne.
Otte & Fields (Coo Roase) NYC, ne.

P
Palme, Billy (Oceanair Grove) Boston, ne.
Palmer, Andrew (Walton) Phila., Pa.
Palmer, Jay, & Dorcas (Wicks) Phila. 2; (Charlotte) Charlotte, N. C., 1; (Billmore) Atlanta, Ga., 1; (Roosevelt) Jacksonville, Fla., hotel.
Parish, Doone (Versailles) Boston, ne.
Parker, Murray (Princess) Newport, Ky., ex.
Parker, Lew (Riveride) Milwaukee, 1.
Parks, Barbara (Brown Derby) Chi. ne.
Parish, Paul (Royal Hawaiian) San Francisco, ne.
Peaches Sky Nurse (Rose Bow) Covington, Ky., ne.
Pedro & Carmencita (Cuban Village) Chi. ne.
Pendon, Kay (Gay White Way) NYC, ne.
Pepita & Lucia (Havans-Madrid) NYC, ne.
Petty, Reih (Dempsey's) Miami, ne.
Pfeiffer, Arthur (Riveride) Milwaukee, 1.
Ponil, Frank (Yacht Club) Phila., ne.
Powers Madala (Earle) Washington, D. C., 1.
Prince, Jack (Colosimo's) Chi. ne.
Pritchard's Tine Tossers (H-Bar) Chi. ne.
Pryde & Dill (Garris) St. Louis, 1.

R
Rabold, Ralph (Crownwell) Miami, ne.
Radcliff & Rogers (State-Lake) Chi. 1.
Rae, Jimmy (604 Club) Chi. ne.
Raeburn, Bert (St. George) Brooklyn, ne.
Ramirez, Carlos (La Martinique) NYC, ne.
Ramos & Nanieta (Montparnasse) NYC, ne.
Rando, Barbara (Pinto's) NYC, ne.
Ratney, Marguerite (Kitty Davis' Airtone) Miami, ne.
Ray & Nall (Piana) NYC, ne.
Ray, Arthur (Oriental) Chi. 1.
Ray, Martin, Kerue (Earle) Phila., 1.
Raymond, Pen (Palumbo's) Phila., ne.
Reed, Billy (Grossinger) Miami Beach, Fla., ne.
Reese, Paul, & Toy Boys (Mike Todd's Theater-Cafe) Chi. ne.
Reyes, Paul & Eva (Colony) Chi. ne.
Reyes, Nara (El Morocco) NYC, ne.
Reynolds, Barbara (Capitol) Washington, D. C., 1.
Richard & Carson (Royale) Detroit, ne.
Richmond, Ruth (Chaless Moderne) NYC, ne.
Rimes, Ciro, & Band (State-Lake) Chi. 1.
River, Tubby (Nut Club) Miami, ne.
(See ROUTES on page 34)

IDEAL EXPOSITION SHOWS
America's Best Amusements
Show Opens Monday, April 7, High Point, N. C.; Week April 14, Winston-Salem, N. C.
Will book organized Minstrel Show and Fun House, Octopus and Rolloplane Ride.
Can place all Concessions, including Wheels, Grind Stores, Ball Games, Penny Pitches, Palmistry, Hoopla, Floss Candy, and will sell exclusive on Photo Gallery, Scales and Shooting Gallery, except Bingo and Cook House.
Want Billposter, Ride Help, Semi-Trailer Drivers and Help in all departments. O'Hagen wants Talker and Lady Riders for Motordrome. Can place Talker for Dope Show. Also Girls for Posing Show and Dope Show. Help in all departments, come to winter quarters, Salisbury, N. C., or opening date. We will place you. Write or wire
WILLIAM GLICK, Yadkin Hotel, Salisbury, N. C.

FLOYD KIG'S MUSEUM
WANTS—Annex attraction that can join on wire. Would like to hear from Sonia Ray, Gene Costello, Esther Lester. Opening for Agent with car. Midget, Fat People, Show Torch Man, outstanding Freaks and Oddities. Store rooms until May 23, then tent season opens. Year-round work to competent people; best of accommodations; low, sure salary; never miss. ADDRESS:
FLOYD KIG, MGR., N. Y. WORLD'S FAIR MUSEUM, 113 EAST 6TH ST., EAST LIVERPOOL, OHIO.

LAST CALL! LAST CALL! LAST CALL!
ART LEWIS SHOWS
OPENING NORFOLK, VA., APRIL 11
All people contacted, please acknowledge this ad. Can place
SHOWS: Fat Show, Snake Show, Glass House, or anything else that does not conflict. Especially interested in a troupe of Hawaiian or South American Entertainers, (Singers, Dancers, Musicians.) Also Young Girls for our Follies Revue, and A-1 Trumpet Player and their Bands. All salaries guaranteed.
CONCESSIONS: Must be strictly legitimate. Ride Help and Working Men in all departments, contact Howard Ingram, General Superintendent.
WIRE or WRITE ART LEWIS, Gen. Mgr., or CHAS. LEWIS, Asst. Mgr., Hotel Fairfax, Norfolk, Va.

KAUS EXPOSITION SHOWS, INC.
Want due to disappointment: Seasonal-Long Act only. Shows: Reliable Manager and Troupe for Posing Show. Will book Gawk Show or female outfit in reliable party. Can place Fat Show, Midget Show and any outstanding Pit Shows or simple Pit Attractions. Preference given those with own outfits. Concessions: A few choice Stock Wheels open, also legitimate Grind Stores open except Bingo. Can place one American Palmistry. Want experienced Mechanic who understands ride and truck motors. Ride Men: Foreman for Ell Wheel, Octopus and Chair-o-Plane. Ride Help in all departments. J. E. Kaus wants Photo Foreman and other Ride Help. J. Owners wants Lady Ball Game Agents. Wants two sets of show. Must be able to see pictures on their Bands. Want Agent who understands 4-Wheel Photo Machine. Want Lot Man. For Sale—Headless Hivener. Show opens April 14th. All holding contracts report April 30 to Winter Quarters, New Bern, N. C.
ALL ADDRESS: A. J. KAUS, MGR., 202 GEORGE STREET, NEW BERN, N. C.

Central Amusement Co.
WANT
For Yemassee, S. C., downtown location, week April 7th to 12th, and balance of season. Shows with own outfit. Concessions: Bingo, small Cookhouse or Grill, Pitch-Tilt-Win, American Mitt, Hoopla, Cotton Candy, String Game, Devil's Bowling Alley, Ball Game, Hot Game or any Block Concessions that work for 10 cents. All contact SHERMAN HUSTED, Mgr., CENTRAL AMUSEMENT CO., Haverford, S. C., this week; Yemassee, S. C., week April 7th.

J. F. SPARKS SHOWS
WANT
Athletic Show Manager due to disappointment. Want Manager and Wrestlers for Athletic Show. Wire or come on.

SMITH'S GREATER SHOWS
WANT
Ride Help of all kind for Wheel, M. G. R. and Chair-o-Plane; also need Colored Minstrel Show Performers and Moderates. Concessions of all kind wanted. Will book any Ride not conflicting with the above. Fremont, Mo. celebration this week; Chesterfield, S. C. Old 19th Week to follow at McCOS, S. C. K. F. SMITH, MGR.

HUGHIEY AND GENTSCH SHOWS
WANT
A combination Mechanic and Electrician. Must be sober and reliable. Bottle is the cause of this ad. Those who write here, write again. Robert Smallwood, wire. Address Bruno, Mississippi, this week.

GREAT SUTTON SHOWS
WANT
Will sell exclusive on Cookhouse for \$35.00 per week. Can arrange use Shows and Rides and clean Concessions. Address: Ozarka, Arkansas, until April 10th; then Calm, Ill.

GOLDEN GATE SHOWS
WANT
Will open April 14. Want Cook House, Bingo, Ring Gallery, Fun Game, Snake Ball, Stock and Grind Concessions. Want Agents for Concessions. Mitt Game open. Etc. wire me. Have outfits for Cook, Chair-o-Plane Show, Zig Zags, Wheel-o-Hand, Ride Help that can drive trucks, come on.
FRANK OWENS, SIGR., Box 36, Pombeko, Ky.

WANT AT ONCE
One, one remaining: Fresh, able Man and Wife for Snake Show or Juggle Grind and single Snake Showman. Also A-1 Ticket Seller for Snake Show. All address:
ART CONVERSE
Lawrence Greater Show, Chester, B. O.

FOR SALE
Hensell-Spittman Merry-Go-Round, good condition, price \$2699.00. Terms: Transportation Truck and Transformers, also Trailers and Trailers, for sale cheap.
MAURICE MILLER, York, S. O.

FOR SALE
7 Tub Tilt-a-Whirl for quick sale, \$300.00 cash. 1500 Amp. Steel Switch Box, \$25.00.
BOX D-53, The Billboard, Cincinnati

Showfolk Are Pallbearers At Pat Armstrong Funeral

LOS ANGELES, March 29.—Funeral services for Patrick A. Armstrong, vice-president and benefactor of the Pacific Coast Showmen's Club, were held from the Immaculate Conception Church here on March 20, under direction of Knights of Columbus. Active pallbearers were A. H. Sebe, Walter O'Malley, W. O. Pheasant, Leo Haggerty, Barney Flanagan, and H. A. Ludwig.

Honorary pallbearers included John M. Miller, James J. Dunn, I. B. McCoy, Louis Bissinger, James Gallagher, and W. D. Amant. Among floral tributes were those from the Pacific Coast Showmen's Association and Ladies' Auxiliary; J. W. (Patsy) Conklin, Conklin Shows, and Mr. and Mrs. Harry Seber. Interment was in Holy Cross Cemetery here.

ROUTES

(Continued from page 33)

Rivers, Andree (Le Montparnasse) NYC, no. Roach, Mary (Hilings) Chi, c. Roberts & Farley (New Yorker) NYC, h. Roberts, Betty & Freddy (Roovers) New Orleans, h. Roge, Lorraine (Rama) Syracuse, h. Rogers, Roy (Colosimo) Chi, c. Ross, Fred & Spivey (1906 Club) Cleveland, no. Ross Dancers (Roxy) NYC, l. Roland, Belle (Oriental) Chi, l. Rossars Trio (Lighthouse) Ardley, N. Y., no. Rossario & Antonio (Mark Hopkins) San Francisco, h. Rossbach, Maxie (Staple Maxie's) Miami, no. Rosini, Paul (Gibson) Cincinnati, h. Ross & Stone (Rock Keith) Boston, l. Rowland, Diane (606) Chi, no. Royal Guards (Ballroom) Springfield, Mass., no. Rubin, Dave (Wunderbar) Miami, Fla., no. Russell & Farrar (Harry's New Yorker) Chi, Ryana, Three (Roovers) New Orleans, h.

Sampuel, Al, & Co. (Shubert) Cincinnati, l. Sampels Bros. & Hayes (Silverdale) Milwaukee, l. Sanoff, Vera (Spivey) NYC, no. Sarella, Princess (McGee) Chi, l. Phillips, no. Schantz, Al (Maple) Chi, Miami, no. Schubert, Florence (Lanham) Chi, re. Scott, Hazel (Cafe Society Tiptown) NYC, no. Seelye, Alfredo (Ballroom) Springfield, Mass., no. Shanley, Robert (Music Hall) NYC, l. Sharov, Olive (606 Club) Chi, no. Shaw & Lee (Oriental) Chi, l. Shaw, Wini (Beverly Hills) Newport, Ky., no. Shayne & Armstrong (Leon & Eddie's) NYC, no. Shee, Bob (Gay White Way) NYC, no. Sherman, Terry (7700 Club) Cleveland, no. Sherman, Shavo (Clover Club) Port Worth, Tex., no. Shepard, Rex (Club Moderne) San Francisco, no. Sheridan, Nora (Le Roben Elm) NYC, no. Shore, David (Paramount) NYC, l. Shuman, Frank (Spivey) NYC, no. Sierra, Faco (Brevort) NYC, h. Sims, Eddie, & Paul (Dave's) Chi, c. South, Eddie (Cafe Society Tiptown) NYC, no. Soper, Harry (Latin Quarter) Boston, no. Spitzer, Kenneth (Cafe Society Downtown) NYC, no. Stars Over Hollywood (Colonial) Dayton, O., l. Stutzman, Georges (The Yari) Chi, no. Stephens & Craig (Hopkins Rathskeller) Phila., no. Sterling, Allen (Caddis Tavern) Phila., no. Stoker Bros. (Dinos) New Castle, Pa., 3-4.

Storie, Grayce & Evelyn (Kallner's Little Rathskeller) Phila., no. Stuart, Gene (Club Lido) Camden, N. J., no. Stroad, Clarence (Oriental) Chi, l. Stump & Stumpy (Strand) Syracuse, N. Y., l.

STATLER TWINS ON TOUR WITH SAMMY KAYE

Per. Mgt., Jack Lenny, Herman Flakoff Agency

Hullivan, Maxine (Kelly's Stable) NYC, no. Hullivan, Lee (Club Charles) Baltimore, no. Hunter, Helen (Lanham) Chi, re. Swann, Russell (Warwick) NYC, no. Sweet, Billy (885) Chi, no. Swift, J. (Katie) Phila., l.

Taft, Ted & Mary (Edgewater Beach) Chi, h. Tall Chief, Princess (Jack & Bob's) Trenton, N. J., no. Tatum, Art (Cafe Society Downtown) NYC, no. Tempus, Three (Maryland) Cumberland, Md., no.

Theodora (Wonder Bari) Cleveland, c. Therrien, Henri (State-Lake) Chi, 4-10, l. Thon, Dolly (Royal) Detroit, no. Tillman & Helene (Casanova) Detroit, no. Tirts, (Colosimo's) Chi, no. Tripoli Trio (606 Club) Chi, no. Truth or Consequence (Orpheum) Minneapolis, no. Tucker, Sophie (Eugene) Miami, no. Turner, Maxine (Browns Derby) Chi, no. Tyrl & Jull (Vinoy Park) St. Petersburg, Fla., h.

Valdes, Tito (Shubert) Cincinnati, l. Waldman, Virginia (Mayfair) Miami Beach, Fla., no. Veler, Kili (Yacht Club) Phila., no. Victor & Ruth (Brookham) Washington, D. C., l. Vlan & Kevin (Rainbow Room) NYC, no. Vincent, Rose (Beverly Hills) Newport, Ky., no. Vice, Billy (Kitty Davis Airliner) Miami Beach, no.

Wade, Dick (Chateau Moderne) NYC, re. Wakefield, Merl (Monte Carlo) Chi, re. Waldron, Jack (Park Central) NYC, h. Walsh, Sammy (Eugene) Miami, no. Wayne, Mildred "Wacky" (606 Club) Chi, no. Weaver, Doodles (Biltmore) NYC, h. Wells, Billy, & Pats (Beverly Hills) Newport, Ky., no. Wells, Paramount NYC, l. Wendel, Ray (Town & Country Club) Milwaukee, no. Whalen, Jackie (Crawford House) Boston, h. White, Thelma (606 Club) Chi, no.

Late Circus News

Watts Asst. Mgr. Cole Bros.' Circus

CINCINNATI, March 31.—Zack Terrell, owner and general manager of Cole Bros.' Circus, yesterday confirmed the report that he will have Ira M. Watts as his assistant in the management of the show this season. Watts has arrived at the quarters of the show in Louisville, Ky., and taken over his new duties.

Watts had his first circus experience in 1917 with Gollmar Bros.' Circus under management-ownership of James Patterson. After serving in the World War I he became treasurer of the Patterson Circus. Next he joined Fred Buchanan's Robbins Bros.' Circus for a three-year period. From there he went to the Ringling Bros. and Barnum & Bailey Circus as assistant to the late Charles Hutchinson. In 1930 he managed the Sparks Circus for the Ringling interests and remained in that capacity until it was put on the shelf. Continuing with the Ringling interests, he became assistant manager of the Haggenbeck-Wallace, Sells-Floto, and Al G. Barnes. In 1937 he left the Ringlings and formed a partnership with the late Charles H. Parker to operate the Parker & Watts Circus. He kept the show off the road last year, and his engagement with Cole

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in The Billboard free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, The Billboard, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

Wilbert, Ray (Mike Todd's Theater Cafe) Chi, no. Williams, Pearl (Forrest) NYC, h. Willis, Frances (Oriental) Chi, l. Wilson, Garland (Jimmie Daniels) NYC, no. Winton & Diane (Park Central) NYC, h. Winice, Jerry (Bovary) NYC, no. Wolfe, Byron (Helms) Chi, c. Wood, Eleanor (Park Central) NYC, h. Woods & Betty (New American) Lowell, Mass., h. Woods & Gray (Lookout House) Covington, La., no. Woods, Johnny (Earle) Phila., l. Worth, Judith (Gay White Way) NYC, no. Wright, Judith (Mark Hopkins) San Francisco, h. Wynn, Ross, & Co. (Paramount) NYC, l.

Yard, Sonia (Casino Russel) NYC, no. Yee, Mrs. Varsity Singer (Jamaica Arena) Jamaica, N. Y. Yoor's White Guards (Todd's Theater Cafe) Chi, c.

Zerby & Wierc (Colosimo's) Chi, no.

MISCELLANEOUS

Bloch, Magician: Greenboro, Ala., 3; Tuscaloosa, Ala., 3; Memphis, Tenn., 3; Birmingham, Ala., 3; Fairport, N. Y., 3; Campbell, Loring: College: Arlington, Tex., 2; Fort Worth & Harrisonburg, Va., 12; DeFoor's Motorized Show: Orchard Hill, Ga., 5-12; Farnolic Hypnotist: Grand Chateaud, Ariz., 1-2; (Halls) Cottonwood 4-5; Lewis, H. Kay: Hollywood Varieties: Winnsboro, Tex., 2; Shreveport, La., 4; Hudson 3; Brandon, Miss., 7.

Bros. means that the PW show will remain on the shelf this year.

Gatewood Starts 16-Day Chi Stand

CHICAGO, March 29.—Col. A. L. Gatewood's Flying X Rodeo opened a 16-day engagement at the Coliseum here yesterday. About half a house, well papered, greeted the opener, and an excellent show was presented. Gatewood has 200 head of stock, including many tough broncs. Show opens with a stampee and wild horse review that is picturesque and thrilling. Program includes wild steer riding, horse roping, cowboy and cowgirl bucking horse riding, calf roping, steer bulldozing, bareback brook riding, and wild colt roping.

Other features are trick and fancy riding by the Bowen Sisters, Emily Jean Davis, Thelma Warner, Ralph Clark, Clarence Canary, and Doris Daniels; trick and fancy roping by Earl Sutton, Jim Hawk, Ralph Clark, and Emily Jean Davis; high jumping horses presented by Capt. Jinks Housland; high school horses, Jinks and Clara Hoagland; Uncle Rube and Alberta in their comedy Ford; Bill Bushbaum and his Liberty Horses; pushball, and as a finale a Western round-up scene. Colonel Gatewood is director of the rodeo; Earl Evans, superintendent of stock; Earl Sutton, assistant arena director; Mrs. Elsie Gatewood, secretary-treasurer; Frank Burke, publicity, and Marlon Davis, announcer.

Polack Circus Starts Big in Oakland, Calif.

OAKLAND, Calif., March 31.—First four performances here, opening Saturday, saw Polack Bros.' Circus turn them away by the thousands. The Shrine membership ticket sale is the biggest Polack has ever had here, running over \$15,000. The building housing the show, with 9,000 seating capacity, is not large enough to hand the crowds.

Long, Leon: Coleman, Fla., 2; Wildwood 3; Ocala 4; Sharke 3; Jacksonville 4. Lucy, Tina: Elmore: Joplin, Mo., 8-11. Myra's Entertainers: Concordia, Kan., 31-Apr. 5. Powers, Vee D., Dogs & Bears: (High School) Corning, N. Y., 4. Slett, L. Verze, Theater Workshop: Chicago 1-8. Zoni: Jerome, Idaho, 2; Elko, Nev., 4; Twin Falls, Idaho, 3; Pocatello 6-7; Blackfoot 8; Idaho Falls 9; Nampa 10; Caldwell 11.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing route are listed.)

Alamo: Austin, Tex. All-American: Temple, Okla., 3-12. Antique Am. Co.: Cayce, S. C. Arthur's Mighty Amateurs: Watsonville, Calif., 31-April 4. Baysinger, Al: Poplar Bluff, Mo., 3-12. Bee Line: Ouston, Ga. Bee's: Dickson, Tenn., 5-12. Blue Ribbon: (Fairground) Columbus, Ga. Blue Light: Expo: Lotus, S. C. Buckeye State: Port Gibson, Miss. Bullock Am. Co.: Sumner, S. C.; Kershaw 7-12. Burtan, Frank: El Paso, Tex. Byers Bros.: Kennett, Mo., 5-12. Central Am. Co.: Beaufort, S. C.; Yemassee 7-12. Clark's Greater: Bakersfield, Calif. Colley, J. F.: Durant, Okla. Cotton State: Oglethorpe, Mo.; Greenville 7-12. Crafts 20 Big: San Diego, Calif., until April 5. Empire Am. Co.: Elio Grande City, Tex., until April 5.

Eck Valley: Clifton, Tenn., 5-12. Eddy Bros.: (Colored Park) Miami, Fla. Grandville: (Fairground) Columbus, Ga. Fidler United: Lotus, Mo., 3-12. Fleming, Mad Cady: Buena Vista, Va. Fitzpatrick, G. T.: N. Charleston, S. C.; Chase City, Va., 7-12.

Florida Expo: Aiken, S. C., 3-12. Franks Greater: (Fountain lot) Mason, Ga. Frank Greater: Newport, Ark. Fulland: West Columbia, S. C.; Whitman, S. C., 3-12. Fussell's United: North Little Rock, Ark.; Goldenfield 7-12. Gold Medal: Columbia, Miss., 5-12. Golden Belt: Searcy, Ark. Golden Arrow: Mineral Springs, Ark.; Lockersburg 7-12. Great Lakes Expo: Florence, Ala. Greater Expo: Waynesville, Mo. Hech, L. J.: Vanderbilt Road, Birmingham, Ala.; Fort Wayne 7-12. Hughey & Gentico: Bruce, Miss. Joyland: Hanford, Calif. Keystone Modern: Millersville, Ga., 7-12. Kang Lee: Texasark, Ark. Lawrence Greener: Charlotte, N. C., 7-12. Mac's Caravan: Dixon, Mo. Maple Empire: Bismarck, Kan., 3-12. Marks: Richmond, Va., 7-12. Mighty Monarch: Waycross, Ga.; Allendale, S. C., 7-12.

Miller Am., Forest Hill, La. Paradise: West Memphis, Ark. Patrick's Greater: Spokane, Wash., 5-12. Pierce Greater: Tifton, Ga. Peir's World's Fair: Fayetteville, N. C. Progressive: Lotus, S. C. Reynolds & Wells: Mineral Wells, Tex. Rogers: Hartsfield, Tenn. Royal Expo: New Smyrna, Fla. Sheeley Midway: Anniston, Ala., 7-12. Shugar, Doc: Haskins, Okla. Slick's United: Savannah, Tenn. Smith's Greater: Chesterfield, S. C.; McCall 7-12.

Southern United: Haskell, Okla. Southern States: Pahokee, Fla. Sparks, J. F.: Emley, Ala. Star Am. Co.: De Witt, Ark. Texas Kid: Pasadena, Tex. Texas Expo: Beaumont, Tex. Tidwell, T. J.: Beaumont, Tex. Texas Am. Co.: Goldfield 7-12. Wallace Bros.: Milan, Tenn.; Paris 7-12. West Coast Circus Shows: Salinas, Calif., 1-6; San Jose 7-12. West Am. Co.: Toccoa, Ga. World of Fun: Graniteville, S. C. World of Today: Denton, Tex. Wright, J. H.: Haskins, Tex. Zaccini Bros.: Charleston, S. C., 5-12.

CIRCUS

Barnes Bros.: Arleta, N. M., 2; Lovington 4; Clovis 5; Portales 5. Biltmore (Selling Circus) Hartford, Conn., 31-April 5. Dalley Bros.: Marble Falls, Tex., 1; Harper 2; Sonoma 3; Martinez 3. Hamd-Morton: Hartford, Conn., 31-April 5. Polack Bros.: (City Aud.) Oakland, Calif., 29-April 5. Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York 7-May 4.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Belmont Bros.: (Royal Club) Washington 1-5. Bon & Hie: Hamiltons: (Owaska Beach) Traverse City, Mich., 1-2. Cardova's, Vito: (Capital) Birmingham, N. Y., 2-5; (Foley) Hamilton, Pa., 7-8. Carl, Jack & Jill: (Tito Club Casino) Pittsburgh 1-3. Daniel, Magician: Simpsonville, Ky., 2-3; Versailles 4-5; Lexington 7-8. Don & Cassandra: (Klemmens Nite Club) Pittsburgh 1-5. Lippincott, Magician: Vidalia, Ga., 4-5; Hinesville 7-12. McNally's Variety Show: Darlandale (P. O. Goshen), N. Y., 1-4. Miles, Al: J. Show: Waverly Hall, Ga., 1-5. Overman, Wally: (Marty Theater) Galveston, Tex., 2-3. Rauld, Robert: (Club Barco) Montreal 1-12. Roberts, Roy: (Circus) Greensboro, N. C., 1-3. Sisco, Henry, Tent Show: Jacksonville, Ga., 1-3. Trainway Expo: Houston, Tex., 1-5.

WANTED TO RENT OR LEASE ON PERCENTAGE BASIS PENNY ARCADE

With or without equipment. Desirable location in progressive amusement park, beach, or summer resort. Contact immediately—

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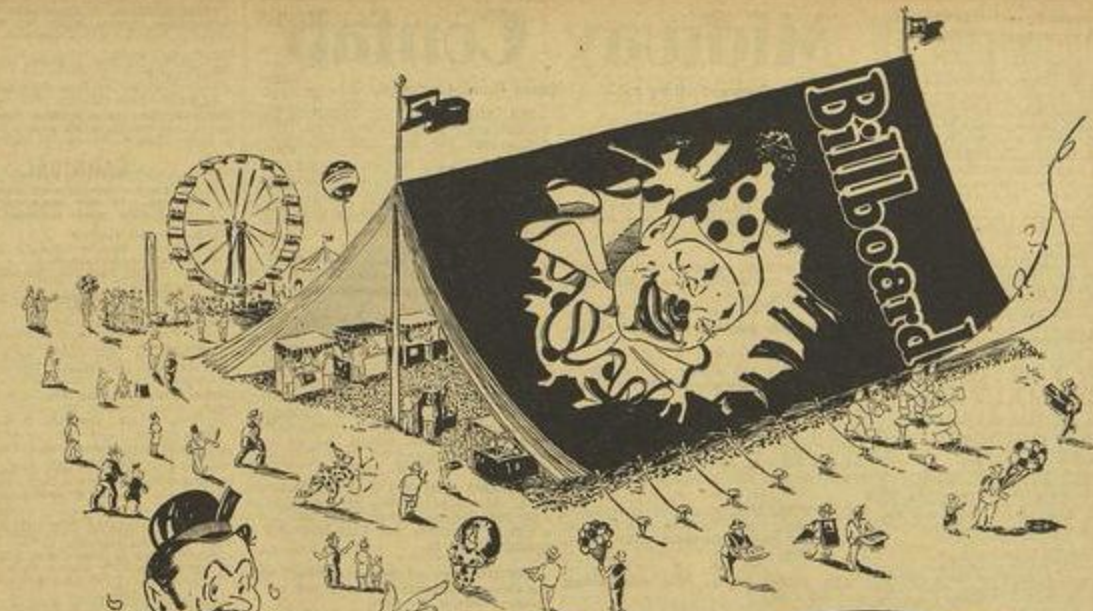
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1941

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"ANCHOR DRY" Green, Khaki, Royal Blue
 The Dependable Fabrics for Show Tents



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 It's time to think about your needs. And you do need "Anchor" quality. The best is always cheaper in the end. May we have your inquiries? We will appreciate the opportunity to figure for you.

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MANY SIZES. Quickly erected or taken down. You are the first to see us get set up, our exclusive principle of construction makes it a snap. Curves permanently attached to frame parts except roof, which is a hood. A beautiful Stand—its Flashy Orange and Black Stripes draw the crowds. Operator and canvas samples free. **THE MONROE CO., 35 Bridge St., COLFAX, IA.**

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Experienced Ride Help in all departments. Open April 6th.
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Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

FRESH folding money in sight!

FORMERLY with Wallace Bros.' Shows, Mack Hoge has signed with Paradise Shows.

PROFESSOR CAMPBELL advises from New York that he has booked his La Fiesta Company with Kaus Shows.

A. J. DUFFY, clown, scribes from Muscatine, Ia., that he has signed with Wyse Greater Shows.

To keep your people loyal, be loyal to your people.

ASSUMING his duties as watchman of Mighty Sheesley Midway in Anniston, Ala., recently was Harry Gramer.

JACK SHAFER, who has been at his winter home in Augusta, Me., will return to John H. Marks Shows with his Penny Arcade and a platform show.

JOE WALLACE, who has contracted his new Sportmen Exhibit with Pioneer Shows, will open with them in Towanda, Pa., on May 10.

ADD Sadder Words: "I'm only feeding until fair time."



DALE MORRIS last season with Tommy Martin, cookhouse operator on the Rubin & Cherry Exposition, is now at Camp Livingston, La., with the 38th Infantry, 3d Division, where he has already attained the rank of corporal, altho in the service only a short time.

SUPERVISING the cookhouse in Anniston, Ala., quarters of Mighty Sheesley Midway is Adolph Watson, who arrived from his home in Virginia.

PREPPING their Motordrome for the 1941 tour on Mighty Sheesley Midway at Anniston, Ala., quarters are Mr. and Mrs. Sammy Lowery.

AFTER a successful 1940 season, Yogi Ray will rejoin the side show on Motor City Shows, where he will do magic and tattooing.

THERE'S generally so much chin music in cookhouses that it's easy to see where they found the "din" for dinner.

B. H. NYE advises from Knoxville, Tenn., that he has severed his connection with Sid Smith's Great American Shows.

LARRY and MADLIN NOLAN, who handled advance and press on Anderson-Strader Shows last season, have been reengaged in the same capacities.

WALTER LANEFORD tells from Valdosta, Ga., that his band has been reengaged by Convention Shows, its second there.

"THE important things in booking a show are to pick the right route and to avoid detours," advised an old agent to a beginner.

MAILMAN and The Billboard sales agent on Ideal Exposition Shows, Jack Hendrickson again will have the Monkey Show.

MR. AND MRS. J. L. HARPER have booked their photo gallery with Happy Attractions for the fifth consecutive season.

FOREMAN of Gerald Barker's Tilt-a-Whirl last season, Ray (Whitney) Bell has signed as ride foreman with Convention Shows.

NOWADAYS when a local man wants to be a good fellow with his money by some he is considered a cheap chump.—Colonel Patch.

CHARLES (CHUCK) STAUNKO ad- vices from Crystal River, Fla., that he is not connected with Crystal Exposition Shows as was recently reported.

ILLUSION and side-show worker, Blackie Briggs, who is in St. Anthony's Hospital, Rock Island, Ill., recuperating from an operation, would like to read letters from friends.

SIGNING their Girl Show on Hartsock Bros.' Shows again this year were Billy and Jean Bacon. Billy also will have a single pit show and Five-in-One attraction with it.

SHOWMEN are getting more "itchy" with the coming of spring; later they may call it "lousy."—Oscar the Ham.

DINTY MOORE, who has the Penny Arcade on Bill Hames Shows, is installing a new Scooter ride at the beach



ROBERT (BOBBIE) MANSFIELD, who will head the Girl Revue and Posing Show on Went's World's Wonder Shows, has been in vaudeville and carnival business since 1917 as actor, director, producer, and manager of girl revues and Hawaiian and Cuban rumba shows. In the last 20 years he has appeared with Lorman & Robinson, K. G. Barkoot, D. D. Murphy, Beckmann & Gerety, Royal American, and James E. Straus shows, Johnny J. Jones and Rubin & Cherry expositions, and Mighty Sheesley Midway.

playground, Galveston, Tex., where he has several other rides.

FORMER MANAGER of the H. W. Jones bingo unit on Zaehnel Bros.' Shows, Don Winkler has been inducted into the army and is at Camp Shelby, Miss.

J. R. EDWARDS SHOWS were signed to provide the midway at Clyde (O.) Cherry Festival, under American Legion Post and fire department auspices, their second appearance at the event.

If this season is had, don't let it worry you. Just read where an astronomer said the earth will last another 3,000,000,000 years.—Milo McCool.

WELL KNOWN in circus, burlesque, and carnival circles, Lillian Zona Fox is ill in the Delmar Hotel, Kansas City, Mo., and would like to read letters from friends.

MANAGER of Bright Lights Exposition Shows, John Geocma signed to play the 1941 American Legion Post July 4th Celebration in Pennsboro, W. Va.

MEMBERS of Wallace Bros.' Shows last season, Mr. and Mrs. C. T. Wilson have signed with the Famous Georgia Minstrel, where Wilson will be announcer and front man.

FAMOUS Last Words: "We still have plenty of time to engage a staff for this season and anticipate no trouble, as we are so well known."

IN KENNETT, Mo., readying for the coming tour with Byers Bros.' Shows is Mrs. Sarah Buley, who will operate her Bahpond. Her brother, Clifford Webb, will assist her.

FIVE FLYING FISHERS have been booked to present the free attraction on Great Lakes Exposition Shows, Charles Fisher letters from St. Petersburg, Fla.

CONTRACT for the 1941 Fulton County Fair, McConnellsburg, Pa., has been awarded Stewart Wachtler's Penn State Shows for the fourth consecutive year.

COOKHOUSE Gossip: "We've decided to do away with tables this season. Don't need 'em and cash customers have never been able to get a seat anyway."

AMONG recent visitors to Bell Bros.' Shows' quarters in Glen Burnie, Md., were Joe Eppihimer, Frank Kirk, Joe Conway, George and Claire Bishop, and H. R. Erlson.

DAVE ROSENBERG has been signed as advertising agent on John H. Marks Shows and will be in charge of the billing crew. He assumed his new duties on April 1.

VISITORS to Mighty Sheesley Midway quarters in Anniston, Ala., recently included Oscar Bloom, Gold Medal Show; J. C. Weer, Herb Backus, Bob Meyers, Mr. and Mrs. E. Motley, and Mr. and Mrs. Art Gardner.

WE'VE heard about shows playing under the "blue sky" and not an auspices. Some reports showed the sky not so blue on those dates but the profits larger.—Cousin Peleg.

LAWRENCE HESTER tells from Morehead, Ky., where he is doing well with a large photo studio, that he will not return to the road this year. Lou

RIDE MEN! DON'T MISS IT!

BIG ELI NEWS

March-April

Now ready for mailing. Crammed full of News and Pictures about Ride-Balloon, Special Articles about the No. 16 BIG ELI Wheel and latest Model Tilt-a-Whirl in this issue. If you own, manage or operate any type of Riding Device, you should read BIG ELI NEWS. Write for the free sample copy saved for you.

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The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire height 24 ft. and 30 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under most trees and over-land wires. Newly evolved exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and literature.
SMITH & SMITH, Springfield, Erie Co., N. Y.

DICK'S PARAMOUNT SHOWS, Inc.

WANT SHOWS: FUNHOUSE with own transportation, liberal percentage. HELP: FOREMAN or Super Roll-a-Rama, must be able to drive semi. FOREMAN on ROCKIT. Other Ride Help who can drive semis.
 SHOW OPENS APRIL 24TH.
 DICK GILSDORF, Manager, Winter Quarters, Warburton Point, Conn.

Thompson, vet showman, is operating a tourist camp in Morehead, Hester says.

AFTER a brief stay at Fort Thomas, Ky., C. L. (Twisto) McCormack is back in circulation again, having received a special deferment until December, when he will be inducted into the army for special service. He's currently with the International Congress of Oddities.

FORMER manager for Max Hill, L. L. Lang has taken over Sellborn's Sales and Service branch office in Sarasota, Fla., where he will handle its line of house trailers. A service department for trailers will be one of the features of Lang's venture.

THINKING too much of oneself as a manager often leaves one without any show to think about and thinking much less of oneself.—Cedema.

ARRIVING in quarters of Mighty Sheesley Midway, Anniston, Ala., recently were Mr. and Mrs. Al Hubbard, who will have their Sex Show on the organization, making their fifth consecutive season with it.

RECENTLY signed by Frank Forest to be featured in the Side Show on West Coast Circus Shows, "carny" Rase-Terrill from Oakland, Calif., "Shows" have a number of good spots in defense locations.

MANAGER of Fred's Kiddie Circus, currently playing Beckley, W. Va., P. D. Whetten will have the Monkey Circus with Tilley Amusement Company this season and will join in Ladd, Ill., on May 1.

A certain amount of midway, wisecracking might be excusable if it were not for the down-and-outers who indulge in it.—Whitney Cooks.

COMPANY PHYSICIAN on the Johnny J. Jones Exposition, Dr. G. Howe Hartshart recently motored to Syracuse, N. Y., to attend the annual reunion of his college fraternity. Frat brothers making the trip with him were Drs. Max Z. Levi, L. S. Moran, and J. Robert Ladd.

IN Veterans' Hospital, Jefferson Barracks, Mo., since closing with Sunset Amusement Company last fall, H. L. Miller advises that he has arranged to have his hi-striker and another concession on the shows this season. He'd like to read letters from friends.

HYMIE SCHREIBER, well known in outdoor show business, has been appointed supervisor of all B. & N. Sales Company stores instead of managing the Dallas branch as was originally intended. He will make his headquarters at the Kansas City store.

BEST way to weigh one of these billed 900-pound fat pigs is to pile up enough rocks to match her size and then guess at the weight of the rocks.—Cat Rack Annie.

ANNOUNCEMENT was made in Uniontown, Pa., that agents of the Johnny J. Jones Exposition had completed arrangements with city and council officials to play the city the week of May 12, the show's fifth consecutive appearance there.

MR. and MRS. ALBERT JASPER EDWARDS report from Fayetteville, N. C., that they will not return to the road this year. He is working as an electrician at Fort Bragg, N. C., and Mrs. Edwards is at their home in Fayetteville recuperating from a recent illness.

PLAN to leave here with my concessions about April 15 for a tour which will start in Missouri and wind up in Texas." Charley Redpath inks from

Write Your Own Head

AROUND Jacksonville, Fla., some of the more ambitious carnival boys were getting jobs at Camp Blinding as checkers, timekeepers, etc., at \$25 to \$35 per. Per week, not per-haps! One of the boys who had landed offered to get a former carnival executive, who was recently making bedsteads, taps, a job at the camp. "Nix on that stuff," was the reply. "I would rather be a belly stick on a winter outfit than go to work at 7 o'clock in the morning." That's the height of something or other, but you will have to write your own head. He might be labeled a dyed-in-the-wool showman, but the moniker attached to towners by the lucky boys—a "mark"—would be a damned sight more appropriate.—BILL NYE.

Springfield, Ill. "Had a good tour last season, especially with my basketball game, on which I've made a number of improvements."

"FLY-BY-NIGHT" used to be a term used for some absentee promoters. Recently in Indiana certain interests tried to make it apply to any and all legitimate amusement enterprises, whether a million-dollar corporation or a schoolhouse entertainer.

ONE of the H. W. Jones bingo units left quarters in Norfolk, Va., to join Sam Frell's World's Fair Shows for opening in Fayetteville, N. C., on March 29. In the line-up are Fred Blyth, manager; Walter McMachen, Lewis Bartley, Henry Palmer, Louis Mercer, and Cy Perkins, agents.

RECENT ARRIVALS at John H. Marks Shows quarters in Richmond, Va., included T. A. (Red) Shutz, mailman and The Billboard sales agent; Charles E. (Dutch) Lester, Auto Speedway foreman; Tex and Rose Leatherman, and Leonard (Skeeter) Garrett, Ferris Wheel foreman.

JOE PEARL writes from Rochester, N. Y., that he will return to the Johnny J. Jones Exposition as mailman and The Billboard sales agent, and that he's looking forward to breaking a few records for sales of The Billboard. He plans to leave Rochester on April 4 for Savannah, Ga., where the shows will open on April 12.

A colored train-crew boy had just asked the boss for money with which to buy shoes. "William," started the manager, trying to impress the boy, "I think our band renders excellent music." "Yassah, yassah," answered the lad, "I likes music as well as yo' does, but my feet is cold."

MIDGE McCLAIN pens from Cross City, Fla.: "Mighty Monarch Shows played one of their best stands of the winter tour here. Shows were billed by H. Burdge and advance details were handled by Nina Scott. N. P. Roland returned here from a booking tour in the North. Shows play one more date in Florida before moving North."

FOR three years manager of the French Casino on Max Gruber's World's Famous Shows and last season operator of the same attraction with Edy Bros.' Shows, Norman Wolf has been inducted into the army. He left Miami on March 17 after a farewell party given him by friends. Shows will be with Edy Bros.' again this year, under direction of Mrs. Elsie Wolf.

MOST circuses get out route cards two weeks in advance to let their people know where they are going. Carnivals as a rule put theirs out on closing week, covering the entire season. They may never know in advance where they are going, but they do have proof that they have been there after it closes.

MRS. CATHERINE OLIVER, operator of her own carnival from 1919 until 1938, and now proprietor of a hotel in New Orleans, was honored at a birthday party tendered her in the hotel on March 23 by showfolk friends. Among guests were Jake and Elsie Calvert Brindline, Matt Press, Mack Oliver, Chester Taylor, Benny Gibson, Billie Swanson, and Bonnie Everton.

SAILOR JACK THROMASON scribbles from Laurel, Miss.: "Stopped over here for a few days to visit my old friend, Tattoo Bill Matthews, and he's helping me frame a new tattoo layout. I'm returning to the road after a three-year absence. Bill has been working his photo gallery and doing some tattooing

here to good results since closing with the side show on Goodman Wonder Shows."

A ride boy stood in front of a grab joint eating a hamburger and watching the fry cook count his money. "Having a good week?" asked the boy. "Yes, indeed," replied the griddle man, "the wolf is no longer at my door." "Gee!" spluttered the ride boy, "I was wondering what you had ground up in this sandwich."

AFTER a successful winter in Alexandria, La., Madison Brothers, concessionaires, have joined the Great Lakes Exposition Shows with their new photo gallery and karmel korn stand. Both layouts are featuring new fluorescent lighting and new tops. Roster includes Pete and Harry Madison, operators; Edna Madison, tinting; Bruce Coughlan, darkroom; Mr. and Mrs. Jimmie Dorrell, art in charge of the karmel korn.

JOHN H. MARKS, widely known outdoor showman, has been appointed a member of the national outdoor committee for the Greek Relief Fund. He received the appointment from Adolph Zukor, chairman of the board, at his shows' quarters in Richmond, Va. Richmond papers hailed the appointment as much deserved, and The Richmond Times Dispatch, in its March 24 issue, published a two-column story, with an accompanying picture on Marks' ability to cooperate and help the fund in a material way.

A concession agent who had closed the season broke was fortunate in getting a job as night porter in a hotel. Every time a showman came in the n. p. would grab his hand and talk to him for an hour. "While this was going on one night the hotel manager called, "George, when you get thru telling that guest how smart you were all last season, get the mop and start cleaning up."

NOTES from Funland Shows by Ted C. Taylor from Columbia, S. C.: Date, which ended here on March 22 under IOOP lodge auspices, resulted in fair business. Weather was cool and a free game prevailed. George Baldwin's Jitterbug Revue joined here, as did Rocco & Martin's new cookhouse. Milam's Girls Revue is doing well, as is Mr. and Mrs. Frank's Penny Arcade and ball game. Mrs. Albert Heth's new bingo is clicking, as are L. E. Heth's bowling alley, cigarette gallery, and penny pitches. P. E. Spain and Tommy Carson are doing good work in the adjusting department. Ben F. Toeh is doing a good job of laying out the lot.

"SINCE closing with Mighty Sheesley Midway last fall, Mrs. May, my brother, J. S. May, Arthur Workman, and I have been wintering in Cocoa, Fla." E. C. May tells from the Florida city. "I've been re-engaged as special agent and we'll leave soon for shows' Anniston, Ala., quarters. My brother and wife will have the cookhouse and Workman will be my assistant. Visited Brevard County Fair, Melbourne, Fla., recently, and Lee Avery, formerly with J. C. Weer Shows, is residing here. The Averages plan to head north with their novelty concession about June 1. Dr. James Fisher, who had the Body and Soul Show with Sheesley, visited Mr. and Mrs. John D. Sheesley at their Monkey Farm near here, and Joan and Dorothy Sheesley, who are attending school in Jacksonville, Fla., spent a recent week-end with their parents. Harry Cramer, who wintered in Miami, also visited."



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Have several terrific rides which will sell some good used Rides, including three late model Rides—three one Dual Loop-o-Plane, complete with track; also one 1-act Rides-O. These Rides are all in fine mechanical condition and can be bought at the right price. Write

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Residues

AT A PUMPKIN FAIR the medical department of a show was located under some trees near the independent midway. In front of the field unit some Indian med pitchers were selling their wares. The show's doctor, who was making his first under-canvas tour, appeared shocked at the line of pitch batter. Calling over a concessionaire, the M. D. said, "That sales talk I just heard was the most unethical thing I ever listened to." The concessionaire, an old-timer, replied, "Remember this, Doc: when you and the pitcher both get old they'll have money, and you may wind up in this business with your ethics."

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Weather Hits Hames At Ft. Worth Expo

FORT WORTH, Tex., March 29.—Cold and variable weather cut into Bill Hames Shows' midway business at the Southwestern Exposition and Fat Stock Show here March 7-16. Weather practically killed night business and rides and shows were forced to depend on matinee rodeo crowds. Elements moderated on both week-ends, bringing out record attendance for those days. Best day was Friday, Kids' Day, when 40,000 took in the 10 shows and 11 rides on the grounds.

Managers at the local show who take the road with the Hames Shows when they go out later this spring include Joe Darpel, Crime and the Birth of a Baby shows, with Mr. and Mrs. Earl Lucas operating the Crime Show and George Poper operating the Baby Show; Jess Shoate will have the Jam and Live Colored Revue, which will play local lots before opening with Hames. Buck Eldred is manager. Club America got off to a late start here, but wound up on a regular schedule.

Dad Pool is manager of the Snake Show, with Virginia Knight working inside. The Side Show will be managed by A. A. Lane, while Wild Bill Strigo will be in charge of the Hawaiian Show. Denny Moore again will have Penny Arcade with it, while Mrs. Pearl Ledel will have the bingo game. Theodore Ledel has the baby rides and concessions. C. C. Allen is in charge of concessions again. He'll also be The Billboard agent. Ray Alexander, local showman, and Willis Hightart, had cow with human skin on the midway for this engagement. Ada Alvarez, fat girl, was on the midway for this engagement only.

Ferne and Candy Groscolonne's ice cream and candy floss personnel included ice cream, Kenny Tilley and Hiram Aude; candy, Homer Hoey, Marjorie Cunningham, Dorothy Studebaker, and Howard Whitell; guess-you-our-age, Al Daly and Jack Lee; scales, W. T. Bulingier, George Cunningham, and Roger Pitcock; peanuts and popcorn, Buck Markley, Bert Smith worked concessions here before joining the Beckman & Gerety Shows. Visitors included Barney Gerety, Mr. and Mrs. Tommy Tidwell, Slim McKnight, and Ed Brewer.

Attention, Joseph Oddi

NEW YORK, March 29.—A telegram sent to The Billboard by Mrs. J. Oddi, 25 Grant Street, Providence, R. I., contains the following request: "Notify Joseph O. Oddi, mentalist, to get in touch with his wife. His daughter dangerously ill."

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110 Monticello Ave., JERSEY CITY, N. J.
NEW USED

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, March 29.—The following men have Selective Service mail at The Billboard's various offices. In some instances the mail consists of questionnaires and in others order number cards. The order numbers are given in parentheses where known. All of these men are requested to send forwarding addresses immediately:

CINCINNATI OFFICE, 25-27 OPERA PLACE

Alaire, Edw. J.
Aldright, Roy Jos.
Allen, Clarence Powell
Andrews, Clifford T.
Archer, H. L.
Avery, Joe W.
Raymond
Baillie, John H.
Baker, Frank J.
Baldwin, Geo.
Haldwin, H. M.
Balog, John Edw.
Barlow, C. A.
Bartlett, Maynard A.
Bauer, Clarence C.
Begel, J. Francis
Benson, Willard Hall
Ber, Frank Almont
Bigney, Roger Emerson
Binder, Herman E.
Bird, Delbert Sam
Blankenship, Walter
Bookman, Charles C.
Borner, W. W.
Bosman, Chas. H.
Bresley, Chas. Clarence
Bright, James Harvey
Briggs, William Carson
Brown, Gilman E.
Brown, Lester Lee
Byrant, James H.
Bullock, Joseph Steve
Burdine, Charles Bell
Bussell, John W.
Butlers, Edw. W.
Byrd, Michael
Cahill, Jas. I.
Cameron, Chas. A.
Cass, Walter Sam
Carter, Andrew M.
Ciancy, Joe Geo.
Cocklaine, Chas. T.
Coffey, Crastin E. (4206)
Cooke, Winston Halston
Coon, Roy James
Covell, Arthur Benj.
Crawford, W. W.
Custer, Robt. Paul
Dakoff, Mike
Daley, Francis Jos.
Daniel, Norman E.
Daniels, Raymond
Derick, Rudy P.
Davis, Ed
Davis, Harry S.
Davis, Robt. Lewis
Davis, Earl W.
Decker, Central Jack
Dobbs, Earl C.
Doekery, Raymond P.
Dunlap, Wilfred
Dunson, Louis Gaston
Duncan, Frank
Eakins, Rodney O.
Edmund, Harry A. (142)
Edwards, Gerald Sayman
Edwards, Herman Douglas
Elli, James Edw.
Farmer, Lewis E. (573)
Farthing, John Martin
Faulstich, L. J.
Faulstich, Chas. T.
Fee, James Leonard
Florence, Elmo
Folk, Dennis
Folke, Alfred L.
Garner, Robert A.
Gee, Robt. Henry
Gibson, Bert Dale
Ginsburg, Anthony Jos.
Gloster, Edw. Jos.
Gould, Frank Charles
Graf, Louis E.
Graham, P. W.
Grant, Harry Lee
Gray, Clifford
Grawton, Robt. F. (257)
Green, Wm. Thomas
Greenberg, Myer Michael
Griffith, Lewis
Grigo, James M.
Grubb, Marion Earl
Guthrie, Curtis A.

Iale, Chas. Walter
Hambright, Albert Clarence
Hammerschmidt, Geo. John
Hammond, Carl J.
Haney, David Benj.
Harper, Eugene A.
Harris, Lewis
Heckman, David Richard
Hector, Frank
Heddon, Harman
Henry, Chappie
Hibbons, Clarence Edwin
Hodges, Cecil Clay
Hoskins, Maynard A.
Hoffman, Woodrow Wilson
Holmes, Harry L.
Hodgson, Fred Ward
Hugh, William Oscar
Hughes, Wm. Howard (111)
Humphreys, Arles
Hurd, Edw. C.
Huskins, Ralph
Jackson, Horace
Jackson, Fred Randall
Jackson, Edward Frank
Jackson, Melvin Thomas
Jacobs, Wesley Lelloy
Janek, Stephen J.
Janney, Ralph E.
John, Frank S.
Johnson, Morris
Johnson, Joseph Steve
Jones, Freddie William
Jones, Roger Lee
Kaler, Carroll
Kane, Michael
Kelman, Walter R.
Keith, Perrell Edw.
Kelly, John Labson
Keller, Allan R.
Kenny, Henry P.
Keselth, Robert
Kiech, Dallas G.
Knight, Jos. Pat
Krause, Walter Linwood
Labelle, Joe A.
Lafors, Min S.
Lamb, Charles
Lee, Edward
Lees, Isaac Newton
Lewis, Lawrence Paul
Loren, Jack Delbert
Lorvay, John Miller
Lukens, Harry H.
McCumber, Leslie Curtis
McGire, Richmond
McLaughlin, Wm. Garrett
McPak, James Monroe
Mackey, Chas. Lester
Makley, Wilson P.
Malley, Richard (184)
Malone, Paul Webster
Mark, Steve Mitchell
Martel, Camille Jos.
Masson, Adolfo P.
Mathews, Robert F.
Matthews, James
Meagher, Herbert Joe
Meach, Ben R.
Meyers, Joseph
Miller, Ralph Arnold
Miller, Harvey A.
Miller, John L.
Miller, Howard Holt
Miller, Richard H.
Miller, Frank
Miller, Cole
Mills, Madison Elmer
Mitchell, Alfred Elmer
Mitchell, Bob Dick
Mittels, Edward H. E.
Montello, James T.
Moore, Ralph Everett
Moore, Thomas
Moore, Michael Jos.
Morgan, Richard H.
Morley, Donald V.
Morris, James Mill
Morrison, Robt. E.
Morrow, Matthew Jas.
Mroczak, George Jerome
Murry, Louis Neil
Myers, Lucky Vye
Nagle, Michael Andy
Nicholas, Jake Green

Nixon, Ezra Frank
Nubson, Elmer Theo.
O'Brien, Jas. Pat
O'Brien, Michael
O'Neil, Patrick John
Oakley, Julius Leroy
Ortmann, Joe James
Owen, George (69)
Painter, Robt. Stanley
Park, George
Parkinson, Wm. Harry C.
Patterson, Harry H.
Payne, Raymond Lee
Perez, James
Petelle, Wilfred E.
Peterson, James
Pettis, Wm. Randolph
Pias, Stanley Jos.
Plek, Milton L.
Pompenant, Anthony
Pompenant, Art
Pope, Forrest O.
Poplin, Chas. Marion
Porter, Earl C.
Posey, Jas. Henry
Price, Wm. John
Pursell, John Wm.
Purvis, Howard
Purvis, Walter
Ragland, Phillips Thomas
Ray, Glen Dennis
Reid, Coo Lee
Ristick, Louis
Roberts, Gerald H.
Rogers, Clem (13)
Rumulation, Charles Elmo
Ruchensover, Harold Earl
Shannon, Bert
Shepherd, wandy
Sherrard, Richard B.
Shoemaker, Robt. P.
Shore, Hyman
Shreve, Albert H.
Shuman, Ivan G.
Smith, David
Smith, Willis C.
Smith Jr., Geo. Edward
Snyder, Michael G. (288)
Stanley, Frank (230)
Stanley, Chas. W.
Stanley, Steve
Stephenson, Philip Leslie
Stiles, Eugene Rufus
Stover, Jas. Madison
Stout, Wm. W.
Streeter, Jas. W.
Struck, Ellsworth Al.
Stuart, Clyde Jas.
Sullivan, Kolome
Sutton, Kenneth
Synok, Leonard S.
Tan, Alex
Taylor, Henry C.
Taylor, Howard Ray
Taylor, Wesley Allen
Terry, Henry Carroll
Thomas, Arthur
Thompson, John Jos.
Tomson, Robert
Trotter, Pat Ambrose
Usher, Wm. Thomas
Valentine, Roy O.
Van Housen, Lawrence E.
Vander, Howard Holt
Wapnick, Nathaniel
Ward, Clyde Cornelius
Ward, Wm. F.
Washington, Jr., Nelson
Watts, Herman Hartwell
West, Allen Boris
Western, Glen J.
Western, William Franklin
Whitney, James John
Wiggins, Roy
Witt, Richard Lee
Wolfe, John L.
Williams, Lewis Henry
Wilson, Alfred J.
Wilson, Clark Douglas
Wilson, Harry Joe
Woodard, Russy W.
Wollard, Robert Lee
Woolsey, Floyd
Zupans, August Victoria

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Sims, John

CHICAGO OFFICE, 155 NORTH CLARK STREET

Storick, C. R.
Talley, Clifford Burnell
Walters, Verne Frank

JOYLAND BOW OKEH

(Continued from page 30)

technician. Rides: Chairplane, Roy Stevens; Joe Liddo, assistant; Ethel Ladd, tickets. Kiddie Auto Park, Chris Dunbar, foreman; Tommy Quilan, assistant. Mix-Up, Patches Parker, foreman; Joe Windell, assistant; Mrs. Joe Haines and Aileen Woodridge, tickets. Merry-Go-Round, Lee Cole, foreman; Ernest Nicholson, assistant; John Mack, platform; Joe Morton, tickets. Cellophane, Marie Kinick; Marie Cecchini, tickets. Whip, Johnny Stapleton, foreman; Joe Grovie, assistant; May Clover, tickets. Speedway, Claire Dunbar, operator;

Paul Hopkins, assistant; Mrs. Dunbar and Josephine Beardsley, tickets. Ferris Wheel, Bill Corbett, foreman; Tom Keown, assistant; Ida Kast, tickets. Pony Ride, Byron Kast, owner-operator; Mike Corvalla and Gene Hume, grooms; Nina Showers, tickets.

Shows

Athletic, Ed Kanthe, manager; Biggy Leuser, Jerry Tunnell, wrestlers; Joey Middlefield, boxer; Ada Meyers, tickets. Dazzling Olga, Lawrence Lalonde, manager; Jack Curtis, front; Vera Lalonde, Quintette Tolson, Judy Farrell, Circus Side Show, R. O. Gonzales, manager; Jimmy Osterle, front; Tom Fontanec, human ostrich; Cleve Turnauer, odd

man; Nona, sword box and knife ladder; Thomas; Deville, human pin cushion; Marjorie, illusions; Tucumcari, magician; Diablo, fire eater; Florine, iron-tongue girl; annex, Jason Mason, electric chair; Mayville, human oddity; Marcelle, fish girl.

Concessions

Cookhouse, Bob Rigby, manager; Pete Miller, chef; Ralph Robinson, Torey Peana, and Hugh Mcgridge, countermen; Steve Joiner, kitchen help; Alida Huntslon, cashier. Photo strips, Hazel and O. D. Barles. Pans game, William D. Sinclair, Earl Hockwell, Bill Steel. Ball game, Sonnie Bennett, Hoo-la, W. H. Payton, Mr. and Mrs. Leon Whitney. Corn game, Ted LeFors, manager; Harold and Beanie Lang, Carl King, and Curley Browder, agents. Balloon dart, Ted LeFors, Royal Freeman, Billie Moore. Penny pitch, Frank Freeman, Joyce, Popcorn and candy apples, Mr. and Mrs. Chris Smith. Roll down, Jack McDonald, Bill Volton, Jimmie O'Neal, Tom Kennedy. Radio store, Joe Thorpe, Gene Radeau, Mike Sommers. Diggers, Harry Mollenmer, Harry Brander. Name-wood, Jack Parsons.

Cigarette store, Harry Moore, Clay Neink. Pitch-tally-woo-itch, Jack Freeman, Murray Oda. Cigette store, Al Miller, Clay Neink. Roll down, Eddie Harris, Paul Hoffman, Harry Barron, Dave Gordon, Joe Thorpe, Pete Corvalla. Ham and bacon, Jack Moore, Tim Munsely. Nail store, Bob Robbins. Piaster and novelties, Mr. and Mrs. C. E. Enfield, Mable Van Wyck. Four-way ball game, Ambrose, Louie Malinar, Cane Rack, Tom Oesterle, Fay Winwright, Blankets, Clay Heady, Jack Steele, Tommy Boynton. Ball game, Thomas McDow, Dale Goro, String game, Bud Crooby, Hymie Morris. Radio store, Hugh Nelson, George Huntley. Spot game, Walter Payton. Jewelry, Sid Hoser, Maury Horwath.

Guests

Guests on PCNSA Day who registered up to 4 p.m. were Mrs. Harry C. Rawlings, Mr. and Mrs. Richard and June Rowling, Vic. Ray, Gladie McCoy, Johnsons; Bert Chipman, George Reim, Doc Jones, Pete Kortas, Ross R. Davis, Al and Babe Miller, Rita Palmater, Mrs. Joe Krug, Allerta Poeter, Mark and Ruby Kirkendall, Mabel Nohsteten, Mrs. Frances Haswell, Theo Kirkendall, Joe Duran, Vic Johnson, W. D. Ament, Ben Berio, Harry McCarthy, Mrs. H. E. Leonard, Harry Amundson, Frank E. Smith, Jimmie Gallagher, J. E. Smith, Etsa Haden, Minnie Fisher, Harold, Harry, Bobbie, and Grace De Garco; Virginia Hunt, Florence Denby, Mr. and Mrs. Herbert Hopkins, Milt and Pearl Runkle, and Ted and Marlo LeFors.

William D. Sinclair, Mr. and Mrs. Shirley Clyde, Mr. and Mrs. John H. Houghtaling, Kay Billings, Barbara Robertson, Loyal Clay, Gladie McCoy, Ollie Hendry, John Parsons, James Gallagher, Mr. and Mrs. E. A. and Arthur Bonham, George Beeson, Hoy Brown, Chad Wilhardt, O. H. Hilderbrand, Doris Carlson, Lucille Corbett, and Bob Linn.

Bertha Ladd, Rita Miller, M. R. Freeman, H. Fabricano, Lee Reynolds, Mrs. Lean Cole, Harry Williams, Mack Bernard, Joe Mettler, Joe Millette, Pat Morgan, Edith Howland, Fred E. Miller, Ed Hornick, Mr. and Mrs. E. Miller, Harry Barrows, Kenneth Held, Chief White Cloud, Rex Thomas, Ray Goodenough, H. W. McClelland, Rose Westlake, Chuck Stevens, Jimmie Murphy, Bill Myers, Eddie Stewart, Snooky Knight, Claude Baris, Johnny Kearns, Charley Haley, Bill Nelson, Vivian German, Billie Mack, Mrs. Stevens, George D. Hensley, Tony Stoningham, Merle Austin, Dot Sheridan, Georgia Billings, Patricia Reynolds, Emily Miller, Bunice Absp, Mildred Kennedy, Mr. and Mrs. Burns McCallister, Mr. and Mrs. Leo Haggerty, Mr. and Mrs. Ed P. Walsh, Sid Burmand, Joe Maxwell, Sammy Cooman, Mr. and Mrs. Joe Horvath, Mickey McClelland, Mr. and Mrs. Thomas Hennesbury, and Robert Winslow.

Tim Jordan, J. E. Smith, Joe Acropolis, Herman Steen, Vivienne and Rudy Jacoby, G. E. Moore, Mr. and Mrs. Eddie Sherman, Goldie Quisenberry, Harry Strickland, Morris Brooks, Ralph Toussaint, Mr. and Mrs. James O. Dodsworth, Mr. and Mrs. Quentin Hayne, Earl McKinley Harvey, Mr. and Mrs. Ames McCarthy, Mr. and Mrs. Jack Cartwright, Joe Bellamy, Cedric Harding, John Stratton, Perry Odoric, Mr. and Mrs. Hugh Barnard, Fred Haynes, Clyde Gooding, Georgia and Johnny Busch, Harry Monte, Homer McQuillan, Bart Surehour, Mr. and Mrs. Herbert Usher, Harry Levi, Curtis Little, Jack Mallory, Louis Edman, James Roberts, Belle Bernadum, Charles W. Miller, Mr. and Mrs. Arthur Markbreit, Bill Dyde, Oscar Holland, Mack McCoy, and Eddie Selby.

Wind and Rain Mar R. & W. Inaugural At Kerrville, Tex.

WACO, Tex., March 29.—Reynolds & Wells Shows opened a week's stand here on March 17, coming from their opening engagement in Kerrville, Tex., which was marred by high winds and rain. On closing day at quarters in Yoakum, Tex., the chamber of commerce tendered the personnel a banquet in appreciation of the business given firms during the winter. Shows were invited to return there next year. Shows have been reported and several new features added.

Two more rides, stored in Missouri, will be brought on soon and the staff, with exception of J. Neal Lanigan, who joined as chief electrician on January 20, remains the same as last year. It includes L. C. Reynolds and H. Wells, owner-managers; H. Wells, auditor; W. J. Lindsey, general agent; J. Neal Lanigan, chief electrician; L. P. DeHealey, assistant; E. J. Ryan, special agent; Fred Miller, office utility and front entrance; Jimmie (Kokomo) Morrison, The Hibbert sales agent and mailman. Dutch Waldren constructed a new cookhouse and has a large and efficient crew in charge.

Rides

Ferris Wheel, Tex Baker, foreman; Mrs. Baker, tickets. Tilt-a-Whirl, Jay Brazel, foreman; Frank Robinson, clutch; Al Patzold, tickets. Merry-go-Round, Jack Riley, foreman; L. M. Pritchard, clutch; Harold Mapes, tickets. Octopus, Robert Crowley, foreman; Ted Crowley, clutch; Mrs. Mary McClanahan, tickets. Rolloplane, B. Parks, foreman; N. Smith, tickets. Pony ride, Ralph Binning; Mrs. Binning, tickets. Kiddie Auto, Mrs. Jack Riley, tickets; Jackie Riley, clutch. Raymond Taylor has a new Penny Arcade, penny pitch and eight stock stores.

Concessions

Hoop-la, Mary McClanahan; Homer and Judy Friend, photo gallery; Leona Crow, ball game; Madame Ray, palmistry booth; E. Reynolds, popcorn; Mrs. H. Wells, diggers; D. LeVeur, gold wire; Sam Leiberitz, corn cobs. Shows: Athletic, Pat O'Day; Giggle Alley Funhouse, Harry Howard, operator; Monkey Motordrome, Robert Barnard, owner; Johnnie Shimnik, operator, Montektown, I. E. Nolte; Jack Beauchamp, trainer. Paris, B. B. Pike, talker. Musical Revue, Bert Melville, manager; talker. Mrs. Melville, tickets. Jungle land, John DeLand; Chris Nelson, front. Uncle Josh's Farm, Mr. and Mrs. I. E. (Whitney) Nolte. Snake, P. C. Johnson, operator. Richard Hard has the Circus Side Show with 15 acts. Mrs. Peggy Reynolds and Lyte Wells celebrated birthdays this week.

Recent visitors included Dee Lang and Harrison Waite. Mr. and Mrs. H. Norman Smith plan to bring their Motordrome on soon.

HOCK EQUIPMENT

(Continued from page 30)
here Thursday, while property purchased from Vaught and Mrs. Landes arrived yesterday and today. Work of overhauling and repainting began immediately.

Crowley will operate several concessions and rides on the shows. John Gallagher, who lost several rides and much concession equipment in the fire, accompanied Hock to Kansas City, where he purchased new rides and concession and motor equipment, which he will operate on the shows.

OUTING OF NSA

(Continued from page 30)
Harry E. LaBrecque, Mr. and Mrs. John McCormick, Mr. and Mrs. Joseph Landy, Mr. and Mrs. Sam Spitz, Mr. and Mrs. Herman Cohen, Mr. and Mrs. L. E. Pink.

FOR SALE

Best, each offer. Most amazing Headless Woman illusion ever created. Built in cabinet, velvet curtains, polished floor, colored lights, wide shaft. Can be shown within 1000 ft. of audience. Complete with two beautiful 40x60 colored blow-ups. Also you need a girl and a girl, but you must obtain your own girl.

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WANTED RIDE HELP

Ferris Wheel and Merry-Go-Round Foreman. Roy Smith, James Mullis, wire all sizes. Will work for good flat rates for all of Dallas Region, Charlotte, B. C. MURRAY JACKSON, 309 Fayetteville Ave., Bennettsville, S. C.

Mr. and Mrs. Marcus Katz, Mr. and Mrs. Mark Goldfarb, Mr. and Mrs. Moe Elk, Mrs. Charles Holts, Blanche Henderson, Mrs. Dolly Udowitz, Mrs. Mack Harris, G. A. Simson, Miss S. Rosenblatt, D. D. (Daddy) Simmons, Fred Murray, Mildred Ford, Mrs. Jack Feldberg, E. Guralsky, Phil Cook, Ethel Gross, Irene Greene, Mr. and Mrs. Joe McKee, Mr. and Mrs. Charles (Doc) Morris, Doc Morris Jr., Lillian Mincer, Mr. and Mrs. Joseph Rinaldi, Al McKee, Mr. and Mrs. John Moran, Anna Halpin, Mrs. S. Nall, and John M. Liddy.

Liddy, club's executive secretary, headed a delegation welcoming Max Hoffmann, NSA counsel, who has been recuperating here from an illness. Hotel arrangements were under the supervision of Brother Bob Shrage. It was announced that a contribution to club's fund was made by the hotel in line with a customary arrangement in which 50 cents of each 85 ticket is turned back to the organization.

GALLER OPENER GOOD

(Continued from page 30)
Powell Shows: Mr. Marshall, I. E. Bennett, Livingston Park Zoo, Jackson, Miss., and Mr. and Mrs. Roy Littleton, formerly with the P. H. Bee Shows. Roeter includes Joe Gallier, owner-general manager; Jack Oliver, business manager; Harry G. Starbuck, secretary; Mrs. Josephine Gallier, treasurer; Charles Sayre, auditor; J. Hooper, lot superintendent; Russell Cooper, chief electrician; Oliver Eddy, master mechanic; Pat Brown, construction superintendent.

Rides

Ferris Wheel, W. P. Fairchild, foreman; A. D. Smith, second man. Tilt-a-Whirl, Carl Harvey, foreman; Joe Samokos, second man; Mrs. Oliver Eddy, tickets. Merry-go-Round, Fletcher Barnes, foreman; Caldwell, second man. Octopus, John Arts, owner; Ted Evans, foreman. Chairplane, J. W. Western, owner and operator. Kiddie Rides, Mrs. Homer Pinley, owner. Pony Ride, John M. Willander, owner.

Shows: Funhouse, Rupert Freedman, manager; Mechanical Village, Cal Lamberton, owner-operator. Lola, Gertrude Brown, owner-operator. Garguina, John M. Willander, owner-operator. Side Show, Billie King, operator; Mrs. Billie King, assistant. Minstrel, Date Circuit, manager-talker. Land: Don Conway, leader and sax; Jap Lovelace and Daniel Bennett, trumpets; James Thomas and Alex Alpha, sax; Leon Mansford, piano; Jimmie Mitchell, bass; James Wallace, drums; E. H. Bass, trombone; Geachie and Pee Wee Jones, comics; Iron Man Travis, straight. Chorus: Tecora Walker, Bertha Schuler, Dorothy Lewis, and Rosa Bass. Free act, Mr. and Mrs. John M. Willander's educated ponies, dogs, and monkeys.

Concessions

Corn game, Mr. and Mrs. Joe Hamilton, owners; Cotton Swartz and Floyd Rawls, assistants. Ed Sweeney, cigarette stand; George O'Hearn, candy wheel; Peggy Lamson, diggers; grab and juice stands, Mr. and Mrs. Jesse Harrison; Soss candy and candy apples, Mr. and Mrs. Stephens; merchandise store, J. E. Cooper and son, Carl; popcorn, Harry Kimmel.

Mr. and Mrs. Guss Littla have five concessions, with Jack Devoe as assistant; Ray Sager, pitch-tilt-who-win; Sam Weiner, two concessions; penny pitch, Lorraine Cooper, Pearl Martin, and James Frances. Ball games, Pat Curtis, Betty Savage, Carrie Pearl Harvey, and Mabel Samokos; fishpond, Mrs. Hooper; hoop-la, Mr. and Mrs. C. D. Taylor; lead gallery, Mrs. Pat Brown; scales, Morris Glens; novelties, Dick Sedgel; popcorn, Mrs. Joe Hamilton; blankets, Vic Campbell, O. A. Cockrell; blankets and novelties, Charles Goad; palmistry, Jessie and Mary Western; cigarettes gallery, Doc Angel; rollo game, Lucille Starbuck; George Johns, agent; frozen custard, Mr. and Mrs. Earle Crane and son, Jack. Mr. J. Western has the photo gallery. Cookhouse, Arthur Walker, manager; griddle, Lee Sullivan; cook, Minnie Bird; waters, Al Weir, Watson Reed, and James Watts. Hillbilly Show, Dorothy Brown, operator; Doc L. E. Brown, lecturer and tickets. Girl Show, John and Lillian Laye, Eileen Schult.

BALLYHOO BROS.

(Continued from page 30)
route that it has instructed the show's mailman and The Billboard agent to order his copies of The Billboard to be sent in care of The Billboard's Cincinnati office and has asked the mail forwarding department to send them on.

This State collects 2 per cent tax on the gross sale of tickets. Not being permitted to give out our record-smashing

gross here, we are, however, allowed to state that we donated toward the State's welfare a sum far over the \$3 mark. Visitors during the week included Mr. — and wife, general agent Gate and Banner Shows; Mr. — wife, and house trailer, general agent Duke and Shilling Odorless Midway; Mr. — and his secretary, general agent Drawhead Sisters' Cultured Carnival, and Mr. — general agent Barnstorm Bros. Great Bender Shows. He was accompanied by his billposter, special agent, bannerman, press agent, and our committee from the next town on our route. All are eagerly looking forward to our next spot, always a proven red one, at — MAJOR PRIVILEGE.

WITH THE LADIES

(Continued from page 30)
of Mr. and Mrs. O. N. Crafts and the Orange Show management. Lunch and refreshments were served, and Roy E. and Mary Ludington and Spot Ragland kept the guests entertained. Ruth McMahon and crew served the food and no one was overlooked. Ruth McMahon, Spot Ragland, and Mr. and Mrs. Crafts were among the many I visited. Harry W. Hennies, Hennies Bros.' Shows, was a guest where I stopped and an early feast of bacon and eggs was in order. Harry seemed to be enjoying the West Coast hospitality. The PCSA Day at the Orange Show is an annual spring feature for the Pacific Coast Showmen's Club, and Marybelle and Orville Crafts are keeping the tradition alive by knowing how to entertain and making everyone feel welcome.

En route home, we stopped at Burlingame, Calif., and picked up Mrs. Lee Eyerly, who had been visiting her daughter, Betty, who was married New Year's Day, at Fillmore, Calif., we visited the Arthur Mighty American Shows and Walton de Fellatton. The tall stories Walton told of the recent rains the shows encountered are hard to believe, but they must be true if Walton tells them. At Fruitvale, Calif., we stopped at quarters of the Foley & Burk Shows and were entertained by John Morton, formerly of Snapp Shows, and Mr. Barnes, who made us welcome and showed us thru quarters. We also visited Mr. and Mrs. Solomon Sheppard, who live in a beautiful apartment adjoining Sheppard's workshop. Mrs. Sheppard entertained us and showed us several beautiful crocheted tablecloths and bedspreads she made. She also introduced us to her daughter, who has her own play room, radio, and many unusual toys. Mrs. Sheppard is the former Effie Ramsey, of the Johnny J. Jones Exposition.

We returned home late the night of March 21 to find Bill Smith, secretary Forsythe Rides, a visitor. Bill spent most of the winter in Southern Oregon and says the fishing was good. Harry and Frankie Eyerly operated the new Fly-o-Plane ride at San Bernardino, and Jack Eyerly, with his uncle, also visited during the week. Jack arrived here one day late for the arrival of a son, who was born March 17. He was named Jon Eyerly, after his great-grandfather.

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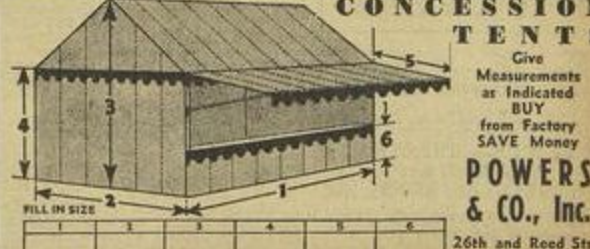


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Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, March 29.—Past President J. C. McCaffery was in the chair at the March 21 meeting. With him at the table were Treasurer William Carsky, Secretary Joe Streiblich, and Past President C. R. Fisher. Membership committee presented applications of Jack J. Wetner and William L. Humphrey. They were credited to Neil Webb and Lee Sloan. Harold Dabroe is expected to leave the hospital soon. Curtis Velare left for Tampa and Jack Lydick, James Murphy, Judd Goldman, and Tom Rankins are still confined. Brother Maxie Herman sustained a paralytic stroke. Brother John Sloan was painfully injured in an auto accident. Brother Lee Sloan's final report on the spring party showed a profit of \$1,940.70. Brother M. J. Doolan was given a rising vote of thanks when he presented a check for \$1,513 to the Showmen's Home Fund, the result of a bingo held by Brother Doolan and associates. Brother George Terry brought message of thanks from Willie Shore for the honorary membership and gold card presented to him recently.

Members expressed regret over disaster to the Imperial Shows. The death of the father of Brother Bernie Mendelson also cast a gloom over the rooms. John Alexander Pollitt was a guest at the meeting. Action by board to decide the terms on past presidents who serve on the board of trustees resulted in the following: Frank P. Duffield, five years; J. W. Conklin, four; J. C. McCaffery, three; Sam J. Levy, two, and Edward A. Hock, Milton M. Morris, C. R. Fisher, and Ernie A. Young, one each. Brother Al Rossman reported increasing interest in the 1942 Outdoor Amusement World Directory. Lou Leonard and Dave Picard left for Detroit.

Izzy Brodsky was on the sick list for a few days, and Maurice Helman visited. Sighted around the Sherman Hotel re-

cently were J. D. Newman, Dan De Brugh, Dick Scatterday, J. C. McCaffery, Dan Odory, Nate Eagle, Jack Tavlin, Howard Barry, S. L. Cronin, Paul Delaney, John A. Pollitt, Clint Finney, Rube Liebman, and Leo Overland. Charles T. Goss was in town on business and called at the rooms. Ray Diebert was a guest of Al Sweeney at the rooms. Brother William D. (Bill) Bartlett, chairman of the League's recent Miami benefit, sent a check for \$44,110. Irving Malter was in town for a day. Harry W. Hennes sent in two more ads for the Outdoor Amusement Directory.

Ladies' Auxiliary

Club held a social on March 21 at the Sherman Hotel, with First Vice-President Mrs. William Carsky as hostess. Beautiful prizes were awarded. Past President Nan Rankine returned from a vacation in Miami, and Mrs. Nate Hirsch is recuperating at home from a serious illness. Sis Dyer Night will be held on April 4 at the Sherman Hotel. Mrs. Lew Keller will be hostess, and tickets, priced at 50 cents, are available thru any member or Mrs. Keller.



National Showmen's Assn

Palace Theater Building
New York

NEW YORK, March 29.—President Max Linderman presided at Wednesday night's meeting. Other officers on hand were Secretary Sam Rothstein, Treasurer Jack Greenspoon, Dr. Jacob Cohen, and Executive Secretary John Liddard. Two new members, George Rosen, sponsored by John Liddy, and Benjamin Levine, sponsored by Harry Sandler, were accepted. Members were sorry to learn of the death of Brother Prince Nelson. The clubrooms soon will have a bronze memorial plaque on which the names of deceased brothers will appear. Brother Jack Iochter received thanks from members for his efforts in obtaining information and sketches of the proposed plaque.

After the meeting motion pictures of the Atlantic City Spring Festival were shown. Brother George Bernert has been commuting between New York and Springfield, and Brother Harry Kaplan is known as the perpetual commuter between New York, Atlantic City, and Baltimore. Remember the fourth annual banquet will be held in the Hotel Astor on November 26. Delinquent members again are reminded that dues are always in order. Who not send yours now?

Brother William (Bibs) Malang left the hospital and is visiting the clubrooms again. Brother Phil Isler also is a constant visitor. Brothers Peter Richards and George Rector left for Louisiana. Birthday congratulations to Ray Curtis, Michael Puzek, Julian Ross, April 3; Arthur L. Hill, Herman Bantly, Philip DeCio, Joseph Prisco, John E. Anderson, Harry Lewis, Milton, Paer, S. D. Stack Hubbard, Bert Nevins, John J. A. Winkler, Jack Gilbert, E. William J. Malang, Charles Lawrence, Al Darius, 7.

Ladies' Auxiliary

A short business meeting on March 27 was presided over by President Midge Cohen. A good crowd attended. Board of governors decided to start the 1941 membership drive, under Chairman Sister Bess Hamid, on April 15. Lillian Misner, a new member proposed by Sister Agnes Morris, was welcomed, as were a number of the older members who had been away for a long time. Among them were Agnes Burke, Leah Greenspoon, Edna Riley, Edith Friedman, Rose Levine, Pearl Meyers, and Flora Elk. Jean Davis, Rose Lange, and Frances Fournier advised this would be their last. All will leave next week to join their shows. At adjournment refreshments were served, with Dode Allen as hostess. The Atlantic City outing was a pleasant interlude for the 30 members who attended, and every minute was enjoyed to the utmost. A special vote of thanks was extended to Molly and Sam Spitz for providing gardenias for the women and carnivals for the men. Don't forget the Secret Pal Night on April 9. Sister Ida Rosoff is reported on the sick list.

Pacific Coast Showmen's Assn

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

LOS ANGELES, March 29.—First part of March 24 meeting was given over to memorial services for club's late Vice-President Patrick A. Armstrong, who succumbed to injuries sustained in a traffic accident on March 14. Rostrum and assembly room were decorated with floral offerings, and the eulogy was delivered by Chaplain Harold A. Ludwig. Numerous letters and wires of sympathy and condolence came from nearly all of the Western shows. In the passing of Armstrong the club mourns the loss of a brother and friend whose chief and constant aim was to do good for others. Regular meeting got under way with President Joe Gray presiding, and Vice-President John E. Ward, Past Presidents Harry Seber, J. Ed Brown, and Harry Hargrave, and Secretary Pop Ludwig also on hand.

Henry Myers is recovering from his illness, and Charles Guberman, also on the sick list, would be pleased to have friends visit him. Sam Dolman reported these reinstatements and new members: John T. Parsons, Sidney Benedict, Peter Kortes, John Kearns, T. J. Free, Jack Gordon, and Charles Earl Miller. Abe Lofson reported the convention committee's plans are progressing and Al Weber outlined efforts for the annual anniversary. President Gray announced the appointment of Ralph P. Losey as chairman. Harry Rawlings gave a detailed report on the National Orange Show and Crafts Shows' cavalcade and party, and President Gray thanked all concerned for the success of the event. Joe Gelb, of the Showmen's League of America, won an award, and the Lion's Head parade brought a neat sum. Brother Leland Garland, formerly of Zeigler's United Shows, was inducted into the army and is at Fort Hill, Okla.

At the suggestion of Past President Ed Brown the house committee was requested to have a life-size portrait of Brother Pat Armstrong placed above the rostrum. Brother Charlie Albright is in Oakland, Calif., recovering from a recent illness. A vote of appreciation was given Chaplain H. A. Ludwig for the impressive manner in which he conducted the memorial services. O. H. Hildebrand made his first appearance in many meetings and was welcomed. He advised that Bert Warren is ill at his home, 1023 South Maple Street here, and would like to read letters from friends. This was President Gray's last meeting, as he left for Douglas Greater Shows. Pinch-hitting for him will be Vice-President John E. Ward.



Michigan Showmen's Assn

156 Temple Street
Detroit

DETROIT, March 29.—The first spring meeting on March 24 was well attended. Harry Ross, president, and Jymie Stone, first vice-president, wired their regrets at being unable to attend, both being en route from Miami. A. O. (Pop) Baker, second vice-president, presided in their absence. All business matters were reviewed and statements of conditions were heard from the various committee chairmen. All reported satisfactory progress.

Harry Wish, entertainment committee chairman, announced that plans for the annual Spring Party are completed. It will be held on April 15 in the Club Trocadero. All visiting showmen are welcome and urged to attend. Brother Louis Wish returned from a winter in California and is residing in his concessional home in Eastwood Park. Brother Mannie Brown returned from Florida.

Brother A. Magid attended his first meeting in some time. Lou Leonard, of the Showmen's League of America, visited the rooms this week. He reported he will leave soon to join the Conklin Shows.

Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., March 29.—Regular weekly meeting was called to order by Second Vice-President Neal Walters, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also present. A card of thanks came from Floyd G. Pagg for club's floral offering. Brother Elmer P. Houston returned from a trip to St. Louis and reported he visited the John Francis Shows at Waynesville, Mo., and Mac's Caravan and stated both were doing good business. Brother W. J. Lindsey was here on business, as was Brother Bud Anderson, who came in from quarters at Emporia, Kan.

Jackie Wilcox will leave here on April 1 for Emporia, Kan. Jimmy Porter, well known in outdoor show business, underwent an operation at Trinity Lutheran Hospital. The lower half of one leg was amputated and it is stated that another operation may be necessary. He would like to read letters from friends.

Frank Capp recently acquired the Baker-Lockwood Tent & Awning Company stock for disposal. Brothers Chester I. Levin and Slim Johnson are back in Little Rock, Ark., where they have opened a new store. Chairman of the banquet and ball committee reports that all arrangements have been completed for the annual event, which will be held this year at the Hotel Continental. Invitations will be sent to all outdoor showmen, fair secretaries, and mercantile supply companies.

Ladies' Auxiliary

Regular meeting in the clubrooms on March 21 was presided over by Ruth Martone, president. Sally Stevens was appointed warden and a thank-you card was read from Carl Springer, who was a letter of congratulations on club's recent anniversary dinner from the Ladies' Auxiliary, Pacific Coast Showmen's Club Association. A letter from Viola Fairly reporting the serious illness of Marie Jones at Fort Worth, Tex., also was read.

Night's award, donated by Tricie Clark, went to Hattie Hovak. Jackie Wilcox passed the penny box. Lettie White lettered greetings from quarters of the Daysinger Shows. Meeting was dismissed by Chaplain Duncan, and many remained in the rooms for cards.

W. E. West Motorized Carnival

Opening Saturday, April 12

Main Fun Booth, Car, Ferris Wheel, etc. New looking Shows and Concessions. Manager for Atlantic Show and Midwest at Hillsdale, Concession Agency, Mas. or Man and Wife to run Photo Studio. Good Corn Game April that can call. All communications to BOX 176, Cherryvale, Kansas

WANTED

1866 Tent Show, or Outdoor Amusement for open lot in amusement section Ibarra Beach, Mass. 110' front by 125' deep.

TOM HARDING

Virginia Reef

Pryor's All State Show

Opening 1941 season May 3rd, Chesapeake, Ohio. Will book small Merry-Go-Round, Loco-Plane or Bell-to-Plane, 36 seats, without cone outfit. Want Showmen's Assn. Concessions. Here opening for few legitimate Concessions (No Ball Shows) by Sales and Shows. Parker Merry-Go-Round, good condition, \$500.00 cash. All addresses: JACOB PRYOR, Box 613, Little River St., Miami, Fla.

SECOND-HAND SHOW PROPERTY FOR SALE

\$12.50—Mounted Life Size Tiger Head, bargain. \$10.00—Hand Made Fair Machine, working order. Tent, 20x40—With sides and poles, cheap. National Candy Flow Machine, with recipe, cheap. \$5.00—Electric Rest Wagon, fine condition. Want to buy Handmade Shows, Triggers, and Electric Displays. WEIN'S GURIBERTY SHOP, 20 S. 2nd St., PHILADELPHIA, PA.

FOR SALE CHAIRPLANE

with Warlike Organ & 20 Engines, in A-1 condition. GEO. YAMANKA, World of Mirks Shows, Richmond, Va.

Tivoli Exposition Shows

Want Girl Show and other Shows that do not conflict. Concessions that work for stock. Jean Mercer and R. K. McRay want for Side Show—Magician, M.C., Left Reader, Yaffee Artist, Red Tamm, Jolly Mac, and Jim Doran, please write. Captain Andrews, come on at once. We open April 12th. Our spring route takes us thru defense program territory, 16 Fairs and 10 Celebrations later. Address: H. V. PETERSEN, Joplin, Mo.

WANT

FREAK TO FEATURE

For Johnny J. Jones Exposition Side Show. Want other good attraction. Grace McDaniel, Medina, or any other. Good proposition. Can place Pop Eye Impersonator and Pin Cushion.

STARR DE BELLE

De Land, Fla.

W. S. CURL SHOWS

Opening May 3rd, Madison, Ind.

Concessions—Want Fish Pond, Pitch-TED-U-Win, Bowling Alley, High Lifter, Hoop-La. Concessions that put out profit. Shows with own outfits that are capable of getting business. Also 16-18 ft. Want Man for new Tilt-a-Whirl. Must know the show, be sober and reliable, also drive semi-trailer. Play boys, save four stamps. Address: W. S. CURL, Box 27, London, Ohio.

WANT FRISK GREATER SHOWS

WE HAVE AN UNSURPASSABLE ROUTE OF FAIRS AND CELEBRATIONS. Want Bell-to-Plane, Union Show, Circus, Dime, and other outstanding Shows. Want Office Man. Kenneth Brown, write. Address: No. Little Rock, Ark.

Anderson-Strader Shows, Inc.

New looking Shows and Concessions. Open in April. Have 16 fairs and celebrations booked. Address: ANDERSON-STRADER SHOWS, INC., 216 South Topoka, Wichita, Kansas

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following quantities: 100 cards, \$1.00; 50 cards, \$0.50; 25 cards, \$0.25; 10 cards, \$0.10; 5 cards, \$0.05. Remaining cards, \$0.05 per 100. No. 140 — Extra Heavy Green Both Sides. Per 100, \$3.00.

3000 KENO

Made in 30 sets or 100 cards each. Played in 2 rows across the cards — not up and down. Light-weight cards. Per card, \$0.05. 100 cards, \$5.00. Calling markers, \$3.00.

All Bingo and Keno sets are complete with wood markers, tally and direction sheets. All cards size 5 1/2" x 7 1/2".

LIGHT WEIGHT BINGO CARDS
Black on white, postal card thickness. Can be replaced or discarded. 2,000, \$4.97, per 100. \$1.25 in lots of 1,000, \$1.00 per 100. Calling markers, extra, 50c.

Automatic Bingo Marker, Real Glass — \$12.50
\$2.00 Glass Post Slips (strips of 7 numbers), per 1,000
Lightweight Laminated, 8 1/2" x 100, \$1.25
\$4.00 Small Thin "Breasted" Bingo Sheets, 7 colors, pads of 25, Size 4 1/2" x 7", \$1.25
\$2.00 Featherweight Bingo Sheets, 8 1/2" x 100, \$1.25 per M. Slipped in pads of 25, Per M
Bingo Card Markers, in strips, 20,000 for... \$1.25

Use boards and pads, washable checks, coupon books, substitution books, etc. Green, Cat. #2, sample cards free. You pay as C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

H. P. LARGE SHOWS

Open April 12th Around East St. Louis, Ill. Book Corro Gains, small Cook House of Grub, Blue Hignore, Aunty, Candy, Long of Short Range Gallery, legitimate connoisseurs of all kinds. Will look at anyone with coupon of 100. Transportation, Ward Concession Agent and Ride Help.

Will look at book Merry-Go-Round, Kiddie Auto Ride, Chair Swing, Face and Celebrations start Jan. 1st in lots and ends Nov. 21st in Mississippi.

All people holding contracts answer.
Address all communications to H. P. LARGE, 6718 Minnesota Ave., St. Louis, Mo.

GOLD MEDAL SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941
Address: OSCAR BLOOM, 107 P. O. Box 908, Columbus, Miss.

SOL'S LIBERTY SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON
Address: P. O. BOX 223, Carthersville, Mo.

FIDLER UNITED SHOWS

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

THE F. E. GOODING AMUSEMENT CO.

NOW BOOKING SHOWS, CONCESSIONS AND ATTRACTIONS FOR 1941 SEASON
Address: 1300 NORTON AVE., COLUMBUS, O.

BARLOW'S BIG CITY SHOWS

Open playing Industrial City and Street Fair, with all the fun of a Circus. Cookhouse, Concession, Panther, Hoop-La, Long Range, Claret, Scales, No gift. Occasional open for Snake, Pistol, Athletic, Snake Shows, Wild Ride, Ferris on all rides on percentage. Family Free Attrs. also used Carnive People, Address:
525 N. 22nd St., East St. Louis, Ill.

WANTED TO BUY FOR CASH

Business Machine. Must be in working order. Write or Wire
BUXTON
Commodore Apts., 1830 Cherokee, Hollywood, Calif.

GIRLS--WANTED--GIRLS

Desires—Oriental, Strip Shows and Hawaiian. Must be attractive, \$20.00 per week. Make all particulars in this letter. Also take photo. Buxton. Must be neat appearing. Buxton and clients, save stamps. Buxton in connection April 3rd. Address: ANNETTE MCKERNAN, in care of Schmidt, 209 East 25th Street, New York City, N. Y.

Yahr Amusement Company

Opening Date May 2nd in St. Paul, Minn. Would legitimate Concessionaire that operate for 10 years for stock only. Address: WM. WOLF, Box 277, Bloomington, Minn. Minneapolis, Minn. P. O. Box 277, Minneapolis, Minn. Showdowns Banners to sell, all new.

FOR SALE

College with money, \$20,000. Hollywood Studio with P-29 Lens, \$10,000. Mirror will sell on credit. If booked on show, \$200, small AP key, standard film, \$70.00. French stamps for replies. (Allow cash only.)
E. WEST MOTORIZED CARNIVAL
Box 175, Cherryvale, Kansas

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

James E. Strates

SAVANNAH, Ga., March 29.—With the arrival of a number of independent show operators, activity has increased at quarters. Al Tomaine adopted a new color scheme for the Side Show, and Mr. and Mrs. Thomas Bass are getting the Midget Show lined up. Slim Curtis has his attraction ready. Artist Wells is working on some new and novel color schemes on the front. All wagons have been repainted and re-lettered by Fred Havens. Mrs. Putnam, secretary, is housed in the new office wagon. New publicity wagon awaits the arrival of Thomas O'Connell. Jack Lampton has his billing truck repainted and ready. Leo Carroll, of Hollywood Monkey Show, has his attraction lined up and is adding more men to his well-illuminated front. General Manager James E. Strates has recovered from a slight attack of the flu. Mrs. Mertens, who will have the new Spitfire Ride, visited briefly en route from her winter home in Florida this week. Charles Taylor, who will take the Harlem Revue, also visited. Joe Scorttino informs from Buffalo that his troupe will be on hand for opening.

DICK O'BRIEN.

Cetlin & Wilson

PITTSBURGH, Va., March 29.—Many members of the personnel have arrived at quarters to prepare for the coming season, which opens here soon. Pete Johnson, foreman of the new Moon Rocket ride, arrived from West Palm Beach, Fla., with Pete Dickson. Robert (Red) Kelly completed his advertising work in Florida and is residing here. There is much activity among the workmen, who are building new fronts and stages, painting, carpentering, overhauling ride motors. Frank Masick, superintendent, is supervising work under the direction of Owners I. Cetlin and John W. Wilson. Mrs. I. Cetlin and Mrs. John W. Wilson are making a new wardrobe for the Paradise Song and Dance Revue, with Lucille (Morn) Lee, wardrobe mistress, assisting them. Hugh Gregory and Curly Blizard have left Camp Lee and will work for a local trucking company until shows open. Porter Van Ault is supervising construction of a new front on his plant Penny Arcade. The Van Aults and son, Burr, are living here. Many showmen are working at Camp Lee. Gerry Kohn visited Owners Cetlin and Wilson.

RAYMOND D. MURRAY.

John H. Marks

RICHMOND, Va., March 29.—With opening only a few weeks off, shows are ready for the annual three-week engagement here, which will be followed by the regular tour. Showfolks are arriving daily and within the next few days all will be on hand. Charles A. Abbott, general agent, reports the route is about completed. James M. Battersby, who has been at Camp Lee all winter with the Marks restaurant units, will return as assistant manager, and Mrs. Carrie Battersby will operate several concessions. Mrs. Willie Lewis has been released from the hospital, where she was seriously ill. Bert Miller and crew are applying finishing touches to all equipment. John H. Marks and E. L. Jenkins purchased a new Spitfire ride. They will also have a new Rocket. New publicity trailer has been delivered. Eddie Hollinger and crew of 10 will operate the new cookhouse. Mr. and Mrs. Speedy Merrill are rehearsing daily at the Thrilldrome. Duke Jeannette has his talent lined up. Mrs. Mabelle Kidder has the La Congo Girouette Revue. Georgia Brown will present the Miss America Show, and Rube Nixon's Monkey Circus has been signed. Louis Long, steward, is serving good meals at the quarters' cookhouse. Doc Anderson, for many years operator of the Hot Chocolate Minstrel Revue, arrived and with Evelyn Redding Anderson is rehearsing a new minstrel show program. Recent visitors were Fred C. Kilgore, Al Huban, and Fred Delmar. An H. W. Jones Bingo unit again will be on midway, with Ralph Flanagan at the helm. Paul and Dave Lane, concessionaires, arrived from Florida. WALTER D. NEALAND.

Lawrence Greaser

CHESTER, S. C., March 29.—With showfolk arriving daily and official opening in the offing, plenty of activity prevails here. General Manager Sam Lawrence is well pleased at the speed with which the crew has brought the building, decoration, and repair program to completion. Art Converse arrived to complete the banner line for his side show. Bill Goll came in to take charge of his water show. General Agent Bert Rosenberger advised Manager Lawrence that he has booked a long list of celebrations and still dates in Pennsylvania and Ohio. Special Agent Joe Manheimer informs he will arrive soon from Miami. Howard Conaway, billposter, and Mrs. Conaway were here several days conferring with Manager Lawrence. Electrician Louis Gueth is making final adjustments on the new transformer wagon. Front entrance is nearing completion. It was designed by Artist Jerry Champion. George and Estelle Hamilton, operators of the popcorn, peanut, and candy-apple stands, are here for their second season. Bill Woodall is almost thru with the painting of the Show Beautiful. Jimmie Smith, Jumping Jive Show manager, visited. Madam Crystal is here awaiting opening. New streamlined miniature railway train is ready.

BILL SNYDER.

Bantly's All-American

REYNOLDSVILLE, Pa., March 29.—Work is progressing but will be speeded up and everything will be ready for April 29. Bantly's trailer was remodeled. W. D. Paul visited quarters and conferred on plans for the Midget Show. With him were Prince Leon and Gus Wayne, midgets. Delivery has been made on four new tractors and trailers. Pygmalion Show is finished and will be operated by Buddy Rilee, who is expected soon. Chuck Stanko, electrician, also is expected next week. Fred Miller is negotiating dates to include several celebrations booked last week. The Carlson Sisters arrived last week. Harry Faith, mechanic, has mounted new motors on all rides and has reconditioned all trucks and trailers. Many changes have been made on the lighting and brake equipment. Ray Milliron, with a crew of six, is upgrading the seats, and repairing fronts. Paint department is under the supervision of Roy Kerns, scenic artist. Mal Fleming is a frequent visitor.

WILLIAM S. WHITMORE.

Convention

FREDONIA, N. Y., March 29.—Activities are holding their own here despite much snow. Eddie Peden and Whitey Ruseman were in charge of quarters while the writer took a speedy trip with Mabel Mantley. En route they visited Mabel Smith O'Neal at her book shop in Ithaca, N. Y. At Rochester, N. Y., they visited the Shrine Circus, and the Fred Allen Shows in Syracuse. They also attended a meeting of the Waterloo (N. Y.) Fair board and at Waterloo, N. Y., booked the shows with the VPW for their July 4 Celebration. At Olean, N. Y., contracts were signed with the Weston Mill's Fire Department for a Spring Jubilee Celebration. Additions to the shows' line-up include Mabel Mack's

Mules and Dave Logan's War Show. Ben Abend booked his team and bacon stand and Mr. and Mrs. William Delaney booked two concessions. Recent visitors were Gerald O'Hara, Gerald Barker, and Louis Black. Mrs. Mantley returned from Canada and will remain until the Canadian park season opens.

PAY LEWIS.

Motor City

MARYSVILLE, O., March 29.—With opening scheduled for Springfield, O., soon, much is being accomplished at quarters here. Work on show equipment is nearly completed. Owner Vic Horwitz returned to quarters from a business trip and a conference with General Representative Bob Bremson and reports the season should be a banner one. Mr. and Mrs. Johnny Warrake, with three concessions, arrived recently. Charles Winters and Billy Considine, ride men, have reported.

JAMES DEWEY.

J. F. Sparks

NORTH BIRMINGHAM, Ala., March 29.—Quarters work was speeded up this week and everything was ready for opening today in Ensley, Ala. Huey Waters, painter, has done a swell job on the show fronts, new sound car, and other property. Charlie Gordon is rushing the new Athletic Show front to completion. Jim Sparks and Roy Farmer have been busy with their concessions. Recent arrivals were Victor and Mrs. Drum, free act; Joe and Katherine Hurt, sound car operator; Joe Steen, Panhouse, Lee Houston, Side Show; Mr. and Mrs. Harry Harris, Minstrel and Big Snake show; Gus Glenn, cookhouse operator, and P. W. McGuffey, concessions. A new transformer was purchased by Manager Sparks and new marquee arrived.

JAMES H. TIMMONS.

Mighty Sheesley Midway

ANNISTON, Ala., March 29.—Much activity prevails at local quarters. All rides are being painted and painted and several new show fronts are being built. Several new rides, including a double Octopus, Twister, Scooter, and Spitfire, will be on the midway. Mr. and Mrs. William Zeidman arrived from Hot Springs, Ark., to ready the Merry-Go-Round, Twin Ferris Wheels, and Kiddie Auto rides with a crew of 10. Secretary Charles H. Pounds, Mrs. Minnie Pounds, and Aunt Gertrude, maid, arrived from Glendale, Calif., and Pounds has opened the office. Mrs. Pounds is rebuilding her cookhouse. Eddie Garrity is chef, William Michaels, assistant; and J. S. May, front griddle. Mr. and Mrs. Clarence Pounds are expected soon to take charge of Clarence's father's Kiddie, Pony, and Kiddie Airplane rides, and Mrs. Minnie Pounds's candy apple and grab stand. Mr. and Mrs. Milton Hodges have purchased a new home in Glendale, Calif., and will not return to the road this season. Mr. and Mrs. Walter Rowan arrived from Florida, and Rowan is getting the Deisel light plants in shape. Carl Walker is expected soon to take charge of the Girl Show. Al Renton, who will have the Circus Side Show, will come in from his New Jersey home soon. Mr. and Mrs. John D. Sheesley are expected next week to ready their Monkey Show and concessions. Dr. John Fisher will have the Body and Soul attraction. The next tent for the Penny Arcade, managed by Dutch Paulrickson, arrived and several new machines are being added. Blackie Peyton has the Caterpillar ready for opening. Mr. and Mrs. Bill Thompson, employees of Mrs.

OUTDOOR SHOWMEN

The next issue will be the SPRING SPECIAL

Because of the increased size and distribution

THE FORMS WILL GO TO PRESS EARLIER THAN USUAL

No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 a.m. (Eastern Standard Time), Monday, April 7. Wire important late Show Ads Sunday night for position in General Outdoor Section.

Ads for the Carnival Department must be in Cincinnati by Wednesday, April 2.

Founda, arrived from their home in Coconino, N. C. Members of the train crew here include Tennessee Monday and R. Butts. Bill Rice, *The Billboard* sales agent, mailman, and assistant to Founda, is here. Roy Wingate, tractor driver, arrived from Texas, and Mr. and Mrs. Art Deweller also are here. Henry Curtin, concessionaire, came in from Chicago, and Mrs. Curtin, who has a beauty salon in Chicago will remain there until later in the season. Mr. and Mrs. Birdsey booked their popcorn and peanut stand. Whittle Burge arrived from Tampa to assume his duties as advertising manager. Mrs. Jeanne Williams has her rides ready. John (Popchop) Robinson is train porter. Mr. and Mrs. George Jones have their penny pitch and photo here and Capt. John M. Sheesley is at quarters daily supervising building activity. General Agent Victor Canaras is in the North on business. Official opening has been set for April 14 at Oatland, Ala. A. C. Bradley is in charge of freeride and getting press material ready. The writer and Mrs. May are located at quarters in their house trailer. E. C. MAY.

J. J. Page

JOHNSON CITY, Tenn., March 29.—With opening three weeks off, work is almost completed. Reaslie Jones has started Minstrel Show rehearsals, and contracts were signed with George Lanning to present the Sensational Royals as the free act again this year. Tex Thorpe, who has been working at one of the defense projects, advises he will arrive soon to look after the Athletic Show. The Rhinehart Polies have been signed to take over the Hollywood Revue equipment. Mr. and Mrs. Buster Hayes arrived about 10 days ago and Mrs. Hayes has been ill in her trailer. She is recovering, however. Buster has been busy building props and stages for the side show and also is building a home for the large snake. Mickey Donahue advises he is ready for opening. Work on the electrical end is being held up temporarily because of the inability to obtain delivery on switchboards and wire. Jack Martin has the Ridee-O in the air and it features a new lighting arrangement. The office trailer was partially dismantled and rebuilt. Clarence Sargee signed two concessions. He formerly had the corn game here. Charlie Sutton, former assistant manager, visited, as did Hobe Cole, concessioner. R. E. SAVAGE.

Byers Bros.

KENNETT, Mo., March 29.—Quarters work is progressing rapidly under direction of Co-Owner Carl W. Byers. Everything in readiness for opening on April 5 except some minor paint details. Co-Owner James W. Byers is in Birmingham, Ala., at this writing taking delivery on a new ride. Management has purchased three additional rides. Forest D. (Frenchy) Robinson advises from Chicago that he will arrive April 1 to assume charge of the office-owned corn game for the fifth consecutive year. The writer will operate the new frozen custard machine and handle *The Billboard* sales. Newcomers in quarters include Dr. Melroy, Bobbie Ann, the Nottinghams, Slim Griffin, and Roy Lee. Harold and Helen Bennett reported to take charge of office-owned shows. Olin and Pearl Byers, son of Mrs. J. M. Byers, accompanied Roy Lee to quarters from Lenox, Ia. Otis Cannon, master mechanic, and Harold (Sully) Summers reported and Sully will have the Tilt-a-Whirl again this season. Plenty of visitors daily. Management contracted the local Fall Festival, under auspices of the Junior Chamber of Commerce. Robert E. Jacobs, formerly with the Peerless Potters, will have charge of an office-owned concession. MRS. JEWELL ROBINSON.

Patrick's Greater

DISHMAN, Wash., March 29.—Everything will be ready for opening in Spokane on April 5. Chet Sanders, artist and designer, arrived from Seattle, Wash., last week and is working from early morning until late at night to finish the painting. Mr. and Mrs. Lee Parris joined. Lee is assisting Chet with the painting. Harry Gordon, general agent, and W. B. Patrick, owner, returned from the Utah fair meeting, Salt Lake City, where they contracted several fairs. It will mark the first time the shows have played in Utah. Bobby Miller and Johnny Hicks arrived from California, Miller to take over the new *Drive Show*, while Johnny will have a

pitch store. Mr. and Mrs. Bill Clark have their bingo and three other concessions ready. Fritz Henkle, who has been assisting Bill Clark, will begin work on his shooting gallery soon. Mr. and Mrs. Frank Evans and daughter, Phyllis, came in from Everett, Wash., and are repainting their displays and rebuilding their ball game concessions. All truck cabs have been repainted, and the new front gate, designed and built by Martin Lavelle and the writer, is nearly completed. DANNY CONGDON.

O. C. Buck

QUEENS VILLAGE, N. Y., March 29.—Work in quarters is ahead of schedule, with O. C. Buck in charge. Shows have had many visitors, a recent one being Lloyd Seifera, of Penn. Premier Shows, while en route to Philadelphia. A feature this year will be the new cook-house, designed and built by Buck. Another is the new *Girl Show* front. Clementine Coffey will produce the show. Goldie Pitts is busy around quarters. He will have two shows. Another busy one is Ted Barro, Motordrome operator. Jack Wells, in charge of the electrical department, arrived for a conference with Owner Buck regarding new lighting effects. Rancie Sisto will be with it again. All the old ride help is showing up and are going to work. ERNEST ANDERSON.

West Bros.


ST. JOSEPH, Mo., March 29.—With work at quarters nearing completion under direction of Robert Laughlin, these are at work: Jerry Hartnett, mechanic, is putting new motors in several of the tractors. Bert Carey and Jack Donovan, painter and scenic artist respectively, are working on fronts, and Frank Smith, builder, is applying finishing touches to the new Minstrel Show front. Mr. and Mrs. Whitley Moore arrived from Victoria, Tex., for Moore's 19th consecutive year as electrician. Concessionaires expected to join soon include Earl and Vivian Barnhart, Penny Arcade; May and Claire Winters, two concessions; Carlton and Vivian Hudgins, diggers; J. L. Sommers, popcorn; Mr. and Mrs. Otto Anderson and son, Maynard, photo gallery. Curly Clark will return as manager of Mrs. Laughlin's corn game, his fourth season with it. Line-up includes Barney Lamb, Revue, Side Show, and Dope Show; Joe and May LaPalma, Posing Show; Russ and Mittle Morgan, Buia; Sunny and Sbyl Sharp, Minstrel; Speedy Woods, Motordrome. Elijah Butler's band has been engaged, and J. W. Laughlin returned Wednesday from a business trip to Nebraska. Mrs. Laughlin and Trinkle Clark make daily trips to quarters. DON TRUEBLOOD.

Latlip

CHARLESTON, W. Va., March 29.—All shows, rides, and other paraphernalia is ready for opening on April 16 at Reynolds Street showgrounds in the heart of the city here. Captain Latlip returned after a five-day business trip to Memphis, Tenn., where he placed an order for a Diesel electric light plant. Jimmie Myers, electrician, will leave soon to pick up the light plant. L. D. Hall, construction superintendent, has completed work on the Funhouse. Earl South is expected soon with his two concessions, as is Eddie Cole with two concessions, W. A. Murphy and family will have charge of the Ten-in-One; L. D. Hall Jr., Funhouse; L. H. Scott, Hillbilly; Lena Doll, *Girl Revue*; Ginger Latlip and the Latlip Girls will provide the free acts. ROY REX.

Cunningham's Expo

NEW MATAMORAS, O., March 29.—With all departments clicking at quarters under supervision of Frank Burkett, shows will be ready for opening on May 3. All equipment has been redecorated and painted by Burkett. Transportation units are being overhauled and repainted. Shows will carry 6 rides, 6 shows, and 30 concessions. Charles C. Farbaugh has been signed as press agent, and Ken Davis will provide the free act. Staff includes John P. Cunningham, owner-manager; Mrs. John Cunningham, treasurer, Marquee tickets; Hilda Cunningham, secretary; A. Gobbin, electrician, Rides, Twin Ferris Wheels, Paul Smith and Eugene Cunningham, foremen; Merry-Goo-Bound, Eddie Bloom and Claude Cunningham, Chairplains, Orville Smith, foreman; Eldee Rides, Wilbert Amburn and Charles Seafair, foremen. Shows:



Electro Freeze

**BY ACTUAL PERFORMANCE
THE LEADER**

of all
FROZEN CUSTARD MACHINES

Capacity 30 gallons per hour — 50% to 60% overrun. ELECTRO-FREEZE is easy to keep clean because it is constructed of STAINLESS STEEL. Cleaned and Sterilized in 5 minutes. Passes the most rigid health inspection in all States.

PATENTED — ALL ELECTRIC ★ AIR-COOLED COMPRESSOR

The Electro-Freeze speaks for itself with over 250 satisfied users both in the United States and in Foreign Countries. It has been proven that where other machines have failed to produce a quality product, the Electro-Freeze has been handling the job satisfactorily under all conditions and traffic. Some of its outstanding records: Coney Island 95% equipped (140 machines, most of these machines operate continuously 18 hrs. per day); Palisades Park 100% equipped; Ringling Bros.; Flayland; New York State Fair, and most traveling carnivals.

Write, Wire or Phone Today

PORT MORRIS MACHINE & TOOL WORKS

712 EAST 135TH STREET NEW YORK, N. Y.

SNOW CONES CANDY APPLES	POPCORN CANDY FLOSS
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A complete line of Supplies, including Equipment and Machines. Highest quality, low prices and fast service.

Buy from concessionaire's headquarters this year. Write for price list today.

GOLD MEDAL PRODUCTS CO.

131 E. PEARL ST., CINCINNATI, O.

SOL'S LIBERTY SHOWS

1941 SEASON OPENS APRIL 12—LEAVING WINTER QUARTERS APRIL 9

CALL **CALL**

ALL THOSE HOLDING CONTRACTS, PLEASE ACKNOWLEDGE THIS CALL

WANT **WANT**

USEFUL CARNIVAL PEOPLE IN ALL DEPARTMENTS. RIDE HELP—THOSE THAT CAN DRIVE SEMI-TRAILERS PREFERRED. SIDE SHOW ATTRACTIONS HAVE COMPLETE OUTFIT FOR SIDE SHOW. PERFORMERS AND GIRLS FOR MUSICAL COMEDY, POSING AND HAWAIIAN SHOWS. Man capable of handling So-La Fun House, also one capable of handling Turnover Fun House. Experienced Corn Game Workers. Good Glass Blower for Neon Plant. CONCESSIONAIRES: WE ARE NOW READY TO BOOK CONCESSIONS.

ALL ADDRESS: SAM SOLOMON, MGR., BOX 223, CARUTHERSVILLE, MO.

GIRLS---SIDE SHOW ACTS---GIRLS

TALKERS — GRINDERS

Want strong Freak to feature. Working Acts of all kinds, Talker and Ticket Sellers for Side Show. Want Dancing Girls, also Talker to take charge of *Girl Show*. Want Dope Show People, also Talker to handle same. Make proposition right, you get it. Best of meals, best treatment; long season, opening St. Joseph, Mo., April 17. Write

L. B. BARNEY LAMB
Alexandria, La., Hill April 8; then Box 405, St. Joseph, Mo.

HUGGINS' MODEL SHOWS

The Northwest's Largest Amusement Enterprise

WANTS ————— WANTS ————— WANTS

For opening in Tacoma, Wash., April 14th. 60,000 visitors in camp and shippers working at full capacity. The best route in this area to follow. The defense program has eliminated unemployment in the Northwest. Join us for a profitable season. **WANT**—Will book complete 10-in-1, Athletic Show, and any show of merit. Outstanding Freaks, who, want guaranteed by office. Sport identification, top shows with own transportation. **CONCESSIONS**—First-class Penny Arcade, owing to disappointment; String Joint, Balloon Dart, Fish Pond, Hoop-La and any 10c Slum Jinks. We book one of a kind only. **RIDE HELP**—Top wages to sober Ride Help. Complaint, Truck Mechanics, who, no time for correspondence. Matchbook, Ticket and Special Event Made wanted.

ADDRESS: P. O. BOX 97, SEATTLE, WASHINGTON

L. J. HETH SHOWS CAN PLACE FOR SEASON

FL Payne, Ala., week starting April 7th; Tullahoma, Tenn., week starting April 14th. Both these towns in city limits and under strong seasons.

SHOWS: Side Show, Fun House and Grind Show. **RIDES:** Roll-o-Plane, Loop-o-Plane and Perry Ride. **TALENT:** Strong Trumper for Minstrel Band; Howard and Opobella Williams, Robert Rice and Babe Roberts, all write Geo. Harris, manager of Minstrel Show, Curly Rivers wants girls for Dancing and Posing Show.

HELP: Experienced Ride Help. Those who drive semi-trailers and lead galleries.

CONCESSIONS: Frozen Custard to join at Tullahoma, Tenn. Lead Gallery and a few more legitimate Concessions. Davidson and Henry North want Agents for Grid Shows, Roll-Down, etc.

Useful Show People write **JOE J. FONTANA**, N. Birmingham, Ala.

10 RIDES

2 FREE ACTS

FAIR AT HOME SHOWS, Inc.

Not the Biggest But the Cleanest
OPENS EARLY IN APRIL
ANNOUNCES

All shows open. All concessions open. In fact this show is building everything new and will go out under the personal management of the undersigned. Will furnish new outfits to reliable showmen. Conditions wonderful in our territory, as New England is busy 24 hours a day with defense orders.

Bingo Open on Account of Last-Minute Disappointment

We own all our own Rides . . . Want Ride Foreman and Ride Help.
Address: GEO. W. TRAVER, Vice Pres., 39 North Summit Avenue, Chatham, N. J., or

FRED PHILLIPS, Gen. Mgr.

FORREST HOTEL 224 WEST 49TH STREET
★
NEW YORK, N. Y.

Want to hear from All Ventrals

GOODMAN WONDER SHOWS

FEATURING

ZACCHINI
FAMOUS CANNON ACT
FOR 25 CONSECUTIVE WEEKS

Will Book All Types of Legitimate Game Concessions

NO EXCLUSIVES

SEASON OPENS APRIL 25th FAIR PARK, LITTLE ROCK, ARK.
THIS IS A GREAT OPPORTUNITY FOR INDEPENDENT CONCESSIONAIRES
WRITE OR WIRE: LOUIE YAFFA

ALSO, Due to Disappointment, HAVE Complete Motordrome
WANT Capable Operator for Same.

Write or Wire

MAX GOODMAN
General Manager

P. O. BOX 21
LITTLE ROCK, ARK.

Crystal Exposition Shows

OPENING CAMDEN, S. C., APRIL 14

Have opening for a few legitimate Concessions. Will sell the X on Rat Game and Pan Game, or will work with office. Can use one more sensational Free Act. State price for season. Want Side Show Acts on salary. Want Colored Musicians for Band and Girls for Minstrel Show. Salary sure. Want Ride Help and Foreman for Ferris Wheel, Octopus, Tilt-a-Whirl. Show sure. No brass. Want Talker for Circus Side Show that can make first openings. Address all mail to W. J. BUNTS, CAMDEN, S. C.
P.S.: Billy Bunts wants Cook, Griddle Man and Counter Man for Cook House. Must be sober.

LAST CALL--IMPERIAL SHOWS--LAST CALL

Those Holding Contracts Acknowledge This Call

OPENING DATE--APRIL 19, MOBERLY, MO.

CAN PLACE A FEW MORE LEGITIMATE CONCESSIONS. Cook House open on account of serious sickness of Oscar Malloy. CAN USE FUN HOUSE, MECHANICAL SHOW, ILLUSTRATION, MOTORDROME, AND OTHER SHOWS NOT CONFLICTING WITH WHAT WE HAVE. WANT OFFICE MAN WITH ABILITY, RIDE HELP, CONCESSION AGENTS.
NOTE: THE FIRE ON MARCH 20th WILL NOT HURT THE QUALITY AND STANDARD OF THE RIDES, SHOWS AND CONCESSIONS WE HAVE ALWAYS MAINTAINED--WE SHALL BE BIGGER, GRANDER AND BETTER THAN EVER FOR 1941.

E. A. HOOK, MGR., CARE RANDOLPH HOTEL, MOBERLY, MO.

OPENING ST. JOSEPH, MO.

10--DAYS--10

Wanted account disappointment--Cook House. Must be clean. Privilege taken in tickets. Concessions that work for itself, come on. Want M. G. R. and Ferris Wheel Foreman. Can use a few Grind Shows, but no Girl Shows. Speedy Woods wants Motor-Drome Riders. Barney Lamb wants to hear from some of his old people. Want Athletic Show that can show results. Notice: Pat Malone and Gene Winfield, let me hear from you in time. Want Ride Help and Truck, Semi Drivers, Virginia Laughlin wants Corn Game Agents.

West Bros.' Shows, Box 405, St. Joseph, Mo.

BANTLY'S ALL-AMERICAN SHOWS

OPENING DU BOIS, PENNA., SATURDAY, APRIL 20th

CAN PLACE: Ride Help, Truck Drivers, Need Foreman for Whip, Octopus, Kid Rides, Merry-Go-Round, Can play Bonnie Artist. CAN PLACE: Legitimate Concessions, Candy Apples, High Striker, Long and Short Range Gallery, Christie's Gallery, Pitch-Tip-U-Win, Guess-Your-Weight and Age, Novelties, American Palmistry, String Game. CAN PLACE: Girls for Revue, office paid. Want To Buy: Lions for Motor Drome; Want To Sell: Top Midget Auto Racer. CAN PLACE: A few more Grind Shows with or without own equipment. HERMAN BANTLY, Reynoldsville, PA.

CALL HELLER'S ACNE SHOWS CALL

HELLER'S ACNE SHOWS

Open April 18th, New Jersey, in the metropolitan district where the smartest and everybody is working. Want Shows, Fun House, Motordrome, Freak Animal Show. Will book Half-Plane or Octopus. Have good proposition for Man who can furnish outfits with something in them worth while for Poling Show, Date Show, and Dancing Off Show, or will furnish outfits for reliable people. Want Ride Help, Merry-Go-Round, Ferris Wheel, Whip, Loop-o-Plane, Chaino-Plane, Lindy Loop. Will sell Lindy Loop, in A-1 condition, and will book same on the Show. If booked on Show, very little cash needed. Will buy Roll-o-Plane if the price is right. Can place a few choice Menads. Will not care more than four on this Show. Have contacted Cook House, Pop Corn, Bingo, Long Range Shooting Gallery, Photo Gallery, Save Stamp. All other Grind Shows open. Want Banner Man, Bill Poster. Good proposition for Penny Arcade, the Liberty, Perry, Red Penograph, also Henry Annaman, write. This Show has contracted the Billy Slight's Plying Tropic Trapes Act and Captain Lee's Human Torpedo Cannon Act. All address: HARRY HELLER, 20 WINFIELD STREET, WEST ORANGE, N. J.

Athletic, A. Gobbini, manager; Girl Show, Sailor White, manager; Illusion Show, Doc Edwards. Concessions: Harry Hoffman, 4; Dock Edwards, 4; Hiram Beak, 4; Hilda Cunningham and Dorothy Tilton, 2; Orville Smith, 1; Joe Humphrey, 2; Charles Barnett, 1; Cookhouse; Charles Moore, 2; Tom Jones, 2; Eli Davis, 2, and A. Gobbini, 1.
DOROTHY TILTON.

Al Baysinger

POPULAR BLUFF, Mo., March 29.—With much work accomplished shows are taking on a new appearance. Several fronts have been put up for repainting, and artist Roy Rohn is doing a swell job on them. Mr. and Mrs. Sandy West are getting their show ready. Mr. and Mrs. Wally Butcher came in to help Linden West ready Girl Show. Ellis White has the corn game ready, and the company cookhouse is running full blast under direction of Lettie White. Owner Baysinger and Mr. and Mrs. White attended the St. Patrick's dance given by the International Association of Showmen, St. Louis. Roy Clifton is building a new truck to transport the ponies.
FRANK DELMAINE.

Fred Allen

SYRACUSE, N. Y., March 29.—Arrival of more workmen enabled crew to speed up construction. Owner-Manager Fred Allen recently purchased a tractor-trailer to transport the Merry-Go-Round and a panel truck to facilitate handling of the 75 k.v.a. transformer and electrical equipment. Two sound trucks will be

used this season, one for the advance and the other back on the show. In addition to the show's own rides and equipment, these have been signed: Varius Jermain's Ferris Wheel and Chairplane, Gerald and Josephine Week's Monkey Circus and penny pitch, Mr. and Mrs. O. W. Boardman's long-range gallery and pea ball, Mr. and Mrs. William H. De-Vaul's Penny Arcade, Mr. and Mrs. A. Boxall's bingo and cookhouse, Mr. and Mrs. Ernest Bolton's candy floss and basketball game, and Mr. and Mrs. Ed Schenk's penny pitch and novelties. Steve Larson has been appointed boss mechanic on all ride and truck engines. Recent visitors included Gay Manly and Fay Lewis, Convention Shows.
LEO GRANDY.

Huggins' Model

SEATTLE, Wash., March 29.—Work in quarters is progressing under direction of Wayne Endicott. The crew grows daily and about 20 are on hand now. Neon work is about completed, but the paint shop has been delayed somewhat by the rides, which are getting a thorough mechanical check-up. However, the panel fronts, ticket boxes, rolling equipment, and modernistic front gate are rounding into shape. The electrician has improved the light towers. Al Fisher, general agent, made a hurried trip here to confer with Owner Mrs. Fern Huggins regarding the route. Optimism is running high among the showfolk in anticipation of a profitable 1941 season. Secretary Tommy Myers will report soon. Reported by an executive of the shows.

Museums

Address Communications to Cincinnati Office

King's World's Fair Unit Clicks at Wheeling Stand

WHEELING, W. Va., March 29.—Floyd King's New York World's Fair Museum closed a week's engagement here today at 1701 Main Street in the heart of the downtown business section, marking the end of the 20th week of unit's present tour and one of the show's most successful engagements. With the steel mills working three shifts, business here was splendid. Show came here after playing week stands in Charleston, W. Va.; Lexington, Ky., and Dayton, O. Lee Lestra, annex attraction, will close soon to be inducted into the army. Leonard and Marjorie Ross, bag pushers, George (Mechano) Tompkins, M. Laurrello, and Mr. and Mrs. D. S. Owens joined recently.

Harry King, inside lecturer, returned from a trip to Pittsburgh, and Pedro Lopez was entertained by friends at Charleston, W. Va. Four agents and billers are in advance of the show and remote control broadcasts are given nightly from the floor of the auditorium. Recent visitors included Harry Lewiston, E. E. Coleman, Dr. J. W. Davidson, Shirley Ross, L. D. Hall, K. W. Rogers, Joe Hayworth, Jack Biggers, and Walter Stodell.

B. Jones reported, Unit is said to be the first show of its kind to appear on this street in a number of years and a certain amount of skepticism seems to prevail among amusement seekers. Austin King, who recently arrived from Australia, has replaced Billy Ellis as one of the inside lecturers. Ellis has charge of the front door and extra added attractions. The Pepina also joined here.

Harry Estis left for his Dallas home and was replaced by Leonard Tjian. Will Cain left for the Beckmann & Gersty Shows' quarters in San Antonio. Ben Pardo, mentalist, enjoyed a visit from his daughter. Roy B. Jones visited his sister, Mrs. Thomas Lewis Jr., at her Redondo Beach home. Doris and Thelma Patent, Albino twins, were honored at a party given them by their mother, Ada Dunn, who operates a small hotel here. Prince Dennis and Lady Ethel, midget entertainers, played host to a number of visitors. Harry W. Hennies, Hennies Bros.' Shows, visited several times.

PENN STATE SHOWS

Opening Mar 29th, Danville, Pa. Steel Co. Field, heart of city. Want a few more Concessions and Ride Help for Merry-Go-Round, Ferris Wheel, Chaino-Plane, and Kiddie Autos. Have these Concessions booked--Ball Games, Bingo, Shooting Gallery, Photos, Pop Corn and Apples, Penny Pitch, Collins, Heck, Wm. Wells, write. Attention, Celebration Committees: I have a few open dates.
STEWART WACHTER, McConelliburg, Pa. (Winter Quarters), US April 28th; then Danville, Pa.

Los Angeles Date Proves Satisfactory for Kortes

LOS ANGELES, March 29.—Pete Kortes's World's Fair Museum opened at 538 Main Street here for a 17-day stand and business the first week was fair, but patronage has increased daily since. Roy

FOR SALE

Pop Corn, Carmel Corn, Snow Ball Machine, Burners, etc., Hamburg. All complete and mounted on cart with 14 ft. wheel open. Counters, Flavoring Dispensers. Just right for ball games, carnivals, fairs. Ready for business. Cost plenty! Price \$15.00 plus 2% commission.
ALLEN, 107 OHM ST. SPRING, N. Y.

JIMMIE CHANOS SHOWS

WANTED

Cook House, Bings, American Palmistry, Long Range and Lead Gallery, Pop Corn and Carmel, Ball Games or any other legitimate Concessions. Have complete outfit for Girl Shows and Posing Show for reliable show people. Fred Jackson, answer. Will open last of April Portland, Ind. This show has no racket, no gate.
JIMMIE CHANOS, 716 East Fourth St., Greenville, Ohio

ELK VALLEY SHOWS--LAST CALL

Opening Clifton, Tenn., on the Street, April 5

Prices not conflicting. Man for Kiddie Merry-Go-Round, Shows--Hoop Top for Athletic Show, Girl Shows and Posing Show, Concessions--Fisk Pond, Mop-La, Record Your Voice, Pitch-Tip-U-Win, Lead Gallery, Grind Shows. All replies to
BILL ARKING, MGR., CLIFTON, TENN.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 29.—After the Albany, N. Y., fair meeting we reported briefly on legislative developments in New York State. We are informed that the Legislature probably will adjourn about April 10 and that there is little expectation of any especially controversial bills affecting the industry being reported out of committee.

We are in receipt of copies of a radio address by Congressman Jennings Randolph, of West Virginia, dealing with highways. Motorized show members of the association would find this of interest, as it describes various plans prepared by the federal government for expanding and developing the country's highway system. Suggestions proposed by the congressman are embodied in bill HR 3973, which provides for a system of super highways from Boston to San Francisco, from the Great Lakes to Florida, from New York City to Florida, from Minnesota-Canadian border to Laredo, Tex., connecting with the Panama-American highway to Central and South America; from Jacksonville, Fla., in a direct line to San Diego, Calif., and from San Diego to Vancouver Island. It is not intended that this bill shall limit the highway program, but is to be a beginning of a system of super highways spanning the country. We recommend a careful study of the article by our membership interested in motorized transportation, and upon request will be pleased to send copies.

We recently forwarded 1941 certificates of membership and ask any members not receiving them to communicate with this office.



WRITE SIOUX TIRE & BATTERY CO.
SIOUX FALLS, S. D.
Buy on Our Easy Terms.

GREATER FAIRWAY SHOWS WANT

FREE ACTS. Girl Show attractions for Side Show and Manager for Athletic Show. Occasions that work for stock. Ride Hely that can drive seat trucks. **EMIL J. ZIRBES, Bismack, N. Dak.**

MUSICIAN WANTED

Strong Trumpet Player, carnival experience, join April 4th; even the 5th, Dickson, Tenn. Pay every week on time. Wire Western Union.

VINCENT BELLOMO, Dickson, Tenn.

GIRLS--WANTED--GIRLS

DANCING GIRLS wanted. Must be young, have own wardrobe. Experience preferred but not necessary. Salary, \$20 a c. All girls know the under-estimated, please write. **JACK COUNTRY, care Winterquaters, Bright Light Expo, Show, R. O. 22, Stouffville, Ohio.**

G. T. FITZPATRICK SHOWS

HERBERT WIGGINS, Agent
Get your spring bank roll in our three Virginia spots. We are first in, and they are red ones. All legitimate Concessions open. North Charleston, S. C. this week; Chase City, Va., next week.

FIDLER UNITED SHOWS

NOW BOOKING SHOWS AND CONCESSIONS. OPENING ST. LOUIS, APRIL 3.
Pete Wheeler wants Grand Route Agents. Also Agents for Bad Games.

EXCLUSIVE OPEN

Want party with 3 Wheels and 3 Grand Shows who is financially responsible and able to take care of same.

SUNSET AMUSEMENT CO.

701 N. Main St., Excelsior Springs, Mo.

WANT

Experienced Ride Help, Launch and Photo. Concessions open. Write or wire, Address:

C. L. HAMILTON
722 No. 22nd St., Birmingham, Ala.

FOR SALE

1940 Ford-Flaco, \$2,500 cash. Also three lighting and portable 220's. Wrecked by Dreeze fire team. Beautiful set. Auction can handle. Bargain.

EARL S. PURTLE, Richmond, Va.
World of Birth Shows' Winterquaters

15 Years Ago

(From The Billboard Dated April 3, 1926)

Harry J. Deiderich was re-engaged for the third consecutive season as general agent of J. L. Cronin Shows. . . . Walter B. Fox, well-known general agent, temporarily retired from the road and was managing the Elks' Club in Connestaw, O. . . . Tessie Tom, fat girl, rebooked with Lachman-Carson Shows. . . . Noble O. Paury Shows inaugurated the 1926 tour with a successful nine-day stand in Fort Smith, Ark. . . . Sam Petrall signed to manage the Athletic Show with Smith's Southern Shows. . . . Formerly with Joe Francis Shows, Joseph Schiebler took up his duties as advance man of Marine-Firestone Mystery Show in Brenham, Tex.

Walter L. Williams joined the staff of Abner K. Kline Shows as auditor. Ralph Bilgus joined Nat Reiss Shows on front of Happy Jack Eckert's attraction. . . . Mr. and Mrs. Bob (Suicide) Perry left their Portland, Ore., home for Coney Island to operate their Molodromes. . . . For many years a concessionaire, E. (Scooper) Kacrow was appointed special agent of DeKreko Bros. Shows. . . . B. H. Nye signed as general agent with Strayer Amusement Company. . . . William R. Kock, concessionaire, died March 15 at his home in Detroit following an attack of influenza, which developed into pneumonia. . . . Mr. and Mrs. Charles Lorenzo signed their concessions with Miller Bros. Shows.

Herbert A. Kline was general manager and Walter A. White business manager of Rubin & Cherry Exposition. . . . Batt Mantell and Lawrence Schoolcraft joined Fisher's Crescent Amusement Company in Toledo, O., after a successful winter in Florida with Billie Clark's Broadway Shows. . . . Senatona was booked to present his mechanical man

Los Angeles

LOS ANGELES, March 29.—Clark's Greater Shows moved to Bakersfield, Calif., after a successful stand in Glendale. Ted LeFors will direct the midway at the Palm Springs (Calif.) Show. Don Paramore is critically ill at Los Angeles General Hospital. Col. Ed Nagle remains at his home on South Hoover Street here, where he is seriously ill. Mark Kirken-dall is improving rapidly. Moe Levine left for Provo City, Utah, to join the Monte Young Shows. Nina Rogers will be on the Young Shows on the Youngs, Roy B. Jones, of Cortes World's Fair Museum, left for Salt Lake City. Elmer and Stella Hanscom visited briefly and reported they were doing well with Clark's Greater Shows.

Jack and Mame Beach came down from San Francisco with their concession and will locate near the aircraft industries between here and Long Beach. Mr. and Mrs. Karl Kratzer left for Mt. Orab, O. Ben and Millie Debbert came in from North Hollywood, Calif. Mr. and Mrs. Joe Carlton came in from Boston, en route to Honolulu. Kortes Museum at the Sam Houston location on Main Street reported a good two-week business. Austin King is with the museum as inside lecturer.

Lee McDonald is recovering from a recent illness. Charley Tuman is with the Giant Dipper ride at Venice Pier, and Eddie Gerety is with the Venice Chamber of Commerce. Cliff Gilford returned from the East. Eddie New was in town for a brief visit but left for the East. William Smith came in from Davenport, Iowa.

act with Mike and Ike midgets attraction on Zeldman & Polle Shows. . . . Leo Bortz signed his Merry-Go-Round and Chairplane and three shows with Campbell Shows. . . . Bob Siceles was general manager and Eddie Johnson special agent of Smith's Southern Shows. . . . Joe G. Esie had his cookhouse on Lipps No. 2 Shows again.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

5,000 Advance Sale, Acts for N. C. Expo

GREENSBORO, N. C., March 29.—Better Homes Exposition, which opened in the armory here on March 24 for a six-day run under auspices of the Merchants' Association and chamber of commerce, had an advance sale of 5,000, reported Manager G. Hodges Bryant. Sale was handled by the Eastern Star. Bryant staff spent five weeks here making advance arrangements.

Captain Mack's Small Fry Circus was featured, with a big-top show as added inside attraction. Appearing in the staghosh given twice daily were Cooke and Cooke, acrobatic comedians.

Display space was taken by 47 national and local accounts. Among features drawing attention was a replica of a British air raid shelter, arranged thru the British Embassy and British Library of Information. Also loaned by the embassy were air raid posters in London.

Next show to be staged by the Bryant organization will be the six-day High Point (N. C.) Cavalcade of Defense, to be presented under sponsorship of the chamber of commerce and retail merchants' group.

Motor City Shows Get Date In Mich.; Big Program Set

DETROIT, March 29.—R. S. (Bob) Brennan, general representative of Motor City Shows, reported upon his return from a booking tour thru Indiana and Michigan the contracting of the four-day Dexter (Mich.) Centennial. It will be sponsored by the Kiwanis Club and is being supported by Henry Ford and the Michigan Central Railroad.

Committees have arranged for bands, pageants, free attractions, parades, and contests, and have set up a large appro-

prision for advertising, including radio time on two stations. There will be numerous antique exhibits, including two wood-burning locomotives and old-time coaches to be furnished by the railroad, and Ford is to send numerous exhibits, including two yoke of oxen and a prairie schooner. Growds from near-by Ann Arbor, Detroit, and Jackson are expected.

B-C Show Booked for Salem

SALEM, Ill., March 29.—Contract has been signed with Barnes-Carruthers Fair Booking Association to furnish a 16-act revue as principal attraction at six-day Marion County Soldiers and Sailors' Reunion here, reported General Chairman Earl W. Merritt. Since 1930 the event has been held under auspices of United Spanish War Veterans' Camp and American Legion Post. The former is said to be the oldest organization of its kind in the country and in its long history has never failed to celebrate. Col. Rice W. Means, of the USWV, spoke last year on Spanish Vets' Day, and Past National Commander Ray Kelley of the American Legion, spoke on American Legion Day and at the fifth division convention. On closing day of the convention he headed a parade taken part in by over 5,000.

Beam Books Double Route Of Events; Rides To Split

WINDBER, Pa., March 29.—Merle A. Beam, sponsored events director, reported he will open his outdoor season in Pennsylvania on May 1. He will handle two events a week beginning on May 26, with William E. Morgan furnishing rides for one unit and I. K. Wallace's Ferris Wheel and Kiddie Rides playing the second route. Billy Eiton, associated with Beam for 10 years, will again be assistant manager.

Partial list of affairs booked to date

include Firemen's Street Fair, Holsopple, community weeks at Somerset and Coalport; Friendship Fire Company 30th Anniversary Celebration; Roaring Spring; firemen's jubilee at Salisbury and Williamsburg, and old home weeks in Beavertdale, Confluence, Saxton, Rockwood, and Orbisonia.

50G Gross at Minn. Show

MINNEAPOLIS, March 29.—The 10th annual Northwest Builders, Home, and Flower Show here on March 16-22, according to Manager Harry H. Cory, grossed over \$50,000. Sponsor of the show was the Minneapolis Builders' Exchange. Cory estimated that the gate at the Minneapolis Auditorium was hit at least 5 per cent because of blizzard-gale weather on March 16 and 17. Admission was 45 cents. From here the show goes to Rochester, Minn., for a three-day run in Mayo Auditorium at 30-cent admission, then on to Des Moines (Ia.) Coliseum for six days at 30 to 40-cent rates.

Shorts

NOBTON (Va.) firemen have awarded Crystal Exposition Shows a contract for an Independence Day celebration, reported Chief Ben Arnold.

ACT bookings for Pennsylvania festivals are earlier this year than previously, reported Frank Carone, George A. Hamid representative. Some large companies are scheduling outdoor entertainment as a means of keeping towns free of labor discontent, and bookings for other celebrations were reported heavier. Already contracted are Sassaung Firemen's Celebration, New Kensington Semi-Centennial, Apollo Centennial, Castle Shannon Community Fete, and Windsor Business Men's Association Celebration.

W. G. WADE SHOWS have been signed for the five-day Holt (Mich.) Homecoming, reported Secretary H. R. Ammon.

J. R. EDWARDS SHOWS have been signed for a six-day celebration under auspices of the Shelby (O.) Volunteer Fire Department, reported Secretary Ed Lysinger.

SECOND annual six-day Youngstown (O.) Home Show closed on March 24 in Stambaugh Auditorium with total estimated attendance of 50,000, according to Manager A. R. Altman. On the final night LaVerne Yette, songstress, won the title of Miss Television of 1941. So successful was the event that plans are under way for a show in 1942.

EMIL AND EVELYN, who have been booked for the Sportmen's Show in Kansas City, (Mo.) Auditorium, expect to go on tour with the show next year for 12 weeks.

FOUR-DAY carnival is planned by the Greece American Legion Post, Rochester, N. Y., reported Secretary Albert A. Shannon.

WANTED

Rides, Shows and Concessions for July 4th American Legion Celebration
Rockport, Mo., July 2-3-4.
Largest in N. W. Missouri.
No Carnival. O. A. LOOMIS.

Reliable Carnival Wanted

for one week late May or early June for
FIREMEN'S WEEK
Write O. H. BOOTH, Hoss Co. No. 2,
Poughkeepsie, N. Y.

CARNIVAL WANTED

July 21 to July 25, Inclusive
FAMOUS "ROSETO CELEBRATION"
49th Anniversary
Gate of over 30,000. Must be high-grade Carnival.
Call or write MICHAEL E. FALCONE, Roseto, Pa.

CARNIVAL WANTED

AUGUST 10 TO 17
Including 3-Day Home-Cooking Celebration.
If interested write
CIVIC CLUB
Clarence, Missouri

Correction: Barnum Show Opens Apr. 7

NEW YORK, March 29.—The world confusion is not confined to the warring nations. The circus, too, has caught the bug. Last week Bingham-Barnum billing went up with April 9 as opening date in the Garden. As this was the latest possible date of premiere and the paste, paint, and brush crew had to get going, the circus high command decided to post that date. Then it developed that the show could open on April 7 because the annual hockey playoff situation was eliminated, thus sounding the all-clear signal and permitting the spangled blitzkrieg to get into action on that Monday. Just by coincidence April 7 happens to be the 50th anniversary of the death of P. T. Barnum. It ought to be a nice marker to play around with.

The human and inanimate equipment needed for the local opening will leave from Sarasota quarters on Monday, March 31, arriving at traditional Mott Haven yards on Thursday and entering the Garden basement that evening. The dirt will be placed in the arena after the fight on Friday night and beginning with Saturday things will begin to stir in the whole building.

Closing date remains fixed (for the time being, anyway) at Sunday, May 4, which means that the run is exactly four weeks. Boston opening is Tuesday, May 6, thru Saturday, with the under canvas opening in Baltimore scheduled for May 12. The second show train, carrying the big top and other equipment, will leave Sarasota, Fla., a few days before that time.

Big Crowd at Rehearsal

SARASOTA, Fla., March 29.—I arrived here last week from Miami in time to (See *Barnum Opens April 7* on page 64)

Bill and Edna Antes Again With Russell Bros.

EVANSVILLE, Wis., March 29.—Following a three-year absence from the show, Bill and Edna Antes will be back with Russell Bros.' Circus this season. Bill handling the press and radio programs back with the show, and his wife the tax box.

Since their affiliation with the Russell organization in 1936 and 1937 they have been residing here, where Bill is managing editor of *The Evansville Review*, published by the Antes Press.

In addition to performing his editorial duties Bill has been booking and managing the vaudeville unit, *Continental Varieties*, playing Wisconsin theaters and nighties.

Spartan Opening May 3; Quarters in Full Swing

PITTSBURGH, March 29.—Spartan Bros. Circus will open May 3 near here. Work at quarters, which has been held up because of cold weather, is now in full swing. Tracks have been overhauled and are being painted in bright red and silver, with blue lettering.

Don Adams, formerly side-show manager with the Atterbury Bros.' Circus, will have charge of the side show, bringing with him eight acts for the side show. L. Claude Myers will be band leader and will handle route cards, mail, and *The Billboard*. Three Western girl horse riders have been engaged to ride menage and Wild West horses.

LOOK FOR THIS FEATURE

Barnum Is Still Alive!

By Leonard Traube

in

THE BILLBOARD'S SPRING NUMBER

Dated April 12



PRIVATE HURSCHEL FRAZIER, who is in the service at Lacarne, O., at the Eric Proving Grounds. In civilian life Frazier was a lithographer on the advance car of Wallace Bros.' Circus. He expects to return to that show when his service is finished.

Cyril Mills Again Heads British Circus Proprietors

LONDON, Feb. 23.—At the annual general meeting of the Association of Circus Proprietors of Great Britain here this month Cyril B. Mills was re-elected president. The committee for 1941 is to consist of G. A. Barrett, retired proprietor; Tom Brayshaw, of Liverpool Stadium; Clement Butson, of Blackpool Towner; Richard Chipperfield, of Chipperfield's Circus; and C. J. Cullen, London Agricultural Hall; R. S. Goddard, Paldington and Chesington Zoo-Circuses; Bernard and Cyril Mills, Bertram Mills Circus; W. Pinder, of the International Zoo-Circus; Fred Rosaire, Rosaire's Circus; James Sanger, Lord John Sanger Circus; John Swallow and William Wilson, London Agricultural Hall. Capt. J. Russell Pickering, M. B. E., continues as secretary.

During the meeting Cyril Mills expressed the view that altho there was not a great deal which could be done at the moment, immediately after the war the circus would undoubtedly be faced with many serious problems, and it was essential that circus proprietors should be ready to join with others and demand (See *CYRIL MILLS* on page 64)

The Circus Cavalcade An Inexpensive Feature for Giving the Finishing Touch to Local Publicity

By P. M. SILLOWAY

IN AN article in *The Billboard* about a year ago, discussing means for enhancing local publicity for the circus, I advocated the use of the cavalcade as a downtown demonstration on show day. The cavalcade is not a modified form of the old-time parade, tho it might be considered as a species of parade. It is defined as "a procession of persons on horseback," or "a formal march of horsemen or carriages by way of parade," also "a company of horsemen in procession." The backbone of

Minneapolis Auditorium May Ask Bond of Lessees

MINNEAPOLIS, March 29.—Minneapolis City Council has a motion before it, introduced by Alderman A. B. Froen, requiring all lessees of the Minneapolis Auditorium to deposit a cash bond plus a financial statement or evidence of financial ability before being permitted to enter the auditorium.

Preliminary discussion among aldermen indicated the motion will be approved by the committee on public grounds and buildings and made into law by the city council.

Cole Spec To Star Florence Tennyson, Noted Soprano

LOUISVILLE, Ky., March 29.—Cole Bros.' Circus is going operative this year. It is going in for high-class vocalists along with restyling, streamlining, and modernizing, according to General Manager Terrell, who has returned to winter quarters with the news that while in Chicago he signed Florence Tennyson, the noted prima-donna, to star in the new super-spectacle, *Pan-Americans*, which opens the performances this year.

Miss Tennyson has been a prominent figure in both opera and radio for the past several seasons and is said to possess one of the most thrilling soprano voices of the present day.

She starred in the Chicago and Boston opera companies, the New York Comique, the American Operetta and the San Carlos companies and several others of metropolitan note. Outstanding were her performances in *Aida*, *Lohengrin*, *Manon*, *Tales of Hoffmann*, *Don Pasquale*, *Cavalleria Rusticana*, and *Madam Butterfly*. She also sang the leading role, Jenny Lind, in *The Show of the Century*.

In addition to the opening pageant, Miss Tennyson will be heard in two other featured displays on the program this season. Arrangements are being made for her appearances over the radio in a special circus broadcast on the night of April 24 under the direction of Harry Thomas, Cole Bros.' radio director. She will head a big program of radio talent.

Another highlight this season will be Emmett Kelly, who has been added to the list of Cole Bros.' funsters. Kelly is one of the most popular clowns in spangland. Others of recognized prominence will be Otto Griebling, Bo-Bo Barnett, Horace Laird, Freddie Freeman, Toby Tyler, and Arthur Borella.

Vern Williams, manager of advertising car No. 1, has arrived on the scene from Los Angeles, where he spent the winter. He was accompanied by Mrs. Williams. General Agent J. D. Newman is expected back at quarters this week.

Straw Houses Rule For Barnes Bros.

BANDERA, Tex., March 29.—Barnes Bros. Circus opened here March 29 with only a night show, which drew capacity business. Since then business has been far above expectations, says Manager Joe Levine. At Fort Stockton, Tex., a straw house turned out at night, and at Alpine two night shows were given, as the show arrived too late for a matinee. Three straw houses were enjoyed at Presidio. After its Texas dates the show went into New Mexico for several stands.



FLORENCE TENNYSON, noted operatic soprano of both opera and radio, who will be starred in Cole Bros.' spec, "Pan Americans," and in two featured displays on the Cole program this season. Manager Terrell contracted her while in Chicago recently.

Mills Opening April 26; To Play Under Auspices

BEREA, O., March 29.—Mills Bros. Circus will inaugurate its second season's tour here April 26 with a matinee and evening show under auspices of the Cuyahoga County Agricultural Society. The association's executive committee of H. P. Richards, C. W. Maves, V. D. Croft, John J. Baesel, the mayor of Berea, and William H. Kroesen met with Jack and Jake Mills, managers of the show, and signed the contract. Jack Mills reveals that the first two weeks' route has been definitely set and that the smaller Ohio towns, bordering on the larger industrial centers where plants are working at capacity on defense projects, will be played early in the season.

Mills said that the show will play almost exclusively under auspices, with an advance merchant ticket sale at least two weeks ahead in each town. Billing will be heavier this season and much new paper will be in evidence. Jake Mills will assist his brother in the management of the show and will again direct the band.

The show will have a strong program, replete with novelty, but still retaining the major features of the old-fashioned circus. Plans are to open the program with a pageant and close it with an historical spec in keeping with the present time. There will be specialty dancing, Indian novelties, and singing and ballet numbers. The program will be in three rings. There will be an aftershow and a kid show.

Rebuilding work has been progressing for several weeks under supervision of Johnny Wahl, general superintendent. Additional workmen have been assigned to various departments in an effort to hasten work on opening preparations.

Records Broken by HM in Binghamton

BINGHAMTON, N. Y., March 29.—Attendance records were broken here at the Old State Armory by the Hamid-Morton Rotary Club Circus this week, with turn-away business being the rule. Three shows are scheduled for today.

Joe Hughes is in charge of promotion for Hamid-Morton here.

Selective Service Mail

In the Carnival 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.

The idea of the cavalcade for downtown demonstration on show day was impressed upon my mind on an occasion two years ago when the Big Show was exhibiting at Hobbs, Mont. There was absolutely nothing on the main business (See *The Circus Cavalcade* on page 57)

With the Circus Fans

By THE RINGMASTER

President: WILLIAM H. JEDD, 25 Murray St., New Haven, Conn. Secretary: W. M. BUCKINGHAM, P. O. Box 4, Gates Ferry, Conn. (Compiled by WALTER HORNADDEL, Editor "The White Toss," c/o Hornaddel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., March 29.—Doc Staples, president of the Con Colleagues Tent No. 19 of New Haven, Conn., and Mrs. Staples recently had a visit with Mr. and Mrs. Emil Pallenberg at their home in Clinton, a few miles away. The Pallenbergs recently returned from an interesting and successful tour of 20 weeks with the E. K. Fernandez Circus in the Hawaiian Islands. Their famous bears were one of the feature acts. Doc reports their bear, Carmichael, which was featured last year in the Jack Benny picture, *Buck Benny Rides Again*, has grown considerably since he saw it last summer.

Les Ulrich and his wife, Bonnie, of New Haven, Conn., who have been sojourning at Pompano, Fla., for several weeks, plan to return to their home the latter part of April.

Phil Milliken and Mrs. Milliken, of Portland, Me., spent the latter part of March at Sarasota, Fla., and were daily visitors at the quarters of the Big One where Phil shot many interesting movies, including some of Gargantua and Toto, to add to his already large collection.

On March 9 *The Sunday Telegram* and *Press-Herald*, of Portland, Me., carried a feature story by Beatrice Murray, a staff writer, of the CPA, with special mention of the local members. It was titled in a page-wide head, "Maine Has Good Representation in Circus Fans' Association of America." The quarter page below it was devoted to an interesting spread of seven circus pictures. In the story mention was made of Lawrence C. Brown, State chairman of the Den W. Stone Top and publicity director of the Minnet De Oro Tent of Portland, as being particularly interested in clowning, often spending part of a vacation with a circus putting on his amateur clown act along with the professionals. Both he and Mrs. Brown have a wide acquaintance of friends in the circus and his collection of 200 miniature elephants were practically all gifts from these friends. Also much space was given to Philip I. Milliken, whose particular interest is taking technical movies whenever he contacts a circus. Other members mentioned were Jim Tomlinson, who with Mrs. Tomlinson, has been spending the winter in Sarasota, Fla., making frequent visits to the quarters of the Big One; Frank Fenderson, whose interest is collecting circus books; also Ed Twomey and Gene Nadeau, both ardent followers of the big top.

Mack's Small Fry Deemer In South, Buck in N. Y.

PATERSON, N. J., March 29.—Captain Mack's Small Fry Circus has closed its winter quarters here and left for a spring trip south to Greenville, Greensboro, Winston-Salem, Raleigh, and Durham, N. C. Mack reports that hundreds of school children have subscribed to the Southern advance ticket sales at a dime per ticket.

Contrasting greatly with this is the \$1 per person rate for the show's Easter engagement in New York at the James McCreery department store. Refreshments will be included at this date. The McCreery store and its windows are being decorated with displays that shout circus. Mack says, and special broadcasts are programmed, including a selection of animal tracts.

C. Hodges Bryant lined up the Southern route for the show, and R. A. K. Pinkham, of New York, fixed the McCreery date.

Recent additions to the animals by way of births include a ringtail monkey and a calico foal. The show will return to its quarters about May 15 for its opening.

ALBERTIS CO.
440 W. 42nd St., N. Y.

TIGHTS SPANGLES

Get Out This "Ad"

Big Biz for Polack In Albuquerque

ALBUQUERQUE, N. M., March 29.—Polack Bros.' Circus enjoyed big business at each of its seven matinees and six night performances here March 18-24, under auspices of the Balint Alayad Shrine Temple, according to press representative Harry Payne.

The Blondin-Bellini high wire act was unable to work here due to a low ceiling.

Thursday morning (20) a unit of the big show entertained war veterans in their own auditorium at the Government Hospital.

Buck Owens and his leading lady, Altame Niquette, with Goldie, Buck's wonder horse, presented to him by the late Will Rogers, and the Castle family of trick ropers are proving a big drawing attraction in the Wild West concert.

Jack Bell has rejoined the big show band and is reported a proud father.

The coming, the arrival, and the engagement of the show here received many plugs every day for three weeks over Station KGOB by Harry Thomas, who will leave soon to head the radio department of Cole Bros.' Circus.

Doc Zeiger, who is wintering his carnival here, and Arthur Hockwald, agent of the Zeiger Shows, were on hand to catch the opening here. W. D. (Spot) Moore was also a visitor. S. L. (Buster) Cronin jumped from Los Angeles to visit Mr. and Mrs. I. J. Polack.

OAKLAND, Calif., March 29.—Polack Bros.' Circus opens at the Municipal Auditorium here today under sponsorship of Aahmes Shrine Temple for four matinees and eight night shows.

Every Shrine has sold tickets and each ticket is good for one adult and two children. Tickets paid for and turned back to the Shrine will be used to admit underprivileged children. Delta Zeta Sorority of the University of California has arranged to sponsor a group of children.

The school board is co-operating with the announcement that children whose parents wish to take them to the matinee on Wednesday, April 2, will be dismissed from classes that day.

Circus Saints AND Sinners' Club

By Fred P. Pitzer (National Secretary)

NEW YORK, March 29.—We want to congratulate Jim Schonblom and others of the Lillian Leitner Tent, as we note that the membership quota of 90 is filled and that there are 20 notable citizens of Reading, Pa., awaiting their turn to join. This tent has quite a full program outlined for the coming season. On April 12 the crowd will journey to Russell, Pa., to commemorate the 30th anniversary of the Mighty Watson Shows and visit the grave of John T. Watson to honor his memory as the founder of these great shows. A delegation is also going to New York to attend the opening of the Big Show at Madison Square Garden. This is a wide-awake group and no one can challenge their love for the circus.

A new committee has been appointed by the Dexter Fellows Tent to look after the charities and the welfare of old and indigent trouper. It is headed by Fred P. Pitzer and consists of Raymond C. Schindler, James J. Finnegan, Dr. Louis D. Clement, William Van Atten, and Treasurer John J. Mulcahy. Among the problems to be looked into is a huge cemetery plot for the old trouper and a revolving fund for trouper charities.

Chuck Tremaine, Dave Price, Harry Calahan, and Ben Zuffall are doing a splendid job with the side show at the monthly Dexter Fellows luncheons. All new members are dressed in clown costumes, with their names across their breasts and are seated on platforms so that old members can look them over. Strangely, the new members do not feel like freaks, but seem to like this new method of showing themselves to an interesting membership.

INA MAYNES, who has been bandmaster on Wallace Bros.' Circus for the last 10 years, has retired as a musician. If his health permits he will go out again this season but in another capacity. He has not worked since last July, when he left the show in Buffalo due to ill health.

Ringling Bros.-Barnum & Bailey Combined Shows, Inc.

OPENING THE SEASON OF 1941

MADISON SQUARE GARDEN, NEW YORK CITY
MONDAY NIGHT, APRIL 7

All people engaged for various departments will report for rehearsals in Madison Square Garden as follows:

All Performers 1 p.m., Thursday, April 3, Basement Madison Square Garden.

Musicians—9 a.m., Friday, April 4.

Side Show People—10 a.m., Friday, April 4.

Performers acknowledge call to PAT VALDO.

Musicians, Big Show Band, to MERLE EVANS.

Side Show People to FRED SMYTHE, Hotel President, New York City.

All others to GEORGE W. SMITH, General Manager.

COLE BROS.' CIRCUS

CALL . . . CALL . . . CALL

All Performers, Musicians, and Side Show People Contracted with Above Circus Report at State Fair Grounds, Louisville, Ky., not later than April 23, 1941. Opening date April 25 at Above Location. Rehearsals April 23 and 24.

Circus Model Builders and Owners' Association

By RUSS T. WARNER

(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., March 29.—Charles Lockier, of Auburn, N. Y., has finished his Hagenbeck-Wallace style chimera wagon and ready to start work on another tableau. Charlie and Mrs. Lockier expect to visit the old winter quarters at Peru, Ind., and also go to Louisville, Ky., to pay the Cole quarters a visit very shortly.

Jim Malfatto, of Philadelphia, writes that he visited the National Hobby Show in that city recently.

According to Bert Backstein, of Decatur, Ill., the demand for ready-made miniature circus wagons and equipment is growing by leaps and bounds. Bert makes these miniatures to take care of those who have not the time or equipment to make their own. He has just completed a 15-car train in 1/4-inch scale for C. H. Kachel, also several one-inch scale cages and wagons for Gordon Potter, of St. Joseph, Mich.

Clarence Guddebeck, of Auburn, N. Y., has received another fine set of dapple grays from Frank Updegrave, of Boyertown, Pa. This is an eight-horse hitch, hand carved and completely harnessed.

Charlie Doelker, of Harrisburg, Pa., has finished three more tabs for his "Great American Circus." Doelker visited Clarence Preffer at Johnstown, Pa., last Saturday to make arrangements for the coming meeting of the Eastern and Western Pennsylvania CMOBA members.

Arthur B. Larson, of Canton, Ill., who recently joined the Model Builders has completed 49 wagons of his contemplated 110-wagon show. Arthur now has 8 tents, 110 baggage horses, 23 cages, 29 bulls, and 17 camels, besides numerous other lead stock. Art's circus will be a feature of a coming hobby show in Kewanee, Ill., April 24-27.

Secretary Clarence Preffer has ordered more of the official buttons, as the first shipment has been sold out.

John Keifer, of Hummelstown, Pa., is enlarging his workshop and has registered his circus with the "Model Railroaders."

Many of the Model Builders have been wondering where and with what shows some of our members will be with this coming season. Chuck Setjls, who trouped with Russell Bros. last year, will not go out this season.

CALL—LAST CALL—CALL

GET YOUR ORDER IN NOW
MOTORIZE

Before the New Price Rise Takes Effect
Write for CHAS. T. GOSS Don't Wait
Shoeness' Standard Chevrolet Co. Until It Is
Finance Plan East St. Louis, Ill. Too Late

TIGHTS OPERA HOSE
KOHAN MFG. CO. 290 Taaffe Pl. Brooklyn, N. Y.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

VERNE CRAWFORD and wife will be with the Bud E. Anderson Circus this season.

BERT AND CORINNE DEARO will play the Omaha, Neb., Shrine Circus, after which they will open with Cole Bros. Circus.

KENNY HULL, who sold inside tickets with the Big Show last year, is now a public relations man for a Los Angeles hotel.

JACK WALSH is steward for the Olympic Commissary at Fort Leonard Woods, Mo., so will not troupe this season. He says he has a three-year contract as steward.

THREE CIRCUS pictures, "Stew," "Trapeze Artists" and "Eldress Hazzard," featured an exhibit of Clarence Carter's paintings in Webster Hall, Pittsburgh, recently.

THE FIVE CONDOVAS will not be with a circus this season, but will continue playing theaters and at fairs. They were at Fay's Theater, Providence, R. I., March 14-20.

ELDON D'ORIO, xylophonist, has been playing in the floorshow at the Mayfair night club, Detroit. He says he will do a musical act in the side show this season with Cole Bros.' Circus and also play snare drum for ball.

THE FLYING BEHES are appearing as a free act at the Jenny Lind night club, near Fort Worth, Tex. This is the first time in this locality that such an act has been used to attract customers to a night club.

CARL TRAYNOR clowned at the circus and rodeo at Wrigley Field, Los Angeles, March 9 and was inducted into the army the next morning. He has been assigned to Camp Callan, San Diego, and would like to hear from friends.

KARL L. KING, Fort Dodge (Ia.) bandmaster and composer, rated a two-column story in *The Fort Dodge Messenger & Chronicle* of March 22, which told of his bandmaster days with the Barnum and Bailey and the Sells-Floto-Buffalo Bill shows.

JACK SAUER, ardent circus fan and manager of the W. T. Grant store, Canton, O., and Mrs. Sauer, have returned from a Florida vacation, during which they visited the Clyde Beatty Zoo at Fort Lauderdale and spent some time inspecting the winter quarters of the Ringling-Barnum circus at Sarasota.

CHARLOTTE SHIVE, formerly with the Ringling-Barnum circus, has been making her home in St. Petersburg, Fla., since quitting the white tops and has returned there after playing the four weeks at Orrin Davenport at Cleveland and Detroit. Charlotte explained to fellow trouper that it was just a vacation.

MR. AND MRS. LEO BLONDIN celebrated their 30th wedding anniversary March 17. Blondin, formerly in the circus business, is now superintendent of Lincoln Park Zoo, Oklahoma City, Okla. On his anniversary date he met Charlie Tyler, a former circus bandman, who is leader for the regular army band at Fort Sill, Okla.

CLARKSBURO, W. VA., has had a number of circus acts this winter playing with revues, including the Taketas, perch act; Nelson Sisters, aerialists; Mayne Butter, wire act; Two Jacks,

perch. Jimmy Carter, of Clarksburg, says it would be great if an indoor circus played there, as the town is circus crazy.

LESTER S. (BUCK) HARRIS, formerly with the Flying Melozas, Harold Voise, and Billy Siegrist troupes, and last season with the Ringling show, has been inducted into the army. He has been assigned to the chemical warfare service and is stationed at Edgewood Arsenal, Md. Letters from friends would be appreciated.

BOSE AND BETTY REIFFENACH, equestriennes with Cole Bros. Circus, were pictured in technicolor in the Cole show's wardrobe department on the front page of the rotogravure section of the March 23 issue of *The Courier-Journal*, Louisville, Ky. Mrs. Harry McFarlan, wardrobe mistress, was shown fitting the Reiffenachs into their 1941 costumes.

GEORGE A. DIX had a horse show Sunday, March 16, at his Pentola Farm near Delaware, O., where he has been busy assembling a four-horse hitch of Crysedale geldings and a six-horse hitch of Percheron geldings for the Ringling-Barnum circus. Dix recently drove to Sarasota, Fla., to be on hand when the horses were unloaded at the circus quarters.

REQUESTS for the circus parade drawing, being sponsored by Arthur Stenwald and Charlie Campbell, have been so numerous that it is not possible for all of them to be answered. Stenwald, therefore, informs that a printed form will be mailed to those persons who are to be included in the route of the drawing, otherwise the letters will go unanswered.

BUDDY FERRES, formerly of the Sells-Sterling Circus, is a page at the State Capitol, Lansing, Mich. He visited clowns

at the Orrin Davenport Hospitaler Circus there last week, including the Black brothers, Kenneth Waite, Everett Hart, Jack Kennedy, Chester Sherman, Earl Shipley, Emmett Kelly, Joe Vani, Otto Griffling, and Harold Conn. Business at the Lansing show was above last year's.

WHEN a batch of new Ringling-Barnum circus art reached the desk of Murray Powers, Sunday editor of *The Akron (O.) Beacon-Journal*, his yen for the white tops was evident, for he slugged it for page one of the rotogravure section for the Sunday, March 23 issue, giving over the entire page to a half dozen excellent shots taken at Sarasota, Fla., this spring. One of the photos, that of an unusual pose of Lou Jacobs, Ringling-Barnum clown, brought many comments from readers. Spring (See *Under the Marquee* on opp. page)

Circus Historical Society

WICHITA, Kan., March 29.—Charles Dryden, of this city, foot juggler and clown, will again be with Bud E. Anderson's Circus.

Walter W. Tyson, CHS, of Guelph, Ont., would like to hear from anyone having information on the Sloat Shepherd Circus, which played in Guelph May 18, 1857.

Billy Silverlake is with Daley Bros. Circus. Professor and Lola Stanley are playing in and around Detroit with their wire act.

Ward Story, formerly of Waukegan, Ill., has moved to Kansas City, Mo., where he is operating a novelty shop.

The Aerial Michels visited at the home of Buddy Bernard, Wichita, Kan., while en route to El Paso, Tex., with Polak Bros. Circus.

Mr. and Mrs. Kachel, CPA's of White-water, Wis., have added two stock cars and nine flats to their miniature circus.

John T. Benson, of Benson's Wild Animal Farm, Nashua, N. H., is vacationing in Florida.

B. L. Wilson, CPA of Chicago, recently made a trip to Peru and Rochester, Ind., to visit there located some old Wallace pictures of about 1910. Reported by Betty Leonard.

The Origin and History of Circus Saints and Sinners

By WALTER D. NEALAND

The organization of the Circus Saints and Sinners dates back to September 12, 1927, when the Cozy Corner Club of Richmond, Va., staged a "barbecue" at Amelia, Va. On that momentous occasion Harry Tucker, city editor of the *Times-Dispatch*, had as his guest Frank V. Baldwin Jr., of the Empire Trust Company of New York. During the festivities Baldwin, a lover of the circus, remarked to several prominent business men present that Richmond should have an organization similar to that of the Circus Fans of America, which was flourishing at the time in New York and elsewhere. Joseph Kass, one of Richmond's most prominent merchants and an ardent circus fan, agreed with the New York banker, and Tucker promised co-operation. Kass agreed to organize a local club and called a meeting attended by nine of Richmond's best citizens. The name chosen for the new organization was "Circus Saints and Sinners."

Tucker wrote a story in his newspaper calling upon loyal supporters of the circus to adhere to their childhood devotion to the perpetuation of the circus and to build a home some day for the aged and indigent members of the circus fraternity.

As a result of the first meeting at this "barbecue" the first tent of the Circus Saints and Sinners came into existence and was incorporated on March 17, 1930, in Richmond, under the laws of Virginia, with the main office in Richmond. W. W. Workman, a State senator, had formerly been connected with the circus as a member of the Barnum & Bailey Circus during its European tours, and in his honor the first tent was named W. W. Workman Tent. It was also decided that each tent organized would bear the name of a circus celebrity.

The original members of the first tent were Joseph Kass, Harry Tucker, John C. Goode, Dr. Clifton H. Ruid, Harry W. Ebel, William H. Adams, Charles A. Somma, and Frank V. Baldwin Jr. The first annual convention was held at the William Byrd Hotel, Richmond,

October 19, 1929, at which time Dr. Ruid was elected president. Later the same autumn "Tent" was formed in New York City (later named in honor of Dexter Fellows, the great circus press agent); the Consolve Tent in Norfolk, Va.; the Will Rogers Tent in Petersburg, Va.; the Lillian Lett Tent in Bradford, Pa.; the Hugh E. Sprout Tent in Staunton, Va., and others.

The parent tent, W. W. Workman, is flourishing, thanks to the interest displayed by local circus enthusiasts, and has for one of its saints none other than the late W. W. Price of Virginia. He strives to keep alive interest in the circus, helps unfortunate members of the circus world, holds meetings at which hospitality is extended, and some day will fulfill its ambition to build a home for those of the big tops who need a residence before departing for the last stand.

Every year a mammoth "Circus Christmas Tree" is staged, with a banquet at the Hotel John Marshall in Richmond. Charles A. Somma and his able assistants see that everybody is made happy on this occasion. The new president, Tom Scott, president of the Richmond Dairy Company, and his efficient aids, Joe Kass, Clarence W. Riddick, Bill Hoberg, Charles Bitting, Roy Hurt, L. T. Christian, John F. O. Grady, A. D. (Ham) Watson, Paul Spencer, Fritz Stettering, John G. Saunders, Alex S. McMurtry, Jack Lyons, Dr. Guy E. Fisher, Fred J. Hasking, Raymond C. Hall, Foley Smith, Tony Demant, and Charlie Woo (the only Chinese member of the organization) are always on deck to extend helpful hand and co-operation for the good cause.

The annual barn dance will soon be staged, and the members are looking forward to the annual Saints and Sinners jamboree as guests of John H. Marks, Richmond carnival owner, during the April engagement of the Marks Shows on the West Broad Street lot here. Members of the Workman Tent will be the guests of Manager Marks at

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

MULE DAY RODEO, sponsored by the George L. Buchanan Sales Company and produced by George V. Adams, will be held in Columbus, Tenn., and not Columbus, S. C., as was previously reported.

REX ROSSI and Frank Yturria, Brownsville, Tex., joined Col. Jim Eakew's J. E. Ranch Rodeo at Washington, D. C., on March 27. Rex was formerly with Tom Mix and Hoot Gibson.

MARIE WOLF, known as Princess Marie and partner of Jack Wolf, will not be with Cole Bros. Circus this season because of the injury she received while on the show last year.

ALABAMA'S first amateur rodeo, sponsored by a newly organized non-profit organization built around livestock students of Auburn University, was to be held March 28-29. Organization is known as API Rodeo Association. Sam P. Brewster is manager.

ED McCARTY and Verne Elliot, Cheyenne (Wyo.) rodeo producers, filed suit March 26 in a Baton Rouge (La.) District Court, alleging breach of contract against Louisiana State University and claiming damages of \$18,725. McCarty and Elliot declared in the suit that a contract for staging rodeos at the university in the fall of 1939 and 1940 had been signed by Dr. James Monroe Smith, former LSU president. They claim that the new president two months later questioned the validity of the contract and advised them that it would not be carried out. McCarty claimed that the shows staged in the arena at Baton Rouge realized a \$5,000 profit for the fall of 1937 and 1938. The rodeo firm asked \$18,725 which it allegedly paid for preparing trick riders, ropers, clowns, and others for the proposed 1939 and 1940 shows.

HAPPENINGS in the rodeo field 10 years ago: Sandy and Boots Sallee were en route from Kansas City, Mo., to Peru, Ind., to join the Sells-Floto Circus for their third season. . . . Herb Hunt, top-notch contestant, who had been working in pictures in Hollywood, was in Yountville, Calif., with the Napa Company. . . . Cowboys working in the picture, *Clearing the Range*, starring Hoot Gibson, were Pat Healy, Bill Cooley, Cecil Kellogg, Fred Gilman, Jim Corey, Pardon Jones, George Sowards, Mike Killhofer, Howard Hickley, Harry Robbins, Spike Speckman, and Carl Morrison. . . . Price of Virginia (B. Slint), trick rider and fancy rifle shot, was killed accidentally at Grants, N. M. . . . Jack Hammel was released from a hospital at Amarillo, Tex., after recovering from injuries sustained in a fall. . . . Johnnie Tantlinger, who grew up on the 101 Ranch Show with his parents, Mr. and Mrs. Vern Tantlinger, was living in Beverly Hills, Calif., where he was with an auto company. . . . Christina Carr, trick rider, died in Johannesburg, South Africa, from injuries received while performing. . . . Joff Brady was in a Fort Worth (Tex.) hospital.

JOE WILSON writes from Ojal, Calif., that he is heading east, and wonders what has become of the "Do You Remember" column. He submits the following memories: . . . In 1912 it will be 28 years since the 101 Ranch Show opened in Hot Springs, Ark. It was a swell show and most of the top-notch performers were with it. Among them were Chester Byers, Tommy Kirnan, Hank Durnell, Ed Lindsey, Clarence Shultz, Grover Shultz, Johnnie Davis, Clayton Danks, Perry Ivory, Montana Jack Ray, Vera Barnett, Doc Webber, Vern Tantlinger, Tom Eckhard, Bessie Herbers, Beatrice Brousseau, Mabel Kline, Martha Allen, Ethel and Juanita Parry, Bill and Buster Mack, Blanche McCoughy, Princess Winous, Bessie Barnett, Edith Tantlinger, and O'Neil Osborn. Buck Jones joined at Galveston, Tex., that season two days before we closed. No man ever rode a horse that could beat Tommy Kirnan as a trick rider. Chet Byers was and is the best of ropers. The girls were all good. What a picture Beatrice Brousseau was on that high school horse, Chester, while doing his dance. I was on baggage stock for Shorty Phillips that year."

a cookhouse dinner and will co-operate with entertaining the orphans of Richmond at a free show and refreshments.

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Good Crowd Marks Opening Of Ohio Fairgrounds Spot

HEREA, O., March 29.—Large attendance marked the recent opening of a roller rink in the agricultural building on Cuyahoga County Fairgrounds here and business to date indicates that the venture will be successful, reported Fair Secretary William H. Kroesen. Building was leased by Roller Sports, Inc., with Stanley Westfall as manager and Ted Mack, E. M. Green, and E. A. Maier as operators.

A new 50 by 208-foot floor has been laid in the building. The maple skating area is 175 feet long. It has a subfloor and cushion paper laid on concrete. Interior has been repainted and automatic forced-air heaters and rest, check, and skate rooms have been installed. Also available is space for spectators and a practice floor.

Big Crowd Sees N. Y. Meet; Entry List Reported Heavy

BRONX, N. Y., March 29.—A large number of enthusiastic operators witnessed the New York State Roller Skating Championships conducted in John Beckmann's Fordham Roller Rink here on March 19. Entry list was reported heavy. Winners will be sent to Cleveland to compete in national championships in Municipal Auditorium on April 23-26.

W. A. Holland, operator of White Plains (N. Y.) Roller Rink, who assisted in scoring events, reported that skaters taking part in the competition had made tremendous strides. He said that advancement in technique of various phases of skating and the great number of skaters who are qualified for competitive events firmly establishes the fact that the sport is fast becoming a pastime worthy of recognition given other sports.

Current Comment

By CYRIL BEASTALL

CHESTERFIELD, England.—After carefully perusing Ed Moora's article under date of January 18, I take it that the Roller Skating Rink Operators' Association of the United States is footing two types of hockey and venture a



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GAGAN BROTHERS
444 Second St., WERRETT, MASS.

criticism on organization of roller hockey in the U. S.

Having taken under its wing organization of all that is best in fancy and speed skating, and confining efforts on international-style dancing and figure, it is surprising that the RBSOA offers two kinds of hockey. One has proved unsatisfactory as an ordinary rink proposition. The other is similar to the European game, the only kind the average operator can afford to encourage. The writer has long advocated the European game after carefully weighing the situation from all angles. My assertions are not based on personal preferences as a player. The angle of management and the spectator has been considered and there is only one answer if hockey is to take its place as a permanent branch of the sport.

I am of the opinion that the kinds of hockey which have flourished sporadically in the United States in the past are arena propositions. Numerous objections from responsible American operators during the past decade emphasize the undesirability of the game because of duration of play and roughness permitted by existing rules. Of course, I realize that the more spectacular brand of hockey has always been staged in the United States and the only American game anything like it, roller polo, has also earned unpopularity because of roughness. But if the international-style hockey mentioned by Moora is akin to roller polo, and modifications are introduced to abolish roughness and modern equipment is specified, then the game can prove financially beneficial to operators and pleasing to onlookers and players.

ARMORY Roller Rink, Chicago, has been closed so as to permit full use of it for defense purposes, reported Bill Henning. Dance classes will be continued under direction of Vic Frasch in Riverview Rink. Riverview Manager Paul has granted the Armory management permission to complete a straight waltz contest at his rink. Winners will receive diamond medals.

VOODOO number was scheduled for the Fred H. Freeman Figure Skating Club party and banquet in Winter Garden, Hollisway, Dorchester, Mass., on April 1. Winning couple getting sets of Chicago shoe skates. Annual New England champions' roller revue will be held on April 18. Eight will leave Boston on April 20 to participate in national contests in Municipal Auditorium, Cleveland, on April 23-26.

GREAT improvement in rink business and the general class of skating has been noted by the Four Skating Macks, who for the past three months have been on tour with American Beauties on Parade and have visited numerous rinks, reported LARUE Mack. While playing Saginaw, Mich., Mr. and Mrs. Wally Kiefer, operators of Skateland, invited the cast of about 35 to a skating party after a regular season. In Chicago the Macks met Frank (Curly) Wiesner, of the original Whirlwinds. They recently returned to the States after an extended tour. On March 19 the Macks visited Carpenter's White City Rink, Chicago, which is reported to be doing capacity business.

"GREEN and red lights and a horn, signals for skaters to get on or off the floor, are innovations at George W. Pierce's Anderson (Ind.) Roller Rink."

LOOK FOR THIS FEATURE

Classes and Carnivals — How They Help Rink Business

By R. D. Martin

in
**THE BILLBOARD'S
SPRING NUMBER**

Dated April 12

writes Peter J. Shea, a recent visitor there. "On the day I visited attendance was good at afternoon and night sessions. I notice that many rinks have adopted a policy of offering special features every night. This reminds me of inexperienced card players who use all their trumps at the beginning and have nothing left to fall back on. There is no need for special attractions nightly when business is booming. Some promotions should be saved for the slump."

MANAGEMENT of Circus Roller Rink, Bloomington, Ill., has re-leased Circus Park Building, reported G. B. Moyer. The enlargement of the floor and installation of a new heating system will be begun in April, nightly sessions and Saturday and Sunday matinees will continue uninterrupted. Summer operation is planned. Floor Manager Ted Wigginton and his wife, Virginia, are teaching late dance steps.

ROLLER Skating Club of Chicago held a party in Armory Roller Rink on March 16, reported Secretary Owen Ray. There were door prizes and a straight waltz contest. Another party will be held in Swanik Rink on April 6, when a barn dance contest and door prizes will be featured.

TOM J. OWEN, who reported he has managed Campus Roller Palace, Akron, O., since January 1, is installing an air-conditioning system and plans summer operation. Nightly sessions are held, with Saturday morning programs for children and Saturday and Sunday matinees.

EASTER parade will be staged at W. A. Holland's White Plains (N. Y.) Roller Rink. There will be a grand march, climaxed by award of a door prize and 10 Easter baskets. Monday night speed races are becoming increasingly popular as competition gets keener. Skaters from surrounding territory are taking part in them, competitors appearing recently from Long Island, Manhattan, Bronx, Brooklyn, and Hartford, Conn. Aiming to establish White Plains as a speed center, Manager Holland has applied for a sanction from the Roller Skating Rink Operators' Association of the United States for an eastern states title date. He also plans a series of interclub, interstate, and intercity meets.

CAPTIONED "Dates on Skates at Rollerland," a double-page spread of photos snapped in new Columbus (O.) Rollerland was carried in the March 23 edition of The Columbus Star. New rink club, reported to already have over 600 members, will hold monthly parties, first of which is slated for April 7. Rink floor staff includes Hoyt Burnett, Lowell Hessler, and Dan Schatt.

ROLLER rink in Oklahoma City (Okla.) Municipal Auditorium closed for the spring and summer on April 1, reported Auditorium Manager T. T. Johnson. Bill Murphy completed his second year as manager of the rink. B. G. Pierce, operator, is expected to open an outdoor rink in the city soon.

ATTENDANCE of 810 marked a skating party at River Garden Rollerdom, Heidelberg, Calif., on March 23 under auspices of the River Garden Pirates' Club, reported Manager Armand J. Schaub. Representatives of 18 rinks and 14 clubs in California were present. Cupes were awarded to the club having the most members present, the one coming the greatest distance, and for the best dance demonstration, best costumes, and best comedy act. Lunch was served and there was a hockey game and chariot race. Among those attending was Fritz Buhlman, manager of Diamond Rink, Oakland. Pirates' Club has slated a picnic and skating and swimming events at River Garden Beach for May 30-June 1.

UNDER THE MARQUEE

(Continued from opposite page) fewer must have been catching, for the same date The Youngstown (O.) Vindicator's roto section made its appearance with a half-page of Ringling-Barnum art.

DURING the final night of a week's engagement at the Ringling night club, Mansfield, O., March 27, "Corky," clown performing dog in the Tinker Toy and His Pals act of the J. R. Malloy circus unit, either became lost or was stolen. An all-day search by police on Sunday and appeals over the local radio station failed to reveal any trace of the dog, prized as one of the outstanding canines of the Malloy dog and pony act.

SLIVERS JOHNSON has been playing all winter with the Hamid-Morton Circus and will play several more weeks with it, winding up about the middle of May in Montreal. Several members of the Polack show visited Hamid-Morton in Kansas City, Mo., including Felix Morales, his mother and sister, Teresa, and Randow, Danny Sullivan, midjet clown; Doc Heffner, Jimmie O'Neil, Earl Wright, Mr. and Mrs. Gop Hugo, and Charlie Nelson.

AN INTENSIVE CAMPAIGN for both active and social members is under way at the Canton (O.) Showmen's Club, with Vice-President Ralph Smith in charge. The club expects to induct at least 100 applicants before the April frolic at the Swiss Club April 17. Plans for new clubrooms are being formulated. The club has been holding forth in Keefer's hall. Late in the spring the club expects to stage a show at a local theater, using only talent that holds membership in the club.

JOHN JUDGE McCARTHY and wife, known in vaudeville as the Scotch Macks, for 40 years, finally wound up their show life with the Tom Mix Circus in 1937, according to the "Columbus Day by Day" column in the March 21 issue of The Columbus (O.) Citizen. It was at the end of the '37 season with the Mix circus that the McCarthys, known as Scottie and Dolly, gave up trouping and opened a gas station and luncheon room on Route 31, near Columbus. The walls of their station and luncheon are covered with circus and vaudeville pictures, the article said. Scottie has also been with the Ringling Brothers, Sells-Floto, John Robinson, and Downie Brothers' circuses.

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OTTAWA TO RESUME

'41 Exhibition Okehed by Gov't

Hamid grandstand show and WM are booked — wartime fairs encouraged

OTTAWA, March 29.—Central Canada Exhibition Association will hold a 1941 fair in Lansdowne Park here, it was decided at a meeting in the association offices, reported Secretary-Manager H. H. McEroy. The exhibition will be staged under canvas, as all the buildings are being used by the department of national defense. Because of this occupancy, there was no 1940 fair, but a junior agricultural department show was held in Richmond.

George A. Hamid, Inc., has been contracted to again provide a grandstand show. Max Linderman's World of Mirth Shows will again be on the midway. Contracts were made on March 29.

More than 50 tents will be used for exhibits, directors said, on ground in front of the grandstand and to the rear of where the grandstand stage will be located. Directors were informed that the wartime exhibition will have full approval of the officials of the department of national defense and the association has been offered co-operation by Mayor Lewis, board of control, and personnel of Ottawa Winter Fair.

Ample Space Provided

President F. C. Elford said the directors' action had enthused the Dominion and provincial departments of agriculture, as P. M. Dewar, Ontario minister of agriculture, had been stressing the necessity for production and quality to meet war needs and post-war needs which could be aided thru agricultural fairs.

Midway will be in its usual spot, running between the manufacturers' and general purpose buildings. Complete agricultural and livestock shows, to include all junior department activities, will be in tents located between the grandstand stage and the driveway. Directors were informed there will be ample space and that there will be no interference with grandstand shows. Women's Institute displays also will be located there.

Tribute Paid to Bethune

President Elford paid tribute to the memory of the late Cecil Bethune, a director since 1914 and president of the association in 1927-'28. He welcomed Clayton Fitzsimmons, a new director, (See Ottawa to Resume on opposite page)

License Denied, Hamid "Is Thru" With Plan for Racing

TRENTON, N. J., March 29.—His application for a pari-mutuel race track here having been rejected again, George A. Hamid on Wednesday hinted about a later announcement on utilizing part of his New Jersey State Fair grounds here, now idle except during fair week.

He declared he was thru with racing plans, withdrew his \$10,000 check posted with his application and said that he "could not be paid" to apply again for a racing license.

Norrick Is Muncie Manager

MUNCIE, Ind., March 29.—A. G. Norrick was elected secretary-treasurer and general manager of Muncie Fair by the directors, who named E. Arthur Ball, president, and Hermann Guthrie, vice-president. Directors are now Will Drago, Urba Carter, Bud Maddix, Leonard Sowers, Russell Johnson, Charles Schuler, Orville Russell and Seward B. Price. The new manager, who has taken charge, was for a long time clerk of course for the Indianapolis Grand Circuit meeting and is secretary of Eastern Indiana Fair and Racing Circuit.

CINCINNATI.—Frank P. Duffield and Art Briscoe, Theatre-Duffield Fireworks Company, callers at offices of The Billboard, were here on business on March 28.



BERNARD J. YOUNGBLOOD, appointed secretary-manager of Michigan State Fair, Detroit, for the next two years by Governor Van Wagener, has proposed several changes in policy which he believes will make the 1941 annual best in history. He plans attractions to include a rodeo, name band, and harness racing. He has never been connected with fairs or show business, having been active in his own business and in politics. A native of Detroit, he was born there on January 21, 1898. He was with the Detroit Edison Company several years, founded the Youngblood Ice & Coal Company, and was deputy secretary of state under former Governor Murphy, chief deputy registrar of deeds, deputy probate registrar, and undersheriff of Wayne County.

Relief for Nebraska Board In Grandstand Refinancing

LINCOLN, Neb., March 29.—By a vote of 38 to 1, Senator Mischke dissenting, a Nebraska legislative bill to relieve some of the indebtedness of the State Fair here by refinancing grandstand debentures, has been passed. Issue will be \$250,000 and will draw 4 per cent interest as against 5 1/2 per cent now drawn under terms of the original issue in 1930. This will knock off about \$3,000 annually in interest charges and, fair officials believe, will bite into the job of removing the principal.

Debenture buyers get their return in interest and principal solely from grandstand admissions, and cannot dip into income from any other sources. New issue is to mature in not to exceed 30 years. Senator Mischke declared he did not like to obligate the fair so far into the future, largely, he claimed for benefit of investing banks which hold heavily in the debenture issue.

This is considered a victory for the much-criticized fair board, as for more than six years efforts have been made in the Legislature to get some relief in the matter of the bonding.

Arizona State Is Cinched With 2-Year Fund and New Commish

PHOENIX, Ariz., March 29.—A 1941 Arizona State Fair here was assured when both houses of the Legislature before adjournment passed an appropriation bill setting up \$41,000 for the State Fair commission for the ensuing biennium. After a lapse through depression years, the fair was revived last year but its continuance appeared in doubt unless legislative financial support were extended.

The Legislature also passed a measure providing for reorganization of the fair commission. Stricken out of this bill, however, before it went to the governor were all references to horse racing. In original form, the bill would have placed horse racing on the State Fairgrounds and operation of pari-mutuels under supervision of the fair commission and would have allotted a portion of pari-mutuel revenue for support of the fair.

Utah Preps For Centen

Fair meet starts move to tie in with '47 celebration —new State bureau liked

SALT LAKE CITY, March 29.—Members of Utah Association of Fairs at the annual meeting here on March 20 started plans for the Utah Centennial Celebration in July, 1947. More than 100 delegates attended the session in the Newhouse Hotel, best turnout in several years, said Martha E. Gibbs, secretary.

A. E. Smith, Nephi, was re-elected president; Mrs. Pearl Hunsaker, Honeyville, vice-president, and Miss Gibbs, Salt Lake City, secretary. President Smith, Mrs. Hunsaker, and Mrs. D. W. Moffat, Murray, were re-elected to three-year terms on the board of directors.

Keynote of the meeting was the 1947 centennial, planned to commemorate arrival of the Mormon pioneers in July, 1847. Gus P. Backman, secretary of Salt Lake City Chamber of Commerce, who described the centennial as of "incalculable worth to the State," said it could not be regarded as in the world's fair class, since the city was too small for such an undertaking and could not finance huge buildings. He appealed to (See UTAH '47 CENTEN on opposite page)

Sweeney Books Sac City, Ia.

CHICAGO, March 29.—Ray Delbert, director of Sac County Fair Association, Sac City, Ia., announced that a contract for auto races at the 1941 fair had been awarded to National Speedway Company following a meeting with Al Sweeney here on Wednesday. Delbert said a campaign to erect a memorial to Earl Dew, national champion jockey, who recently died following an accident at Agua Caliente, had been started. It is to be held near the starting line on Sac City Fairgrounds, where Dew learned to ride and where he scored his first victory. Unveiling of the memorial will take place during the fair.

Charter Issued in Delta

JACKSON, Miss., March 29.—A charter to Mississippi Delta Fair Association, Inc., Shelby, was signed by the governor following approval by the attorney general. Incorporators are given as W. J. Tober, A. S. Weisinger, Shelby, and H. B. Crosby, Greenville. Association was classed as nonprofit and to sponsor livestock shows and fairs in Bolivar County and other points in the Mississippi Delta. The State has five district fairs but none in the delta, and if the organization becomes district in scope it can qualify for legislative appropriations for premiums.

Arizona State Is Cinched With 2-Year Fund and New Commish

It also would have limited horse racing on the grounds to 21 days in any 45-day period. So in final form it leaves racing under jurisdiction of the State tax commission. Racing provisions were eliminated after Gov. Sidney P. Osborn said he would veto the bill if they were left in.

The measure sets up a State Fair commission of seven, instead of nine as originally proposed, to be appointed by the governor. Each will be required to post a \$2,500 surety bond. The commission is to have custody and direction of all State Fair property, direction of fairs and other exhibits and authority to establish entrance fees and rentals, to arrange for awards and their financing, and to lease grounds for events. All funds derived from leases and events on the grounds go to the commission for upkeep and improvement.

New W. Va. State

CHARLESTON, W. Va., March 29.—The Legislature, concluding its biennial session here, designated Greenbrier Valley Fair, Lewisburg-Bonhoevert, as the State Fair of West Virginia. W. L. Tabcoot has been secretary many years. Action was taken because Greenbrier Fair is oldest in the State and has attracted leading national exhibitors for years. Gov. Matthew M. Neely approved the bill, which became effective immediately. Before its lapse some years ago, the State Fair had been held in Wheeling.

No Shake-Up Seen in Detroit

State Fair staff retained—band policy to repeat —R&C will be midway shows

DETROIT, March 29.—Personnel of Michigan State Fair administration is being largely carried over under Bernard J. Youngblood, new fair manager, despite the political change involved. Contrary to prevailing former practice, this will give the fair an experienced administrative staff.

Name band policy will be repeated this year, with bands playing in the Dan Arbor, an outdoor spot installed last year adjoining the administration building. Contract for the bands has been signed with the Music Corporation of America.

The midway contract will definitely go to the Rubin & Cherry Exposition, according to fair officials. Beckmann & Gerety Shows, another Amusement Corporation of America unit, had the midway the past two seasons.

Echoes of a proposal, first made last fall, to turn the State Fair grounds over to the National Guard for training as was done in 1917-'18, were heard this week in Lansing. State Senate passed a bill authorizing the guard to use the grounds. This would also apply to the new home guards, formed to replace the National Guard while the latter is mobilized elsewhere. Bill has gone to the lower house.

Okl. Stock Revival Talked

OKLAHOMA CITY, Okla., March 29.—A plan to revive Southwest American Pat Stock Show here was advanced at a meeting of livestock and packing interests, members of the State Junior Show, and Chamber of Commerce livestock committee. The annual, which combined a senior show, horse show, and arena entertainment, was discontinued after a fire in 1930 destroyed its facilities. Idea for a major rodeo and a horse show was favorably received. Meeting followed the successful annual Junior Livestock Show here. Revival plan for a senior show was put forth by Roy J. Turner, Oklahoma City oil man and breeder, who offered to investigate possibilities and to give financial support. Building program cost is estimated by John R. Baker, manager of Oklahoma National Stockyards Company, at \$137,000.

LOOK FOR THIS FEATURE

Common Sense,
Copper Cents,
and Horse
Sense in Fair
Management

By G. R. Lewis

in
THE BILLBOARD'S
SPRING NUMBER

Dated April 12

Around the Grounds

SAN FRANCISCO.—Span of the Golden Gate International Exposition here has been recorded in a 300-page book, *The Magic City—Treasure Island, 1939-40*, by Jack James, the fair's promotion and publicity director in 1940, and Earle Weller, manager of the 1940 magazine division. It includes names of all expo employees, tabulations of attendance, lists of special days, and financial statement.

COLUMBUS, O.—Legislation intended to triple the State's tax from horse racing and tighten its regulation of tracks has come out of the Senate judiciary committee, with recommendation for passage, Senator Grant P. Ward, Columbus, author, estimated this would increase the State's racing income to \$350,000 as compared with \$125,000 last year. Measure would give the State 3 per cent of all money wagered, the cut now being from 1 to 3 per cent, but mostly 1, he said. Under the bill handbooks instead of mutuels could be used as harness races.

HARWINTON, Conn.—Louis J. Campbell, recently re-elected by Harwinton Agricultural Society to his 10th term as superintendent of concessions, reported he will also superintend grounds, handle publicity, and book acts. Gov. Robert Hickey is expected to attend this year's fair. Campbell also manages the Peerless Campbells and Carling Campbells. During the past winter members of the acts have worked in Connecticut defense factories.

NEWCASTLE ON TYNE, England.—Race Week Temperance Festival, annual event on Town Moor here in June, has been abandoned for duration of the war. A feature was the fair, largest in the country, attended by showmen from all parts.

SPRINGFIELD, Mass.—Eastern States Exposition officials were among proponents who appeared in favor of a bill that would suspend for five years the law forbidding showing in Massachusetts horse shows of animals whose tails have been docked, in a hearing before the legislative committee on agriculture in the State House, Boston. Mayor Roger L. Putnam, State Senator T. M. Petersen, and Loring Brooks Jr., all of this city, led arguments for the bill. The mayor said the present prohibition against showing animals is of no benefit to horses with docked tails but injures Massachusetts horse shows "because there are plenty of other States where exhibitors can send their horses." Only three States have a law against docking, he said.

TAYLOR, Tex.—Name of Williamson County Livestock and Agricultural Fair has been changed to Texas Farm Festival and plans adopted for early construction of a permanent fair plant here.

AUSTIN, Tex.—New incorporations here include Howard County Fair Association, Big Springs. Incorporations are given as Fred Keating, W. L. Wilson, and R. V. Middleton.

EL DORADO, Ark.—WPA has approved a project for Union County Fair Association, calling for a \$9,000 expenditure for a plant on a new 20-acre tract. Three or four buildings are planned with other improvements.

Grandstand Shows

PROGRAM for Central Iowa Fair, Marshalltown, a revue and acts, will be furnished by Williams & Lee Attractions, reported Gladys M. Williams.

BARRON County Fair board booked the Three Olympian Brothers, Monahan and Morris Zabala Troupe, Great Callin Wild Barn Dance, the Ambassador Troupe, and Grandolph Brothers for the 1941 fair in Rice Lake, Wis.

LUCKY TETTER'S Hell Drivers have been signed for two repeat dates at New Jersey State Fair, Trenton, by Secretary-Manager Harry E. LaBregue, re-

ported Art Wright, Teter press man. Other repeat dates on the Teter schedule are Eastern States Exposition, Springfield, Mass.; Southeastern States Exposition, Atlanta; Wilson, N. C.; and Southern States Fair, Charlotte, N. C.

DAVE WILLIAMS advised from Chicago that he had signed Francine, girl motorcycle rider, as a feature attraction with his Stalcio Circus, which will open its season in May. Signed as stunt men are Algren Brothers, Herbert, Howard and Romeo. Williams also will stunt. Rocky Wolfe will be in charge of personnel.

JEFFERSON County Fair, Smithfield, O., has contracted for a three-day grandstand show with C. A. Kain Attractions.

THURMAN KNIGHT, who in 1940 appeared with Marie and Pals and the George Hanneford Family, reported he has been stationed with the army at Fort Jackson, S. C., since December 10, having volunteered at Charlotte, N. C., while visiting relatives.

Burton Leaves Racing Game

CHICAGO, March 29.—Harry Burton, who recently resigned as secretary of the Racing Corporation of America, has joined the sales promotion force of the Automatic Beverage Service Company, according to A. P. Knowles, general manager.

OTTAWA TO RESUME

(Continued from opposite page) named to succeed the late Frank Orme. Alderman Perley was chosen chairman of the publicity committee, replacing Orme. Alderman Pingle was named vice chairman. President Elford presided and others present were Dr. W. A. Armstrong, Alex Dykes, James McKee, Frank Napier, M. J. Scobie, D. M. Stewart, H. Hector Aubrey, D. Roy Campbell, H. J. Clark, S. P. Dudson, Clayton Fitzsimmons, Controller Gelsler, Aldermen Pingle, Band, McMillan, and Walsh, and Hugh Carson, A. H. Fitzsimmons, H. Stanley Higman, and P. H. Plant.

UTAH '47 CENTEN

(Continued from opposite page) county fair officials to build up their annuals for 1947 to aid the celebration. Secretary of State E. E. Monson, representing Gov. Herbert B. Maw, stressed importance of county fairs. Women's auxiliary meeting under direction of Mrs. Hunsaker, heard talks on judging, standardizing premium lists, and conduct of educational exhibits. Association and auxiliary met separately in the morning and held a joint afternoon session and night banquet.

Contracts Are Made

Attending were Monte Young, operator of Young's Shows, and Harry Gordon, representing Patricia's Greater Shows. Gordon announced he had closed contracts for Nephi, Mantt, Richfield, Provo, and Coalville. It will be the first time the show has appeared in the State, it was said.

A resolution was adopted commending the Legislature for creating a new State department of publicity and an industrial department which, when organized, will include the present State Fair board in the office of Ernest S. Holmes, State Fair manager. Dates were set for eight fairs and celebrations.

THE CIRCUS CAVALCADE

(Continued from page 48) streets to indicate that the "Greatest Show on Earth" was in town. And Helena is very much circus-minded, too. A man from the show's concession department was selling bird whistles on a corner near where the reserved seats were on sale and in this small way calling attention to show day, but that was all in view of the situation downtown. I mentioned the matter to several of the show's officials, and all agreed that some kind of downtown demonstration on show day would be highly desirable to give more local publicity to the circus.

The cavalcade idea is not new, for it is used largely in giving local publicity to rodeo events and indoor circuses, as merely a formal procession of the performing animals and personnel offering the exhibition. It is a proven aid in giving the advertised performance local publicity, in addition to the strenuous efforts in publicizing the event by radio and by newspaper notices, advance sale of tickets, etc.

A cavalcade of the performing animals and persons on the day of the exhibition always goes far toward giving punch to

the ultimate success of the show. However much good the local radio may do in giving the affair due publicity, it cannot create the enthusiasm aroused by a public showing of the animals and persons heralding the presence of the show in town in readiness to give the advertised exhibition.

A fine motorized circus which I visited last season has a herd of seven performing elephants, which are led downtown at noon on show day, headed by the band in a common truck, and a baby (about three years old) of the herd rides a tricycle at a prominent street corner as a free exhibition advertised for downtown demonstration. This feature never fails to draw the kiddies with their dads and moms, thus constituting a very appealing offering for advertising the circus to the citizenry on show day. Now this show has a troupe of eight handsome Liberty horses and a group of eight trained military ponies, besides other dancing horses, and a Wild West outfit for the after-show. I could not help thinking that if the horses, ponies, and other lead stock were led downtown with the elephants, considerable punch would be added to the local interest in the announced performances of the circus.

Right now there is a tendency for the big circuses to carry fine specimens of horseflesh for exhibition purposes, and used as Liberty and dancing equines. In the arena and on the hippodrome track. The Big Show two years ago carried about a hundred blooded horses merely to stand in the annex to the menagerie as a horse fair. Why not use some of these fine horses, with other lead stock, as the basis for downtown demonstration on show day? The only trappings needed for such a display would be such as are used in the arena performances and in the spec. And inasmuch as most of the circuses now carry a Wild West outfit as their concert attraction, this feature of the circus would give an additional element of strength to a cavalcade as a downtown demonstration on show day.

The circus cavalcade should not be framed up to display all the circus animals, menagerie, and arena stars with gorgeous pomp and glittering circumstance. The primary purpose of the cavalcade should be to attract the public interest in show days and the advertised exhibition, added to whatever has been done by radio, newspaper notices and stories, and the usual circus advertising. The leading features of the cavalcade should be circus things most attractive to the kiddies and children, for the elders will surely bring out the youngsters to see the intriguing allurements of the cavalcade.

The show band is not of special importance in the cavalcade, except to herald the movements of the procession; nor is the music furnished of leading interest. Several mounted trumpeters would serve the purposes of the cavalcade instead of the show band. However, the musicians should be neatly and attractively uniformed. Nor is the vehicle carrying a band a leading feature of the cavalcade; an attractive modern truck, with circusy colors, should meet all the requirements for the head of the procession.

The circus animals, such as elephants, camels, horses, and ponies, constitute the major items in the cavalcade. And, of course, there should be clowns, not clumped on top of a cage or van, but appearing at intervals in the procession on suitable mounts. And if possible a light cage-truck of active monkeys. Finally, a calliope tooting forth its stren strains. Such a cavalcade, adequately carrying banners showing the name of the exhibiting aggregation, would surely

go far toward promoting local interest on show day.

The framing up of a cavalcade is not beyond the working resources of any ambitious motorized circus, as no special equipment is required more than the regular trappings for the spec and ring performances. Any tented aggregation having elephants, horses, ponies, and clowns has the makings of a cavalcade. A circus presenting any kind of spec or walk-around of animals and performers as the opening number of the daily program has therein the fundamental material for a cavalcade; in fact, the spec is in itself a cavalcade. Also, the Wild West outfit carried by circuses nowadays could be used to add a very impressive element of strength to the cavalcade in boosting local interest in show day.

The cavalcade is suggested as the least expensive feature for giving the finishing touch to local publicity for the circus. The use of the radio is a fine means of publicity, but it is generally limited to the larger communities and involves considerable expense. The chief purpose of a cavalcade is to attract the interest of the kiddies and thus get the elders on the streets, something the radio does not achieve to the best advantage.

A circus having the makings of a cavalcade and not using them in this way is surely losing a good percentage of the efficiency of the outfit. As a rule the elephants, horses, and ponies are used for only brief periods in the two daily performances, and at other times they are idle goods on the shelves. Their use in the midway cavalcade for downtown demonstration should augment the efficiency of the circus plant as a money-getter; why have them stand idle on the showgrounds when they do not need the rest?

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McFalls in Texas Pier Deal

Lease Is Taken At Port Arthur

\$400,000 in improvements planned—lessee ready to spend 200C on venture

PORT ARTHUR, Tex., March 29.—A \$400,000 improvement program at Port Arthur's long neglected Pleasure Pier was virtually assured this week at a conference between city commissioners and Fred McFalls, Port Worth amusement park operator. McFalls was given a 15-year lease on the pier with option for renewal. In turn, he said, he would spend at least \$200,000 for amusement equipment, including a Roller Coaster to cost \$20,000, Dodgem, Miniature Railroad, Flying Horse, Whip, pleasure boats, Skee Ball Alley, Penny Arcade, speedboats, and at least 12 concessions. The new operator promises a full summer season of free outdoor sets and fireworks displays on week-ends.

The city will be required to provide dining and dance halls, heating facilities, fairs, swimming pool, landscaping, free parking area, yachting harbor, white way to the pier, utilities, and guarantee of protection against similar competition. McFalls asked for a 25-year lease, but compromised for 15 with option to renew. Work is expected to start at once, with hopes for opening about July 15.

Under the option McFalls gets the first year rent-free, with the city receiving 2 per cent of gross revenue from pier operations up to \$250,000 and above that amount; 3 per cent additional the second year; 3 per cent up to \$250,000 the third year plus 3 per cent in addition over \$250,000; 4 per cent the fourth year plus an additional 3 per cent over \$250,000, and 5 per cent plus 3 per cent over \$250,000 for the remainder of the lease. An election will be necessary to give the city permission to lease the property, since charter of the pier allows only a three-year contract.

The city recently voted a \$200,000 bond issue with an RFC loan supplementing, but with private joint financing the public may be forced to again vote approval to meet legal terms. McFalls estimates that the city's share of gross receipts should amount to as much as \$500,000 a year, but hardly less than \$100,000. He offers the city the right to audit books each month and to pay the city's revenue out of the pier each month. The deal also calls for the operator to take care of a good radio and daily paper ad campaign and to take out tornado, life, and public liability insurance.

Army of Workers Priming L. I. Beaches for Season

FAIR ROCKAWAY, L. I., N. Y., March 29.—About 3,000 persons are now priming Long Island's beachfront for start of the season. Soon 2,000 more workers will be added and by May 25 nearly everything will be in shipshape for the Decoration Day opening.

At Long Beach a bathing pavilion that cost about \$200,000 to construct during the booming '20s may be acquired today for a mere fraction of that.

Abc Simon, for several summers a familiar figure to amusement operators at Long Beach and Rockaway as a special patrolman and in other capacities, pleased his friends in these parts by his good showing against Champion Joe Louis in Detroit.

HARTFORD, Conn.—Tommy DeLucco, 20 years manager of a grocery concession in Neville Bayley's Roton Point Park, South Norwalk, Conn., reported he has left the park field, having recently purchased 24 bowling alleys here. In the past five years he has taken part in ABC tournaments and expects to leave for Atlanta soon to enter a national contest. He is a member of a team that will defend its 1940 New England championship at Norwich, Conn., in May.

Heavy Returns Marking NAAPB Liability Drive

CHICAGO, March 29.—In the 1941 public liability insurance campaign of the National Association of Amusement Parks, Pools, and Beaches questionnaires are pouring in from all sections, said Executive Secretary A. R. Hodge in his office, 201 North Wells Building, here. He said heavy stress is being laid on the economical features of the plan and special emphasis placed on the inspection and claim service which has been given during the past five years by the Associated Indemnity Corporation of California.

"In these times, when we are all confronted by greatly increased fares, higher wages, and higher costs, one important item, such as public liability insurance and on which a big saving can be made, is most welcome to all operators. The \$100,000 saved policyholders in premium payments during the past five years speaks for itself as to economic features of the plan, and when you combine with this the unsurpassed inspection and claim service rendered by this corporation, is it any wonder that all under the plan speak so enthusiastically of it?" declared the secretary.

"Heretofore members of the industry have had no voice in determining costs of their coverage nor in setting equitable experience credits. Under the new plan the able special public liability insurance committee, N. S. Alexander, chairman; Leonard B. Schloss, vice-chairman; Richard P. Luse, Edward L. Schott, and Herbert P. Schmeck, actually goes over the records pertaining to all risks carried and has a voice in credits allowed these risks based on their records of operation under the plan.

Total Volume Soaring

"After many troublesome years battling with public liability insurance problems, it is most gratifying to realize what the association has done to so materially lessen the financial burden of providing coverage and giving all operators the satisfaction of knowing that their public liability insurance policy is definitely settled under the association's plan. In the past individual operators have reported savings as high as 40 per cent on one year's premiums. Figures have recently been released showing where \$100,000 have been saved by participants operating under the plan during the past five years.

"It is recognized that inspection and claim service of any carrier are more important and if some carriers have been truthful in their statements of losses sustained year after year on our business, then there apparently is something radically wrong with their inspection and claim service. For the past five years, thru our co-operative plan, operators were enabled to obtain a 10 per cent reduction from manual rates with the same experience credits allowed. In addition, the usual 15 per cent increased cost for contingent liability is

Cincy Zoo Put Back in City's Lap By Lower Court Test Suit Ruling

CINCINNATI, March 29.—Operation of Cincinnati Zoo by the Zoological Society of Cincinnati under a lease to operate and maintain the zoo and its property is illegal. Payment by the city of any deficit up to \$30,000 for operation, while also illegal, is expenditure for a legal purpose, and the \$111,078.29 already spent for that purpose cannot be recovered.

Those two points were decided on March 26 by Judge Charles S. Bell in an opinion handed down in Common Pleas Court on a suit filed by James A. McGuire, as a taxpayer, attacking the right of city council and park commission to make the lease to the society, contribute up to \$30,000 annually for maintenance, and to make an appropriation of \$12,000 for the purpose for 1940. In the same opinion it was held that

Trend to Changes Noted in Readying Openers in Detroit

DETROIT, March 29.—Detroit parks are readying for April openings, with exact dates dependent upon weather in the next couple of weeks. In Edgewater Park Manager Paul Heine is tentatively naming April 18, with the park slated to stay open seven nights a week from then on. It corresponds with dates of the past two or three seasons' openings, although here it usually much cold weather after that.

Edgewater is planning more improvements, with two new rides going in at present, Flying Scooter and Octopus. Entrance to the arcade building, which has indoor rides, concessions, and a Penny Arcade, is being enlarged to accommodate growing crowds which have made the building the focal point at the far end of the midway.

At Jefferson Beach, farthest out of the three big parks, extensive changes are in prospect. The spot, founded by Fred W. Pearce, has been headed by R. C. Mahon for several years, but change in ownership is being negotiated. Identity of prospective new owners and operators probably will be disclosed in the next two weeks. Plans for the season are dependent upon completion of the deal.

Eastwood Park, East Detroit, will steal a march on others with a preview opening for Easter week-end on April 11 or 12, depending somewhat upon weather. Official opening, M. B. Kerner, of the park management said, will be on April 18. Some alterations have been made, probably more than at any other close-in park this season, but reflecting a general trend for improvements and new attractions.

Mrs. America Tie-Up Readied

NEW YORK, March 29.—A tie-up for amusement parks, beaches, and piers is announced by Bert Nevins Associates here for the Doughnut Corporation of America, which has acquired the franchise for Mrs. America Beauty Contest of 1941, with elimination contests planned for the sponsor's markets thru-out the country. Finals in the meet, open only to married women, "to prove that wedded ones are just as beautiful as single girls," will be held in Palsades (N. J.) Amusement Park in August. This will be the fourth annual event.

MECANICSBURG, Pa.—Roy E. Richwine, proprietor of Williams Grove Park here, has renamed George E. Shelley, Harrisburg, Pa., as publicity man of the park and speedway for the coming season. Shelley started with Richwine about mid-season last year.

waited in all States where permissible.

"The association's public liability insurance plan is available to operators all over the United States and the savings are possible except where minimum rates are fixed by State laws. Although the association's plan has been in force only

(See LIABILITY DRIVE on page 57)

LOOK FOR THIS FEATURE

The Showman's Part in National Defense

By A. W. Ketchum

THE BILLBOARD'S SPRING NUMBER

Dated April 12

Fed Court Switch For AC - Pier Suit Fought by Eateries

CAMDEN, N. J., March 29.—Atlantic City restaurant proprietors appeared on Monday before Vice Chancellor Albert S. Woodruff here to oppose a move to transfer their suit against Atlantic City Steel Pier and the resort administration from New Jersey courts to U. S. District Court. Pier counsel argued it is a Delaware corporation and so cannot be tried in a State court. The 19 restaurant proprietors, headed by John C. Woulfe, representing one of two easement deed suits filed against the pier, seek to restrain Steel Pier from selling soft drinks and refreshments and conducting entertainments for which a separate charge is made. City is named co-defendant for issuing permits for sale of refreshments and operation of special entertainments.

Judge Woodruff instructed the lawyers to file briefs on the motion to transfer jurisdiction. Steel Pier, the complainants argue, should be allowed to sell only a single admission ticket to all its attractions, contending the pier's

(See AC-PIER SUIT on page 39)

Smoke Stacks Stir Up Wide Expansion At Yankee Lake, O.

YOUNGSTOWN, O., March 29.—Anticipating a big season because of close proximity of half a dozen national defense factories Paul Jurko, operator of Yankee Lake Park, Brookfield, has launched an ambitious program for the spot between here and Sharon, Pa.

Improvements planned include installation of a cooling system for ballroom which had a prosperous 1940 season. It has been operated thru the winter on Saturdays, Holidays, and on special occasions. About \$10,000 was spent last season on ballroom and bathing beach. He plans to spend \$15,000 this spring on ballroom, bathing beach, and midway expansion. New rides will be added with several novel concessions. A huge neon signboard will be constructed at the park entrance.

Additional land has been acquired for parking so that 3,000 cars can be accommodated. Advertising has been arranged with 22 newspapers in adjacent cities. Bands will broadcast from the ballroom over at least two district stations, and one Pennsylvania and three Ohio stations will carry spot announcements thruout the season. Window cards, three-sheets, and billboards will be used within a 75-mile radius.

Manager Jurko, who has started his fifth season as manager, said bookings are extensive and include picnics and industrial plant-sponsored dances, which will give the park activity from the middle of May until after Labor Day.

CLEVELAND—For the new sea lion pool in Cleveland Zoo three sea lions will be donated by Charles K. Fox, former pool opening to be late in May. The pool, designed and built by WPA, is considered one of the finest in the country.

BUFFALO—G. M. Cowan, 20 years a carnival concessionaire, reported he had booked his games and eating and popcorn stands with Owner Joe Pates in Coconut Grove Park, Niagara Falls, N. Y., construction of the 40-acre tract now being under way.

"In Defense of a Good Offense" —Ed Carroll's "War" for the Very Fickle Amusement Dollar

Following is text of an address delivered by Edward J. Carroll, owner-manager of Riverside Park, Agassaw, Mass., at the meeting of New England Section, National Association of Amusement Parks, Pools, and Beaches, in Boston on March 11:

I appreciate the complimentary remarks by your chairman and also the honor given me by the convention committee for this spot on your program. Frankly, I would much rather be seated down at the rear of the hall, listening to advice from some of the other speakers or old timers than be up here. Again, to tell the story of Riverside Park in the short space of time allotted would be quite a feat for me, as you gentlemen with whom I have talked Riverside during my private meetings with you and at Chicago can well testify. However, I will stick to schedule and cover the highlights as best I can in my 15 minutes.

It was just about a year ago that I was undergoing a transition from handling indoor theaters to outdoor theaters to outdoor amusements, and in that time I can assure you I have had some varied experiences. Riverside Park many years ago was one of the best-known parks in the East, but things happened, as they sometimes do, and it went out of the picture completely. As I see it, from study, there were many reasons for its demise but we won't go into exploring those reasons now. Suffice to say it became a ghost village and in addition to the wear and tear by Mother Nature, the hurricane of '38 and the Connecticut River floods of '35 and '38 did a terrific job on the park.

How He "Got the Bug"

In the summer of '38 I took over and operated an outdoor movie theater in the park property, alongside the main highway. From time to time I wandered around the old park grounds and before long "got the bug" to do something with it. Even up to the point of purchase it was my intention to start with the operation of only three units in the park front—the theater, the restaurant, and the roller-skating rink. However, the thrill of tackling the reconstruction of the entire park, the desire to pull it back into its place in the sun gripped me, and the more I got interested in the project the wider grew my plans, and I might add, the deeper grew my investment.

Those of you who visited the park during the winter of 1939-'40 realized what I was up against. New buildings and new roadways were needed, buildings had to be demolished for parking areas, new floors and general construction in ballroom and roller-skating rink—and, I might add, other details. I wondered where it would end—and what the answer would be from Mr. and Mrs. John Public.

I realized that all this would be in vain without the support of the people in the area, and with that in mind I went to the publisher of the four newspapers in Springfield and put my cards on the table. I outlined my plans and

hoped and asked his support. That was in January. He assigned me one of his top-flight promotion and advertising men, and ordered him to lend me a hand. The papers got behind the project and we were moving in the right direction. Incidentally, and happily, the man who was assigned to me for that job has become a permanent member of my expanding organization within the past month and right now is devoting full time to my promotional plans for the coming season. (Editor's Note—Man referred to is Harry Storn.) We are getting into high gear by day.

Tough Nut to Crack

But to get back to the story. The park had been closed so long and given so many black eyes by promoters who tried to open it but accomplished nothing but an accumulation of unpaid bills and an assortment of bad publicity breaks that we were soon being asked by all and sundry, "Is the park really going to open?" This in spite of the fact that I had already taken title, poured out huge sums of money on weekly pay rolls, supplies, etc. It looked like a tough nut to crack but there was only one thing to be done—take the belt up a little and start pitching harder. This we did and we fought right down to opening date—and beyond—yes, and right now—and from now on, for that matter.

The park opened on May 29, night before Decoration Day. We had carried on an extensive advertising and publicity campaign paid for some weeks previous to opening, and didn't know just what to expect. However, much to my delight, and after the usual last-minute rush, the public responded. Newspaper and police estimates on opening night set the attendance at 30,000. It was a thrill I will never forget. Perfect weather and a perfect crowd were my rewards. There were still problems to be solved, however, and we started in the very next morning to work those problems out. Then came the rains, as you well know, and I got a good taste of what trials the outdoor showman has to go thru. Sixteen out of 30 days last June were bad-weather days. You have my deepest sympathy on that score.

Didn't Brush Off Squawks

From a study of my situation, I realized that it was important to constantly merchandise my park, that it was necessary to throw out new ideas to the public to get them to return to the park from time to time. We got busy on such plans and nearly every week cooked up some new angle or new idea, many of which brought genuine results. I got out into the midway, listened to the paying public, heard their praises and their squawks, and as for the latter, I decided not to brush these off but to actually do something about them. I did everything from directing traffic to taking tickets or helping kids on rides—but for all the time thus spent, I learned from actual contact with my public something about the park business. I wanted to learn every little detail and looking over books in my office far removed from the public would not give me the complete picture. Frankly, from such experience I vowed that most of the time when I was at the park, or at any other amusement project I operated, I would spend considerable time moving around with the patrons. This I plan to do this year and every other year so long as I remain in this business.

In retrospect, one of the major problems I had to face before opening was the matter of an admission charge or parking fee. This was vital and I gave considerable study to it. I talked with the public, with some of the older operators at the park before it closed, and with "the man in the street." On one hand was the assured revenue, the matter of keeping out drifters, rowdies, etc., and on the other was the factor of encouraging larger groups, families, etc.—a sort of "Come and go as you please" policy. I decided on the latter course and my advertising read: FREE Admission—FREE Parking. Based on my experience, that will be my policy again this year.

Department is Praised

I have never been able to determine a per capita figure on spending at my park, but of one thing I am sure, that of the available money at the park we ob-

tained our share and the paying public had a chance to get value on every dime spent. They are welcome to come into the park even if they didn't have a cent, and, incidentally, I think a great many of that particular class will return this year with money in their pockets. Under my "Come and go as you please" policy it was my definite problem to so arrange my features or plans that I would capture whatever spending money they had with them. Here was the test—that I must constantly improve my park and its features; that I would have to give value in popular-priced entertainment. It sort of keeps us on our toes.

As for the undesirable features of the open-door policy—and speaking only for my park—I can assure you ladies and gentlemen that, despite the huge crowds, we had absolutely no trouble with rowdism in any manner, shape, or form. In fact, the chief of police has been most complimentary on the orderly deportment of the patrons.

Again on the matter of the public purse, I have tried to establish my prices on the various features that Mr. and Mrs. John Public would get good value. In the few concessions I leased out, I personally inspected all merchandise, etc., and in some instances ruled out—yes, even threw out—any items which I thought did not give the paying public value. The same goes for all food items sold at the park. It may surprise (See ED CARROLL'S "WAR" on page 54)

FORT WORTH, TEX.—A new Mix-Up ride is being installed in Forest Park by Bill H. Hames, of the show bearing his name, who also has a Merry-Go-Round, Ferris Wheel, miniature train, and drink stands in the park. Since Casino Park's amusement area was demolished last winter at Lake Worth, Forest Park is the only spot in this city with rides. It has a zoo which draws large crowds thruout summer.



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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 PLANNING SERVICE

COASTERS, ICE RINKS, DOOLS, ROLLER RINKS, OLD MILLS, ACQUEDUCTS, 20-YEAR EXPERIENCE, ANGLE ACKLEY, BRADLEY & DAY STARE BLDG. PITTSBURGH PA

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. 3A, PROVIDENCE, R. I.

FREE BOOK

How to Stop the Leaks and Plug the Holes in the Amusement and Recreation Field

ORDER TODAY PAINTS—ENAMELS

(We Pay Freight Charges) PAINT AND SAVE PAINT EXCHANGE OF CHICAGO 2000 Milwaukee Ave., CHICAGO, ILL.

HEY DEY FOR SALE

Portable 10-Car Ride; Not Junk, W. J. O'BRIEN Revere Beach, Mass. 50 Walnut Avenue, ROLLO PLANE WANTED

WORLD'S LEADING HEADQUARTERS **PENNY ARCADES** AND COMPLETE MODERN SPORTLANDS MIKE MUVES CORP. 593 10th Ave. NEW YORK

SKOOTER CARS Will keep your used Luase or Dodgson Cars at once. Best condition and lowest price in West. Better. Repair Shows and Concessions for 1941. **ELLMAN SHOWS** 2220 No. 50th St., MILWAUKEE, WIS.

IT'S Lusse Auto-Scooters AGAIN THIS SEASON

AUTO-SKOOTERS get the crowds, and you get the CASH when you operate them.

LUSSE BROS., INC. 2809 N. Fairhill St. Philadelphia, Pa.

AT PARKS, FAIRS AND ON CARNIVALS

Write today for complete information without obligation. LUSSE BROS. LTD., Barking House, 52 Lincoln's Inn Fields, London, W. C. 2, England

RIDES WANTED

FOR NEW PERMANENT AMUSEMENT PARK AT **GARY, IND.**

MAY 15 TO SEPT. 15

MAY 15 TO SEPT. 15

The "Only Amusement Park in the Southern Chicago and Gary Area. This is the ideal district and is enjoying boom times. No other Park within a 30 mile radius. Located where Highways 12 and 20 meet. These are the busiest highways in the world. Also the heart of "Vacation Land," one mile from the shores of Lake Michigan and beautiful bathing beaches. Food and Cold Drink Concession open—beautiful Restaurants. **Hey-Day Men** wanted. Communicate immediately with **20TH CENTURY ENGR. CO., SUITE 1452,** 10 LA BALLE ST., CHICAGO, ILL. Phone: Randolph 0588

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.

MOTION PICTURE FILMS & EQUIPMENT

NOTICE

News and display advertisements of interest to roadshowmen, all different; also late releases of the new film department. Look for "Non-Theatrical Films" in the index on page 3.

A NEW 16MM. FILM LIST FOR SUMMER. Late releases. Equipment rental and sale SWANK'S 620 N. Skinker, St. Louis, Mo. ap5

ABOUT ONLY ADVANTAGES DENNIS FILM BUREAU offers you for free shows are profits, satisfaction, permanence. Write Wash, Ind. for catalogue. ap19

ATTENTION, OPERATORS — MERCHANTS? Free Movies. Biggest thing outdoor amusement world today. Talkie Programs, equipments rented. No. 603 Steuben Bldg., Chicago, Ill. ap19

ATTENTION, ROADSHOWS AND CIRCUIT Operators—We have plenty two-reel Slapstick Comedies, fifty subjects, all different; also late released Westerns offered for outright sale for first time; 35MM. only. Also rentals. Send for new list. STANDARD FILM SERVICE, Charleston, W. Va. ap12x

BARGAINS IN USED REBUILT PROJECTORS, Sound Heads, Amplifiers, Speakers, Opera Chairs, Screens, Spotlights, Stereophones, Recliners, Rewinders, Ticket Machines and Generators. Catalogue 5 free. MOVIE SUPPLY CO., 1318 Wabash, Chicago. ap26x

BIG PROFITS 16MM. ROADSHOWS — THEATRELESS communities. Complete sound equipment; money-making film programs rented weekly. Rich territories available. SOUTHERN VISUAL, Box 264, Memphis, Tenn. ap11

BUSIA FILM EXCHANGE — NEW SPRING catalog 35MM. Roadshow Attractions ready for mailing. New and used prints. Any type of picture you want. Westerns, Gangster, Horror, Serials, Musical Comedies, Lab Cartoons. For outright sale only. Friendship, O. ap5x

FOR SALE — GRONBERG STEREOPTICON. Complete with Mazda Lamp, Color Wheel, 10x10 Curtain, \$200. JOHN LUX, Watervliet, Mich. ap12x

HOLMES 35MM. PORTABLE PROJECTOR, Amplifier, Speaker, Carrying Case, Magazines and Cables, \$250.00 for quick sale. H. M. FEDRICK, Oshkosh, Wis. ap12x

NEW LIST AMAZING BARGAINS — SOUND-Silent Film, Equipment, Accessories, Amps, Victor Projectors, cheap. Rent complete sound programs, \$10.00 week. ZENITH, 308 W. 44th, New York. ap12x

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. ap12x

UNUSUAL OPPORTUNITY FOR ROADSHOWMEN equipped for the showing of 16MM. Sound Films. Send for our "Roadshowmen's Survival" today. INSTITUTIONAL CINEMA SERVICE, INC., 1560 Broadway, New York. ap12x

WE WILL CHARGE YOU ACCORDING TO your income on film rental. Tell us your situation. Write today. MUTUAL, Virginia, Ill. ap12x

35 MILLIMETER SOUND SUBJECTS REASONABLE — Will trade for 16 Millimeter Sound Films and Machines. What have you? MERTZ, Virginia, Ill. ap12x

PHOTO SUPPLIES DEVELOPING-PRINTING

ALL 4 FOR 10¢ OPERATORS — CUT PRICE ON all Machines and Supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terre Haute, Ind. ap5

ASK FOR LITERATURE ON THE NEW MARFUL Precision Enlarger-Reducer. Takes copy from 1½x2 to 3x4. Enlarges up to 10x12 portrait size or enlarges to 3½ inch! Nothing like it on the market. Send for free catalog. MARKS & FULLER, INC., Dept. B31, Rochester, N. Y. ap12x

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. ap12x

THROAT MACHINES — SINGLE, DOUBLE AND three size outfits. Heavy duty self cooking Shutters, finest Copper Mechanisms, best and fastest Lenses. \$100.00 to \$229.00. Get the facts before you buy. HASSAN, Box 971, Parkersburg, W. Va. ap12x

PORTABLE PHOTO ENLARGER — DIRECT positive, also transparencies. Wonderful results. \$17.65 complete. Installment payments. Free circular. GRAPHOMAT, 148 W. 23d, New York. ap12x

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. ap12x

SACRIFICING TO NEW PHOTOMAT, COIN operated and fully automatic, four for dime Strip Photo Machines, \$350.00 cash each; originally sold for \$3,000.00. BOX C-47, The Billboard, Cincinnati. ap5

Show Family Album



PERSONNEL of Dick P. Sutton's Stock Company, seasons of 1906-'07. Seated in front is Lulu Sutton, soubrette, daughter of Dick Sutton. Left to right in the first row are a Mr. Price, advertising agent; Olga Steck, specialties; May Howe, juveniles; Cora Morris, soubrette; Dick P. Sutton; Addison Sharpley, director; Irene Lawton, leads, and Chester Gillette, piano, now in Hollywood. Second row, left to right: Billy Lloyd, props; a part drummer whose name is not remembered; Fannie Keeler, characters; Ann Nickols, orchestra leader; Rella Willard, leads; Maud Fox, box office; George D. Hensley, scenic artist, now residing in Los Angeles, and a cornettist who was the husband of Fannie Keeler. Left to right in the rear are a stagehand whose name is not remembered; Charles Shad, comedy; Charles Malloy, stagehand; Fred Wilson, heavies; Louis Bennisson, leads; Fred Hagen, characters; John Couchy, stagehand, and another stagehand whose name is not remembered.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be included. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

SPECIAL CAMERA FOR MODERN AND FAST Exposers Studio. Two Kibho Automatic Series Photo Cameras (patented) with synchronized Twin Lenses 3" f. 3.5. Makes series five pictures with mirror in front of wooden frames. Pictures can be delivered in 45 minutes. Complete lighting and darkroom equipment. ADRIAN PHOTOS CORPORATION, 149-15 46th Ave., Flushing, N. Y. ap12x

4 FOR 10¢ PHOTO CAMERAS COMPLETE WITH F3.5 Lens, \$50.00; Enlarger, \$20.00. Will send for inspection if express charges are guaranteed both ways. Write SAM SCHILLER, 64 W. Randolph St., Suite 702, Chicago, Ill. x ap12x

3x4 AND 1½x2 CAMERAS, \$25.00 EACH. Instructions to install. 4 for 10 Photo Machine, \$50.00. 1128 S. Main, High Point, N. C. ap12x

ACTS, SONGS & DANCES

VENTRILOQUAL ACTS, MONOLOGUES, DIALOGUES, any subject, dollar each. Comedy Shows. List sent on request. TIZZARD, 104 W. 71st St., New York. ap12x

COSTUMES, UNIFORMS, WARDROBES

A-1 EVENING GOWNS, WRAPS, \$2.00! SHOES, \$0.50 up. Furs, Costumes, Mixed Boudoirs, \$1.00. Street Wear. CONLEY, 310 W. 47th, New York. ap12x

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no dis-appointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. ap12x

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Profits, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue 30c. NELSON ENTERPRISES, 236 S. High, Columbus, O. ap20x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. ap12x

A LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc. 25c. KANTER'S, 8-1311 Walnut, Philadelphia, Pa. ap12x

VENTRILOQUIST FIGURES — EIGHT DOLLARS to one hundred. Get used bargain list. J. TURNER, 405 Empire Trust, St. Joseph, Mo. ap12x

ANIMALS, BIRDS, REPTILES

ALLIGATORS, SNAKE DENS, CHAMELEONS, OUR Specialty—Wildcats, Raccoons, Fox, Flying Squirrels, and Turtles. ROSS ALLEN, Ocala, Fla. ap5

ANIMALS, BIRDS, AND SNAKES FOR SHOW folks — Now contracting. Trained Wild Animals Acts for coming season. SNAKE KING, Brownsville, Tex. ap12x

CIRCUS MICE, MIXED COLORS, PER 100, Spotted, \$12.00; Solid, \$10.00; Walzing Mice, \$6.00 per dozen. HOWARD JONES, Palmetto, Fla. ap12x

GILA MONSTERS — FROM THE HOME OF THE Monster — 1 large, each, \$5.00; Pair, \$8.00; Trip, \$11.00; four or more, each \$3.00. Cash. P. O. B. TATE'S CURIOSITY SHOP, Safford, Ariz. ap12x

LARGE FRESH FAT DRAGONS — GREEN Iguanas; quick shipment. Also Ringtail, Rhesus, Spider Monkeys, WRITE OTTO MARTIN LOCKE, New Braunfels, Texas. ap5

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00 — Guaranteed feeders. Mother and Babies, \$9.50. Armadillo Baskets, Lamps, Novelties. APELT ARMADILLO FARM, Comfort, Tex. x ap12x

PLENTY SNAKES, ARMADILLOS, BOAS, IGUANAS, Fresh Dragons, Coatiandis, Monkeys, Kinkajous, Pacas, Porcupines, Agoutis, Pumas, Ocelots, Ringtail Cats, Mico, Cats, Peafow, White Doves, Parakeets, Wire OTTO MARTIN LOCKE, New Braunfels, Tex. ap12x

PARTNERS WANTED

PARTNER FOR ONE OF OLDEST AND BEST dramatic companies Middle West. Or sell complete outfit. ROY CAIRNS, 506 Hamilton Bldg., Peoria, Ill. ap12x

HELP WANTED

CHORUS GIRLS THAT DO NUMBERS — PERMANENT engagement near Camp Blanding. Good living conditions, no matinees. R. F. DEMOREST, Hollywood Revue Co., Starke, Fla. ap12x

CIRCUS MUSICIANS FOR NEW YORK — PAY sure, long season; 12 men. Cornets, Trombones, and Tuba. Write LANKFORD'S BAND, Valosta, Ga. ap12x

COMMERCIAL LEAD TRUMPET SINGING FEATURED vocal, \$35.00 weekly. Hotel band. Year around job to right man. State all in first letter, including vocal range. ORCHESTRA LEADER, 203 S. 4th Ave., Saginaw, Mich. ap12x

DANCE MUSICIANS WHO WANT STEADY day job, manual labor, modern mining town, stay in band on side. L. E. ZIMMERMAN, Wheelwright, Ky. ap12x

EXPERIENCED GIRL IMMEDIATELY FOR Club, Swing or Trapeze. Good salary. Standard act. State all particulars, BOX 233, Billboard, 1564 Broadway, New York. ap12x

FERRIS WHEEL, CHAIRPLANE FOREMAN, Ferry Pitch, Ballgame Agents. Neat dresses. Season's work park, Searltanburg, S. C. J. LACY SMITH, Rockwood, Tenn. ap12x

FIRST SAX, CLARINET, DOUBLED VIOLIN — Must be thoroughly experienced, sober, reliable and union. WNAK BROADCASTING CO., Yankton, S. D. ap12x

FIRST TRUMPET; ALSO SOLID TWO BEAT Drummer. Commercial territory band, steady work. Others write, state all, lowest. STAN STANLEY, Cedar Rapids, Ia. ap12x

MECHANIC FOR CONSOLES, SLOTS AND FREE Plays. Good salary to experienced man. References. Address BOX 92, Steubenville, O. ap12x

RELIABLE TILT FOREMAN — MUST BE experienced and drive truck. Booser, save stamps. Open April 5. WAYNE HALE, Parada Show, Carney, Kan. ap12x

RIDE-O OPERATOR OVER DRAFT ACE — ON catch all summer. POST OFFICE BOX 114, Myrtle Beach, S. C. ap12x

WANTED — THREE OR FOUR PIECE ALL GIRL Orchestra to start April 15 or 18. Steady work. BOX C-71, Billboard, Cincinnati. ap12x

WANTED — HIGH CLASS ACTS AT ALL TIMES for the Ranch rifle club, opening April 12th near Cedar Rapids, Iowa. One week or more. Can break your jump going east or west. C. SCHLESSELMAN, Mgr., Swisher, Iowa. ap12x

WANTED — CATCHER FOR TEE-BOARD Act. Will consider amateur. Write BOX C-49, The Billboard, Cincinnati, O. ap12x

WANTED FOR RUSSELL BROS' CIRCUS SIDE Show — Hawaiian Troupe, Midget, Novelties Musical Act, Glass Blower, Tattoo Man, One Man Band, Minstrel Show or any other good Side Show Act. Singapore Slim, wire. C. W. WEBB, Rolla, Mo. ap12x

WE WANT REED OR BRASS MEN — MUST BE young, neat, reliable, single and no habits. 4, 4, 2 organized. Iowa. One week or more. Kingston, Caledonia, Minn. ap12x

WANTED — SINGLE PERFORMER FOR MEDICINE Show. Prefer one playing own music. State lowest. ORIENTAL MEDICINE CO., McCurtain, Okla. ap12x

WANTED TO BUY

SPACE AVAILABLE FOR MERRY-GO-ROUND, or else will buy if price reasonable. Will jumping horses only. WILLOW PARK, R. D. No. 3, Easton, Pa. ap12x

USED LONG RANGE STEEL SHOOTING GAL- lery, High Striker and Box Ball Bowling Alley in good condition. ELTON D. SHAYER, Dexter, N. Y. ap12x

WANT — MINIATURE RAILROAD RIDE. State lowest price and details. THE NATIONAL BRONZE & ALUM. FOUNDRY CO., Cleveland, O. ap12x

WANT TO BUY TEN LUSSE OR DODGEN Scooter Cars. ELLMAN SHOWS, 2239 N. 56th St., Milwaukee, Wis. ap12x

At Liberty Advertisements

Be a Word (First Line Large Light Capitals)

Be a Word (First Line Small Light Capitals)

Be a Word (First Line Small Light Type)

Figure Total of Words at One Rate Only

MINIMUM 25c CASH WITH COPY

AT LIBERTY ACROBATS

At Liberty — The Midget for hand to hand ground tumbling. Also do Trapeze, Ball Work and Flying Act and Tractor Board Act. Can do Double, Triple, Backs, Hare, low, high, Rowland's return act. I would like to join some act or troupe. Write at once. Billy Stan Beldis, 23 Second St., New Orleans. ap12x

Two Boys Doing Trampoline — Blank Wire, Age 15 and 17. Price and photo on request. Bruce Bros., 8705 Florida Ave., Tampa, Fla. ap20x

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Post

Arthur, Billie K. Adams, J. C. 13c

Women

Adert, Mrs. Joe Bennett Allen, Mrs. Frank

Adert, Mrs. Joe Bennett Allen, Mrs. Frank

Adert, Mrs. Joe Bennett Allen, Mrs. Frank

Adert, Mrs. Joe Bennett Allen, Mrs. Frank

Adert, Mrs. Joe Bennett Allen, Mrs. Frank

Adert, Mrs. Joe Bennett Allen, Mrs. Frank

Albana, Edna Belmont, James L. Park, Vera

Albana, Edna Belmont, James L. Park, Vera

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Albana, Edna Belmont, James L. Park, Vera

Albana, Edna Belmont, James L. Park, Vera



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.

Blackburn, Guy Campbell, Louis DeMarco, Bert

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.

Men

BRIGHT, JAMES H. BROWN, JAMES H. BROWN, JAMES H.

Fisher, Frank L. Fisher, James HARRIS, L. EMAS EDWARD

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MIKE KAPLAN — Communications to 1564 Broadway, New York

Many Prize Items Exhibited At Annual New York Toy Fair

NEW YORK, March 29.—With optimism again the keynote, the annual American Toy Fair which closed here today presented more than 100,000 playthings for inspection of the trade. Nearly all items displayed were of American manufacture. Veterans in the prize field reported many numbers were easily spread to their field.

Spread over seven acres of floor space in the Hotel McAlpin and the Fifth Avenue Building, the products of more than 400 manufacturers were inspected by thousands of visitors.

Patriotic items were one of the features of the show, the vendors for these items having led to their inclusion by several firms. On display were wallets, key cases, and other leather novelties stamped with army, navy, or air corps insignias. In addition, a wide variety of novelty items, all featuring some patriotic design or inscription, were on exhibit.

As usual, dolls and stuffed toys received considerable display. New items in this field, including variations of standard types, were shown. Many were suitable for commission use. Among firms showing such items were Gay Stuffed Toy & Novelty Company, Joy Doll Company, Lucky Toy Company, Toyland Novelty Company, Inc.; Benny Bratchet,

Ltd.; Goldberger Doll Corporation, American Toy & Novelty Company, Ideal Novelty & Toy Company, and Natural Doll Company, Inc.

Big Season Expected

Jobbers were optimistic as to the possibilities of a good season. The national defense program is looked upon as an important factor in the expected business boom. It was pointed out that there will be increased activity on midways and at shore resorts this summer because of money put into circulation by defense spending. Many people will be able, for the first time in years, to afford a vacation or to spend money on entertainment. Concessionaires, bingo operators, and salesboard workers are expected to benefit.

Christmas decorations again featured the displays of many firms. As in the past two years, interest in the items as an American product showed growth, and tree ornaments displayed were almost exclusively of American manufacture. Many new features involving use of plastic were noted in the exhibits. Numerous decorations are unbreakable and are priced low to attract the trade.

Balloons and other novelties in which the prize field is interested, also were given prominence at the fair.

cents straight, and took in \$50. Location received 20 per cent of the take and the purchaser got something for every punch. Most of the items distributed consisted of slum jewelry, tho a number of capital prizes were also offered, among which were a Winchester rifle and straight razors, very popular in those days.

Just to prove that there is nothing new under the sun, the Winters operators used a gag to hurry their deals along which is still being used by many successful operators today. When placing a deal the operators would show the location owner a handsome gold-plated watch. Owner was informed that he would receive the watch upon completion of the deal as an extra reward for his effort. Very often in his anxiety to get the watch the owner would make up the difference on the deal out of his own pocket if it was not completed when the collector made his call several weeks later. It was a good gag then and still is.

Are you going to come thru this time old-timer?

HAPPY LANDING.

For 46 Years . . .

The Billboard has worked untiringly to make its readers engaged in or affiliated with the amusement profession speak well of the publication—by the best way of course, meriting it—thru conscientiously rendering a definite service to them.

This service has been performed in numerous ways. The publication has attacked editorially where attack was necessary, and it has defended where defense was needed.

It has always fought for the best interests of the amusement profession.

It has always strived to have its news authentic and its criticism constructive.

It has offered suggestions for the betterment of show business.

It has published for years a Letter List, Routes of transient shows and people. Lists of events of various kinds, etc., and of late years it has been running additional trade service features.

It has provided a special service at its various offices to inquirers or callers for information and advice concerning amusement organization and individuals.

The quality of The Billboard's service in the future is indicated best by the quality of its past performance. It is aimed to be of even greater and better service in the future, and criticism or suggestions to aid in accomplishing this are earnestly welcomed.

Also welcome, as in the past, is news or other data pertaining to the amusement fields that is interesting or has a definite value to readers of The Billboard.

Bingo Profits by Defense Program

NEW YORK, March 29.—Bingo operators throughout the country are discovering that the defense program has resulted in one of the biggest bingo booms in years. Long considered as a poor man's entertainment, the game is being aided in all sections by the spread of money.

The majority of bingo fans are benefiting directly or indirectly from the great amount of defense spending. It enables them to spend more money for entertainment, and bingo, long a favorite game, is getting more play as a result.

It is pointed out that the average person, having more money to spend, will increase the amount of money spent playing bingo. For example, a worker in a factory who has heretofore spent about 50 cents a night playing bingo, now finds himself earning more money. He has always enjoyed bingo and wishes to play more. In consequence, he spends \$1 a night, doubling the take.

Reports from operators indicate receipts have jumped from 25 to 50 per cent. The jump is directly traceable to increased spending capacity of bingo fans. In some places operators are seeing a large percentage of new faces.

N. J. After More Defense Contracts

TRENTON, N. J., March 29.—A vigorous campaign has been launched by the New Jersey Council to fill vacant industrial plants in the State as well as to provide defense contracts and sub-contracts for New Jersey industries. The drive is the result of a meeting of New Jersey industrial representatives at the State House.

Proponents of the drive pointed out that approximately 80 per cent of the primary defense contracts credited to New Jersey have been awarded to four shipyards and aviation companies and that, although New Jersey ranks sixth in the United States as a manufacturing State, it has received less than its share of ordinary defense business.

An advisory committee has been appointed to serve the council in connection with industrial matters. It is expected that the drive will result in at least a partial increase in the number of defense contracts awarded in the State.

Salesboard workers and others should benefit if the drive is successful. It will do much toward filling now vacant factories and provide employment for persons out of jobs.



BINGO is staging a comeback in Natchez, Miss., after a lapse of several months. It is played on Wednesday and Sunday nights at a roadside night spot two miles north of Natchez. A large percentage of the repeat customers are women. Merchandise prizes are awarded by Jack Kaiser and Johnny Sanguinetti, operators. Both pay great attention to selection of proper merchandise. Location is owned by Bill Eldt and managed by his brother, Frank. The law doesn't bother operators in this section any more and other games are operating in the city and surrounding county. The section is exclusively a merchandise prize area, and flash items are featured. In addition, to religious and fraternal organizations, games are operated by Clay White and Curtis Anderson Prills.

AN ELECTRIC bingo master scoreboard, two by six feet, is reported popular with operators. Device may be operated from a table 15 feet away or a switching device may be installed near the board. It is said to be a practical and fast way of keeping track of numbers until a player bingos. Whether a blower or other device is used makes no difference. As each number is called the operator presses a switch and the number lights on the board. They remain lit until the player is checked for correctness. All may then be extinguished.

BINGO is booming in Wilkes-Barre, Pa., with operators running games during afternoons and nights. It has been estimated that over 30,000 persons attend games each week. This figure is based on attendance at night games. It is impossible to determine attendance at matinees due to irregularity of operation. Merchandise prizes aid in bringing in customers.

ELSEWHERE on this page is a story of how the national defense program is aiding bingo business. It will continue to do so. Now is the time for the manufacturer to take cognizance of the fact that this is a rapidly growing industry which is important from the viewpoint of merchandise. An appeal for manufacturers to develop new items in the industry is nothing new in this column. But now, more than ever before, when billions being spent for defense will play an important part in making bingo, along with other forms of entertainment, even more popular than heretofore, progressive manufacturers must realize that it will be to their benefit to develop items for the bingo business. Too often bingo operators have been forced to turn to inferior merchandise because they could not find what they wanted. Alert manufacturers in other fields are constantly developing new items or perfecting old items to tie in with trends. If gift and novelty manufacturers will realize the need of such action, they can certainly boost their volume of business.

THIS IS NOT wishful thinking. This is simply a statement of facts. Bingo is becoming more popular. Merchandise prizes are being used in all sections of the country. Manufacturers who can produce items that have consumer-appeal at a price bingo operators can afford will find operators beating the proverbial path to their doors.

THE NEW YORK Toy Fair showed some manufacturers realize the importance of the bingo operator as a large-volume customer. Now is the time for the sensible manufacturer to climb on the band wagon.



By BEN SMITH

We're just Boy Scouts at heart and are reprinting this column, for the last time, in the hope that we can still draw a letter or two from some of the old-timers.

Have you ever wondered how the salesboard business originated? Who the pioneer operators were? When the first deal was put together? We have often thought about it but have yet to meet anyone who really knows. The salesboard and salescard today play an important part in the distribution of merchandise, and manufacturers of premium and gift products look to them to move a substantial share of their yearly output. Thousands of men are gainfully employed in this business, yet, despite the fact that it is a comparatively new business, very little is known of its early history. It would be interesting to learn how the salesboard idea developed, an idea which has sold millions of dollars in merchandise that John Public could not or would not have bought otherwise. Perhaps some of you old-timers can bridge the gap and enlighten us.

We had a chimefest on this subject with Charlie Lomas, of The Billboard, and he mentioned a chap named Maya who claimed to have invented the salescard. He was a writer, so the story goes, and anxious to make some extra money he evolved the salesboard idea.

In 1912 Maya was connected with Charles L. Winters & Company of Jacksonville, Fla., then one of the largest salesboard operators in the country. Boys working out of that office traveled by horse and buggy and covered quite a bit of territory. They would drive to a county seat and place their deals at all the crossroad stores, sawmill camps, and turpentine stills they could find. These were among the most productive locations.

One of the company's most successful deals worked on a 500-hole board, 10

Easter Is Just Around the Corner



B016X127 — Miss America. Size 18 inches. Gowned in flashy rayon silk costume, red, white and blue. Per Doz. \$28.00. Sample \$2.50.

B016X128 — 30 1/2 inch. Gowned in flashy rayon silk costume, red, white and blue. Per Doz. \$28.00. Sample \$2.50.

B016X40 — Cowboy Rabbit. With cowboy hat, two guns, leather chaps and lariat. Per Doz. \$16.95. Sample \$1.50.

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Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Radio Cruiser

A new radio built in a ship model is featured by A. Morton Goldberg & Associates. Item is 17 1/2 by 4 by 17 inches. A streamlined hull and gleaming chrome sails are said to make this realistic ship model an attractive piece. Radio is full size and operates on A.C. or D.C. A powerful built-in dynamic speaker provides excellent results and makes the item a money-maker for merchandise users. It is finished in hand-rubbed walnut with authentic fittings.

Army Camp Merchandise

A series of items which are said to be proving profitable at army camps and other areas concerned with national defense is offered by Bengor Products Company. Items include red, white, and blue rhinestone lapel pins; trench mirrors; army, navy, and marine rings; rubberized army cap covers and patriotically figured automatic cigar lighters. Items are all reasonably priced and should prove worth while for pitchmen. Bingo operators in the vicinity of camps also will find the items worth stocking.

Penny Engraving

Tying in with the national defense program and patriotic fever, Tropical Manufacturing Company offers a penny-engraving machine that makes use of current interest in national affairs. In the patriotic line are engravings with the flag, Statue of Liberty, map of the United States, and the preamble to the Constitution. All are reported to be

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money-makers for operators. Standard dies for engraving pennies with the Lord's Prayer or a crucifix also are available.

Metal Items

Another line which is taking advantage of the present patriotic fervor is that offered by Signalo & Rossi, Inc. Included among the items are banners, die-cut metal auto license plates, intricate processed disk or wall plaque. Because of their timeliness any of the items should prove to be substantial money-makers. They are printed in red, white, and blue and feature an "America First and Forever" slogan.

Lawn Mower Sharpener

A new item that has clicked in Wisconsin, particularly Milwaukee, is the Jiffy Lawn Mower Sharpener offered by the Jiffy Mower Sharpener Company. It retails at a reasonable price and has some interesting profit records, according to the firm.

PCSA DAY

(Continued from page 41)

Mr. and Mrs. Lou Massarini, Mabel Sawyer, C. E. Rice, Jean Pison, William P. Duncan, Bill Donovan, William Lindstedt, Tom Baldwin, Dee Marlow, Joe Irwin, Leonora, Mary, and Joe Horwitz; Mrs. Anna Isenstein, Rose Miller, Robert Shoemaker, Charles Albert, Teddy Metcalfe, and A. E. Weber.

Opa, Frieda, Pauline Holman, Mrs. Danny Brammer, Mrs. Frank Brantstaver, Mrs. Ray Holmes, Moe Levine, Evelyn Melna, Mr. and Mrs. Chris Olsen, C. E. and Ada Mae Moore, Joe and Evelyn Mettler, Mr. and Mrs. Louis Bacigalupi Sr., Gloria Bacigalupi, Mr. and Mrs. Louis Bacigalupi Jr., Mrs. John Bacigalupi, Josephine Foley, Etta Haden, Mother Minnie Fisher, Franklin Freeman, Eddie Dushman, Roy Helgson, Al Chapman, Plain Dave Morris, Bobbie Cohn, Mr. and Mrs. George Surtees, Mr. and Mrs. Ted Metz, William J. Lowmyer, Leo Tunney, C. F. Wilson, Edward Johnson, C. F. Watson, Evelyn Harms, Lucille Hodges, Earl Marlon, Mr. and Mrs. M. R. Freeman, Morgan Morley Jr., David Prosser, N. M. Press, Mr. and Mrs. G. and James Heimback, Charles Custer, Mr. and Mrs. G. H. Alton, Paul Rice, Irish Whalen, Frank Wallace, E. B. Gilbert, Harold Jeffords, Wade Roamer, Pauline Holman, Frank Bradley, Lucille King, John J. Gilliland, Robert Mitchell, John Carroo, Nina Rodgers, Gladys and Marie Young, Mrs. Phil Williams, Elmer and Stella Hanson, Charles (Chuck) Gammon, Mr. and Mrs. John R. Ward, Ann Collins, Olys Tumba, Floy Geddos, Charles Dolata, Will McMahon, Harry O'Brien, John Supfireda, Tex Cristinger, Speed Mortensen, Nick Nichols, Harry Levy, Charles Bickett, Lew Corte, Frank Kitchener, and Mr. and Mrs. Roy E. Ludington.

Hazel Fisher, Verna Seeborg, Fritz Landia, Mr. and Mrs. Harry G. Seber, Leo Haggerty, Roy Scott, Jessie Golden, Goodie Easterday, Victor Bernard, Mr. and Mrs. J. D. Smith, Hal Compton, John Josephine, William Harvey, Brownie Smith, Jack Shearer, Earl Lowe, Dick Norman, Mrs. Ruth Henry, Mrs. Herb Usher, Mr. and Mrs. Harry Phillips, Fern Sucher, Mr. and Mrs. John Helmsley, Denny Dunham, Ray Zimmerman, Billie Byrnes, Curley Bly, Mrs. Frank Warren, Eugene Beck, Mr. and Mrs. Charles Miller, M. E. Musser, Harry and Marie Taylor, Bud and Peggy Rasmussen, Earl Bailey, Marie Kilnack, Cecelia Kamline, Mr. and Mrs. Harry Leley, Jeff Griffin, Mr. and Mrs. J. Angelmas, George Burmeister, Mr. and Mrs. Fred Berghammer, Floyd Elby, Harry Strickland, Don Paromero, Win Clark, Elena Moore, Marvinne Hudspeth, Mr. and Mrs. A. Angelino, Frank Madison, Mayme Gustafson, Irene Kriedler, Harold Mook, Norma Esby, Mr. and Mrs. Frank Desilva, Mr. and Mrs. Joseph Parmenter, Joseph Wilson, William G. Starke, Mr. and Mrs. T. C. Compton, W. S. Furrer, Mr. and Mrs. William G. Smith, Pete Kortez, Juanita Billingsley, Al Brooks, Arlene Moore, Jessie Jorgenson, Mr. and Mrs. H. K. Willhoit, Earl Miller, Joe Orouit, Tom Wall, Bob Craigley, Mr. and Mrs. Curtis Jernagin, Letitia Smallwood, and Jennie Beardsworth.

CHI LEGIT SKED HEAVY

(Continued from page 16)

then may return to town to milk a run at the Studebaker, where Pins and Needles will complete a 10-week popular price stay April 5. Show was financed

by a group of Randolph Street boys, among them Willie Shore, nitery comic, who made his legit debut in it. Cast also includes Mary Rolfe, Joe Callaway, James Russo, Jack Sheehan, Nat Cantor, Perry Brusklin, and Robin Raymond.

The Selwyn continues with Ed Wynn's *Boy and Girl Together*, which starts an indefinite run tomorrow (30). The next door Harris continues successfully with *Chi* company of *My Sister Ellen*, now in its seventh week. Show promises to run into the summer.

The Erlanger gets *The Man Who Came to Dinner*, with Alexander Woolcott, April 7, following current three-week run of the Dante magic show. *Dinner* played last year at the Harris to big business.

Grand Opera House is set to offer *Arsenic and Old Lace* starting April 6, with a company headed by Laura Hope Crews, Effie Shannon, and Eric von Stroheim. Figured to hold here for weeks, provided cast gets stamp of public approval.

Erlanger has Helen Hayes and *Twelfth Night* coming in May 5. Another May 5 opening is Ethel Waters in *Gebin in the Sky*, with no house set yet.

Life With Father begins its 50th week at the Blackstone and is scheduled to remain thru June.

NATIVE SON

(Continued from page 17)

filled Mr. Welles. I hesitate to suggest this as the reason for the late distribution of programs; but for the life of me I can't think of any other logical cause.

As for the play itself, it is a case history of a Negro lad who kills a white girl and is sent to the chair by white man's justice. I haven't read the book, so I can't say how faithfully the dramatization follows it; but fidelity to the book is the only possible excuse for the long, rambling, extraordinarily dull and unmotivated script that Messrs. Green and Wright have produced.

The lad in question is Bigger Thomas, who has a minor criminal record and who almost gets involved in another robbery because he hasn't a job. Fear of the arrogant whites and rage at his own inability to help himself are evidently meant to be his underlying traits. He does get a job, tho, as chauffeur to a rich family, the daughter of which happens to be a parlor Communist—and here Bigger gets in a serious logical tangle. As for the play itself, it is a case history of a Negro lad who kills a white girl and is sent to the chair by white man's justice. I haven't read the book, so I can't say how faithfully the dramatization follows it; but fidelity to the book is the only possible excuse for the long, rambling, extraordinarily dull and unmotivated script that Messrs. Green and Wright have produced.

From that point it's the tale of Bigger's breakdown, punctuated by spasms in which he tries to affirm his importance in the scheme of things. He's finally cornered and runs away and is eventually caught, brought to trial, and condemned to death after the defense attorney, in an interminable speech, blames the System. There's that Bigger in the death house that says nothing and manages to destroy the surviving remnants of dramatic effect.

As a play, the piece is formless, fumbling, and dull. It has one dramatic scene, that in which Bigger is trapped into confession by a reporter—and that is dramatic only because of the excellent playing of Paul Stewart as the newspaper man. The piece is hardly even the dramatization of a novel; it seems to be merely the novel itself, damped unceremoniously upon a stage.

As propagandas—which appears its primary purpose—*Native Son* is similarly fumbling and confused. The shameful treatment of Negroes is a burning and important question; but *Native Son* fails to touch on it in any fundamental sense. Bigger, so far as evidence in the play goes, would have been bad medicine no matter what happened to him; and the conditions blamed for his downfall are as applicable to poor whites as they are to poor blacks. As for those conditions, *Native Son* says the same things about them that have been said endlessly before.

Pumbling thought is shown all thru the play. It is displayed in the utterly unmotivated murder, in the utterly unmotivated cremation, in the fact that Bigger's crime, by the State's own admission, is murder in the second degree rather than the first. If second-degree murder is punishable by death in Illinois, then that should have been ex-

plained to New York audiences.

As for Mr. Welles' direction, it is so turgid, heavy, and mannered that it takes away almost all chances for dramatic effect. Everything is obvious and heavy-handed, slow-moving and dull; and there are interludes that become scintillatingly embarrassing, such as the painful moment when Mr. Welles has four of the actors step to the footlights and pretend to be airplanes. Also, scene changes are made horrible by the introduction of recorded cacophonies that sound like overtime in a boiler factory and have no discernible relation to the play.

The acting varies greatly, with Canada Lee, as Bigger, doing a really terrific job. Forced by Mr. Welles' over-weighed direction to play at the highest emotional tension thruout, Mr. Lee does everything possible to make Bigger both understandable and human. Mr. Stewart, mentioned above, scores excellently as the reporter; Ray Collins does splendid work in delivering the illogical and seemingly endless speech of the defense attorney; and good work is offered in minor roles by Evelyn Ellis, Helen Martin, and Frances Baxter. Some of the others are impossibly bad.

Settings, by James Morecam, are for the most part unimaginative and are inserted in a false proscenium of simulated brick wall. The wall is extremely ugly and has no particular relationship to any but the first scene in the play. The lighting thruout is obtrusively stagg and ineffective.

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for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

FOUNT DUSTON . . .
 and Lavada Clark worked name pins at army camps the last three months to good results. They will be located at a downtown location in San Antonio, Tex., most of next summer with their line of name pins.

PITCHMAN'S PRAYER: "Please make the weather behave this spring."

JOHN MEICKEL . . .
 a newcomer to pitchdom, reports a good business with name pins and name-on-oes-shell brooches at Hattiesburg, Miss., Vicksburg, Miss., is terrible, he says, and that it is open. Wire, rad, and sheet workers report Meridian, Miss., lousy. Meickel asks to see a pipe from Eddy Pine.

JACK ROACH . . .
 pipes from Yanceyville, N. C., that seven pitchmen are working there out of Danville, Va. Says his show opened Monday in North Carolina.

SHAKE YOURSELF loose from that dull feeling. There's a summer's work ahead of you.

GENE KIGHT . . .
 of Gene's Wonder Show, pens from Lagrange, Ga., that he has played over 100 large schools in Southern Georgia this winter to fair results. The show wound up in the school in Lagrange March 24 and headed for Memphis, Tenn. He says he will open his medicine show next month in Missouri. The line-up includes Whittie Claughaugh, Captain Andrews and bears, Juanita Kight, Doc Resche and wife and boy, Henry and Frankie Kight, and Gene himself. The same roster will be on the medicine show, excepting Boots and Claude Holley, bass and steel guitar players, and E. E. Creighton and family, in charge of concessions, who will be added. Gene saw Doc Reeves working med at Funston, Ga. Reeves had been out all winter with his med show.

MORE ENERGETIC GRINDING seems to be the watchword among pitchmen these days.

H. W. BIRDELL . . .
 of Fresno, Calif., writes: "The pipe from Prof. Charles E. Brown in a recent issue sure revived memories for me. He and I were together about 1891, when I was breaking in as a lecturer with the old Kickapoo. Brown was then a seasoned performer with much talent in ventriloquism. I have been out of the business for several years, but am still active in another line."

STANLEY NALDRETT . . .
 opened in Birmingham, Ala., March 24 for two weeks, from where he will go to Memphis, Tenn., opening April 7.

IT'S ALREADY SPRING and soon the sun will be shining on both sides of the street.

IS JEFF FARMER . . .
 leaving down on the pitch and working novelties around the construction gang at the army camp in Petersburg, Va. Says he never sees any of the boys, even tho the things are booming around there.

GEORGE DURST . . .
 claims that he is the only pitchman that had a really disastrous winter. He writes: "I am on the beach financially and literally here at W. Hamilton Beach, Jamaica, N. Y., a place so lonely that sea gulls, taking one look on me, brought sea food and threw it at me."

A number of pitchmen we know define their success with the word "persistence."

DONALD E. CRABB . . .
 inklets a pipe from Muskegon, Mich., saying that he hasn't been in Minnesota since the fair season and that he has been getting his share with eyeglass cleaner in Western Michigan. For the last five week-ends he has been working name pins to good results. He reports Muskegon good on week-ends and says there are two doorways in the money that can be had on a percentage basis for a

LOOK FOR THIS FEATURE

All Aboard the Streamlined Med Special

By **E. B. Graham**
 in **THE BILLBOARD'S SPRING NUMBER**
 Dated April 12

\$2 reader. Two other spots on Terrace Street are okay, too, in good weather. Crabb plans to stay there another month and when he hits the road it will be without his wife, as he says they have a dry-cleaning business going, but that they hope to sell it soon. Pipes are asked from Spencer Mattson, Art Browers, Giles Puryear, Tony Tracer, Curly Fredrickson, Al Ross, Dr. J. P. Morgan, Al Decker, Whitley Alm, Eddie Kleih, Doc Wilson, King La Mar, Doc Boyce, and Chief Napier.

WHO'S MAKING the numerous dog, home, trade, and electrical shows, which annually are held at this time of the year?

BOB SMITH . . .
 says that after nine years of keeping his old pill ory in storage he is going to yank her out this spring and give it another trial. He will play the sticks in Southern Alabama and Florida.

CURLY WATSON . . .
 novelty photographer of Dallas, is working a Natchez, Miss., night club to fair business.

TRIPOD OPININGS: "There's no law against your feeling and expressing optimism regarding the new season, even tho it does get on the nerves of some creepchangers."

FRED X. WILLIAMS . . .
 shoots from El Paso, Tex.: "I have made a Coast-to-Coast trip in six weeks. I made the Miami dog show with Dog News and five other dog shows in Florida, then caught the Tampa fair, I made the Mardi Gras in New Orleans, from where I jumped to San Diego, Calif., and worked a dog show. Then I made dog shows at Albuquerque, N. M., and Tucson and Phoenix, Ariz. I was in Juarez, Old Mexico, two days and took in a bullfight. I am leaving immediately for Knoxville, Tenn., to work a dog show."

HUMOROUS INCIDENTS in your tenure in Pitchdom make interesting reading for others in the profession. Go back thru the years and see if you can't pick out some, then send 'em in.

EDDIE MURRAY . . .
 letters from Detroit: "I was sentenced to three years in a federal penitentiary March 19 on a charge of using the mails to defraud. I defended myself and was congratulated by all pitchmen in town and by court officials, but due to the change in the jury, I was found guilty. There were many irregularities in the course of my trial. I am sure I will be granted a new trial if I can raise the funds to present my case to the Federal Court of Appeals in Cincinnati. This charge was placed against me because I had 10,000 pieces of literature printed containing 100 items, such as Elgin and Waltham watches for \$1.75; diamond rings, \$1.25; electric shavers, 50 cents, etc. On the bottom of each piece of literature was a coupon telling where to mail it with \$1 for information where to get the 100 items. I sent out 1,000 of these circulars and on January 21 I received two answers, each containing \$1. An hour later I was arrested.

I copied my circular from a company which has been doing business thru the mail for years. Larry Levy, president of the La Benz Company, advised me that he will aid me in obtaining an appeal. Art Nelson phoned Levy long distance of the case."

JERRY, THE JAMMER, SEZ: "Counting on just getting by until fair isn't a very creditable mark to aim at. Why waste the summer when there are so many opportunities to be improved upon?"

MR. AND MRS. DOC DeMILLS . . .
 of health-book note, visited in Natchez, Miss., on March 21, after making a few stops in the State. They renewed acquaintances with Key Check Harry Hisco, whom they hadn't seen in nine years. At that time Harry and Shorty Treadway worked Arkansas, later going into Louisiana and Texas.

EMPLOYMENT CONDITIONS this year throughout the country are better than in a number of years—all of which means more business for pitchmen.

FRANK C. REIKART . . .
 and John Gerner of Lockport, N. Y., are doing a fine musical act in Western New York night clubs. They play a number of novelty musical instruments and report they are booked for all summer.

BUSINESS . . .
 in Natchez, Miss., has been only fair for Key Check Harry Hisco, who has been working novelty plates and patriotic pins there since last December. Harry reports he will not return to the Hughey & Gentish Shows, with whom he was associated for a number of years.

MUSTLERS' TIPS: They tell us the old-time scopes in a combination lookback of X-ray package should be a good set-up at the factory gates this spring. We understand that veteran scope workers have seen the possibilities in such a deal and a number of them are working the package already.

Pitchdom Five Years Ago

Tom Kennedy had just opened in a chain store in Morgantown, W. Va. . . . Ella McDonald, of McDonald & Edwards, owners of the Mack-Murray Players, med show playing thru Indiana and Ohio, was having difficulty with another show that was using the Mack-Murray name and reputation to disadvantage. . . . Jeff Farmer was working court days on the sheet in Dinwiddie, Va., and med on Saturdays in Richmond, Shetler, there included Harry Mobley, Joe DeMarco, and Johnson and Spencer. . . . George J. (Heavy) Mitchell was working Gary, Ind. He saw Chief Red Feather there working his old spot. . . . Chief Grey Fox opened a med show in Olive Branch, Ill., March 9 and played a week there to fair biz. His roster

OAK-HYTEX BALLOONS

PETER RABBIT TOSS-UP
 SENSATIONALLY popular novelty balloon with inflatable body, head and ears. 24" high. Individually packed in Ruby envelope.

EASTER PRINTS
 Attractive designs for the Easter season.
OAK RUBBER CO.
 Lancaster, Ohio

SELL ACE BLADES

MILLIONS SOLD
 Ace Blade prices reduced. Five dollar order. Each blade honed in oil to hair-splitting sharpness. Buy factory price. Receive middle man's profits. Blades free for sampling your trade. We need big orders. Send name for free blade, factory price.

ACE BLADE CO.
 68 E. Eagle St., Dept. 516, Buffalo, N. Y.

SOCIAL SECURITY

Go into business for yourself at a small investment. Sell Social Security Plates and Draft Plates. Complete Working OFFERS. Free Social Security and members on plates. Free Social Security Plates. \$3.00 per 100. Cash \$1.00 per 100. Write for free sample and illustrated circular.

RELIABLE SALES CO.
 1193 Broadway, Dept. U-2, NEW YORK CITY

included Gaynell Swan, song and dance specialties; Hilda Goodman, straight and comedy; Jack (Smoky) Howard, song and dance specialties, and Chief Grey Fox, lectures. . . . Edgar P. (Pan Lifter) Clark had worked Independence, Kan., on a Saturday on o.m. to good takes. He had been working Oklahoma and Texas. . . . Edward Delbald was working a crystal demonstration in a chain store in Wilkes-Barre, Pa. . . . A Dell found business good for paper men in Houston, Tex. territory. . . . Art Nelson was being held over by the manager of a Cincinnati dime store because he had been working crystals there to such good results. Art was originally booked for two weeks but had finished his 15th week and was still going strong. . . . Herbert Johnston was in Oakland, Calif. Boys there were Paul Reeves, med. Gene (Frenchy) Demar, Billy Goforth, Johnny Watson, Edward (Irish) Owen, Johnny Hicks, Doc Morris, Frank Frankel. Los Angeles was open, also Sacramento, San Francisco was closed except for the markets and stores. . . . D. F. (Hoot) McFarland was in Waterloo, Ia., but not enjoying good biz. He was planning to leave for New England. . . . Doc Rockwell, of razor-blade fame, was in Tijuana, Mexico, after working in San Francisco, Oakland, and Los Angeles. . . . That's all.

PROBABLY THE MOST distinctive merchant in the pitchman. He's not only a salesman, but a demonstrator. The pitchman takes pride in the fact that he schools himself on the meritorious talking points of the many articles on the shelves and in showcases, something the average store clerk fails to do. A versatile pitchman can take dead stock in a store and sell it in large quantities. That's what makes him a demonstrator-salesman.

Events for Two Weeks

March 31-April 5
FLA.—St. Petersburg. Festival of States, March 31-April 5.
WINTER HOLIDAY. Gardens Festival, 6. GA.—Gavannah. Garden Club of Georgia, 1-3. IND.—Hammond. Better Homes & Food Show, 6-8.
MISS.—Pett Gibson. Southwest Miss. Fair. Stock Show, 1-3.
PA.—Philadelphia. Home Builders' Show, March 28-April 1.
PITTSBURGH. Tri-State Auto Show, 1-4.
TEX.—Columbus. Mole Day Rodeo, 4-7.
TEX.—Dallas. International Flower Show, 29-April 6.
FLORIDA. Livestock Show, 4.
WIS.—Wisconsin Rapids. Central Wis. Home, Food, & Auto Show, 6-8.

April 7-12
ALA.—Birmingham. Dog Show, 6.
CALIF.—Denver. Dog Show, 7-9.
FLA.—Daytona Beach. Fair, 5-12.
GA.—Atlanta. Dog Show, 12-13.
MASS.—Boston. Dog Show, 9-10.
MINN.—St. Paul. Dog Show, 8-9.
MISS.—Trenton. Livestock Show, 8-11.
N. Y.—Buffalo. Sportsman's & Boat Expo., 8-11.
TEX.—Amarillo. Dog Show, 6.
TEX.—Houston. Dog Show, 6.

CYRIL MILLS

(Continued from page 46)
the abolition of the restrictions imposed during the period of war, as it would be impossible to carry on in peace time under existing conditions.

LONDON, Feb. 22.—Edward Prescott, whose circus is one of the only two currently active in Ireland, will this season rely entirely upon horses for transport.

Koringa, fakir woman and star of Bertram Mills Circus for the last three seasons, has undergone a serious internal operation. Her act featured burial alive for five minutes, walking on swords and broken glass, and hypnotic control of reptiles.

LONDON, March 8.—Clara Paulos, far from being discouraged by war conditions, intends making this summer her most enterprising effort yet for Paulos' International Circus.

Outside talent is being sought to amplify the family contributions. John Swallow is sending out his elephants again with this show, but intends to stand aside personally in the matter of presentation. This has been offered to Jack Williams from Australia, who has ridden for Peggel, Bowtell, Wirth, and Harman, and in England and on the Continent with the Kaye brothers, Frank Foster, Bertram Mills' equestrian director, plans working for Paulos as advance agent.

Selective Service Mail

In the Carnival 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.

BARNUM OPENS APRIL 7

(Continued from page 46)
witness the final training, see the first Ringling-Barnum train off for New York and catch the dress rehearsal, which had a large crowd of winter tourists attending. It was billed in all surrounding cities from Miami to St. Petersburg and was a big success, with tickets at 50 cents and \$1. The show lasted two and one-half hours, with Merle Evans' band helping to make it a gala affair. The only thing missing was the big top. The New York boys deserve much credit for cleaning the circus quarters (200 acres) and installing a new fence that encircles the quarters. All buildings are repainted and new cages and runs have been installed for the menagerie animals. Alfred Court has his wild animal act perfected.

The traditional Ringling red will fade in the background, as all colors of the rainbow will be used in the color scheme this year. The menagerie wagons are painted a deep blue and have raised, well-ventilated roofs. They will be illuminated with indirect lighting. Large cut-out block letters above each wagon will name its contents. The menagerie wagons will set on a raised platform and have a 10-foot portable wall erected to form a background between the cages. It will be painted with jungle scenery, corresponding with the interior of the cages. The show train is being painted silver, trimmed in Ringling red, with black gears. The trucks and tractors are being painted a deep green, with the chassis a deep blue. The wagons will sport Ringling red, with gears painted white and trimmed in blue and red. All chairs will be a light blue, and a new seating arrangement will be introduced.

New lighting effects will be seen this season and altho very bright, they will be pleasing and restful to the eye. Shops are working overtime, turning out new canvas, more wagons, new chairs, and props of all kinds. The wardrobe is in the spot in the making in the tent loft, and all uniforms are being made in New York.

An aero ballet of girls is in daily rehearsal. This feature will be presented over the center ring 40 feet in the air. This year's big top is bright red, with royal blue side walls. The inside poles will be brightly colored to match. The menagerie and dining tents will be in the center, and the side-show top will be orange with deep blue side walls. The horse fair tent will be red, topped with blue side walls. These tents are made in the salt loft at quarters here and are supervised by Leo Aylerworth. The coloring is done by a crew headed by Mike Carey.

Altho no baggage stock will go out there will be 150 head of trained ring stock with the Big Show. Some are used in Liberty acts, but most of them are classed as high school, tour and five-gaited, and jumpers. Twenty Shetland ponies will be carried in an act put on by Tommy Cropper. Tex Elmhold will have a new 24-horse Liberty number, calling each horse out by name. A six-horse hitch of Percherons and a four-horse hitch of pure bred Clydesdales will be seen in action, along with a four-horse hitch of hackneys and a pair of rosters, also a hitch of four high-stepping hackneys pulling an 1800 model sport tally-ho.

Forty-four elephants, banded by Walter McClain, will be carried. The famous Bell wagon, consisting of nine chimneys, will go out this year, after a hiatus of several years. The show will travel on so cars, six more than last season. The big top will be air-conditioned again this year.

WILLARD J. OAKLEY, Jr.

QUIZ, the official organ of the Association of American Railroads, recently asked and answered some questions on the circus. They were: What was the first circus to be transported by rail? Answer: "In 1873 P. T. Barnum, who had previously moved his circus with 600 horses, purchased 66

railway cars and began touring by rail." Is it true that railway trains in the West were sometimes impeded by buffaloes? Answer: "Trains crossing the western plains in pioneer days were frequently delayed by thundering herds of buffaloes and in the early '70s Barnum's circus train, while traveling to Denver over the Kansas Pacific Railroad, encountered huge herds of buffaloes and sometimes had to stop to let them pass."

GRIFFIN'S Accordion Gypsies, formerly with the side show at the Ringling-Barnum, will not troupe this season but will continue to play clubs and celebrations, reports Velma Griffin, who is booking the act out of her home town, Delroy, O.

CRAFTS PERSONNEL

(Continued from page 41)
and Oscar Nelson, groom; Mrs. John Kemley, tickets.

Shows
Liliputian Nudist Colony, Jimmie Irwin, Evelyn Morris, Dorlene Ayers, Missy Tranchow, Eddy Morris, front. Athletic, Richard Kanthe, manager; Birdie Kanthe, tickets; Masked Marvel, Delamer, and Richard Kanthe, wrestlers; Mae Mortensen, woman wrestler; Heavy Diring and Monte Vey, boxers. Mysteries of Life, Jeff Griffin, front; Orley Thompson, Hank, tickets. Globe of Death, Capt. Don LeViss, Deredert Curtis, Clyde Rawlings, Anita Anderson, and Marion Jacobs, riders; Mrs. Curtis, tickets. Glamour Girls, Karl Miller, manager; Frank Bradley, front; Pat O'Day, emcee; M. C. Corried, electrician; Penny Knight, May Reis, Ann Collins, Tony Godes, Connie Ray, Ruth Elk, June Davis, Peggy O'Neill, M. Hildebrand, S. Haasan. Circus Side Show, Jeff Griffin, and Jack Guthrie, owners, managers; Jerry Godfrey, William Busks, front; Jeff Griffin and Norman White, tickets; Mike, high-school dog; Al Zeno, knife thrower; Patty Arnold, levitation; Sally Arnold, shooting act; Gladean Suska, human girl; Hako, human ostrich; Zoballo, human pinetushion; Wilma, wonder girl; Fritz, Leonardo, tattoo artist; Madam and Professor Ray, mentalists; Jimmie, the superman; La Vonde, smallest human, and Willy, giant, annex. Borneo, William White, front; Chief Togo and Chief Storma, inside; Michael Norman, tickets.

Concessions
Cookhouse, James Lynch, manager; Mrs. James Lynch, cashier; George Parent, assistant manager; Johnny Miller, chef; Joe Tuohy, second man; Vern Wise, No. 1 griddle; Andy Morris, No. 2; Mike Carey, head waiter; Tony Tumbas, Cruly Hollenbeck, Gus Bird, Dutch, Mike O'Gar, Henry, Jimmie Doolan, waiters; stock wagon, Louis Peitaniri; kitchen help, Joe Telars, Lawrence Horton, Ned Boatright; night chef, Ben Coggins; relief cashier, Doris Stacey. Hot lunch, Whitey Barr and Art Baynes; popcorn, Louisiana Bill La Roque; hot lunch, Jack Huddleston; candy apples, Dale Heister and Tony Chonko; snow cones, John Harris; candy buff, Cliff, No. 2, Gus Anderson; Scooty Dogs, Johnny Lovagars, Hugh Randolph, and Louis Zocini.

Pan game, Birdie Kanthe, Jimmie Whittaker; balloon dart, Mike Sevo, Bob Nichols, and J. Zecini; sky fighters, Charley Allen, Leo Jones; watch-la, Frank Platten, Rex Griebler; baby ducks, Hank Arnold, Phil Terry; guess-your-age, Jack Glassman, Art Price; jewelry measuring, Ernest Baldwin; Joe and Jewell Holiday; racing derby, Douglas Wise, Al Davis, Swing Kelso, Doug Svott; string game; M. E. Dessauer, Augie Zamator; dolls, R. E. Olsen, owner; George Weiler, Sam Gaither; popcorn, C. D. Moore, Lawrence Thatcher; scales, Roland Morris, Eddie Rogers; ham and bacon, Jack Schafter, John Fellipone; cigarette store, Frank P. Redmond; pig derby, Charles Albright; Jack Harvey, Jimmy Woodman, Henry Terry; name-on-penny, Lew Beuter; candy apples and floss, Mrs. G. Anderson; lunch and drinks, R. E. Olsen, Chris Murpkes, Sammy Coomas, Bruce Puckett, Arthur Porter; ham and bacon, R. E. Olsen, James Elkins, M. McPherson, Art Bradford; animated toys, Herb Usher, Sam Miller, Ike Mozart; palmistry booth, Herb Usher, Mrs. Herb Usher, Mrs. Harry White, Eula Evans, Mr. L. Griffin; ball game, Emma, Charles, Albright, Bill Jensen, William Lindstedt; photo gallery, Babe Collins, owner; Bob Cardoff, Phyllis Collins, Edna Sealock, Jim Toll, manager.

Pan game, Bill McMahon, Ruth Korte; gold fish, Louis Cecini, Chester Smith, Bud Gormley; graphologist, Lucille Zimmerman; hoop-la, Jack Mann, Sidney Wolfe; duck pond, J. Cecini, Fred Wil-

son, James Hicks; tip 'em over, Elva Stockwell, Harry Corack, St. Wilkes Long-range fish gallery, W. P. King, John Horner, lunch and soft drinks (R. E. Olsen); Harry Phillips, manager; Mel Welter, Robert Norman, Jack Smith, Bob Crawford, Bob Nichols, Eddie Turner; bottle game, Ragland and Korte, Doug Poole, Justa Spreotte, Nick Qualls; high-striker, Victor Bernard; pan game, H. G. Hubmatz, Joe Corry; rat game, Ray O'Brien, Margie Deapols; popcorn and arcade, Myrtle Crafts, owner; Frank Warner, Charlotte Warren, Emmett Hartman, Charles Smith.

LONDON SUNDAY OPENING

(Continued from page 4)
where the presence of troops or changed industrial conditions create a special need, to authorize the opening of theaters and vaude halls.

As with six houses, all employees must be given one day's rest in seven, but, whereas film spots keep open all the week, fish and blood houses will close on usual bad day (Monday in majority of cases) by agreement of managerial and artists organizations.

Special concession abolishes theaters and vaude halls from charity contribution levied on six houses. Legal provisions applicable to Scotland and the British Isles northern constituent from the changes.

It is anticipated that the change will become operative round about Easter and that, whatever happens in the provinces, London management will lose no time in taking immediate advantage.

Some trouble may be anticipated in Sunday opening of any kind since hard with the local authority. Where six houses have already been permitted to open, however, it is logical to assume authorization of theater opening will be but a matter of course.

MY FAIR LADIES

(Continued from page 17)
The All-Aid-to-Britain Committee, which is the social arbiter of the area, takes them under its wing and provides them with quarters in the home of a pushing matron trying to break into society.

Unfortunately, the ensuing complications are all of the sort you'd expect. The girls' host is able to exert a real estate kick because of the prestige they provide, his daughter's love for a penniless engineer results in marriage because of their advice, and a couple of rich lads of the neighborhood fall in love with them. Then, of course, the bubble bursts, and they're threatened with jail until an English attaché appears and announces that the British, with a high-handed control over American affairs and American subjects' remittance of real life, have issued the phony passports in order to save from suspicion the real holders of the titles, who are engaged in espionage work in Germany. That, of course, makes everything all right.

Plenty of cutting should have been done, and there should have been a thorough rewriting of the script attention. As that before, there are plenty of laughs in the play, and spirited pacing and direction might have put it over even now. Unfortunately, Mr. Lewis, who attended to the staging, did everything in the most obvious possible way, and neglected to give the piece even a hint of the pace that it needed to carry it over the rough spots. Re-working was particularly needed in the first act and the latter half of the third.

Helping considerably are two excellent performances in the central roles, turned in by the Misses Celeste Holm and Betty Furness, the latter from films. Miss Holm does by long odds the best job of her career, working like a charming Trojan to keep things moving, pointing up situations and lines, and in general offering a terrific comedy portrayal. On each appearance, she seems, she betters than before, and at this time she actually manages to live up to her own early notices, which is no mean achievement. If she continues improving, she'll be one of our top actresses in another season or two. As for Miss Furness, when she was in pictures this reporter always felt that she was potentially a fine trouper; it takes her about an act to find her stage level, but after that she does a thoroughly excellent and engaging job, playing in a ball unit in the cast and on playing a willing second fiddle to Miss Holm.

Ebel Morrison is terrific as the most virulent of the society matrons; Russell Hardie manages to enact a stuffed shirt so that he becomes both human and believable, and various of the other do good jobs in smaller roles. Several players give calamitous cartoon impersonations, but there's no use going into that.

—Leonard Traube's—

Out in the Open

NEW YORK

Reviewing the News

"BEATY Picks Staff." This refers to animal trainer Clyde Beatty choosing the boys and girls who will be with him on the Johnny J. Jones midway. These include such familiar names from the sawdust as Duke Drukenbrod, Klara Knecht, Albert Fleet, Kinko, Howard Kams, and, of course, Harriet Beatty. We understand that when E. Lawrence Phillips, boss of the Jones show, first started to think about a name-type wild animal attraction, he toyed around with Frank Buck and Beatty as leading possibilities. These are the 1-2 animal names at the moment—the best known to the public as any rate. It must have been difficult for Phillips to make the choice, for with either one he would have a magnet. With Beatty he gets both a name and a working performer. It is hard to imagine the attraction as not being a big click. In fact, the chief problem of Phillips and his colleagues will probably be how to keep the Beatty layout from dominating the rest of the midway.

"Walter Hale Joins Conklin." Patty Conklin, in the midst of great plans for Provincetown in Canada, has not forgotten the important publicity department. Hale, who is no Methusalem, must still be put down as a well-seasoned veteran of the bouncing blubs and a pearl and jewelry. In addition, he is a showman, which undoubtedly intrigues Conklin. There's nothing like having a double-barreled weapon in the old arsenal.

"Buffalo Show Is Called Off." The Shriners there have shelved the annual circus, which scored for eight years, in favor of what is announced as a Water Folies. A spokesman for the show said the talent array will include "many well-known stars of both the World's Fairs' squadrons." Before the names of these stars are announced, comment must be withheld.

"Cole Bros. Blue Top, Orange Side Walls." When Ringling-Barnum introduced the blue-tinted top, sneers and certain noises which are best identified as having originated in the Bronx were heard all around the country. How times do change! A more worthy Cole innovation, at least to us, lies in the statement that there will be separate lighting for each stage which will bear the name of each act in neon. It's about time the public got to know the tags of the people performing out there.

"Buy in Agawam Adds 42 Acres." Ed Carroll, owner of Riverside Park, Agawam, Mass., refuses to keep out of the news, a practice in which he is aided and abetted by his publicity scribe, Harry Storn. You'd think the average park manager had enough trouble without adding to his property, but Carroll is no average park manager. Less than two years as an impresario with total control, he is acting as if he really is entitled to the sobriquet of "Boston Barnum." Personally, we like "Bay State Barnum." It takes in more territory.

"Marriages." An unusual number of

couples with unusually appropriate names (or inappropriate as the case may be) featured the week's showbiz marriage vows. A Baker got hitched to a Wolf, latter being the form part of the arrangement. A Donahue took unto himself a Shell, which is not shocking, but since the girl of the duo loses her maiden name, at least for legal purposes, she will be left without even a shell of her former self. A Leonard must have known what he was doing, despite the fact that he teamed up with a Polly, and a Learned must be very wise indeed because he will always know where the next meal will come from, having become partner to a Shepherd. Some cute confusion in nomenclature should result from the "I-Do" contract between a Wilson, party of the first part, and a Wilson, p. o. t. a. p. A Boles was somewhat out of season in teaming up with a Yule. But the best one of all is a Rodenbeig, who had the good fortune to know a good thing when he saw it. He married a Kiess.

—Hartmann's—

Broadcast

CINCINNATI

QUIZ, official organ of the Association of American Railroads, in answering the question of what was the first circus to be transported by rail said that P. T. Barnum began touring by rail in 1872.

This answer is incorrect according to *The Billboard's* own file of circus history. We find therein that Spaulding and Rogers owned the first circus to be moved by railroad, in 1858. Yet a chart in our possession entitled "A Century of American Circuses" (from 1839 to 1939), drawn by Stan Rogers, Circus Fan, using data compiled by Col. C. G. Sturtevant, Circus Fans' historian, shows that the Spaulding & Rogers Circus always moved by wagon.

Short Notes of February, this year, in a list of circus firms" said that Conklin Bros. took the first circus by rail to California in 1870, but this is contrary to *The Billboard's* own file, which says that W. W. Cole took the first circus and menagerie to California, traveling entirely by rail, in 1872, when the thru railway was first completed. Cole is also given credit as the first to visit the Puget Sound country by rail and boat.

Speaking of Cole, Walter L. Main, the veteran circus man, gave some interesting data about W. W. in a letter to Harry Drachman, who was the first American child born in Tucson, Ariz., after we quoted in this pillar that part about early circuses of a speech which he made over the radio from Tucson recently. In referring to the Cole show, Drachman said: "After the Southern Pacific Railroad reached Tucson in March, 1880, the first American circus to come to Tucson was Cole's Circus. I believe it was in September of 1881 or 1882. It was advertised for a month or more before the date of its arrival."

Main answered Drachman that "it must have been in 1881 when W. W.

NEXT to the feminine form divine, one of the best bets for publicity appears to be the animal form horrendous, as witness the tremendous interest in Mr. and Mrs. Gargantua, the Ringling gorillas. There is no doubt that these two ferocious, ungainly, and terrifically ugly beasts get more attention from the public than would a dozen pretty, girls, however seductively presented. What the Ringlings have done with the Gargantuas in the way of publicity could be done by other showmen with orangutans and other animals. It is not so much a matter of size or inherent peculiarities of the gorillas that have made them famous, but rather the smart and constant build-up they have received. The chief difficulty in the adoption of similar methods by other showmen is the scarcity of promotion men with sufficient vision to plan and execute an adequate promotional campaign—and hesitancy of show owners to spend the amounts necessary to put such a campaign over. Good pro-

motion men can be had, but not for peanuts. We have in mind several animal attractions that have great possibilities but which at present are being kicked around with indifferent results simply because the men who have them have only a hazy idea as to how they can capitalize on the attractions, and therefore have difficulty in selling the idea to showmen who would finance them if properly sold.

FRRIENDS of Edward A. Hock will be glad to know that the disastrous fire which swept the Imperial Show winter quarters at Moberly, Mo., won't prevent the show from opening as scheduled. It was a serious setback, but Ed is a resourceful showman and we're sure he'll make a successful comeback. . . . Despite denials, the report persists that Sonja Henie will be visited by the stork next fall. . . . Paul Fairly, son of Mr. and Mrs. Noble C. Fairly, is in Chi looking over the night club field. Paul studied music in Europe and his fine singing voice attracted considerable attention there. The war interrupted his studies. He hopes to enter the night club field in Chicago and also continue his studies here. . . . Snapshots received from L. S. Hogan indicate he's living the life of Riley down San Antonio way, and letters from him say he's much improved in health. It's probably somewhat lonesome down there away from show activities and we're sure Larry would appreciate a line from friends. He's at 293 Kimonte Boulevard, San Antonio, Tex. . . . Charlie Hepp, owner of Harry's New Yorker, laid aside cafe worries for four weeks of sunshine in Florida. . . . Judd Goldman is back home after a siege in Billings Hospital, where he was operated on for removal of a bone splinter from his leg. . . . Those Ringling half-sheets designed by Norman Bel-Geddes are beauties. His departure from the traditional designs probably will irk the old-timers, but they are a welcome change. . . . Berale Mendelson's father passed on a few days ago. . . . Sunny Bernet back from a business trip thru Wisconsin and Minnesota. . . . We understand J. Ed Brown is occupying his spare time writing a book of show biz reminiscences.

OLD-TIMERS—and some not so old—have been cutting it up lately on the Magic Carpet, sessions frequently reaching into the after-midnight hours. S. J. Cronin spent a week here and returned to the West Coast late last week. C. D. Odum, in from Pittsburg, is still around. Mel Smith, Sally Rand's manager, has been in and out of town; William McCloskey, Zorina's manager, has been making his headquarters here, and John A. Pollitt expects to remain in Chi for some time. Jack (Abie) Tavlin has a new suit (not clothes) on and is waiting around to see what will happen. And J. C. McCaffery is holding the fort for the ACA and should be ready soon to announce some personnel additions.

life, and should be regarded in the spirit 'live and let live.' (415 Central Trust Building, Rochester, N. Y., Max Cohen, secretary.)

ATTENTION, ACTS

HENRY THE GREAT (MAGICIAN)

THE PLUNKETT FAMILY

Please wire me at once.

Can place three to four weeks' work with cotton—acts that can work wide. Girl Flash Acts, Doublets and Trio, Comedy, M. C.'s, Musicians—Dramas, Act, Amusement and Piano also wanted. Write air mail—do not wire.

NAT. D. RODGERS
Auditorium Hotel, HOUSTON, TEX.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

OUTDOOR SHOWMEN

The next issue will be the SPRING SPECIAL

Because of the increased size and distribution

THE FORMS WILL GO TO PRESS EARLIER THAN USUAL

No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 a.m. (Eastern Standard Time), Monday, April 7. Wire important late Show Ads Sunday night for position in General Outdoor Section.

Ads for the Carnival Department must be in Cincinnati by Wednesday, April 2.

The association endeavors to meet the problems of its members faced with varied difficulties met on annual tours. It is found that about 90 per cent of the over 50 shows in the ACA are on tour seven months of each year.

"Expenditures by carnival companies in each city visited include advertising, local trucking, hotel and restaurant and laundry expenses, city license fees, and the cost of electric current, gasoline, lumber, and extra employees.

"There is great diversity in the ordinances of cities covering the holding of carnivals, and among the services of the ACA are those of legislative studies, labor relations, public relations, standard business forms, and insurance studies.

"It is stated in one of the public relations releases of the ACA that "The carnival is an institution devoted to the youthful spirit of merriment and jollity. The carnival is a business proposition, having a distinctive place in American

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Questions

A city raises questions in behalf of amusement games that call for reason and justice

Altho the Ohio Supreme Court has declined to hear the appeal of the city of Youngstown, O., the brief which the legal authorities of Youngstown prepared in behalf of the city pinball licensing system is a document that should be remembered as a part of the interesting history of pinball games.

The city of Youngstown itself will always be remembered in the history of modern coin-operated amusement games, for it is sometimes called the "cradle of pinball games." Some say that the first commercial games were placed on the market there. A Youngstown firm placed a half-page advertisement in Collier's weekly to announce a pinball game almost before the games were known in trade circles.

The city-licensed amusement games and the revenue reports received wide publicity in the newspapers as an acceptable plan for regulating the modern amusement devices, as well as deriving local revenue. The plan was also acceptable to the men who had money invested in the business.

Like every other city, Youngstown has its crusaders and its political rivalry. As every other law on the statute books is abused, so there were abuses of the license law by men in the business. These abuses made it possible for reformers and the "opposition" to institute legal proceedings against the city license law. A "taxpayer's suit" was the legal process instituted to invalidate the ordinance. A "taxpayer's suit" has many uses, good or bad, and the political winds often determine the outcome.

The case went thru the regular channels, with the city of Youngstown finally losing in an appellate court. Then it was necessary to appeal to the Ohio Supreme Court, with the result that the high court recently declined to hear the appeal. The high court probably declined to hear the appeal because it had about a year ago passed on the pinball license ordinance of the city of Cleveland.

The previous decision on the Cleveland license is a bold illustration of how political winds may affect high court decisions on such minor things as pinball games. A political battle had been raging between the Cleveland administration and the State administration, with relief funds as the chief point of contention. The battle was so hot that it had repercussions in national politics. And Cleveland had licensed pinball games to get much-needed relief money. Legal authorities said it was an unfavorable time to make a test case in the courts, but such a step was taken, with adverse results. Students in the future may read the strained logic of the high court as applied to "mechanical games" and wonder why it all came about.

The Youngstown appeal had to go up against this unfavorable precedent. Altho it will not be heard, the Youngstown appeal raises the question of local government and the powers of a city to raise revenue, a question that will become more and more important as the federal and State governments tap practically all known sources of revenue.

In other words, cities are being faced with the problem of finding something to provide revenue that has not

already been over-burdened by federal and State taxes. The Youngstown appeal raised this vital question, as well as some other important ones.

Perhaps it will be well to quote the opening section of the Youngstown appeal as a matter of record:

"The questions here are (1) whether a municipal corporation, under its constitutional powers of local self-government and police power conferred by . . . the Ohio Constitution, and under the express powers conferred upon it by the General Code, . . . to license and regulate amusements and places of public entertainment, may regulate and impose a license fee on coin-operated devices for playing games of skill; (2) whether misuse of the licenses by certain licensees and their using the licensed devices for purposes prohibited by law thereby destroys the validity of the licensing ordinance, and the power of the municipal corporation to enact it; (3) whether the enactment of such ordinance constitutes an 'abuse of its corporate powers' within the meaning of Section 4311, General Code, etc."

It is not alone in Ohio that the right of a city government to license amusement games is becoming an important question. In a number of other States the question comes up again and again. And it will come up again and again in Ohio until the problem of revenues for city governments is solved.

The second question in the Youngstown appeal is one of direct interest to the amusement games industry. Does the abuse of license privileges by one or a few operators or locations invalidate a city ordinance? Is such abuse by a few operators sufficient reason for destroying the business of all operators in the city?

These are pertinent questions and they were not raised by the amusement games industry itself. These questions were raised by a city government that had accepted license fees from operators who had invested considerable money in a business which they thought legitimate.

It is strikingly strange that courts destroy a business because a few abuse the license privileges of that business. It is strange that such rules are applied to the amusement games trade but not to other trades. They do not destroy the automobile industry because autos are used for all kinds of illegal purposes and also kill people. They do not destroy the drug trade because some misuse drugs. The Youngstown appeal was really asking a pertinent question and maybe some day a high court will use reason and justice in answering that question.

Meanwhile the licensing of amusement games and devices continues to make steady progress. Only recently the State of Washington has adopted a State licensing plan for amusement devices after it had been killed by veto in 1939. Already 119 of the 221 towns and cities in the State were licensing amusement games. That is just one example of the progress that is being made.

The questions raised in the Youngstown appeal will eventually be answered with reason and justice.

Good Planning and Management Make Northwest Show a Success

By WALTER W. HURD

The third Northwest Coin Machine Show, held at Minneapolis March 25 and 26, was an example of good planning and good management from beginning to end. The show was sponsored by the Minnesota Amusement Games Association, Inc., and Minnesota distributors who placed a wide variety of machines on display.

The convention opened on the morning of the 25th and two large hotel floors were used for the exhibits. Then well-known distributing firms had attractive displays which included the machines and products of almost every active manufacturer in the industry. Two phonograph record agencies also had booths. All of the displays were well arranged and were a credit to the firms making them. Music machines and music accessories dominated the entire exhibit floor. Two new machines, one a target and one a unique skill machine, were to be on display for the first time.

Still More To See

While the official exhibit floors had creditable displays, most of the distributors also had hotel suites in the Radisson Hotel where still more products were to be seen and also refreshments served. This follows the trend of the national conventions in Chicago, where it is becoming an established practice to have many fine exhibits of products in hotel suites as well as on the main floor.

The Minneapolis distributors also had many visitors to their respective establishments in the city where practically every known machine in the industry could be seen at one or the other places. The Minneapolis jobbers are a very progressive group and have fine business establishments; improvements in their plants are also constantly being made.

In the hotel suites the displays by salesboard distributors were a feature. Practically every salesboard manufacturer had representation thru a distributor, so that operators interested in boards could see complete displays of boards and merchandise items.

Business Meetings Held

Threats of adverse legislation were about to cast a damper on the Northwest convention for two weeks before it was held, but the association workers and distributors were able to do a good job of public relations and developed some ideas that will soon be made available to the trade. Complete copies of plans and ideas are now on file with The Billboard. The Minneapolis city association is by far the largest unit in the Minnesota organization and the city association has a record for accomplishments that extends back for many years. It has many capable leaders in its membership. The city group co-operated fully in helping to make the convention a success.

The Minneapolis association held a business meeting during the convention to consider many business problems facing operators at that time. The State association also held its annual business meeting

during the convention and elected officers for the year.

Splendid Banquet

The convention ended with an excellent dinner and floor show. The capable management of the convention was most evident in the smooth way in which the evening program moved forward. The floor show in itself was a very excellent program of entertainment. James A. Gilmore, manager of Coin Machine Industries, Inc., was a program speaker and also Homer E. Capehart, of Packard Manufacturing Corporation. Both men gave inspirational talks, brief and to the point. Gilmore envisioned the future of the industry as something to make members proud they are a part of the business. Capehart gave a very timely address on the part the industry may be called upon to play in national defense, saying that we would be called upon to make sacrifices and that the industry should be glad to have part in the common cause.

Detroit Biz Up, Report Discloses

DETROIT, March 29.—Trend toward increased sale of new pin games here has resulted in a flood of used equipment on the market. Trade-in policies are liberal and are undoubtedly respon-

sible to some extent for used games stock most jobbers and distributors have on hand.

In general, operators appear optimistic. Up-State sales of games are strong. Guns are going well here. Vending machines appear to be in strong demand, especially cigarette venders and some service machines, although new machines in this line are finding the going a bit rough.

Conventions Bring Chicago 5 Million Visitors in 6 Years

(From The Chicago Daily News)

FATHER DEARBORN rolled out the welcoming carpet for 8,801,718 convention visitors during the last six years and the visitors retaliated by pouring \$310,640,000 into his pockets.

Last year Chicago was host to 830 conventions with an estimated attendance of 1,000,000 delegates who spent \$60,000,000. All January records were broken with 111 conventions in the city during January, 1941.

These figures were announced by the convention bureau of the Greater Chicago Hotel Association and the Chicago Association of Commerce.

Staff members of the bureau traveled

94,125 miles by train and plane during 1940 to secure more trade shows and conventions for Chicago. On these trips 228 calls were made on organization secretaries and influential persons, creating good will and laying the ground work for future promotional activity. Last year the bureau spent \$48,000, according to Dan Goldberg, treasurer.

During the last six years Goldberg said the expenses have averaged about \$44,000 annually, representing an outlay of 88 cents for every \$1,000 of convention business brought to the city. The hotels realize only 20 per cent of this business, he said, with 80 per cent going to other businesses.

Pinball Publicity Story

He outsmarts marble machine and wins lot of free games

By CHARLES HOGAN
(From The Kansas City Journal)

After months of patient research this commentator finally has done up an athletic genius who has worked out a sure-fire system for whipping the very colored lights out of a marble machine. This guy, who has spent hours of his time and several tons of nickels in his research, turned out to be Clarence, the Oracle of the Wistful View Apartments.

"Yeah, I done it again," Clarence announced, in his characteristic modest beller.

"You done what?"

"I knocked that old marble machine off for 20 free games, that's all," Myrtle, his one-woman rooting section, gazed at her mate in rapture.

"So what?"

"So what? I—I—aw, nuts!" He sulked for a while.

"You got to have a system, that's what," he tried again. "I got one."

"And what does it get you?"

"A lot of free games, that's what!"

Here's the System

The great, infallible, absolutely guar-

anteed system, it developed, called for several things—among them nickels—coordination of mind and body, occasional hipper-dipper field play and a good strong voice. It works something like this:

A couple of guys bustle into Joe's Snappy Lunch and lug out the machine that is already there and substitute a new number. These machines are always on the move, migrating from Joe's Place to Pete's Pool Hall in a wearing round. This is done to baffle guys who thru constant association, discover the Achilles heels of the contraptions.

When the new machine is planted, two or three sportsmen saunter over and give it a gander. This is merely academic curiosity, but eventually leads on one fellow taking an experimental fling at the old coin trap.

Favor the Love Tap

He invests a coin and everyone studiously watches each marble pursue its slambang, erratic, and speedy course to the lower end of the table, much in the



BLITZKRIEG PLAYHOUSE, Denver, said to be the most complete arcade in the Rocky Mountain region. Every type of coin machine is said to be represented in the establishment. Machines were supplied by Gibson Brothers, head of Denver Distributing Company.

reeding manner of a lark lolling toward a gutter.

Another scientist then gives it a whirl and the boys gradually acquire an intimate knowledge of the gadget. Some of them advocate giving the marble a lusty sock and standing back nonchalantly as gravity takes its course.

Others, and Clarence belongs to the latter school, are exponents of the gentle lunge tap. They pull the plunger back and then, softly and smoo-o-o-thly send the ball-bearing on its way.

"I let it bounce once at the left side and then only at the right," Clarence explained. "That way you knock off them two lights at the top darned near every time."

Fakes Intense Interest

Then, according to Clarence, one leans intently across the glass case of the contraption and takes an intense interest in the play of colored lights. This is done to tell the proprietor of the joint into a false belief in your honesty. It seems that if you lean just so, you can hear the ball into various fraudulent paths. This is one of the most delicate operations in the system.

"I guess it's just a kind of an art," Clarence proclaimed. "You gotta have a knack for it for one thing."

"Yeah, and plenty of nickels."

"Teach You to Add"

Clarence added it sometimes helped to yell at the marbles and proclaimed the machines not only gave your lungs and muscles a workout but "learned you a lot of arithmetic."

"They teach you to add," was the way he explained the latter baffling statement.

"I thought maybe you meant the machines gave you a free course in geometry with every third nickel."

"No, just to add. Say, did you ever play one?"

"Not often, I'm takin' my mathematics from a different college. And if you're interested I think I've got a pair of textbooks around here some place that are guaranteed not only to teach you to add but to subtract and, you might say to divide. A sort of galloping university, Clarence. Absolutely guaranteed—"

"Yeah, he loaded them himself."

You can figure out where that last crack came from. No wonder guys from the finance company sleep in the spare room. No co-operation—not a smidgen of it!

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MUSIC MERCHANDISING

Efforts Continue To Return ASCAP Music to Radio Lanes

Committees for Radio and ASCAP discuss settlement of rift—possibility of Mutual dealing separately—return to normalcy foreseen once truce is signed

NEW YORK, March 29.—Altho no one in the music business can foretell with any degree of accuracy at the moment just when the ASCAP-radio truce will be only a memory, recent developments have brought the industry out of the uncertainty in which things had been shrouded since the beginning of the year and a little daylight is beginning to break thru the clouds. Until the signing of the ASCAP consent decree, demanded by the government, some weeks ago, very few music publishers would have been willing to bet that their songs would ever be back on the air, but ASCAP's signing paved the way for negotiations with the radio industry, as the decree removed all the barriers and objections to the Society that its previous structure erected. The consent decree satisfied the government and at the same time wiped out the major objection of radio to signing a new ASCAP contract, namely, that ASCAP now is prohibited from charging for its music solely on a gross basis. Radio stations now may deal with the Society on a per piece, per program basis.

Current Negotiations

At the present moment an ASCAP committee is in existence to deal with contract on the terms of a new proposed contract. Radio has been inclined to stall a bit and to let things ride, maintaining that ASCAP music has not been missed and that BMI songs have nicely filled the void. The Department of Justice, which pressed the ASCAP consent decree matter, however, does not intend to allow radio to stall too long, which means that the only hurdle now to be gotten over before ASCAP songs are back on the air is agreement between the Society and radio on a new contract. The Mutual Broadcasting System already has shown signs of dealing separately with ASCAP, without waiting for its fellow members in the National Association of Broadcasters—NBC and CBS, among others—to talk turkey. Indications are that ASCAP will be back on Mutual and its affiliated stations before the other networks.

When this will happen, however, is uncertain. Some music men don't look for a final settlement of the whole thing before June or July at the earliest. There is little likelihood that ASCAP will be allowed back on the air before contracts are agreed upon, with the latter then made retroactive. So it now remains for the ASCAP and radio biggies to get together and iron contractual details out. Those things take plenty of time, which is the reason for the several-months-at-the-earliest opinion of music publishers.

After the War is Over

After everything has been settled and the controversy becomes one of those "do-you-remember-when" things, it's likely that the state of the whole music business—taking in bands, music publishers, and recording firms—will return to normal, and that conditions will be pretty much as they were before the beginning of the year. The only change in the picture may be the addition of BMI to the list of publishing houses putting out songs, and in the event that BMI continues in business (another moot question at the moment, altho radio has several million dollars tied up in it, and is unlikely to toss that out of the window), it will have the same hard job of selecting good songs and then trying to plug them into popularity that ASCAP publishers have always had.

ASCAP pubs who have held back on tunes will undoubtedly release them in quantity once things are settled, and bands will once again hop on these songs from experienced known writers. Recording bands will have an easier time of it than they have been having with the limited material currently at their disposal.

From the music machine operators' standpoint, things will be better than they have been lately, because there will be an abundance of material once again, and the hit picture will change more frequently than it has been changing

due to the dearth of good available numbers.

Obviously, it is dangerous to make any predictions about so uncertain a business as music, but the indications are that the abnormal conditions of recent months will be forgotten after enough time has passed, and things will revert to practically the same standards that were known before the whole shindig started.

Nickel, Nickel -- Who Put in the Nickel? Yehudi or His Brother?

NORTH LITTLE ROCK, Ark., March 29.—When the little man who isn't there starts putting nickels that aren't there into a phonograph—and music comes out—it's time to call a ghost-breaker, or the cops or somebody. George Stathakis believes.

George, a waiter in a North Little Rock cafe, came to this conclusion recently when a music machine in the cafe started playing records entirely on its own, with nobody putting in any nickels.

George was innocently attending to his dish-stacking chores when the parade of free music began. The machine suddenly started to give, playing one record after another, but never the same one twice in succession. Nobody was near the machine, and no nickels were in evidence.

The mystified waiter looked in every booth to check the wall boxes. Then he looked under the booths, thinking perhaps to find an early April fooler, a wan-

dering spirit, or maybe Yehudi. But no, still no players—and the music kept on and on.

A customer came in and ordered a cup of coffee. The dazed George brought him a piece of pie. The man's angry protest roused him; something had to be done while he could still handle a telephone.

On a hurry-up call from the cafe, the Lima Amusement Company sent two men to inspect the machine. They took it apart, scattering parts all over the floor—but the music didn't stop. After an hour's struggle, one of the men had an idea. It was fantastic, but he was ready to grasp at straws.

Near the rear of George's cafe—the White Eagle—is another restaurant, known as the Star Grill. It also had a music machine. Nickels placed in the wall boxes of cafe No. 2, it developed, were playing the records in cafe No. 1. The two sets were operating on the same frequency, and double-play action was the result.

A change in frequency of one of the sets, and music in the White Eagle Cafe began to cough a nickel a play again. And the next customer who ordered a cup of coffee—got coffee.



MILWAUKEE WURLITZER LOCATION, the Avenus Cocktail Bar, features the Wurlitzer phonograph in an outstanding setting. One of Milwaukee's liveliest locations, its success is largely responsible because of Manager Louis Granick. The setting for the phonograph was one of his ideas. This and other progressive moves resulted in the large crowd seen here.

Tie-Up Between Pictures and Music Machines Aids Operators

NEW YORK, March 29.—If nothing else, the ASCAP-Radio controversy has clearly shown the necessity of tying up current pictures with the records on music machines.

Songs from film musicals make The Billboard's Record Buying Guide regularly. The tremendous exploitation by the film companies and the popularity of moving pictures as a means of entertainment have always made film tunes good bets for music machines. Until the present situation arose, however, most operators failed to take advantage of the fact.

Film Tunes Last Longer

A study of the Record Buying Guide indicates that songs from film musicals enjoy a long reign in the ranks of the popular recordings of the day. This is due to the fact that the film, after completing its stand at the first-run houses, is routed to neighborhood theaters. It is impossible to estimate the number of persons who see a film musical in any given city. But every one is a potential customer if a song from the film is placed on music machines in selected locations.

It is noteworthy that the recording does not have to be made by a prominent artist in order to insure play. If the machines near theaters are stocked with recordings taken from pictures now playing, or from pictures whose forthcoming run at the theater has been advertised, these recordings will get some play. After the picture has been shown, the patrons will look for the recording by specific artists. By this time, however, the merit of the tune has been judged, and the recording firms have taken steps to have popular recording artists use the tune.

The number of songs from films which become popular increases daily. In the past few weeks several picture songs, listed in the Guide as "Possibilities," have climbed steadily to the top.

Among the tunes which have come from films and which have proved successful in the past few weeks are such hits as *Doris Argerine Way*, *Along the Santa Fe Trail*, *Boogie-Woogie Bugle Boy*, *I, Yi, Yi, Yi*, and *Dolores*.

In many cases, the first recordings are made by artists who are also starred in the picture. This is true of Bing Crosby recordings, and these have always proven popular. Tommy Dorsey's recording of *Dolores* is taken from a picture in which he appears. In cases of this sort, operators are assured of a certain amount of

Operators Laud AIC Phonographs

CHICAGO, March 29.—"They say it's real news when a man bites a dog," declares Henry T. Roberts, vice-president and general manager of Automatic Instrument Company, who recently announced the new Singing Towers phonographs and equipment and the new conception of music keyed to the operator's needs.

"But a man biting a dog is no more unusual than a distributor's coming to a manufacturer backed with a petition from operators to secure distributorship, as happened to us only last week," Roberts explained.

"A prominent distributor from the South called on us and unfurled an impressive petition containing the signatures of several hundred operators in his territory who pledged him 100 per cent support if we would grant him distributorship in that territory for our line. That's a fair example of how well our new policy is being received by operators. From the four corners of the country we are hearing from operators and distributors interested in our products."

"In fact, from the great response to our announcements, we've found that we've hit the nail on the head in creating the music equipment that operators want. We've had 28 years of operating experience and we know what the music operator is up against and what he needs to put music on a paying basis. Singing Towers phonographs and our complete line of equipment, wall boxes, tower speakers, bar boxes, automatic hostesses, telephone music, etc., incorporate every new feature and modern innovation plus a score of brand-new exclusive features and ideas not found on any other phonograph. Singing Towers provide the operator's kind of music, built to meet his wants. The endorsement and enthusiasm already shown by operators in all parts of the country proves how right we are."

play regardless of the song, as these artists have definite followings.

A definite tie-up with theaters to the extent that a music machine is placed in the lobby to work continuously, is also a good practice. Operators report finding patrons playing the machine in the theater and then seeking the same records on machines in their favorite locations.

Singing Towers

THE ULTIMATE IN MUSIC

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Here's music built to meet the OPERATOR'S problem . . . YOUR kind of an instrument . . . at YOUR kind of a price! Created by men with actual operating experience, SINGING TOWERS offers everything that music can give you . . . every new innovation and development of modern ingenuity . . . plus a host of revolutionary new, exclusive features never before available in music . . . all at a price so low, you're working on velvet in far less time!

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EAR APPEAL—TRUE ear level music delivery! Better . . . finer . . . richer.

EYE APPEAL—New cabinet splendor, utilizing CRYSTEX . . . the new enduring finish . . . exclusive with SINGING TOWERS. No plastic! New dazzling light effects! More beauty . . . more flash.

SELECT APPEAL—Illuminated, magnified title bar at convenient breast height! Easier . . . more inviting.

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Sidelights

on the

NEWS OF THE WEEK

A Coin-Operated Hen:

Nellie, a coin-operated hen, exhibited at the recent Inventors' of America Show in Dallas. The machine is reported to be an exact replica of its barnyard counterpart, even to the cacde. When a coin is inserted, Nellie drops a hard-boiled egg. The machine is designed for use in bars, cocktail grills, etc.

Another Regional Show:

Report from Fort Worth, Tex., states that there is a lot of talk among coin machine men about a Southwest Coin Machine Show during 1941. Many of the men seem to be of the opinion that such a show would be profitable to the entire industry. Straws in the wind indicate that either Dallas, Houston, or San Antonio would be the logical spot for such a get-together.

San Antonio Reports:

Market reports from San Antonio shows coin machines active with all types of equipment selling well. Phonographs and auxiliary equipment lead the parade. Pin games are advancing with

penny counter machines in heavy demand. Many merchandise vending units appearing. Guns, good. Winter tourist trade has held up well and the defense activities in this area are beginning to be felt.

"Yours"—April Hit Tune:

The Phonograph Merchants' Association of Cleveland has selected the tango, *Yours* (Querencia Mucho) as their hit tune for April. The song has been recorded by Xavier Cugat and Jimmy Dorsey. Association will continue its highly successful promotional campaign with large newspaper space and radio announcements in the Cleveland area throughout the month inviting the public to play this number on automatic phonographs.

Earle's Pin Game Returns:

A bulky package arrived from the Bulgarian embassy at the Mercantile Library Association in Philadelphia last week. It contained the pin game presented to George H. Earle, former governor of Pennsylvania and Bulgarian ambassador, by Ed Mayer, manager of the association, prior to Earle's departure for Bulgaria. Machine was the ambassador's favorite—in fact, there was rumor that he had won some of Bulgarian crown jewels from King Boris on the game. Evidently, Earle was taking no chances of having his game destroyed by a bomb or having to leave it behind should he have to evacuate the Bulgarian capital, so he shipped his favorite game on ahead while he still was able to do so.

Business Up in Detroit:

Report on coin machine business for the month of February in Detroit shows sales of new equipment up with a consequent flood of used games on hand as a result of liberal trade-in policies. Guns are going strong. Vending machines sales, especially cigarette venders, are moving fast. New cigarette machines are selling well, although sales of new machines of this type have fallen off.

Export Data:

Export statistics for the month of February, just released by the Department of Commerce, show a total of 944 machines, valued at \$74,833, were shipped during the month. This is 87 machines less than last year, when 1,031 machines, valued at \$85,456, were exported. The principal reason for the drop was that the Canadian Wartime Economy Program has greatly restricted the importation of coin machines. Bright aspect was the fact that the Republic of Panama led the world in importation of vending machines, taking \$2,531 worth of machines during the month. Mexico proved to be our best customer, taking \$31,327 worth of phonographs alone. For the most part, export of machines was confined to South and Central America; however, 42 were shipped to the Union of South Africa, one phonograph to India, and two more to China. Detailed story is carried on another page of this section.

A Profitable Rental:

A carnival is reported in John Chapman's "Looking at Hollywood" column last week as having rented a group of



DURING A RECENT SEEBURG SHOWING at the Shaffer Music Company, Columbus, O., these music men lined up for the cameraman. Left to right: E. E. Shaffer, Seeburg Representative Reed Crawford, and Ed Shaffer.

arcade machines to a Hollywood producer for the production of a scene in *Fox, Dick, and Harry*, a new picture starring Burgess Meredith and Ginger Rogers. He reports that extras and stars alike had a lot of fun between shots feeding what pennies they had into the machine. "The rental company," he observed, "probably may double its fee."

Machines in the Movies:

A cigarette machine came in for a boost when used as a prop in a scene in Republic's *Barnyard Follies*.

A music box serves as a prop in one of the scenes from Jimmy Stewart and Hedy LaMarr's newest, *Come Live With Me*.

Kren the comics are beginning to recognize the music machines. In the comic strip, "Ella Kett" by Paul Robinson and syndicated by Kings Features, Ella is trying to discover the identity of a mysterious telephone caller and a

recent episode cites the fact that Ella learned the man was calling from a public phone booth and asked, "I could hear a juke box. I recognized the tune it was playing. That's a clue!"

Cigarette Consumption Up:

Cigarettes showed a 9.89 per cent gain during the month of February over the 1940 comparative. Total units drawn for the month were 14,484,838,900 as against 13,162,661,213 during 1940. Federal revenue collected on cigarettes in February totaled \$47,014,254.04—a gain of more than \$ million over last year.

National Coin Week:

Attention is being centered on coins in connection with the observance of National Coin Week in Philadelphia. An exhibition of Pan American coins has been placed on display at the Franklin Institute and is being continued until April 6.

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MY ADDRESS

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 Eight Weeks 1.00
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EASTERN FLASHES

NEW YORK, March 29.—Collections were up during the past week. Demand for new and used equipment is keeping jobbers, distributors, and manufacturers on the jump. Added to this is the desire of arcade and sportland owners to get their way as early as possible this season in order to get the extra money now in circulation. This has put the manufacturers here on a 24-hour basis.

MEN AND MACHINES

Bill Rabkin, at International Mutoscope Reel, has Drive-Mobile, Ace Bomber, and Voice-o-Graph coming off the assembly lines in increasing numbers. In addition, Sky Fighters are still going as strong as ever. . . . Max Levine and Fred Hallparn, of Scientific, are putting on more men to keep up with the flood of orders for Batting Practice, X-Ray Poker, and their other big hits. . . . DeWitt (Doc) Eaton, Eastern regional manager for Buckley Music Systems, got a thrill this week when Barney (Snugg) Sugarman, of Music Systems of New Jersey, took him to a diner completely equipped with Buckley boxes and illuminated chandelier speakers. Stagy is using the set-up as a model to show prospective customers. Willie (Little Napoleon) Blatt, New York distrib., is now seeking a similar model set-up. . . . Bert Lane, of Seaboard Sales, says Genco games are proving profitable to operators on their routes. Bert also reports sample orders for Daval's 21 are now being repeated with orders for cases.

Charley Lichtman, of Roxy Sales, is interested in a new jobbing organization at 2506 Amsterdam Avenue, New York. The place is being managed by Ben Nadler. . . . Mike Mumves is building a new office in his arcade headquarters on 43d Street. Brother Joe will make this his new abode. George Guss, of the same organization, is proving to be a handy man for a place that does exporting. He can speak and read almost a dozen languages. . . . Ambassador Vending Company execs, Phil Gould, Al Sherry, and Al Koonde, are enthusiastic over the response they are getting from operators on the way they refinish used games.

COIN SHOTS

Earle C. Backe, of National Novelty Company, finds his business methods are very popular with operators. Earle also is doing a swell job with Rotor Tables. . . . Myrtle Budin finds his special sales numbers going over with a big bang. . . . George Pomeroy was forced to take a few days' rest after working almost night and day to keep up with the demand for Packard Pla-Mor boxes, Batting Practice, and the other games he handles. Jack Mitnick would like a rest but hasn't the time. . . . Leon Takken must be rushing around quite a bit these days judging by how hard it is to find him in his office. . . . Wonder what Tony Gasparro has up his sleeve. He has been walking around with that twinkle in his eyes, which usually means he is about to spring a surprise. . . . "Spitfire" Schnepps, of International Mutoscope, is sporting a new hair do. . . . Guy Lombardo has just made a recording of Eddie Lane's *Let's Dream This One Out* for Decca. . . . Jack Devlin keeps a sales graph of all the games he handles. He reports Silver Skates is beating any Bally game he has ever handled.

MIXING THEM UP

The most important words in Charley Aronson's vocabulary still are "Evans' Tommy Guns." . . . Walter Mann, of G. V. Corporation, off to Florida for a vacation. This leaves Miss A. M. Strong in complete charge. . . . Clarence Baeder is doing a swell job running Hercules in Newark while Irv Orenstein is in Florida. The only trouble is the girls are too busy dreaming over post cards Irv sends up to do any work. . . . Al S. Cohen, of Asco, will soon need an interpreter if South American orders keep coming in. . . . Harry Wichansky is doing a big job with used equipment. . . . Operators are so busy playing Batting Practice in the showrooms of Newark Colno that it is difficult to transact business, Jack Berger says. Even an "out-of-order" sign failed to produce results. One operator brought his mechanic along and the machine was soon fixed and running



CHARLES L. SCHAEFFER, Seattle, Wash., music man, second from left, tells C. R. Merrill (left), of Northwest Sales, Inc., about an operator who wishes to order a quantity of Rock-Ola Tone-Columbus; William H. Price Jr., Rock-Ola director of sales, calls to the phonograph, while Ron W. Pepple, right, Rock-Ola distributor and Northwest Sales owner, looks on approvingly.

again. . . . Irv Morris reports a special on used arcade equipment in perfect condition. . . . Jersey Jitterbugs are replacing the famous Jersey Skeeters, according to Dave Stern, of Royal, Elizabeth.

OFF THE CUFF

Henry Seiden announces that Columbia Novelty Company, Amsterdam, N. Y., is the latest addition to the list of Buckley distributors. . . . Joe Ash, of Active, Philadelphia, has been hitting the road to drum up business. . . . Irv Blumenfeld, of General Vending Service, Baltimore, Md., keeps chasing around like a real general getting orders. . . . Art Nyberg, of Calvert, Baltimore, keeps his staff, pepped up by giving them mere orders every day. . . . Low London, of Leader Sales, Reading, Pa., reports: "Leader is still setting the pace around here." . . . Al Rodstein, of Arco Sales, Philadelphia, is planning a formal opening of his new quarters within a few weeks. . . . Roy McGinnis, of Baltimore, claims he is one of the post-office department's best customers.

PAST FLASHES

There seems to be some kind of a feud on between Sanford Warner and Hank Silver. Silver challenged Sanford to a duel—pinocle across a two-foot table. . . . We have it from the usual unreliable sources that Lou Holzer, sales promotion manager for George Pomeroy, has a very important engagement with Sara Galper, of the Bronx and New England towns, on April 5. . . . Bud Firestone and Lou Price, Brooklyn operators, dropped in for visits on Coin Row for the first time in five years. Bud is a member of the famous Firestone family, common for 20 years. Dave, Jack, and their dad make up the rest of the quartet. Bud, Lou, and Joe Orleck spent an hour going back to the early days of the business when there were only a handful of operators and everybody knew everybody else. . . . Maurice Kushner, of X. L. Coin Machines, Boston, highly enthusiastic over the reception accorded his new bowling game, *Tally Bowl*. . . . Irv Mitchell just missed the deadline with a shipment of used equipment to Canada. . . . Jack Kay, of Ace Vending, Newark, returned from Florida and swung into action immediately. . . . Herman Saxon, of Saxon's, Inc., Charlotte, N. C., in New York to discuss operating plans with Burnhart (Bip) Glassgold, DuGrenier sales manager. . . . Jack Penberg, DuGrenier New York State man, back from a trip and reports business booming on both Champion cigarette merchandiser and Candy Man vender. . . . Al Horth, manager for Louis H. Cantor Company, distributor for National Venders in the East, is another one of the coin machine fraternity to receive a call from Uncle Sam. Al returned to his home town, Cleveland, this week for induction. Lou Cantor made a quick trip thru the territory seeing operators and returned the day Al left. . . . Ira Landsberg, Brooklyn operator, went on a buying spree last week, placing an especially large order with Irv Mitchell.

Cleveland Phono Men Choose "Yours" As Hit-of-Month

CLEVELAND, March 29.—Yours has been selected as the April tune hit by the Phonograph Merchants' Association. The recordings are by Xavier Cugat and Jimmy Dorsey. Window streamers and display cards will be furnished in cafes and other places of business as a tie-in. It will also be plugged over the radio on Burt's Store music program.

Jerry Antel, president of the Automatic Electric Phonograph Owners' Association, will take a few days off to visit Washington. On his way back he will stop off at Philadelphia, where he will meet Peter Lukich, association director, and the two will attend a gathering of the Philadelphia organization.

The Cleveland and Youngstown-Warren chapters of the Automatic Electric Phonograph Owners' Association will have a banquet and outing at a spot near Cleveland soon. The tentative date is May 7. Jerry Antel, Cleveland president, is head of an arrangements committee, and the Youngstown-Warren members will appoint a group to work with them.

New Orleans

NEW ORLEANS, March 29.—The first days of spring find coin machine operators in this section optimistic about future operations. An analysis of the winter season reveals that phonograph operations were better than in any other year. Merchandise venders showed substantial gains over the first quarter of 1940. While much of the credit for these gains is given to stimulus of defense project spending over this area, distributors express beliefs that fine progress made in remote systems and more attractive looking phonographs themselves contributed largely to the expansion.

Here for three days last week, Jack Nelson, Rock-Ola vice president, and Hans von Reydt, Rock-Ola South-Central regional manager, inspected installation here of a Rock-Ola phone music system by the United Music Company. Nelson predicts a big year for his firm, believing that the new tone quality of the Spectravox will enable Rock-Ola to put over its best year.

Nelson and Von Reydt conferred while here with Melvin Mallory, manager of the Louisiana Amusement Company, State distributor of Rock-Olas, and left Saturday for a trip to Bogal, where they conferred with J. J. Bertucci, of the Gulf Coast Amusement Company, Mississippi Rock-Ola representative.

Louis Phillips, of the C. & M. Specialty Company, recently had a good scare. With merchandise piled up in his office on

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- 500 Wurlitzer 134.50
- 600 Wurlitzer With Keyboard. . . 124.50
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A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Dick Kahn signed his first recording contract last week with Decca and already has his band in production on its first records. . . . All of the recording companies are hopping onto the tune "Dolores," which Tommy Dorsey and his band played in the Paramount film "Las Vegas Nights." King and Bob Crosby, Russ Morgan, Frankie Masters, Xavier Cugat, and Bob Chester all have their names under the "Dolores" title. . . . "Paradiddle Joe," the hot drum composition originated by Johnny Merri, of the Tony Pastor band, is being recorded by Erskine Butterfield and will be released April 14. . . . Standard Phonograph is shaping up what will turn out to be a distinct release in itself and will be headed "Tavern Novelties." The tunes will be on the swing polka order, much like the old "Beer Barrel Polka."

Tommy Tucker's theme song, "I Love You," will be recorded by that maestro this week, along with "No. 10 Lullaby Lane," "Dag Those Polka," and "Taint No Use To Worry Any More." . . . Decca's New York studios are overrun this week with a group of West Indian natives up from the homeland for some sessions of "Calypso" recording. . . . Add more new ones now in the making: Jimmy Dorsey with "I'm Tired of Waiting for You"; Woody Herman doing a special called "Kool! Kool!" and both Bob Chester and Gene Krupa on "Slow Down."

Hillbilly Revival

Operators' hunger for new and different tunes for the machines has sent many of them scurrying to the hillbilly catalogs, according to reports. That the more on the part of the operators has met with some success is witnessed by the fact that the record companies have recently been upping the number of hillbilly tunes recorded. Some operators say that in many of their locations where up to now there have never been requests for the sagebrush tunes the patrons are really giving 'em a play now when they're put on the machines. Customers say the cowboy stuff is at least a relief from the overworked sentimental ballads.

Buffalo Banter

James Blakeslee, of the Iroquois Amusement Company, Buffalo, writes that Jimmy Dorsey's *Amapolé* is beginning to look like the successor to *Frenesi* in his locations. Most of the country is evidently taking to it, too, as reports last week lifted the tune out of the "Possibilities" class into "Coming Up" in just a week's time. Blakeslee also reports that Glenn Miller's *A Little Old Church in England* and *I Dream I Dwell in Harlem* are already beginning to show some promise as nickel attracters.

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SURE-FIRE GO-GETTERS FOR
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"Sunset on the Shawnee Trail"

"Doo Wah" • "Songwriters' Blues"

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These Campus Favorites are sure to
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This and That

Band leader Richard Himber has carried his new "two-bands-in-one" idea over to his recordings now, and the first one, "Blue Moon," listens as if Himber had something. Idea behind the "two-band" stunt is having the reed section playing the tune sweet, and the brass giving it a swing treatment—all on the one record. . . . Operators may not realize it, but they have become instrumental in giving bands auditions for college dance engagements. The students' committees chosen to buy bands for the hops first go into a location where there is an automatic phonograph, sit down and play all the records, then take a poll to decide which band they'll have for their Junior Prom. . . . "Let's Dream This One Out," a new tune, was written by Eddie Lane, brother of Bert Lane, well-known New York coin machine distributor.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the



TYPICAL OF LOCATIONS in which Keeney wall boxes and other Keeney remote-control units are being installed throughout the nation is the All-American Inn in Chicago. The location caters to office workers and executives, with whom the Keeney wall boxes have proved popular, according to Century Music Company, Chicago operating firm.

country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide:

PORTLAND, ORE.:

Lololita. Rene Musette.

A good international polka-type tune, but not ringing the bell in many sections. It is beginning to take on in many of the phonographs around here, however, so may be one of those late starters. Rene's music is similar to Will O'Jah's; in fact, he was the accordionist in the Glabe orchestra.

CHICAGO:

Maria Elena. Lawrence Welk and Wayne King.

A sweet waltz number which is selling now in sheet music quantities, but which is so far confined to this area when it comes to the music machines. Welk's and King's popularity in the Midwest probably has something to do with it, but the tune itself has a good chance of spreading popularity, so might be looked into by operators in other parts of the country.

DES MOINES, IA.:

Java Jive. The Ink Spots.

Despite the popularity of the Ink Spots in nearly all parts of the country, this recording has not hit the heights

expected. Nevertheless, it is a good number and in this city operators are ranking it among the topmost money-makers at the present time.

MILWAUKEE:

Please Take a Letter, Miss Brown. The Ink Spots.

One of their latest, and it is already climbing up the line in the stubs of the city. Boys' name on a title slip in a music machine is enough for many patrons who are Ink Spot fans no matter what the title is. It so happens that this particular novelty is catchy and clever and may be in for a run in machines everywhere.

CINCINNATI:

Walking by the River. Frankie Masters and Una Mae Carlisle.

The recordings of this tune have already caught on big here. Tune itself has plenty of promise and is beginning to get quite a play over the air. In the Masters tempo it is a good dance ditty and should, in view of the current good tune scarcity, ring the bell in music machines other places besides Cincinnati.

Radio's Leading Songs

Here is a comparative list of 10 songs broadcast most often during the week ended March 29 and the week before, ended March 22. 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—If All Comes Back to Me Now . . . 1	2—There'll Be Some Changes Made . . . 2

Buffalo

BUFFALO, March 29.—With a promise of spring in the air for the past few days Western New York coin machine routes are experiencing a good pick-up, especially in the music and vending machine lines.

Games operators are watching a shake-up in the police department here. Strength and co-operation of newly formed association is steadying the trade.

Music merchants are discussing plans for an association. Several meetings have already been held.

Joe Lewis, Tonawanda music operator, was recently drafted by Uncle Sam and is off to camp. He is one of the first music men to leave. Mort Jewett has taken over his routes and retail record store.

Fred Van De Walker, Modern Automatic Music Company, reports music business decidedly better at present. He praises Artie Shaw's newest platter, *Chances Les Bas (Sing 'Em Low)*, and also has had good results with *The Wise Old Owl* and *No. 10 Lullaby Lane*.

Pictorettes, Inc., Buffalo's contribution to sound-on-film manufacture, is getting machines ready at a steady pace, and expects to hold a showing soon. Big promotion campaign is to be launched shortly by the corporation members, who are already noting good response.

American Cigarette Machine Company routes are showing increased business. Phil Rich, manager, has spent a good deal of time traveling around Pennsylvania territory, where he is doing nicely with sales of *Pia-Mor* wall boxes.

More operators are planning to go in for summer locations this year than ever before. Since wartime status of Canadian resorts and border near here will undoubtedly bring much more trade to the American summer spots along the lake shore than ever, locations are looking forward to a big season.

Rex Amusement Company's Lew Wolf, Rock-Ola and games distributor, is busy rustling up trade in near-by towns, such as Niagara Falls and Lockport.

J. H. Winfield Company is also concentrating on surrounding territory for games sales, with columns from Rochester and Jamestown, etc., dropping in town to see machines. Wurlitzer phone sales are going well, as are music routes.

Jim Blakeslee, Iroquois Amusement Company, is so pleased with the new Seeburg equipment on location, having bought a standard model plus playboy and speaker, that he'll soon order more. He is just completing a three-week jury duty stretch.

Atlas Phonograph Company is kept stepping by constant orders for new Seeburg models, with wall boxes and other auxiliary equipment running ahead. Ben Kulick has been spending a lot of time in the outfitting territory, and even missed the visit of Harry Kelly, Seeburg territorial manager, the other day. Plans for the annual servicemen's school are still pending.

Mills Amusement Company has added a new route man, Tennyson Barry, with Ted Mills still chief pilot.

Chippewa Amusement Company is considering the distributorship for Buckley wall boxes here, according to Joe Anzalone. Buckley has sent up an engineer to set up a sample machine.

established credit office here, is on a business trip thru Louisiana and Mississippi.

Complete renovation of the salesroom of the Decca Distributing Corporation office here has been finished.

F. W. King, of the C. & N. Sales Company, is back from a trip thru Louisiana and Mississippi, finding improved business in the Delta area, where planters of cotton have enjoyed a good year.

With more Jennings Dixie Bell machines arriving, Bell Distributing Company continues to report a good demand for these bells in rural areas of the State. Emil Iocapone, head of the firm, looks for a good spring business.

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 10)

JIMMY DORSEY (Decca 3629)

Amapola—PT, VC. *Donna Maria*—PT, VC.

A combination of slow, provocative tempo that switches midway to jump rhythm, Bob Eberly's superb balladeering and Helen O'Connell's swing singing, and the general rhythmic of the band's work makes here the sort of side that can be listened to over and over without tiring of it. Actually, the three minutes are split up into two arrangements, one ballad and the second rhythmic, that can't fail to satisfy most tastes in popular dance music. Reverse does not contain as much of interest, inasmuch as it's slow all the way, but the arrangement is mellow, and Eberly comes thru with another fine vocal performance.

BENNY GOODMAN (Columbia 36012)

Oh, Look at Me Now—PT, VC. *Lazy River*—PT, VC.

Goodman has been making too many records of late, and whatever the reasons behind it, the fact remains that people—and particularly record distributors—can get too much of a good thing. Successive disks in quick order from the same band militate against each previous platter's chances: it's much wiser to get as much as there is to get out of a few available records, rather than kill off potential sales by losing a flood of new releases. Musically speaking, Benny's pressings



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- Are Money-Making Machine Hits
- ★ "NICE DREAMING BABY"
 - ★ "SING SONG SERENADE"
 - ★ "AN OLD COUNTRY GARDEN"
 - ★ "THE BAND PLAYED ON"

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have been exceptionally fine; this one is no exception, its great rhythmic beat, solos, ensembles, and Helen Forrester vocals being up to par, but it's got a lot of other excellent Goodman disks to compete with. Which isn't fair to this platter or to others.

GLENN MILLER (Bluebird B-11079)

It's Always You—PT, VC. *Ida, Sweet as Apple Cider*—PT, VC.

For a change, enjoyable contrast can be found on a Miller disk. Side A contains one of the ballads from the new Bing Crosby Road to Zanzibar movie, done in the now more-than-familiar Miller style, complete to Ray Eberly vocal. The old Eddie Leonard standard on the back, however, supplies some of the inventive, imaginative touches that made this band. The arrangement is out of the top drawer, and the beat behind the whole thing can be described only as great. Tex Beneke draws a likable vocal chorus.

CHARLIE BARNET (Bluebird B-11081)

The Captain and His Men—PT, VC. *Birmingham Breakdown*—PT, VC.

Lena Horne, Barnet's new fem vocalist, wraps up side A and makes it her own. Until her vocal starts, the number means little or nothing, but Miss Horne's swinging of this kiddy ditty has a great deal of infectious charm plus an undeniable amount of rhythmic feeling. The flip-over is a Duke Ellington compo that, despite its ancestry, is just another jump tune with Barnet featured on alto sax.

JOE REICHMAN (Victor 27360)

The Wise Old Owl—PT, VC. *Toy Piano Minuet*—PT, VC.

Owl won't do as much for this band as the B side will, because it's just another rhythm tune, and not the most brilliant one to come along lately, but *Toy Piano* really showcases the Reichman keyboard work and should attract nice attention thereby. Joe ripples thru a light, scintillating little number that lives up in spots to the minute implications of its title. This side swings back and forth from Reichman's piano to other instrumental performances, and it's a highly listenable bit of recording. Side A is done well, with the exception of Marion Shaw's vocal, which adds nothing to the tune or the side, but it's just another rhythm ditty.

JIMMIE LUNCEFORD (Columbia 35967)

Fight of the Jitterbug—PT, VC. *Okay for Baby*—PT, VC.

Two jazz items from one of the best of the septa bands on these sides will mean little in a general commercial way, but will hold plenty of interest for swing-

ophiles and lovers of genuine jazz quality. Willie Smith's sax is starred on the first side, and Benny Carter's jump tune on the reverse is treated to one of the usual Lunceford arrangements, which means that it makes powerful swing listening from rim to label.

BOB CHESTER (Bluebird B-11088)

My Sister and I—PT, VC. *Slow Down*—PT, VC.

In discussing Dick Jurgens' record of *My Sister and I*, the point was made that the lyric of this song should be phrased properly for it to have its fullest meaning. Because that happens to be so, Bill Darnell is responsible for making this an extremely poor version of the number, despite the fine out-of-tempo, dramatic introduction from the band, and its generally good work throughout. But Darnell occupies a lot of the side and his delineation is palpably bad, the lyric's meaning having been entirely lost on him, apparently. Betty Bradley upholds the Chester vocal department on the second side, doing a blues vocal with traces of Mildred Bailey in it that is plenty all right. The band is likewise fine in solo and ensemble work.

TEDDY POWELL (Bluebird B-11089)

The Wise Old Owl—PT, VC. *Two Hearts That Pass in the Night*—PT, VC.

This is the second Powell disk in a row that has much to recommend it, a fact particularly noticeable after the weak releases with which Teddy started off on this label. Good contrast is here, and while neither song is calculated to aid a band, Powell plays both in proper rhythm and ballad style. Ruth Gaylor also rates a bow for switching from one type to the other with commendable versatility; her swingy and sweet vocals are equally good. Danceability is nicely strewn over both sides.

CONNIE BOSWELL (Decca 3621)

Amapola—V. *You Forgot About Me*—V.

When Connie Boswell really sings a song, there are few things in the world of pop music more worth listening to. On *Amapola* she does a job such as only she can do, and the net result is superb entertainment. Her distinctive voice and style are brought to a vocal arrangement that couldn't be bettered, and Victor Young's orchestral interlude supplies the finishing touch to a terrific vocal record. The companion piece is straight ballad styling, and good, because a singer of Miss Boswell's ability can rarely do anything poor, but it's the A side that is the ear-arresting one here.

XAVIER CUGAT (Columbia 36013)

Amapola—Bolero-rumba: VC. *The Congo Congo*—Congo: VC.

There are a good many recordings of *Amapola* currently around, but it remained for Cugat to give it its trickiest and most novel treatment. His version starts as a rumba and then changes to bolero rhythm after the vocal chorus. Add to that the superior Cugat violin, and the intimate vocalizing (in Spanish) of Carmen Castilla plus ensemble warbling, and it's a side that stands up under the test of all good records—many re-



MAKE BELIEVE BALLROOM MAESTRO EDDIE CHASE (WGN, Chicago), in foreground, and members of Bob Crosby's band. The four bandmen were selected by Paul Whiteman for his All-American swing band. They are, left to right, Jess Stacy, Eddie Miller, (Chase), Ray Bodie, and Bobby Haggard. While appearing in Chicago they visited the Mills Novelty Company music hall to try out a few of their records on the Mills Throne of Music.



28 COMPLETELY STOCKED BRANCHES TO SERVE YOU. ORDER THESE DECCA HITS FROM YOUR NEAREST BRANCH TODAY!

JIMMY DORSEY Orchestra *Amapola Donna Maria*3629

BING CROSBY *Dolores De Campdown Races*3644

GUY LOMBARDO Orchestra *The Band Played On (Carey Weems' Waits With His Strawberry Blonde) You Stepped Out of a Dream*3675

TED WEEMS Orchestra *It All Comes Back to Me Now May I Never Love Again*3627

INK SPOTS *Do I Worry? Java Jive*3432

JIMMY DORSEY Orchestra *I Understand High on a Windy Hill*3585

ANDREWS SISTERS *Boogie Woogie Bugle Boy Bounce Me, Brother, With a Solid Four* .3598

TED WEEMS Orchestra *Moonlight There'll Be Some Changes Made* .3044

BING CROSBY *New San Antonio Rose It Makes No Difference Now*3590

WOODY HERMAN Orchestra *Sorrento Oh, Look at Me Now*3630

BOBBY BYRNE Orchestra *You Walk By Chapel in the Valley*3613

ANDREWS SISTERS *Yi, Yi, Yi, Yi In Apple Blossom Time*3622

TEXAS JIM LEWIS Cowboys *New San Antonio Rose Worried Mind*5901

BUDDY JOHNSON Band *Please, Mister Johnson Swing Along With Me*8507

and remember—
IT SOUNDS BETTER ON
DECCA

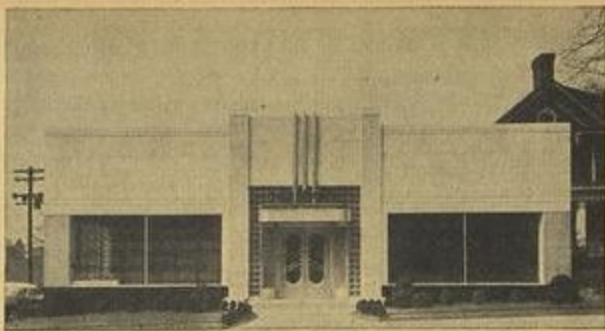
hearings. Reverse utilizes conventional Latin instrumentation, and while the organ beat is bright, it's the most stereotyped organ pressing in some time.

EDDIE DUNSTEDTER (Decca 3635)
Flapperette—Organ solo. *The Doll Dance*
—Organ and celeste solo.

It's hard to see what commercial appeal can lie in these sides, because anyone who might feel inclined to go out and buy waxed versions of the old Jesse Greer and Natcho Herb Brown novelty tunes at this late date would be very unlikely to want them played by an organ. The instrument just doesn't fit with the light, bouncy rhythms and melodies of these numbers, and while Dunstedter's work is all right, it's wasted effort.

DINAH SHORE (Bluebird B-11084)
Number Ten Lullaby Lane—V. For All Time—V.

With the vast wealth of available song material—a recording studio mike not being as allergic to ASCAP melodies as its



WURLITZER DISTRIBUTOR, HANKIN MUSIC COMPANY, Atlanta, recently opened this new headquarters. "It is symbolic of the Coast-to-Coast program of Wurlitzer distributors which is setting a new standard for the industry," officials said. Morris Hankin has for 17 years been an outstanding salesman in the South. Hundreds of persons helped him to celebrate opening of the beautiful quarters.

radio studio conferences are currently—it seems a little on the silly side to give Miss Shore songs such as she has here. The coy cuteness of Lullaby Lane is hardly related to Dinah's superb, velvety vocal style, and while *For All Time* is more in her groove, as well as being a pretty fair ballad, it still doesn't measure up in stature to her voice. Songs like these are okeh for ordinary vocalists: Miss Shore is no ordinary vocalist. Her splendid ability deserves better treatment than having any old tune thrown at her.

CAB CALLOWAY (Okeh 6084)
Eye, Eye Blues—PT. Run, Little Rabbit—PT. VC.

Calloway delivers a surprisingly good version of the old Bert Lown theme song on the A side. He takes it at a fast clip that loses nothing in beat and drive, and some good solos are topped off by a virtuoso chorus of vibes playing. Plattermate has some typical Calloway vocal outpourings on a cockeyed little number that doesn't merit any saner treatment. This side is amusing without being sensational in any way.

DICK ROBERTSON (Decca 3632)
Many Happy Returns of the Day—PT. VC. My Greenwich Village Sue—PT. VC.

Good music machine possibilities are inherent in the first side of this newest Robertson effort, inasmuch as Dick has a way with the phono patrons, and here he turns his attention to an oddie that a lot of people remember and like. He does the number in his customary style, leading off with a vocal and winding it up that way, with the also customary unimpeded instrumental interlude in the middle. Reverse is a hopeless song that not even a really good outfit could do anything with.

CLYDE McCOY (Decca 3633)
Surrender to the Blues—PT. Tell Me You'll Forgive Me—PT. VC.

McCoy's corn trumpet is heard to good advantage on the A side here, with a good bit of the arrangement spotlighting it in a medium tempo blues vein. Outside of the maestro's work, the side has little to recommend it, and the companion ditty is even worse off because its old-fashioned tune and playing—complete to some barbershop harmony from a quartet—is unrelieved by McCoy's horn, which may be off the cob, but is still nicely listenable.

FREDDY MARTIN (Bluebird B-11086)
Breakfast for Two—PT. VC. Shadows in the Night—PT. VC.

Martin's hotel-styled music making may not have the solid punch packed by a number of swing and sweet bands recording today, but in its own way it makes extremely pleasant listening. It's danceable enough, despite the absence of a strong beat, and it's smooth and sveite from start to finish. These sides are good examples of the full band polish, highlighted by strings and piano work, that Martin has made his hallmark. Clyde Rogers' vocals are adequate.

SAMMY KAYE (Victor 27361)
It's a Horse and Saddle for Me—PT. VC. Montague, the Terrific—Rumba; VC.

The unoriginal Western type ballad on side A contains little appeal, despite Marty McKenna's capable singing, because it follows too closely in the footsteps of countless other, and better, songs

of the same genre. But the B side novelty tune is nicely humorous, and as sung by Jimmy Brown and the ensemble, it makes good coin phonograph fodder. The words are amusing, and the rumba tempo keeps up the liveliness of the whole thing. This is a likely looking entrant for gratifying sales.

GLEN GRAY (Decca 3639)
Marge—PT. VC. Bye, Bye Blues—PT. VC.

For some reason *Bye, Bye Blues*, the former Bert Lown theme, is attracting the attention of currently recording bands. This Casa Loma version of it makes its appearance at the same time as Cab Calloway's Okeh disk, which ought to constitute a trend. Gray's arrangement is totally distasteful from Calloway's, this one taking the familiar melody in its original slow tempo, with this ork's excellent brass choir blend much in evidence. Kenny Sargent has the words here as well as on the A side, another noted oldie, also done slowly, and with much brass work.

CLYDE LUCAS (Columbia 36017)
Intermezzo—PT. When Buddhis Smiles—PT. VC.

Altho Lucas plays the lovely melody of *Intermezzo* smoothly, featuring strings, it adds up to a far from brilliant performance of a song that demands brilliance to be most effective. It's the sort of side that imparts nothing to the listener; after it's thru, there's a sense of having heard nothing at all, and no desire to hear it again manifests itself whatever. The same is true of the other side of this disk. Lucas tries hard to create an effect, but the Oriental overtones in a couple of spots don't tie in with the more or less straight fox-trot ensembles of the rest of the arrangement, and the Four Men Only quartet makes nothing of the words.

LES BROWN (Okeh 6098)
Celery Stalks at Midnight—PT. VC. Sea Nymph in Hotchkiss Corners—PT. VC.

Brown is making some first-rate sides these days, and these two are among the best he has turned out in recent weeks. There is a toe-tapping rhythm on both numbers here that is as solidly fine as any beat achieved by any band on current waxings. Instrumental work that's on a high level, and two Doris Day vocals that establish this girl as a threat to the top band vocalists, set this disk apart as one of the best to bear the Okeh label among recent releases.

JAN SAVITT (Decca 3640)
My Heart at Thy Sweet Voice—PT. The Young Prince and the Young Princess—PT.

Savitt turns to the classics, Saint-Saens and Rimsky-Korsakov, respectively, and produces good, clean, thoughtful—and in the case of the second side Scherzade except, reflective—swing versions. These aren't loud, fast, hot, and formless arrangements, created merely to jazz up something different, but instead are extremely worth-while dance interpretations of two familiar classical themes. Savitt deserves much credit for his intelligent handling of them, and he sacrifices none of his swing integrity by treating them quietly and by sticking to the melodies as written. That doesn't keep these sides from being a meritorious jazz performance.

Dallas

DALLAS, March 29.—Arthur Hughes, of Electro-Ball Company, Inc., says that 98 per cent of the operators and music men who visited the Seeburg National Demonstration week recently held by his company became enthusiastic boosters for the new Hi-Tone phonograph. According to Hughes, the music men were so well pleased with the 1941 phonograph models that they brought in many of the location owners to view the new models.

Bill Gersh, representative of Byrd, Richard, & POUND, New York advertising firm, was a visitor last week.

J. R. Glenn, local lumberman, is perfecting a new beverage vendor and plans to have it ready for production before the summer ends.

Nelly, a mechanical hen which cackles and everything, was exhibited at the recent Inventors of America show held at Adolphus Hotel here. John R. Mitchell and B. B. Mosley are co-inventors of the mechanical vending machine, designed to serve hard-boiled eggs at bars, cocktail rooms, and sandwich shops. In the city last week to look over new merchandise and buy coin machine equipment were E. J. McDougal, Mr. and Mrs. R. L. Long, W. S. Harper, A. O. Selah, J. L. Garrett, Mr. and Mrs. J. W. Hooks, John Delaney, Gertrude Ruth, Howard Dennard, Mr. and Mrs. Tommy Ryan, Mr. and Mrs. George Bury, Sam and Les Frankrich, Vonnie Hale, Fred Dehle, Barney McDonald and Clifford Cunningham, Guy Kincaannon, Jack Maloney, Mr. and Mrs. H. M. Jones, E. J. Shelby, O. L. Vaden, Mr. and Mrs. Berry Langford, Mr. and Mrs. R. E. Green, Mr. and Mrs. T. A. Daniel, and W. R. Cox.

The local coin machine industry lost one of its best known operators when Earl Kohler passed away Saturday, March 15. Earl and his brother Abe had extensive amusement machine operations in Dallas and adjacent cities.

GUN HEADQUARTERS

All Kinds—New and Used—Best Prices
SKY FIGHTERS—Immediate Shipments

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Denver Distributing Co.
1856-58 Arapahoe St., Denver, Colo.

ATTENTION PHONOGRAPH OPERATORS

Ship Us Your Used Records. We will pay \$5.00 a hundred for records not more than one year old in clean condition. We will pay \$4.00 a hundred for older records. But more than ten per cent of records to be *MILITARY* or *BLUES*. We pay freight charges up to one cent a record. If charges are more we will deduct the difference from monies due you. Pack records in good cartons. Ship the cheapest way. A check in full payment will be sent you on same day that records arrive and are specified. Our personal representative will call and pay spot cash for lots of 10,000 or over.

National Record Co.

42-44 BRATTLE STREET, BOSTON, MASS.

4000 play **TRY IT**
Pfanstiehl
COIN MACHINE NEEDLE

• No Break in Period • True Tone
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PFANSTIEHL CHEMICAL CO.
106 LAKEVIEW AVE.,
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ONLY GENUINE
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NEEDLES SAVE YOU BEST

The Heart Beat of Your Phonograph

Drummin' for Profits?
HERE'S YOUR ANSWER...

GENE KRUPA
THE DRUMMIN' MAN AND HIS ORCHESTRA
GET THESE LATEST HITS

DRUM BOOGIE (6046)
ALRETT GEORGIA ON MY MIND (6118)

ON OKEH RECORDS

Up your TAKE with these LATEST HITS by

WOODY HERMAN
AND HIS ORCHESTRA
The band that plays the blues

BLUE FLAME FUR TRAPPERS BALL (3643)
SORRENTO OH LOOK AT ME NOW (3630)
BOUNCE ME, BROTHER BOOGIE WOOGIE BUGLE BOY (3617)

ON DECCA RECORDS



Ace Money-Makers On Coin Machines!

The rise of this band has been almost phenomenal. Their many hits are top nickel-nabbers in coin machines from coast to coast. Will and Ray made boogie-woogie pay! And they can make extra money for you!

Here are Will Bradley's top hits on Columbia Records! Hear them! Get some boogie-woogie on your machines today. Every day you're without it is costing you money, because these gents are two of America's top music salesmen.

Check the numbers you want right in this ad. It will remind you next time you make out your record order.

BOOGIE-WOOGIE HITS BY BRADLEY

- 35994 BOOGIE-WOOGIE CONGA
- 35965 BOUNCE ME, BROTHA, WITH A SOLID FOUR
- 35939 CHICKEN GUMBOOGIE
- 35871 THREE RING HAGUET
- 35743 SCRUB ME, MAMA, WITH A BOOGIE BEAT
- 35732 SCRAMBLE TWO
- 35732 HOOK-A-BYE THE BOOGIE
- 35707 CELEBY STALKS AT MID-NIGHT
- 35707 DOWN THE ROAD A PIECE
- 35630 BEAT ME, DADDY (Parts 1 and II)
- 25464 RHUMBOOGIE

WILL AND RAY'S RECENT POPULAR "SWEET" SIDES!

- 35904 I NEED SOMEBODY TO LOVE
- 35939 STARDUST
- 35912 HIGH ON A WINDY HILL
- 35743 THERE I GO
- 35645 STRANGE CARGO



ORDER FROM YOUR DISTRIBUTOR TODAY

COLUMBIA 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 successes that they require no further explanation.

It All Comes Back to Me Now. With several other numbers crowding on its heels, this BMI song this week outdistances them all to jump into the select circle of top phono items. It's not the strongest number that ever found its way up here, but it's undeniably popular in the most widespread sense. **GENE KRUPA***, **HAL KEMP***, and **TED WIEBMS*** have the disks here.

I Hear a Rhapsody. (10th week) **JIMMY DORSEY***, **CHARLIE BARNET***, **Stardust.** (9th week) **ARTIE SHAW**, **TOMMY DORSEY***.

I Give You My Word. (7th week) **EDDY DUCHIN***, **MITCHELL AYRES***, **High on a Windy Hill.** (4th week) **JIMMY DORSEY***, **SAMMY KAYE***, **VAUGHN MONROE***.

There'll Be Some Changes Made. (2d week) **BENNY GOODMAN***, **VAUGHN MONROE***, **TED WIEBMS***.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on 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.

Amapola. A possibility two weeks ago, a first-timer in this section last week, and now it heads this category of the Guide, with every indication that only another seven days will be necessary for it to hop into "Going Strong." All of which constitutes some remarkably fast progress. **JIMMY DORSEY***, **SAMMY KAYE***, and **CONNIE BOSWELL** are pushing it along to the heights in the machines.

New San Antonio Rose. Doing very well for itself, this ASCAP song is holding its position, and altho it's not likely that it will ever go much higher up the ladder, it's an extremely profitable item for ops right now, in both the **BING CROSBY** and **BOB WILLS** versions.

Tonight. Likewise maintaining its hold on phono patrons' affections, but giving indications that it is not likely to achieve a much greater degree of popularity than it enjoys at the moment, this lovely song continues to pull in the nickels via the **JIMMY DORSEY***, **GENE KRUPA***, and **XAVIER CUGAT** disks.

Dolores. This movie song—from *Las Vegas Nights*—is really starting to move now. **TOMMY DORSEY*** has the principal recording at present, undoubtedly because he is featured in the picture, but **BING CROSBY** has a version that is beginning to attract considerable attention. This song is apt to be pretty big along the phono network.

Oh, Look at Me Now. Another **TOMMY DORSEY*** recording that, like *Dolores*, was a "Possibility" last week, and this week steps out to start its machine career in no uncertain terms. This is one of the songs that Dorsey himself discovered, and it's a good one. **WOODY HERMAN*** is also in the picture here, altho his disk doesn't as yet approach Tommy's in popularity.

Boogie Woogie Bugle Boy. With a lot of other recordings on the way up, this film song, from *Buck Privates*, has been pushed a little bit in the shade, despite a fairly auspicious start last week. The **ANDREWS SISTERS**, followed by **WOODY HERMAN***, are carrying the number's banner in the phonos, but neither record is too strong currently.

The Wise Old Owl. A cute sort of ditty out of the BMI workshop, this has been getting a nice bit of radio play, and now the phonos are starting to take it up. Only one record means anything on it at the moment, that being the disk by **AL DONAHUE***. Chances are this may develop into a substantial success.

Until Tomorrow. This attractive and appealing ballad was listed as a "Possibility" several weeks ago, and finally it begins to make good. It's **SAMMY KAYE*** here, with an excellent wailing of his own song, and this disk is very likely to create much interest as it goes along.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

You Walk By. (10th week) Doing fairly well. **TOMMY TUCKER***, **BLUE BARON***.

So You're the One. (9th week) Almost thru. **EDDY DUCHIN***, **HAL KEMP***.

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.

I, Yi, Yi, Yi, Yi. An extremely likely-looking entrant in the phono "sweetstakes" is this moving song from *That Night in Rio*. A good many operators are beginning to report favorably on it, particularly in the **ANDREWS SISTERS** version.

Dancing in the Dark. Altho it still hasn't started in such a way that it must be listed as an up-and-coming item, **ARTIE SHAW'S** fine recording of this familiar show number is meeting with favor in some spots. Possibly another week may show some improvement.

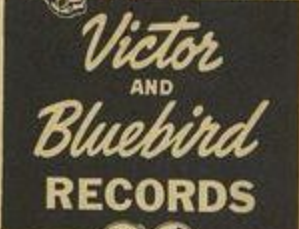
Let's Dream This One Out. A BMI-er that has attracted fair sort of attention, and that may go on to do as well as some of its compatriots from the radio music publishing house. It's not the best ballad to come along in recent weeks, and that may keep it from doing too much, but a few operators mention it favorably.

Friendly Tavern Polka. **ROBACE HEIDT*** has a recording here that may appeal to the nickel-droppers. It's a lively, bright sort of thing, and it has a title that should attract attention on an identification slip.

Everything Happens to Me. Another **TOMMY DORSEY*** record that is all local. **Frank Sinatra**, singing a particularly clever and listenable lyric. In slow, relaxed tempo, with the amusing words spotlighted, this has music machine potentialities written all over it.

My Sister and I. A ballad inspired by the best-selling book of the same title, this looks good, because of that tie-up, and also because the lyric relates to conditions abroad. **DICK JURGENS*** has the best disk of it to come out thus far.

* Indicates a vocal chorus is included on this recording. Double-measure records are purposely omitted from this column.



- VICTOR "POPULAR" RELEASE NO. 417**
LIST PRICE 50c
- 2736C I Cover the Waterfront
Marionette—Rumba
Artie Shaw
 - 27363 My Sister and I
Afraid To Say Hello
Sea Wain
 - 27364 Fiddle De Dee
Bouncing at the Beacon
Lionel Hampton and His Sextette
 - 27365 Cuba Conga
Amor De Guajiro—Cuban Guajira
Ernie Madriguera

- BLUEBIRD "POPULAR" RELEASE NO. 323**
LIST PRICE 35c
- B-11001 Just a Little Bit South of North
Carolina
We Go Well Together
Dick Todd with Orch. & The Four Bells
 - B-11002 Talking to the Wind
Straight Eight Boogie
Teddy Poszell
 - B-11003 Haunted Town
Buffy Boy
Charlie Barnet
 - B-11004 Sahara
Bringing of You
Larry Clinton's Bluebird Orchestra
 - B-11006 Perdita
Spring Will Be So Good
Glenn Miller
 - B-11008 There'll Be Some Changes Made
Beautiful Eyes
Una Mae Carlisle
 - B-11007 I Only Want a Buddy—Not a
Sweetheart
You're the Moment of a Lifetime
Art Kassel and His Kassel-in-the-Air
 - B-11008 Lessons for Jassette
Ready Eddy
Barney Bigard and Orchestra
(An Ellington Unit)

- BLUEBIRD RELEASE NO. 323**
OLD FAMILIAR TUNES—LIST PRICE 35c
- B-8586 Don't Let Your Sweet Love Die
Can You Forget?
Roy Hall & his Blue Ridge Entertainers
 - B-8587 Rattle Valley Home
How Along Peter
The Happy Valley Boys
 - B-8588 Tell Me With Your Blue Eyes
Moneysue Blue
Slim Johnson and the Singing Cowboys
 - * Vocal Refrain.
- Order RCA Victor Permo Point Needles from your RCA Victor Distributor today. In Canada, RCA Victor Co., Ltd., Montreal.

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6 for
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Here's That Terrific
LUCKY STRIKE
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Ball Gum Vending
Mech. New! Has
no usual 3 real
New popular
brand cigarette-
play, high award
10 packs (150-
1 each). For-
tune telling fea-
ture, 16 play.

\$14.75 Order Quick!

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TORR 2047A-50. 68
PHILA. PA.**PENNY CIGARETTE SALES
YIELD GOOD PROFITS****SELECT A SMOKE**

3 Column Penny Cigarette Vender. Just the thing you've been waiting for. A merchandiser that dispenses 3 popular brands of cigarettes from the original packages of 20s at 1 cent each.

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For Particulars Write**SELECT A SMOKE SALES CO.**
DEPARTMENT BB, NEWARK, N. J.**ASCO WEEKLY SPECIALS**

1¢ Peanut	1¢ Leo Gubin, Duplex	... \$7.45
1 1/2 lb. cap. ... \$1.05	COUNTER GAMES	
1¢ Mocha	1¢ Tumbler	... \$9.95
50¢ bar cap. ... 1.95	Marsel, Tak. Pay.	
1¢ Ball Gum	1¢ Gum	... 19.50
400 cap. ... 2.45	Imp.	... 8.95
1¢ Stick Gum	Home Run	... 13.50
2 1/2 lb. ... 2.95	American Eagle	... 22.50
1¢-2¢ B. & M. Pirita	Mercury, Top. Pay.	17.50
1 lb. cap. ... 3.90	Tot. Tak. Pay.	14.50
1¢ Eurocent, 4 1/2 lb.	1¢ Sign, S. G.	5.45
12 lb. cap. ... 3.95	1 1/2 Dep. Hal. C. O. P.	
1¢ Snacks, 3 1/2 lb.	Write for Price List!	
1¢ Robbins 2497		
now mail ... 4.95		

ASCO, 140 ASTOR ST., NEWARK, N. J.**FAST MONEY!****SELL HERSHEY VENDORS**

We Show You How

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PROVEN Money Makers!

Experienced operators know the important thing is to get the Vendor into the location! You, Venditor's get everything best. Handmade, compact, it gets into extreme, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands of ready placed; room for thousands more. The cost Venditor matches it against any others in the low priced field. Has 12 revolutionary features, including Music Cric Station, Yale Tumbler locks, adjustable dispensing, Vends candy, gum or confection, 1 1/2 and 2 sizes. Thousands of You, Venditor's now for full details, prices and money-back guarantee only.

FELDING MFG. CO., Dept. B-56, Jackson, Mich.

MERCHANDISE MACHINES**Candy Sales
Up 8 Per Cent****Rise in bar goods due to increased demands in camps, manufacturers report**

WASHINGTON, March 29.—Report by Bureau of Census of the Department of Commerce disclosed an increase of 8 per cent in sales of confectionery and competitive chocolate products for January, 1941, over corresponding month in 1940. Returns from 219 manufacturers showed total sales of \$21,702,000 for the month.

Bar goods manufacturers reported sales ahead of last year, as did those in the bulk line. Cite as reason for gain in bar goods especially was seen in report of Chicago manufacturers who are experiencing a decided upswing in demand from jobbers located in cities close to many new army encampments, particularly in the South and Southwest. This plus generally improved economic conditions and heavy promotional campaigns are held responsible for gains.

Sales managers of bar goods firms are pointing out that gains in army camp areas are due to the fact that trainees, called away from regular occupations and living more or less an outdoor life, not only crave sweets to a greater degree but take advantage of their "on-leave" time to indulge in candy. The men predict this situation will help swell total sales of candy bars as long as the defense program continues.

**New Cig Record
For February Set**

WASHINGTON, March 29.—Cigarette production in the United States in February was the highest on record for that month, figures released by the Bureau of Internal Revenue disclosed. Output in the month amounted to 14,664,230,950 cigarettes, against 13,162,961,213 a year earlier, an increase of 9.89 per cent. Cigar production totaled 335,348,933 units, compared with 375,824,294 in February last year.

**Agency Head Tells How
Philadelphia Beverage
Show Was Publicized**

By PHILIP KLEIN, President

Philip Klein Advertising Agency, Philadelphia

IT DOESN'T seem possible, but almost 11 months have passed since an eventful May 12—the day my office changed from a quietly running advertising agency into a beehive of promotion and stunt men. And a beehive it remained for the week of May 12-18, which Philadelphians soon learned last year was Bottled Carbonated Beverage Week, being supported by 12 leading Philadelphia soft drink manufacturers.

That was a little more than 11 months ago. Still we are receiving letters every week from the trade journals in the carbonated beverages field, and from other bottlers all over the country asking for more details of the celebration we put on in Philadelphia at that time.

Every now and then I have a



CLIFF A. BLAKE (right) is welcomed by Max Kraus upon joining the U-Need-a-Pak Company, Los Angeles, Western distributor for the Norman Bel Geddes-designed cigarette merchandiser manufactured by U-Need-a-Pak Products, Brooklyn.

**Plenty of Sugar;
Up 1941 Quota by
235,072 Short Tons**

WASHINGTON, March 29.—The Department of Agriculture has announced an increase in the 1941 consumption estimate for sugar, permitting an additional 235,072 short tons to be marketed from all producing areas.

The new amount will be distributed, according to formula provided by law, among all areas which share the United States market. Cuba, for instance, will get 90,000 tons of the total increase.

Experts said the department's action was aimed to prevent the sugar price from continuing its current climb and to meet increased consumption needs resulting from the war boom. It was also aimed to allay fears of a sugar shortage resulting from shipping scarcity.

Coming Events

Premium Show at the Palmer House, Chicago, April 28 to May 2. (See The Billboard at Booth 13.)

American Federation of Musicians' Convention, Seattle, Wash., June 9.

Bottled Carbonated Beverage Week May 11 to 17.

1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia, November 10 to 14.

Ohio Cigarette Vending Association meeting at Hotel Gibson, Cincinnati, April 6.

Amusement Board of Trade of New Jersey, Inc., Banquet, scheduled for May 18. Time and place not yet announced.

had made every Philadelphian carbonation-conscious.

Many Methods Used

The various methods of calling the public's attention to Beverage Week were aimed in many different directions and used as many different appeals. They were preceded by a barrage of advance publicity which formed the groundwork for all subsequent actions of the enthusiastic group.

Abbie Currier was selected "Miss Carbonated Beverage" to reign over the week of May 12-18. She was described in the newspaper releases as "a sparkling blonde with effervescent personality, symbolic of bubbling carbonated water who was selected during a contest among all



Buy Northwestern bulk vendors—that's the advice of all experienced operators, men who know the business and know machines. They have learned from experience that Northwestern's ability and careful service—but they earn more money because of their modern, eye-catching beauty. If you are interested in this profitable and fascinating business, or want more earnings from your present route, write today for complete details of our eight popular models—our line total offers liberal trade-in plan—and build your route for bigger profits with Northwestern.



MODEL 33

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET, MORRIS, ILL.**SPECIALS!!! WHILE THEY LAST**

Northwestern Deluxe, 1 & 2¢ Coins, ... \$8.95
Stewart-McGuire, 1 & 2¢ Coins, ... 5.50
Children's 2 Col. 1¢ New, ... 7.50
Burel, 3 Col. Nearly New ... 9.95
All Types Machines Wanted: Write for List of 200 Specials.

MIDWAY VENDING MACHINE CORP.
4320 W. 42nd St., New York City**USED VENDORS**

BROWNE ARISTOCRAAT 2 Col. 10¢ Cig. Vendors, Ea. ... \$18.50
10 BUREL Dole, Col. 1¢ Peanut Vendors, Ea. ... 5.00
10 SNAKES, 3 Col. 1¢ Peanut Vendors, Ea. ... 7.95
10 S. M. Combination 1-2-3¢ Sign Proof Nut Vendors, Ea. ... 5.00

**D. ROBBINS & CO.** 114-B DEKALB AVE., BROOKLYN, N.Y.

Northwestern MODEL 33 GUM VENDORS

For profitable vending of high grade ball gum you can't beat the 33 Ball Gum Vendor.

STARTING OFFER
6 Ball Gum Vendors & 5000 Balls with 7000 Prize Gum Instructions. \$45.00

Machines Only
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Less than 100 6.15 Ea.
100 or More 5.35 Ea.
Model 40 Nut Vendors
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THE NEWEST, most interesting COUNTER DISPLAY GAME Device!
ROLL A PACK has REEL action which gives you REAL SUGAR PENNIE, 1 1/2-2 CLICK-CLICK. CLICK means \$5 for YOU!

\$12.50
Cases of 4
\$45.00
1/3 Dep. Bal. C. O. D.

RAKE
2014 Market St. Philadelphia, Pa.

Philadelphia Association of Retail Drug-gists, and Mr. A. Hall, who represented the Philadelphia Chamber of Commerce. All expressed their pleasure at the enthusiasm and comradeship within this new Philadelphia group of bottlers and wished to see the organization's speedy growth.

Kidding the Competition

Neatest unrehearsed luck of the week was surprise contest at the luncheon in which we lined up all the bottlers against the wall and offered them cups of soda water in a taste test to pick out their own products from their competitors. Embarrassment and apologies ran rampant.

On Monday, May 13, Bottled Carbonated Beverage Week in Philadelphia was formally opened with a colorful parade of 50 trucks of the bottlers which stretched over 15 city blocks. With banners flying, two brass bands playing, motorcycle police escorts, and private limousines bearing the heads of the 12 participating member manufacturers, the gala parade proceeded up the longest straight street in the world—from one end of Broad Street to the other—taking from 11:30 a.m. to 1:30 p.m. to complete the route paved by thousands of persons on the sidewalks. "Miss Carbonated Beverage" headed the procession, releasing 300 gas-filled balloons which bore certificates for free cartons of soft drinks to those finding the escaped balloons.

Tuesday was devoted to the distribution of 300 cases of beverages to children's hospitals and orphanages throughout Philadelphia, which were gratefully, and often tearfully, accepted as donations of the Philadelphia Manufacturers of Carbonated Beverages. While this gesture was the least one publicized, the bottlers agreed that they were happy enough just to know among themselves that they had brought unexpected joy to thousands of misery-laden youngsters.

Originated in Philly

Records had proved that the first carbonated beverage was bottled at northwest corner of Second and Market streets in Philadelphia in 1790 by one Townsend Speakman. The medical chronicles of the day show that Dr. Philip Cyng Physick, just after Joseph Priestley's discovery of oxygen, was desirous of obtaining artificially carbonated water for several of his patients. So he approached Apothecary Speakman in his modest shop in Philadelphia and encouraged him to try the experiment. Once Speakman impregnated the water with the gas, he flavored it with fruit juices, and turned out the concoction for commercial consumption. On this spot where the first carbonated beverage was bottled, 150 years later, was laid a commemorative wreath. Wednesday, May 15, 1940, by the members of the Philadelphia Manufacturers of Carbonated Beverages. After photos were taken by newspaper men, the delegation proceeded to aid the Northern Liberties Hospital Charity Bazaar by allowing "Miss Carbonated Beverage" to serve a charity luncheon at their headquarters.

While these events were taking place, newspapers were telling the public in print and with photos of our progress. As a good-will gesture, we distributed cartons of soda water to the key men on the city desks at every newspaper in the city and to the photo editors—which were much appreciated on the several hot days of the beginning of the week. Daily bulletins were sent out to the bottling plants' representatives advising them of the activities in which they should take part.

A news broadcast on Station WCAU, Philadelphia, mentioned National Bottled Carbonated Beverage Week thru the voice of Taylor Grant, commentator. The cooking



WALLY SIPPLE, DeGruy's Southern representative, grins as Mr. Ginsburg, of Automatic Music Company, Jacksonville, Fla., signs an order for Champion cigarette merchandisers.

columns of The Philadelphia Evening Ledger and the morning Philadelphia Record contained write-ups and photographs of the unusual luncheon which their editors had attended. Harriet Heath described recipes of food prepared with carbonated beverages and her impression of the luncheon in her "Cooking Column of the Air" on Station WFIL on Tuesday of the week. Charles Fisher, columnist of The Record, bemoaned the fact—for a half column—that the sudden outbreak of the war had forced him to miss the luncheon.

Making the Breaks

Every opportunity to mention carbonated beverages was utilized to best advantage. At the Langhorne automobile race track at near-by Langhorne, Pa., when the winning car was coasting into the pit and photographers were focusing their cameras, we shoved a bottle of soda into the driver's hands—which picture appeared handsomely in every newspaper the following day with a caption calling attention to the fact.

So ended Beverage Week 1940. We are now beginning to make preparations for the 1941 celebration. We recently approached Morris Levin, president of the Philadelphia Manufacturers of Carbonated Beverages, to sound him out as to the magnitude of the forthcoming show. Also, as secretary of the Star Bottling Company, Levin holds high hopes that plans will be able to be more elaborate in 1941, due to the increased business in the beverage field. This increase, Levin believes, comes from the plus business brought in by the carbonated beverage vending machines.

"Of course it's a plus business," said Levin. "A machine on a factory floor catches workers when they otherwise could not leave the building for a soft drink. Are machines harmful to the storekeeper near a factory which has these drink-vending machines? No, those machines are educating more people to soft drinks instead of water. The machines are popularizing soda water.

Like Beverage Vendors

"A guy gets a drink from a machine on the same floor where he works. He likes it. Well, when he goes home that night and his wife tells him to run out to the corner store to get some refreshments for guests, he's certainly going to bring back an armful of bottles of his favorite drink.

"Moreover, the machine catches the consumer when his desire is

56 Prize Winners At Northwest Show

MINNEAPOLIS, March 29.—Coin machines and other merchandise donated by manufacturers and distributors were given to 56 lucky coinmen at the Northwest Coin Machine Show, held here in Minneapolis at the Radisson Hotel. The drawing was held during the annual dinner-dance, with Don Leary in charge of the drawing.

Following is a list of the winners of the prizes: A. E. Coddington, J. A. Rose, E. Johnston, A. G. Wolf, John Reman-shout, Tom Madden, Jay Golden, Tom Packman, W. S. Reed, Jake Getzer, Mr. H. Bergmeier, A. Abrecht, Mrs. A. Abrecht, Mrs. K. Willis, Edward Weiland, Bell Cortese, C. H. Potter, Selma Nelson, Irving Fortneyer.

Mrs. L. Penoe, Herb Ruffing, Marjory Smith, Albert Gruesz, Mrs. G. Grapp, J. D. Gleason, C. D. Miller, Mrs. A. Heilicher, C. W. Whaley, C. H. Dietrich, Mrs. L. Parkins, Miss S. Weiner, Joseph Devereaux, R. D. Grand, Ben Lerner, Eddie Torkelson, Norman Kady, Lawrence Pence, P. K. Onstad, Ray Enright, Mrs. E. F. Brown, W. C. Johnson, H. D. Knapp, J. Erskine, John Baxter.

A. E. Rockola, F. Roeder, George Pappas, Mrs. J. Devereaux, Henry Bencke, M. M. Schwartz, Wayne Rogers, G. C. Gest, Arnold Kohner, Mrs. A. Hansford, Fred Grobs, and Mrs. M. Kirschbaum.

Rumors of Federal Tax On Candy, Beverages Spiked by Leaders

WASHINGTON, March 29.—That a special war tax on candy, ice cream, soft drinks, and similar items is being considered by the House Ways and Means Committee was officially spiked last week when Chairman Doughton issued a formal statement to the effect that the committee has not yet reached a policy decision on new taxes.

No new tax suggestions have yet been made to Congress and will not be made until April 1, most probably, Secretary of the Treasury Morgenthau told newsmen.

Rumors are flying thick and fast here about possible sources of revenue to be tapped by the government. Chairman Doughton deplored such speculation as "in no way helpful" and requested that such suggestions be made to his committee rather than to "the press."

greatest, thereby selling him more. Look at these figures on my desk. Here is a store near a factory. We used to sell him 10 cases every week. We put a machine in the factory several weeks ago and now it dispenses 50 cases. Just because the bottle happens to be within arm's-reach, figuratively speaking."

RECONDITIONED CIGARETTE MACHINES

NATIONAL 9-90, as illustrated, complete with cabinet stand **\$19.95**

7 COLUMN STEWART & BRIGGINS (Model S), complete with cabinet stand **35.00**

LOTS OF 5-10% Discount.

To operate 15¢ or 20¢ coin slots. All Machines perfectly reconditioned. 1/3 Deposit, Balance C. O. D.

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ATTENTION, OPERATORS!

A better quality coated chewing gum. Always fresh. 5/8" and 3/4" Ball Gum also Pellet Gum. Write for samples and prices.

U. G. GRANDBOIS CO., Kalamazoo, Mich.

the employees in the bottlers' plants." She posed for photographs with a crown, further pictures being taken at the Philadelphia Zoological Gardens with three trained chimpanzees who drank bottles of soda water in a record time. Matrices of all photos and publicity releases were sent to 75 neighborhood newspapers every week for three weeks before Beverage Week.

The 200 trucks of the bottlers bore big, bright 28 by 38-inch banners heralding Beverage Week for two weeks preceding the celebration. In addition, 5,000 window streamers were distributed to storekeepers throughout the city.

All this was advance work. Friday, May 10, saw the first real event on the list of activities which had been carefully scheduled. Representatives of all bottling plants, city and State officials, newspaper men and cooking editors were the guests at the opening luncheon given at the Benjamin Franklin Hotel. The luncheon was unique, and well publicized as such, inasmuch as every dish was prepared with a different carbonated beverage. The fruit in the fruit cup was floated in ginger ale, the sauce of the Scallopini veal contained sparkling water, and the peas were flavored with lime.

At each table was a bottle of each bottler's products, and a long table at one side of the room bore a display of all the products, which was photographed.

"Miss Carbonated Beverage" was officially crowned by Honorable Charles Grakelov, Philadelphia director of supplies and purchases, who also delivered the keynote address in which he asked for the cooperation and suggestions of those members of the industry for improving any phase of the city government which touched the bottled beverage field.

R. W. Regan, head of the Department of Agriculture of Pennsylvania, Bureau of Chemistry and Pure Foods, offered his hand in assistance on any problem the bottlers might have in the future and pledged his bureau's aid to the trade at all times.

Also addressing the guests were Thomas Mansfield, of the New Jersey Bottlers' Association; Nathan Zonies, past president of the Phila-

Operating a Modern Arcade

By MIKE MUNVES

President, Mike Munves Corporation, New York

AS TYPICALLY a part of the American scene as the Mississippi River, the Penny Arcade stands as a monument to the ingenuity and enterprise of the American business man. With so many innovations entering the Penny Arcade field daily and with so much new equipment being manufactured that is ideally suited to the needs of the arcade man, there is a definite need for all the help and guidance that can be had from experienced arcade men.

Arcades are not fly-by-night ventures. Properly operated, they go on and on, bringing steady, substantial profits. Many arcade operators have paid off their initial investment in the first season of operation, and now, after years of operation, continue to pull profits from the same equipment.

How shall I set up my arcade machines? What machines shall I feature? What novelty ideas shall I install? Where shall I place my cashier for best results? How shall I keep interest in my arcade

at top peak? What design shall I use for my building? What are the most effective decorations? Where can I buy the best materials and equipment? What machines are proven, steady money-makers? What is the best way to get the public to co-operate with me? How much should I invest? These questions are vital and important to the man interested in a sound investment that will return him profits for a little work and planning.

With these questions in view, this article has been compiled for the man who is interested in entering the field, and for the present operator who wants to refresh his memory on the lessons that time has brought him. In both cases there is a common focal point. To quote Shakespeare, "... the play's the thing."

Choice of Location

Any business venture based on the idea of amusement depends entirely upon the number of people it can attract. Generally speaking, there are about eight types of localities in which arcades have been established and have prospered:

Location A: Residential districts in a city of approximately 50,000 population—An arcade established in a residential neighborhood prospered on the basis that it was located at the terminal of the trolley and bus facilities. Most of the players whiled away their time while waiting for means of transportation by using the arcade instead of the depot as their waiting room. The attractive lighting and clever arrangement of machines on the arcade floor made it an ideal waiting place. The front of the arcade had attractive, quick-action machines for those people who had little time. The rear of the arcade had attractive novelty games interspersed with slower machines.

Location B: Business districts—Arcades in a strictly business neighborhood have what is commonly called "office hours." Such an arcade must be built with the object in mind of catering to the salesman who has a little time to spare, the clerk on his lunch hour, or the office workers on their way home. Equipment in such arcades is usually of the quick-play type. The such arcades previously have been regarded as not highly productive, wide-awake operators have made them booming successes.

Location C: The Seashore or Lakeside—The most popular arcades are those at seashore or lakeside amusement centers.

They are, as a rule, comparatively simple arcades to operate since they cater to every type of player, and the operator is not confined to a special type of equipment. Along the beaches of most coastal cities scores of arcade owners have reported success with general equipment, and we recommend this type or arcade to the beginner.

Location D: Gay White Way—An arcade situated in the heart of an amusement center of a city is, by its very location, an ideal arcade spot. To the average theatergoer a diverting evening in an arcade is stimulating, refreshing, and interesting. In New York arcades that were established in the heart of the theater district years ago are still going strong.

Location E: Traveling Shows—The type of arcade is generally profitable, the important drawback is the limited space and shipping facilities for such an enterprise. However, traveling show operators report that their best results are obtained with equipment that can be quickly knocked down and easily moved. This is another type of arcade which does not necessarily limit itself to only one style of machine.

Location F: Near Army Camps—Dur-

The Arcade King!

MIKE MUNVES can look back on more than 30 years in the arcade field. He recalls the days when operators made their collections in a horse and buggy and when an arcade consisted of a few athletic machines, some drop pictures, and some Eldiphone units. "Today," he observes, "there are operators in Alaska who cover their routes by airplane."



His faith in the stability of the arcade business is as much a part of him as his warm, friendly smile. Back in 1923, arcade operators began experimenting with nickelodeons. They were afraid the movies might flop, however, so they stored their arcade equipment. When the movies began to click the next year they sold their machines by the carload. Mike bought them up as fast as he could. He bought a cellar full of machines which William Fox had stored in the basement of the City Theater on 14th Street, New York.

Through the lean war years, the post-war boom, and depression Mike stuck with the business. He saw the industry reach its lowest ebb in 1932 and make its strongest comeback the next year with the birth of the pin game. He has seen it stride forward with each successive year since then. "But the best is still to come," he insists. "A new era for arcades is now opening up which is sure to eclipse all that's happened before."

ing the last war conclusive proof was given the arcade operator that army camps and barracks have an amusement problem that the arcade operator is in a position to solve. Today, from Maine to California, army cantonments are springing up by the scores. Arcade operators with vision, ambition, and the ability to strike while the iron is hot stand in line to find a veritable gold mine anywhere near an army camp.

The type of equipment should be general but dominantly male. This type of place will do most of its business with shooting, athletic, and sport machines. However, the arcade operator should notice and bear in mind that, despite the fact that his clientele is preponderantly male, there are many female visitors to the camp and great care should be used that good taste is not offended in the display of equipment. The arcade operator, in this case, stands to gain a good deal by using a lot of attractive fortune-telling and photographic equipment for his female customers.

Location G: The Roadside Arcade—The newest wrinkle in arcade operation which bears the greatest chance for sure-fire success is the roadside arcade. It has experimentally been tried in several localities with amazing results. Usually fronted with a small refreshment counter and advertised with a large Rest, Eat, and Play sign, the arcade beckons to the passing motorist.

It is very important that the place be clean and neat, with sanitary restrooms, and, if possible, a small space for dancing and a coin-operated phonograph to furnish the music. Guests stopping to eat will have the double attraction of dancing to music of their own choice (at their own expense), as well as amusing themselves with the machines placed about the walls and floor.

Location H: The Hotel Game Room—Every year more of the nation's leading

hotels are being sold by enterprising operators on the wisdom of providing their guests with a game room. The success of such rooms at the Hotel Sherman, Chicago; the Hotel St. George, Brooklyn, and the Hotel Gibson, Cincinnati, to mention but a few, is in itself the best proof that can be cited of the fact that hotel patrons welcome the chance to amuse themselves by playing the machines. Such rooms not only are well patronized by hotel guests but by many who come to dance, eat, and drink. Such rooms are usually located in a corner of the lobby or in a room right off it. In some instances where the hotel has no space of its own available operators have rented a small store with a door opening onto the lobby as well as the street. A wide variety of machines can be spotted in such locations.

Choice of Equipment

A chapter on this subject would look more like a dictionary. It is therefore advisable to assume that a man interested in arcade operation who has no fundamental knowledge of basic arcade equipment can further familiarize himself by reading arcade catalogs giving very precise and clear illustrations of the majority of the arcade machines.

Without going into too much detail describing this equipment, we shall endeavor to give a few of the highlights of arcade machines which have proved steady money-makers.

In athletic machinery, the back-bone equipment consists of punching bags, lifters, strikers, grips and shockers, chin-up machines, bicycle speed testers, and treadmills for sprint timing. Competitive machines are best exemplified by the hockey, bike races, K. O. fighters, auto races, soccer, horse races, and basketball games.

Among fortune telling devices, there is such a selection to choose from as to confuse the beginner. However, astrology machines, grandmother predictions, palmistry, Push-in-Boots, crystal gazers, Egyptian seances, palm readers, Smiling Sam, horoscopes, love letter post office, sex 'meter, love meter, and gypsy card readers are the best known and most effective. This does not necessarily mean that the operator should have all of these machines on the floor, but it is safe to assume that any small combination of more than one is effective and profitable.

As for card-vending machines, don't be one of those arcade operators who are afraid to give away merchandise. Cards always have been an attraction and it seems that they will continue to be one. Since card machines are not selective, a player—in order to get a specific card—will sometimes play 13 or 14 coins into one machine, or to get a complete set will use as many as 64 coins. Notice that any arcade which has a permanent display of card machines has most of its players walking around with stacks of cards in their hands which they save as souvenirs.

Among children, too, cards are very popular. They find great enjoyment in making sets of cards, and many of them boast scrapbooks and albums filled with their favorite movie and radio stars, baseball players, prize fighters, and Wild West heroes.

The cards are not stagnant as far as design and subject are concerned. Every year finds new groups appealing to the popular imagination and trend. This year, with another progressive step, the card printers have followed the popular fancy with new cards, ideas, and designs.

The matter of carrying stock for these vendors is not as great a problem as the operator might at first assume. Almost all of the machines have large hollow bases, ideal for the packing and storage of spare cards.

Photographic Equipment

This equipment may roughly be divided into two sections: The first section would be the actual photographic instruments for taking pictures, like the



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1c, 2c or 5c PLAY
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semi-automatic and photomatic photograph; the other section could be classed as those machines which show photographs or moving-picture reels like the Mutoscope, the drop-picture machine, the View-a-Scope, Jimmy Roosevelt's Panoram, Soundies, Sonofilm, etc.

Amusement and Skill Machines

Under this classification we cover actually the backbone of an arcade. Amusement machines are that type of equipment which enters to the risibilities and competitive spirits of the player: Bowling alleys, all types of shooting equipment, baseball games, skill jumps, flash machines (those batteries of little meters that indicate your personality or your ability as a lover, or people's opinion of you), peep shows—those non-sensical little traps for the unwary penny that are humorous and call for repeats after repeats, and, last but not least, sniball games, diggers, and cranes.

The Placement of Equipment

Assuming that the operator has selected a location which is desirable as a place for an arcade, one of the major factors that he must bear in mind is the problem of all arcades: "How can I attract the passing public?" One might say that ballyhoo of the bolterous variety is necessary. In the majority of cases this is not true.

The appearance of the arcade itself is a far greater attraction than any spiel shouting over a microphone or loud and raucous music dining in the ears of the passing public.

As a general rule, the placement of machines with electric flashes or attractive guns serves as a magnet to people passing. A twinkling light catches the eye and turns the head. The player follows where his eyes lead.

The activities of a number of young men firing guns at assorted objects with bells ringing and lights flashing creates a curiosity value. This curiosity pays dividends.

When laying out an arcade, one of the prime considerations for the operator is that the attractive quality must be in good taste. Attendants at the arcade should wear simple, clean uniforms.

How To Train Attendants

Attendants should be tall men and should wear a white uniform with the words "Penny Attendant" sewn on the back. Above all, insist that attendants be courteous, polite, and well groomed. Very often, by accident, the player may insert a dime in a penny coin slot. Return that dime promptly with a smile. That one little coin will very often bring a lot of his friends back to the arcade. The wide-awake arcade man who operates only during the summer will find it to his advantage to use college men for attendants.

Surveys of the American business market have shown definitely that the housewife is the buying power of the American family. When a woman is attracted by an arcade, she will return with her husband and family for an evening's amusement with the same alacrity with which she would attend a movie. In a general discussion of equipment, it again becomes necessary to stress the importance that must be attributed to the temper of the people visiting the arcade.

One of the most enjoyable machines ever to appear in an arcade has been the digger. Many localities, because of the abuses on the part of some operators, have banned these machines. However, in those cities where diggers are permissible, the operator should bear in mind that they are really skill games and that any player who deposits a coin in one not only gets the thrill of maneuvering the apparatus but also, by his own skill, can gain satisfaction for his efforts. In other words, have plenty of prizes in the diggers and place them so that they are not too difficult to catch. The general term used for these little prizes is slum, and the more slum an operator uses during the season, the more black ink his books will show. We have found that when people leave a place of amusement with some little



A BATTERY OF EMPLOYEES lined up in front of Scientific's new game, *Battling Practice*, in the firm's shipping department. Games shown in background are ready for shipment.

souvenir they are more apt to return again.

The Place for Pinballs

It is always advisable that pinball games be arranged in batteries, usually in the middle of the floor. Choose simple playing schemes, as arcade players have not come to exercise their mathematical ability in complicated scores.

The last 10 years of arcade business have shown the terrific popularity of the pinball game, especially those with high-score action. Some localities permit the payment of prizes for high scores.

Premiums Are Important

Usually it is advisable to have a very attractive premium display counter in the arcade. The player winning on the pinball machine can redeem his coupons for the premiums displayed at the counter. Many players will play hour after hour to gain one particular premium that has caught their fancy. Most arcade operators have noticed, too, that the giving of tickets creates a satisfactory repeat business.

Another system of prize-winning on pin game machines may be arranged thru the high-score method. The player attaining the highest score wins the daily or weekly high-score prize.

The Building Itself

Let us assume that we are approaching a modern arcade. The structure is rectangular, approximately 30 feet wide by about 60 feet deep. The front of the arcade is open. The first thing we see is a large electric sign. Notice that the interior is well lighted and that the lights run the whole length of the arcade. There are no dark spots. Immediately beneath the front sign we see a battery of anti-aircraft guns. The well-lighted backboards are facing the street, so that the casual passers-by can stop and admire the marksmanship of the players.

To one side is an attractive photomatic machine. This is the equipment which practically pays the rent for the arcade. It is of cubicle construction in flashing chrome and porcelain. Immediately behind the Photomatic is the Grandmother Predictions machine, one of the most interesting machines an arcade can have. In the huge box-like cabinet a wax figure of an old woman sits musingly over a layout of cards. When a coin is inserted in the machine, she smiles benignly and moves her hands over the spread to select a fortune for the player. Her bosom rises and falls as she breathes. Her eyes look sympathetically from the cards to the player and back to the cards. When she stops, a printed card bearing the player's fortune slides into the receiving cup. The machine is fascinating to watch.

The advantage of placing the Grandmother Predictions machine alongside the Photomatic lies in the fact that in the short time that is necessary for the films to be developed and returned the

arcade patrons look to keep themselves amused. And what is more attractive than so benign an old lady?

Following the Grandmother Predictions along one wall are those groups of other fortune-telling machines, little flash meters, card vendors, palmistry, and gypsy card reading machines.

On the opposite wall, near the entrance, we see a battery of diggers with well-filled cabinets. Behind these, a row of baseball games, soccer games, and assorted novelty games of the pistol or rifle variety.

The center of the floor, immediately behind the plane-shooting guns, has a compact group of miniature bowling alleys. Following these is a double stand of pinball games. Where the pinball games end, an aisle separates another battery of machines in the center of the floor. These are the Mutoscope and drop-picture machines. Notice that the adult picture machines are apart from those which attract children. The subjects of the children's machines are comedies, Westerns, dog pictures, scenic views, and the like.

For the adults there are prize-fights, Gay '90s, war scenes, and pulchritude displays. Unless the pulchritude displays are an important part of the arcade, we suggest that you eliminate them entirely in favor of machines which do not offend good taste.

Almost reaching the rear of the arcade is a battery of ray guns and radio rifles. They are turned toward a separation which divides the arcade proper and the athletic equipment display. This wall is used as a screen for the projection of the targets.

Behind the separation, away from the arcade generally, so that the noise will not offend the other patrons, are the punching bags, lifters, bell-ringers, siren blowers, and shockers; in short, a veritable coin-operated gymnasium.

This is the arcade reduced to its simplest form.

Business Policy

A word of caution is advisable here. In buying equipment for your arcade, make sure the majority of it is new. This saves money in the long run, since it minimizes the necessity of repairs and, eventually, when the equipment has worn down it has paid for itself so many times over that the added expense of repairs is no longer a burden. However, there is much merchandise which the arcade operator can safely buy second-hand and still be assured of his money's worth. We refer to good arcade machines which are no longer manufactured and are still excellent money-makers. The prime factor is that purchases be made from reputable concerns.

Beware of cellar bargains offered at low prices. You generally get what you pay for.

We are often approached with the question: "What shall I do with my front space?" It is difficult to answer



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100% SKILL and BATTING 1000 EVERYWHERE!

69c

SPECIFY 1c, 2c or 5c PLAY

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that question with any degree of fairness unless all the facts of the case are known. However, we are of the opinion that it is generally best for the arcade operator to use the front space himself.

In renting the front space to a concessionaire, the operator is limited in his choice of paying propositions. About the most popular is some sort of food or drink stand. Under general circumstances, good risks at the front of an arcade are glassblowers—if their equipment does not take up too much space—or handicraft workers, working in wood, leather, or metals.

We insist on repeating that your arcade is a focal point of amusement. As such, you, as the operator, are selling amusement. It is as tangible a product as so many yards of cloth or so many bales of hay, and your ability as a salesman depends on how well you can sell your amusements.

For example, a case in point is the placement of the cashier's stand. It is advisable to have it as close to the center as possible, and have pennies piled on the counter and neatly arranged. Every piece of silver changed in the arcade means so many pennies' play. Remember you are selling pennies, and people buy what they see.

Children have always been a problem to the arcade operator who does not know how to handle them. They become noisy, insistent, and troublesome if they are mistreated. It is advisable that children be given as wide a latitude as possible at those hours of the day when they do not interfere with adult patronage. Once they understand that they have certain hours when they are permitted to use the arcade freely, they will as a rule keep these hours. Under no circumstances permit your help to mistreat any of them.

Arcade operators find that a good mechanic on the premises pays dividends in the long run. Those little unimportant repairs sometimes become big ones if not caught in time, and a good mechanic will catch them in time.

Machines with "Out of Order" signs on them are dead weight. They are taking up space that should be earning money, and the money you lose would probably pay for a good mechanic. Thousands of dollars in equipment and time are saved yearly by arcade owners who make sure that they have a first-class mechanic on the floor before the season opens.

Miscellaneous

If the operator runs a summer arcade and his season ends with Labor Day, he has a choice of many paths to tread. One is to rent a store and place as much of his equipment as he desires in it as a small winter arcade. If the store is large and it will not pay as an arcade alone, the operator can add ping-pong, bowling alleys, and chess and checker games.

You can reverse the tables just as easily; that is, instead of renting a store you can double up with restaurants, pool rooms, or bowling alleys and place your equipment there for the winter, just as a concessionaire might approach you during the summer.

The progressive arcade operator who has a summer arcade does not wait until the spring to buy equipment. With his eye continually on the arcade market, he buys the latest machines as they appear, and by placing them on private locations during the winter earns back their cost and a good profit besides before even setting up the machine in his arcade.

Still another way for the operator to make his summer arcade pay in the winter is by the simple expedient of buying or renting a small truck and top and following the fairs.

Since vanity is an essential part of the human make-up, the arcade operator with photographic equipment can make his arcade a popular place by running photograph contests. The most popular are baby contests. Prizes may be awarded the winner in the shape of merchandise bought from local merchants and advertised prominently with their names. The same holds true of popularity contests for boys and girls; the "Punny Face" and "Prettiest Smile" contests are practical suggestions. Display prominently as many pictures of local patrons as possible. The one whose face shines forth from a frame is prone to drag in his friends and boast with pride that he has become a public figure.

Another experiment which has been tried by a number of operators and has proved highly successful is free movies. A small projector and screen placed in the arcade are one of the best magnets the arcade operator can find. Every half hour or hour the main lights of the arcade are extinguished and a comedy reel is shown for about five minutes.

The patrons playing games are not forced to stop by the dimming of the lights, but those who are idly wandering about the aisles will find it a feature of great interest. The expense of such a venture can easily be underwritten by the simple process of having some of the local merchants pay for their advertisements which are projected on the screen

Music Operators' Fantasia

— or —

Selecting Disks for Phonos

By EVA M. WARNER

OF THE greatest importance in conducting his business successfully is the music operator's ability to pick the right records at the right time in order to keep the nickels rolling into coin chutes. There is undoubtedly nothing as intangible as the music merchant's formula for selecting the records for use on phonographs. Each operator has developed (or hasn't) his own system of selection. Considering the fact that the existence of the operator depends on the disks, it is apparent that success as a music operator depends largely on good judgment and discrimination in making selections from an enormous number of time releases. Considering this, it is surprising that there should be such a wide variation in the methods used by operators to select records.

It may be said that almost all operators look to various national surveys and polls. The *Billboard's* Record Buying Guide is a favorite with most operators, but naturally it cannot be consulted with the idea that the operator need only clip it and follow it blindly. Regional trends, location preferences, customer ancestry, and social position—all of these things must be considered in making the choice of records. Operators have worked out various theories in buying records. Some believe in trying a little of everything, feeling that by this hit-and-miss method they will strike a fair average. Others invest heavily only in well chosen and already popular numbers. The latter lose frequently, however, because they miss the first bloom of popularity when the nickels are rolling into coin chutes in greater numbers. Other early birds experiment constantly with new releases and occasionally get the equivalent of a scoop in that manner. Some operators, priding themselves on their musical knowledge, put what they think is best on the machines. Others won't bother until the public asks for a particular number.

It is true there is no absolute set of rules and regulations whereby the individual operator may determine the possible success of a record with Joe Public.

The most successful operators seem to be those who know all about all of the records which may succeed to popularity. They may obtain this information from publications which carry weekly surveys covering all market centers, with an idea of obtaining information on what is going strong, what is coming up, what tunes are possibilities, and which tunes are local favorites in any given center. The operator should

preceding the showing of the film.

A popular roadside arcade operator has attracted thousands of patrons to his place by contacting national organizations in the cities near by. This contact consisted of getting their permission to use their name on a machine or group of machines with the announcement that the proceeds of this specific group would be donated to the organization.

Players found themselves before a battery of games with a sign explaining that the proceeds of the machines would be donated to some worthy organization or charity. Once in the arcade, those patrons will spend freely in all the machines.

Another operator located in a city contacted fraternal organizations and suggested that they use his arcade one night a month as a recreation center, and that 25 per cent of the proceeds on that night would go to the organization. The returns he got were few and far between.

We know a number of arcade operators who use the profit-sharing plan and allow their patrons to share in their success. In the rear of the arcade is a huge wheel. Each machine in the arcade bears a number, with a corresponding number for each machine on the wheel. At intervals during the day the wheel is spun and the player at the machine bearing the number at which the wheel stops is the winner of a prize.

know whether the records are ailing, ballads, novelties, or any other music variation.

Knowing this, they are ready to study the location, its patrons, and general atmosphere. After they have thus narrowed down the needs of the location, then it is necessary to consider the personal element—the requests of patrons, particularly steady patrons who frequent the location daily and may, if heeded, deposit many nickels in the machine.

Another personal element to consider is the bartender or proprietor, who can do much to boost play on the machine; all the way from seeing that everyone gets nickels in change to discussing and boosting records on the machine.

Yes—all in all—these music machines constitute a problem. Operators who have burnt their fingers by picking a tune which they personally prefer, buying heavily only to find that the customers dislike it, are firmly convinced that personal preference of the operator is to be avoided.

And—after all is said and done about selection of records—there's the problem of getting enough nickels in the box to warrant the placing of the new records that are requested by various persons. It's a vicious circle and while the machines may "lift themselves by their bootstraps," that is thru popularity of good music, it's still a problem of deciding just how much or how little new music a week will keep the grosses at the highest possible figure.

A favorite cry of operators is that a good selection seldom has a good tune on the other side of the record. Many will spend hours checking on which version of a certain tune has a good reverse side. This is especially true of large operators who get at least another chance to realize a profit on a large purchase should the chosen tune fail to be as good as expected. Frequently when operators have stocked up on any selection they have been unable to realize a profit from the thought-to-be-good tune. Later, either thru judicious local promotion or popularizing of the reverse side, they have been able to liquidate their investment and realize a profit. This factor accounts for the carefulness of many operators in trying to get a record with good tunes on both sides.

Operators pray for tunes such as the *Beer Barrel Polka*, which has been a prime favorite on music machines for about two years. Some operators still realize a greater return on this tune than on any currently popular disk. Another factor for which every operator gives thanks is the development of a large number of standards which are always good for patron's nickels, providing they are used judiciously. Such tunes as *I Love You Truly*, *Stardust*, *Smoke Gets in Your Eyes*, and hundreds of others help the operator to get over the hump and trouble to get real earning disks on the machines from the currently released numbers.

Promotion on music machines is playing a new part in boosting patronage. More and more operators are tying in with theater programs, college festivities, local celebrations, and other occasions whenever there is the slightest possibility of doing so.

Some day operators may develop a foolproof record selection system, but today it is a veritable fantasia to all.

Acme's Remodel Jobs Going Big

NEW YORK, March 20.—Sam Sachs, of Acme Sales, reports his newest super conversions are being snapped up as fast as they can be turned out of the shop. "Thru the use of new parts, Marble-Glo frames and leather sides," Sam relates, "we have succeeded in creating a remodeled phonograph so beautiful and eye-appealing that it is being received more enthusiastically than anything we have ever done before. The super conversions are custom built and designed to harmonize with the individual location."

Keeney's TEXAS LEAGUER

100% SKILL and BATTING 1000 EVERYWHERE!

69.50

SPECIFY 1c, 2c or 5c PLAY

LEHIGH SPECIALTY CO.

N. W. Cor. 2nd & Green Sts.
Philadelphia, Pa.

Immediate Delivery!

Parade Of Prepared Values

Gretnach Columbia Co. Reels, G.S. \$34.50	Mills Junior Parade, Free Play \$59.50
Mills Cherry Ball, 64, Ser. \$20.00 \$2.50	Gretnach Liberty, 54 Ply \$7.50
Gretnach Imp, New, Write For Price Special	Mills Blue Front, No. G.S., 54 or 104 \$2.50

ONE BALL FREE PLAY GAMES

Mills 5-in-1, 5 Ball \$89.50	Sport Special \$99.50	Gold Cup Console \$52.50
Bally Grandstand \$8.50	Revolving \$25.50	Sport King 79.50
Mills 1-2-3, 40 Model \$4.50	Exhibit Coupe 29.50	Exhibit Truck Record 79.50

MISCELLANEOUS EQUIPMENT

Keeney Anti-Aircraft \$69.50	Bally Rapid Fire \$119.50	Wurlitzer, 14 Fl. Skm. \$49.50
Brown Walnut Cab. \$69.50	Chicken Sam Cont. \$4.50	Ball Hi-Score \$39.50
Rockola World Series 49.50	Evans Ten Strike \$4.50	Exhibit Hi-Ball \$9.50
Exhibit Visualizer \$9.50	Western Baseball \$4.50	Bally Banker \$4.50
Exhibit Motor Races \$9.50	Payoff & Free Play \$2.50	David Super Bowling \$4.50
Bally Ball's Eye \$9.50	Rockola Tom Mix Rifle \$4.50	FL \$4.50
		Gullible Steelcathete \$2.50

WRITE FOR CLOSEOUT PRICES ON NEW GAMES.

We Have Complete Stock of Free Play Games, Automatic Payoff, Slot Machines, Counter Games, Consoles, Photographs, Coin Machine Parts of All Kinds.

Terms: 1/2 Deposit—Balance Sight Draft or O. D.

MONARCH COIN MACHINE CO.

1545 NORTH FAIRFIELD AVE. Phone: Armitage 1434 CHICAGO, ILL.

Tribute to Coin Machines Published in Fraternal Mag

From The Eagle Magazine

THE slot machine has come a long way from the days when you put a penny in the slot and received a handful of peanuts. Today at the drop of a coin the public can buy anything from a mess of corn freshly popped before the customer's eyes to an insurance policy. That automatic popper is a device

calculated to warm the heart of any small boy. He puts in his coin and things begin to happen: First, heat is turned on underneath a batch of kernels that have been waiting in a bath of vegetable compound. When this compound gets as hot as the fat in which grandmas fries doughnuts the corn begins to pop and in no time a mound of snowy corn is shoved along to the spot where the boy is waiting with a bag wide open. The show is as good as the hot corn.

Most of the new machines, however, are intended to please not children, but adults, particularly those far from home. The modern railway terminal is one spot where many of the newest dispensing devices can best be seen in action. In fact, a traveler bent on it could get thru the day nicely on automatic service.

Let's Follow Joe

Let's follow one such traveler. Our man is Joe Jasper, and he's on his way to New York on business. He's going to be there only a day, but even so his wife is nervous about his trip. Joe has a weakness for the kind of slot machines that make front-page headlines. His wife has asked him to stay away from them this time and concentrate on machines that will give him more for his money. Joe agrees and immediately has a chance to put his new resolve into practice: At the station he drops a penny into the parking meter on the sidewalk.

Parking meters are among the newest slot gadgets. Many cities have installed these time clocks to discourage all-day parking and to pick up a little additional revenue. Drivers whose cars occupy metered parking spaces drop in a coin to pay for their time there. If they plan to park only a few minutes some communities let them do so for a penny. If they plan to park for two hours they must put a dime in the meter, which registers the time they have to pull out or be liable to a fine. Other communities collect a flat 10 cents for all parking on metered spots.

Insurance Via Coin Machine

When Mr. and Mrs. Jasper walked into the station Joe spied an insurance machine and got to work on it while he waited for his train. He put in a quarter and a glass panel slid back, disclosing part of an insurance certificate. In the proper blanks Joe filled in his name and address and the name of his beneficiary, Mrs. Jasper, of course. The machine stamped the date on the policy and, after Joe had pressed a lever, out dropped a duplicate certificate, while the original remained on file in the machine. The policy protected Joe against any accident in his travels. It was good for 24 hours and would pay a maximum of \$7,500.

On the train the only slot machine he could play was the one dispensing paper cups. Once in New York's biggest station, however, he found a sensational slot device—one which sends telegrams. He decided to let Mrs. Jasper know he had arrived safely and wrote his message on a special blank provided for use in this slot machine. It is made of carbon-bearing fibrous paper patented by Western Union. One corner of the blank is neatly cut off to facilitate the mechanics of transmitting the telegram. His message written, Joe walked over to the machine, which looks very much like a mail box, and inserted his message, in accordance with the printed instructions, face outward. If it isn't inserted this way the machine won't take it! When the message enters it is wound around a transmitting cylinder and revolved in front of a photocell apparatus that sends 15 square inches a minute. Several such machines can be connected to a single wire, but the other machines can't operate while one is in action. While Joe's telegram was being transmitted, then on an illuminated panel in the other cabinets on the wire this warning appeared: "Message being transmitted." When Jasper's telegram was finally on its way, on another panel the machine politely registered: "Thank you."

Now—Food at the Automat

That done, breakfast was in order—at one of New York's automats, of course. These glorified slot machines aren't new, but they still amaze newcomers and are particularly popular with European



JOE WEINBERGER (third from left), executive manager of the Cincinnati office of the Southern Automatic Music Company, reports that the greatest crowds in the history of the branch recently jammed the display rooms to inspect the new 1941 Seeburg photographs recently.

travelers who regard them as the essence of America's mechanical genius. In fact, one restaurant man in Paris made a fortune by installing several American "automatiques." Joe entered the restaurant nearest the station and felt that the place resembled a post office, with ham and eggs behind the glass of post-office boxes instead of letters. With a handful of coins he made the rounds, inserting the proper number in the slots he selected and reaching in for his food as the coins automatically unlocked the little windows before his fruit and pancakes.

Joe took the subway, of course, and took it again when he returned from his first appointment, and hopped it again when he went out to the ball park in the afternoon, but never once did he put his fare into the hands of a human collector. Probably the most overworked slot machines in New York are those that collect a nickel before they let a passenger thru the turnstile to board his train. The instant he has gone thru the turnstile automatically locks and must have another nickel before it will spin again.

The Mailomat

After his business session Joe wrote a report to his boss and took it to the nearest post office. There he found another slot machine to add to his experience—a mailomat. These automatic contrivances have been installed in several post offices, hotels, and railway stations. You drop an unstamped letter in the slot and the machine weighs it and registers on a dial the amount of postage needed. After you drop in the right coins the machine prints a metered stamp on your letter and it is ready to go out. Metered stamps need no post-office cancellation. Incidentally, any attempt to cheat the machine causes an awful row. Bells ring and lights flash furiously. No one had better try it! Joe was content with the mailomat.

tho, and set out to do a bit of sight-seeing before he left to take in a ball game. It wasn't long until he found his feet were giving out. If his interest wasn't, so he stopped at a department store to drop a dime in a slot and give his feet a treatment at an oscillator. The foot-massaging device made him feel like a new man—almost.

He decided that a drink would complete his recovery and stopped at a taproom, where the only slot machine in sight was one that would give him music for his money. Jasper never tires of seeing the machine carefully pick out the record he has selected and as carefully play it. He remembers that he once saw a slot machine that played a violin automatically—if not beautifully. Had Jasper's bar been in Pennsylvania he might have been able to get a hard-boiled egg at the drop of a coin. Machines dispensing eggs have been installed in bars and taprooms in the Keystone State to help Pennsylvania farmers get rid of their egg surplus.

Newsreels Intrigue Joe

The music makers are among the veterans in the slot machine trade. Younger at the business are coin-in-the-slot newsreels. Jasper found one of these at the station when he went to board his train for home. He had his choice of four news items, picked one and put in his nickel. Immediately a movie projector inside the large cabinet got to work and thru a window in the top Jasper watched a close finish in a famous horse race.

Back on home grounds, he picked up a pack of cigarettes at a dispensing machine and also stopped to put his last coin in the slot for a box of candy for the children. Then his automatic day was over, with Jasper almost as interested in slot machines as are the manufacturers who keep large staffs of engineers busy devising new ways to sell goods at the drop of a coin.

2-31
A SURE HIT!
Keeney's
100% SKILL GAME

TEXAS LEAGUER

DIXIE SALES CO.

882 Union Ave., MEMPHIS, TENN.
BOYLE AMUSEMENT CO.
622 N. W. 9th St., OKLAHOMA CITY, OKLA.

IMMEDIATE DELIVERY

COMPARE OUR PRICES

LEADER . . . \$49.50	ROTATION \$17.50
Asahi . . . 36.00	Powerhouse . . . 35.00
Blondie . . . 23.00	Big Six . . . 10.00
Little Spot . . . 16.00	Red Hot . . . 10.00
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Dixie . . . 28.00	Factory (Novelty) . . . 10.00
Fortress . . . 41.50	O'Boy . . . 10.80
Gold Star . . . 44.50	Scorecard . . . 18.00
Landscape . . . 19.00	Triumph . . . 15.50
Metro . . . 54.00	4-5-6, Biker's 10.00
Nippy . . . 12.80	Sport Parade 49.50
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And many other bargains in New and Used Games. 173 Cash, Balance C. O. D.

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Roxy Sales Co.
Circle 6-7313

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100% SKILL and BATTING 1000 EVERYWHERE!

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SPECIFY 1c, 2c or 5c PLAY

ADVANCE AUTO. SALES CO.
1021 Golden Gate Ave., SAN FRANCISCO, CAL.
MAC SANDERS
2837 W. Pico Blvd., LOS ANGELES, CAL.

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IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

BUD LIEBERMAN Says

WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!
HERE ARE AMERICA'S GREATEST USED GAME VALUES!

FREE PLAY—NOVELTY GAME BUYS

Dixie . . . \$29.50	Attention . . . \$60.00	Glamour . . . \$37.50
Score Champ . . . 36.00	Atom . . . 12.50	Scott . . . 17.50
Blondie . . . 39.50	Fellow . . . 22.50	Majors . . . 17.50
Mr. Chips . . . 22.50	Zombie . . . 62.50	Chubby . . . 17.50
Headliner . . . 15.00	Lead . . . 50.50	Free Wheel . . . 12.50
Yacht Club . . . 15.50	Lights . . . 24.50	Pick Em . . . 12.50
Big Six . . . 37.50	Play . . . 24.50	Big Chief . . . 59.50
Band Wagon . . . 47.50	Gold Star . . . 27.50	Top & Go . . . 14.50
Roller Derby . . . 27.50	Castles . . . 38.50	Cherone . . . 12.50
Topper . . . 16.50	Powerhouse . . . 39.50	Score Card . . . 24.50
Flicker . . . 67.50	Farmhand . . . 44.50	Queen . . . 12.50
Headshot . . . 62.50	Sporty . . . 20.50	Name Run . . . 24.00
Circuit . . . 17.50	Dandy . . . 12.50	Seven Up . . . 72.50
Bubbles . . . 12.50	Lead . . . 32.50	Metro . . . 16.50
	Big Show . . . 24.50	Vegas . . . 16.50

PAYOUT SPECIALS

Jackpot Parade, P.O. . . . \$22.50	Fair Grounds \$25.00	Grand Stand . . . \$57.50	Dark Horse \$15.00
Gold Medal . . . \$2.50	Sport Pops . . . 62.50	Record Time . . . 102.00	Sport Special 36.00
	Grand National 80.50	Gold Cup . . . 45.00	Mix 1-2-3, '40 74.50

173 Depot With Order, Balance C. O. D.

SEE BUD FOR NEW GAMES OF ALL LEADING MANUFACTURERS

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!

Name Golombo New England Rep of AIC

CHICAGO, March 29.—J. J. Golombo has been named New England representative for the Automatic Instrument Company, according to H. T. Roberts, official of the firm. Golombo will maintain headquarters in the Myles Standish Hotel Building in Boston.

In making the announcement, Roberts said: "Golombo has served the New England territory for more than three years as representative of a phonograph concern. During that time he has built up a large number of friends and customers who know that he is ably fitted for his position. As representative of Automatic Instrument, he will be at the beck and call of operators who have faith and confidence in his judgment.

"He will bring to them the new equipment offered by our firm and will show them the advantages of operating our products. The fact that our manufacturing firm had several decades of operating experience before abandoning operating for the manufacturing field exclusively will convince operators that

we know what their problems are and have designed the new equipment to serve them well—and profitably."

Cleveland

Branch managers of the Mills Automatic Merchandising Corporation from Pittsburgh, Akron, Youngstown, and other cities met at Cleveland headquarters last week for a sales conference. David H. Kostell, Cleveland manager, presided. Plans for summer business were discussed. Kostell will go to New York the latter part of April to attend the general meeting of company representatives. He reports business coming along in good shape.

Cleveland Cigarette Vendors' Association heard the reports of Secretary Sam Abrams at its weekly meeting at headquarters in the Newman Stern Building and were greatly heartened by the announcement that the Ohio Supreme Court has decided to review the Leo Raynes vs. Lane Drug Company case on cigarette prices.

Expect Arrests To End Machine Thefts

ST. JOHN, N. B., March 29.—Arrest and two-year sentence handed out to two thieves who pleaded guilty of breaking into and robbing pin games here is expected to halt the epidemic of thefts of both machines and receipts plaguing operators here and in adjoining provinces. Pin games have been hardest hit. Sometimes only the cash box is rifled. Other times the entire machine is stolen. Vendors, as a whole, have suffered little, altho there have been instances where cigarette and bulk vendors have been rifled.

Senate Sets Peanut Quota

WASHINGTON, March 29.—For the first time marketing quotas and acreage allotments for peanuts under an arrangement similar to that followed with tobacco has been set up by the government. Action came thru passage last week of a bill, already passed by the House, which also makes peanuts eligible for commodity-credit loans. Amount of peanuts which may go into the edible trade, including those used in candy bars, etc., was approved.

SILENT SALES CO.

200 11th Ave. So.
Minneapolis, Minn.

Immediate Delivery!

CAPTURING THE COUNTRY! AMERICAN EAGLE WITH NEW DEFENSE REELS



FEATURING PARACHUTES, BOMBS, TANKS, MACHINE GUNS, ANTI-AIRCRAFT GUNS INSTEAD OF BELL-FRUIT OR CIGARETTE SYMBOLS.

QUICK! RUSH YOUR ORDER TODAY!!

DAVAL • 2043 CARROLL AVENUE • CHICAGO
PACIFIC COAST: MAC MOHR COMPANY, 2916 W. PICO BOULEVARD, LOS ANGELES

You can ALWAYS depend on JOE ASH — ALL WAYS
FINEST FREE PLAYS READY FOR SHIPMENT!!

ROLLER DERBY \$14.50
O'BOY 14.50
BOWLING ALLEY 16.00
BIG TOWN 17.50
ROYALTY 17.50
MASCOT 17.50
JOLLY 19.50

VACATION \$24.50
YACHT CLUB 21.50
POWERHOUSE 22.50
ZOMBIE \$2.50
1/2 With Order, Balance C. O. D.
WRITE FOR COMPLETE LIST!!



ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa.

Phone: Market 2656.

THE BILLBOARD'S SPRING SPECIAL

WILL HAVE

EVERYTHING

★ 100% circulation among regular coin machine operators when they are looking for new and used equipment for their summer locations.

★ 100% circulation among outdoor concessionaires when they are looking for new and used equipment for pinball, digger and arcade concessions on carnivals, in amusement parks and at resorts.

★ 100% coverage among foreign coin machine operators who, in spite of the war, purchased over \$1,000,000.00 worth of new and used equipment from America during the last 12 months.

FOR RESULTS
ADVERTISE IN THE

SPRING SPECIAL

FORMS CLOSE APRIL 4

RUSH YOUR COPY TODAY

THE BILLBOARD PUBLISHING CO.

25 Opera Place

Cincinnati, Ohio

Northwest Coin Machine Show Highly Successful

Minneapolis conclave well represented by manufacturers and distributors—about 750 coinmen attend two-day session—association re-elects all officers

MINNEAPOLIS, March 29.—Hundreds of coinmen from all parts of the Northwest, as well as other sections, converged on Minneapolis Tuesday and Wednesday (25-26) to participate in the third annual Northwest Coin Machine Show and yearly meeting and dinner-dance of the Minnesota Amusement Games Association, show sponsor. Visitors to the two-day show proclaimed it one of the finest ever staged. On display in the Radisson Hotel Flame Room here were phonographs, pinball games, vendica, guns, amusement machines, phonograph accessories, records, and many other items. Among the exhibitors and their personnel on hand were Silent Sales Company, Minneapolis, headed by William (Sphinx) Cohen; Acme Novelty Company, Minneapolis, manned by Theodore T. Bush and Oscar Truppman; Superior Products Company, St. Paul, by J. Saluter; Superior Products Company, Chicago, by Irving Sax; Automatic Alarm, Chicago, by Jake Schwartz; Blackhawk Manufacturing Company, Chicago, by John J. Pavlus Jr.; Thomas A. Walsh Manufacturing Company, Omaha, by R. A. Pauly; Candy Masters, Inc., Minneapolis, by A. G. Nicolin; Mayflower Novelty Company, St. Paul, by Sam Thran, Herman Paster, and Ray Peterson; LaBeau Novelty Company, St. Paul, by Archie LaBeau and N. L. Nelson; Berg Sales Company, Minneapolis, by M. J. Levinsohn; Milwaukee Coin Machine Company, Milwaukee, by Sam London; Rowe Manufacturing Company, Chicago, by Jack Keiner; Continer Manufacturing Company, St. Louis, by E. C. Jasper; Buckley Music System, Chicago, by Jerry Haley; Gardner & Company, Chicago, by Jim Groves; Rock-Ola Manufacturing Company, Chicago, by E. Y. Gunstern; Hatch Manufacturing Company, Chicago, by Herman Guttmann; Gopher Sales Company, Fairbault, by Barney Corbin; Packard Manufacturing Company, Indianapolis, by Homer E. Capehart; Roycraft Company, Minneapolis, by E. T. Christman; P. C. Hayer Company, Minneapolis, by Wallace C. Johnson and T. H. Erickson; O. D. Jennings Company, Chicago, by P. L. Burgeson; Hy-O Amusement Company, Minneapolis, by Henry H. Greenstein, Jonas Resler, and Sid Levin; E. T. Barron Manufacturing Company, Minneapolis, by E. T. Barron; Twin Portis Sales Company, Duluth, by I. Alpert; Bohm Manufacturing Company, Minneapolis.

Other Mfr. Representatives

Among the manufacturers' representatives not mentioned above who registered were K. F. Boldt, Rock-Ola; E. C. Eticus, Ferris Products Corporation; Leonard Basketfield of Telber Manufacturing Company; F. O. Doyle, Rock-Ola; A. S. Douglas, Daval Company; Sam Elkin, Gardner Company; W. H. Fredrickson, Specialty Sales Company; Dudley C. Fossum, Decca; Art Garvey, Bally; R. Greenbaum, Packard; T. J. Hicklin, Packard; M. H. Harter, Wurlitzer; Sol Gottlieb, D. Gottlieb & Company; Walter W. Hurd, The Billboard; Karl Klein, Grotchen Teel; William Krueger, Decca; D. O. Lee, Wurlitzer; C. T. McKelvey, J. P. Seeburg Corporation; W. C. Moserberger, Wurlitzer; Nels Miller and Spencer (Pete)

Otis, Seeburg; Charles W. Schlicht, Mills Novelty; J. H. Sullivan and O. P. Scanlan, Blackhawk; Vernon White, Buckley, and Harold D. Knapp, RCA-Victor.

The coin machine show got under way at 11 a.m. Tuesday (25) with registration of visitors and exhibitors and opening of the exhibition floor. The show continued thru Wednesday, closing at 8:15 p.m. to enable the visitors to take part in the annual banquet, floorshow, and dance of the Minnesota Amusement Games Association at the Radisson.

Association Elects Officers

The Minnesota Amusement Games Association conducted its annual meeting in conjunction with the annual show. All 1940 officers were re-elected. They are Tom Crosby, of Fairbault, Minn., president; C. H. (Kelly) Diederich, of Chaska, vice-president; A. S. Buck, of White Bear, secretary-treasurer, and Peter Van Nef, of St. Paul, field secretary.

Personnel of the association's board of directors now includes, in addition to the officers, Leonard Michaud, Litchfield; G. L. Pease, Breckenridge; Carl Shumaker, St. Cloud; E. D. Lloyd, Mendota; Vernon Thomas, Virginia; M. J. Farrell, Grand Rapids; Charles Potter, Fairmont; Fred Newman, Minneapolis; Fred Norberg, St. Peter; Archie Pence, Minneapolis; Jesse Rose, Sauk Center, and Oscar Englund, Alexandria.

550 at Dinner Dance

Present at the annual dinner, floorshow, and dance were nearly 550 guests. Tom Crosby, association president, introduced James Gilmore, secretary-manager of Coin Machine Industries, Inc., manufacturers' association. Following his address, Gilmore presented Homer Capehart, of Packard Manufacturing Company, Indianapolis, principal speaker of the evening. At the conclusion of Capehart's address, leaders of the industry were introduced to the guests.

At the conclusion of the floorshow a long prize list was given away as door awards, with Don Leary in charge of the drawing.

CMA Banquet Plans Nearing Completion

NEWARK, N. J., March 29.—Plans for the annual banquet of the New Jersey

CARNIVAL MEN—ATTENTION!

BUY NOW FOR THE COMING SEASON! A DEPOSIT ON ANY OF THE FOLLOWING EQUIPMENT WILL RESERVE IT UNTIL NEEDED! ACT TODAY!

INTERNATIONAL MTSOPE TRAVELING CRANE.....	\$69.50
BUCKLEY DIGGER, Chrome Finish	69.50
HIBALL, Played With Rubber Balls	39.50
ROCK-OLA TEN STRIKE	39.50
WESTERN BASEBALL, DE LUXE	64.50
KEENEY ANTI-AIRCRAFT GUN, Black Cabinet	59.50
KEENEY ANTI-AIRCRAFT GUN, Light Brown Cab.	74.50
SEEBURG SHOOT THE 'CHUTE RAYOLITE, With Base	79.50
BALLY RAPID-FIRE SUBMARINE GUN	129.50
KEENEY AIR RAIDER	159.50

Special!

HUNDREDS OF FREE PLAY GAMES . . \$10.95 EACH

Your Choice of Following:

AVALON — BANG — BIG TEN — BOUNTY — BIG SIX — CHEVRON — CHUBBY — CONQUEST — DAVY JONES — FIFTH INNING — LIBERTY — LOT OF FUN — MIAMI — KLIKK — RINK — SNOOKS — TRIPLE PLAY — TRIPLE THREAT — TWINKLE.

HUNDREDS OF OTHER GAMES . \$13.95 EACH, and up

Write Today for new list of all types of used phonographs. List includes many late model games, guns and phonographs.

1/3 Deposit With Order, Balance Notify

SOUTHERN AUTOMATIC MUSIC CO.

312 W. Seventh CINCINNATI, OHIO 542 S. 2nd St. LOUISVILLE, KY. 531 N. Capital INDIANAPOLIS, IND. 425 Bead St. NASHVILLE, TENN.

Cigarette Merchandisers' Association, to be held at the Newark Athletic Club next Saturday, April 5, were reported nearing completion today. Banquet reservations are expected to exceed 500 and many prominent persons in the cigarette and match industries are expected to attend.

Final arrangements for the banquet were discussed at a regular meeting held this week and presided over by John Groat. It was the pre-banquet meeting, and James Cherry, manager of the association, reported attendance reached a new high. E. J. Dingley, of the Unit Vending Company, Philadelphia, attended the meeting. Members also discussed federal wage and hour legislation.

The floorshow at the banquet will include John Howard, of the Cafe de la Paix, Hotel St. Moritz; Dr. Giovanni, slight-of-hand expert, and Della Norella, formerly at La Cong.

CONSOLES

Event JUNGLE CAMP, Com. Free Play \$95.00	
Pace SARATOGA, Convertible Free Play \$25.00	
Mills Square Balls	53.50
Pace SARATOGA JRS.	99.50
Jennings LIBERTY BELL	20.00
Jennings DERBY DAY	20.00
Exhibit TANTORAN	20.00
Keenee KENTUCKY CLUB	45.50
Mills RIO	22.00
Jennings MULTIPLE RACER	65.00
Jennings PICK EM	45.00
Jennings PADDOCK CLUB	45.00
Keenee Grey Head Truck Times	20.00
Exhibit JOCKEY CLUB	20.00
Bally TEASERS	15.00
Black Cabinet PAGES RACES	49.50
Mills SPINNING WHEELS	85.00
ROSEMOUNTS	15.00

ATTENTION: ARCADE OPERATORS

We carry a complete line of new Exhibit Supply Arcade Equipment.

Half Deposit With Order—Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE
2021-S Prospect Ave., CLEVELAND, O.

2-3-1
A SURE HIT!
Keenee's
100% SKILL GAME
\$69.50
TEXAS LEAGUER
SPECIFY
1c, 2c or 5c PLAY
ATLAS NOVELTY CO.
2200 N. Western Ave.
Chicago, Illinois
IMMEDIATE DELIVERY



SALES PROMOTION MANAGER CHARLES CASTLE (left), of the Success Manufacturing Company, congratulates Chief Engineer Nick Nelson on production of League Leader, baseball theme pin game.

Keenee's **TEXAS LEAGUER**
100% SKILL and BATTING 1000 EVERYWHERE!
\$69.50
SPECIFY 1c, 2c or 5c PLAY
OWL MINT MACHINE CO., Inc.
245 Columbus Ave.
Boston, Mass.
Immediate Delivery!

Cleve. Amusement Machine Operators Form Association

CLEVELAND, March 29.—Amusement machine operators in this area have formed an association known as the Cleveland Amusement Machine Operators' Association. Headquarters have been set up at 1001 N.B.G. Building. Approximately 75 per cent of those operating pin games and other amusement devices here are reported to be members.

Aim of the new organization is the betterment of the pin game industry here. Association is patterned after the New York organization. Officers of the association are: President, Harry Boyer; Vice-president, Harry Backs; recording secretary, Morton G. Mandell; treasurer, O. L. Collin; sergeant-at-arms, Hocco Laurie. Directors named to the board are George George, George Keppler, and James Donovan. Harry Elinoin has been named manager of the group.

Present plan is for board of directors to meet weekly, with general meetings to be called once a month, or more frequently if necessary.

Detroit

DETROIT, March 29.—Mrs. Gene Callahan, wife of the manager of Ajax Novelty Company, has arrived here from New York, where they formerly lived. Callahan has been here since taking over management of the firm three months ago and will establish permanent residence here.

Joseph J. Schermack, manufacturer of the Schermack postage stamp vender, reports increasing use of the machines in army camps.

Pearl Chandler, secretary of Modern Music Company, has announced her engagement to Emery J. Rich, factory representative of the International Mutoscope Reel Company.

Ben Robinson, of Robinson Sales Company, is back in town and reports a rush of activity in the used game field. Guns appear to be especially active, he says.

Eddie Clemons, of Modern Music Company, is completing plans for acquisition of a parking lot for the convenience of Modern Music customers.

John Budjack, of Budjack Enterprises, is putting the finishing touches on his new character-reading machine and expects to have it on the market in a few months. The large individually operated machine which has been on location at the Fox Theater for two months continues to do big business.

Maurice J. Feldman, of Central Coin Machine Exchange, downtown distributor, is keeping busy with increased activity in new and used coin machine lines.



F. T. NEWLIN, Houston, Tex., operator, demonstrates skill on Billy Silver Skates novelty game, kitzized by Billy Matthews (left), Memphis, Tenn., operator, and Bob Hunter, of Diele Sales Company, Memphis.

Beauty Operates Music And Cigarette Machines

Attractive Eleanor Harrison, daughter of Tom Harrison, McKees Rocks, Pa., operator, is following in her father's footsteps. "My dad got into the phonograph business when coin-operated music machines first came on the market," says Eleanor. Tom Harrison is actually the owner of the business, but Eleanor does the managing and keeps the books.

Equipment includes 600 phonographs and 300 cigarette venders, which are operated exclusively by Miss Harrison, and about 125 machines of various types. Eleanor has 15 employees, five trucks, and four automobiles in the service department under her domain.

"As for making this my career, I feel that I can answer definitely, yes! My ambition for the future," says Miss Harrison, "is to become even larger than we are now. It is one of the most interesting businesses to me, because it is highly competitive, and keeps me alert and on my toes at all times. Our profits are usually invested right back into the business by buying more machines. I try to buy 50 new phonographs and 50 new cigarette machines each year to keep up with the trend of the times. For that is where many operators fall down, they fail to keep up with the times, they let their equipment become obsolete."

In the operating end of the business she does not have a certain established percentage, she said. That is usually judged upon the gross business done by each location. Service and sincerity are the main operating points. She tries to



ELEANOR HARRISON
(Photo courtesy Mills Novelty Company)

give each location the newest and best coin machines. Her prime location is by no means elaborate, she declares, for it consists of a one-story affair with about 20 booths. There is no dancing space at all, yet the location must be serviced three to four times a week.

Miss Harrison attended the University of Pittsburgh, taking a business course. After that she says she entered the "universality of hard knocks" and doesn't feel any the worse for it. She attributes her business knowledge to the excellent instructions she received from her dad. She considers him tops in the field and hopes she can live up to the fine standards he has set in operating.

More Room for Sicking of Indiana

INDIANAPOLIS, March 29.—Having completely outgrown its old quarters here, Sicking Company of Indiana has moved to larger quarters at 923 Fort Wayne Avenue.

In discussing the new location and

Keeney's TEXAS LEAGUER

100% SKILL and BATTING 1000 EVERYWHERE!

69¢

SPECIFY 1c, 2c or 5c PLAY

REX AMUSEMENT CO.

710 S. Salina St.
Syracuse, N. Y.

Immediate Delivery!

OLIVE'S BARGAINS IN RECONDITIONED MACHINES

COUNTER GAMES	
Imp	\$7.00
Dooghooy	6.00
Lucky Pack	6.00
Solar Wild	6.00
Deuce Wild	6.00
Old Ace Pennon	4.00
Marvel St. Cigarette	15.00
Scars 1c Cigarette	15.00
O.T. 1c Orange Front, Black Cdn.	17.50
O.T. 1c Orange Front, Light Cdn.	32.50
Tot 1c Cigarette	10.00
Cent-Pack	4.50

Other Counter Game Bargains—With

CONSOLES	
Papa's Reels, 5c	\$75.00
Royal Lumo, 5c	100.00
Kiss Ball (As Is)	10.00
Jockey Club (As Is)	10.00
Kentucky Club (As Is)	10.00
Liberty Bell, Flat Top (As Is)	12.50
Bally Club House (As Is)	10.00
Top	17.50
Track Time, 1937 (Red Head)	35.00

1 BALL PAYOUTS	
Grand National	\$80.00
Grand Stand	67.50
Scout Pace	45.00
One-Two-Three	37.50

LEGAL EQUIPMENT	
Target Ball	\$15.00
Challenger Target	17.50
Alps Target	20.00
Bally Bull Gun	47.50
Jairdred Gun	60.00
Jaimeur Gun (With Base)	67.50

With the exception of those Machines sold "As Is," all Reconditioned Machines are thoroughly cleaned and checked—Ready to place on location. Guaranteed in A-1 Condition.

Terms: 1/3 Deposit, Balance C. O. D. WE HAVE ALL THE NEW GAMES ON HAND FOR IMMEDIATE DELIVERY. WRITE FOR PRICES.

OLIVE NOVELTY CO.
2625 LUCAS AVE., ST. LOUIS, MO.

Keeney's TEXAS LEAGUER

100% SKILL and BATTING 1000 EVERYWHERE!

69¢

SPECIFY 1c, 2c or 5c PLAY

SICKING, INC.

1401 Central Parkway, Cincinnati, O.
927 East Broadway, Louisville, Ky.

Immediate Delivery!

the firm's business. Max Zimet, manager, expressed gratification over the volume of business the firm has been doing and explained that now the firm will be in a position to carry on its display floor a more complete display of new and used machines and games.

The new location also provides more plentiful and convenient parking space for visiting operators, according to Zimet.

Clearance SALE!

Spring cleaning comes early at ATLAS—and here's your chance to save on a special group of 429 Free Plays, Bull, and Counter Games! All guaranteed mechanically perfect, refinished like new!

FREE PLAYS	
Score Champ	\$27.50
Big Six	24.50
Super Six	24.50
1-2-3 (30)	34.50
Free-One	22.50
Double Feature	22.50
(30) Over	28.50

MILLS BLUE FRONTS

1c	\$42.50
5c and 10c	47.50
25c	49.50

WAT. ROLA-TOPS

5c	\$21.50
10c	24.50
25c	27.50
50c	\$17.50

Send for complete list! Hundreds of all types new and reconditioned machines in stock for prompt shipment.

TERMS: 1/3 Deposit, Balance C. O. D.

FRIENDLY PERSONAL SERVICE

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

Carroll Vetterick Joins Jennings

CHICAGO, March 29.—Carroll E. Vetterick is now a member of the Jennings organization, it has been announced by Leo J. Kelly, vice-president of O. D. Jennings & Company.

"Vetterick brings almost 15 years of varied coin machine experience to the firm," Kelly stated, "and a following of friends which includes practically every member of the industry. For many years he managed a trade publication and his other experience includes two years of actual operating, in addition to sales promotional work with other coin machine manufacturers."

"In terms of experience, ability, and personality, Vetterick fits perfectly into the Jennings picture," Kelly declared. Vetterick in joining the firm paid tribute to O. D. Jennings, president of the firm. "I have admired Mr. Jennings since the day I met him back in 1927 and have regarded him as one of the industry's leaders. While I don't attempt to match wits with this lovely Irishman, I feel that I do share his enthusiasm and his confidence in the

future for coin-operated machines. As for the current Jennings line," Vetterick declared, "every model is designed for today's opportunities and there is a model to fit every operating requirement. Any operator who doubts that the good old days are with us again simply has not investigated the newest Jennings money-makers."

View-a-Scope for Use by Medicos

CHICAGO, March 29.—Enthusiastic reports from coinmen throughout the country are being received by Automatic Games regarding View-a-Scope, the firm reports.

"Many feel it's just like going to the movies or taking a vacation in the Grand Canyon, Yellowstone Park, Petrified Forest, Sequoia, or any of the other national parks or scenic spots of interest," declares H. P. Burt, firm official.

"Because the pictures are on transparent standard size motion picture film, you feel as tho you can reach out and actually touch scenes appearing on the pictures."

"Pictures viewed thru these transparencies have a quality, depth, and realism not obtainable in any other fashion. Because of this, a new type of View-a-Scope is under construction by Automatic Games for Mayo Clinic and the medical profession thru which doctors and hospitals can study latest modern operations and X-rays in third dimension."

Roll-a-Pack Tops, Reports Roy Torr

PHILADELPHIA, March 29.—Roy Torr, Philadelphia distributor who heads the company bearing his name, reports an enthusiastic reception for Roll-a-Pack. "The ovation is evidenced by the steady batches of orders we are receiving daily," he declares.

"Roll-a-Pack is just the kind of a penny play cigarette counter dice machine the trade wants and the public appreciates. It is attractive and requires only a small counter space. It is built with a reel principle which produces fast action and smooth performance," concluded Torr.

2331
A SURE HIT!
Keeney's
100% SKILL GAME
\$69.50
TEXAS LEAGUER
SPECIFY
1c, 2c or 5c PLAY
CENTRAL DIST. CO.
Grand at 23rd, Kansas City, Mo.
607 W. Douglas, Wichita, Kan.
IMMEDIATE DELIVERY

it's tops in appeal and originality
ACTION EVERY SECOND
PIKE'S PEAK
THE PEAK
IT'S FUN TO PLAY
MONEY-MAKER of 1941
\$32.50
5-Ball Counter Skill Game
Orders filled in order of receipt.
1/2 Deposit
GERBER & GLASS
914 Diversity Blvd., CHICAGO, ILL.
IT'S 100% LEGAL

it's tops in appeal and originality
ACTION EVERY SECOND
PIKE'S PEAK
THE THRILL GAME OF 1941
IT'S FUN TO PLAY
Variable playing speed, within a time-limit, gives novel playing thrills to this grand new 5-Ball counter game.
"A TWIST OF THE WRIST" controls balls and movable 3-dimensional playing field.
100% legality demonstrated in any territory. EARN PEAK PROFITS from your \$32.50 investment.
DIXIE SALES COMPANY
883 Union Ave., Memphis, Tenn.
IT'S 100% LEGAL

PIKE'S PEAK

Hit of 1941



100% legality assured or purchase price refunded. Skill and amusement features of PIKE'S PEAK have stood severe legal tests anywhere. Thousands of PIKE'S PEAK now making money for their owners in territories closed to other games. It will pay you to investigate our 10-day free trial offer.

See Your Nearest Distributor.

Made by

GROETCHEN TOOL CO.
130 N. UNION ST.
CHICAGO, ILLINOIS
WEST COAST OFFICE: John Kagan
978 1/2 So. Stearns Drive
Los Angeles, Cal.

\$32.50

Price Subject to Change Without Notice

it's tops in appeal and originality
ACTION EVERY SECOND
PIKE'S PEAK
THE THRILL
IT'S FUN TO PLAY
GAME OF 1941
WRITE—WIRE—PHONE
MEMBER
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

it's tops in appeal and originality
ACTION EVERY SECOND
PIKE'S PEAK
100% LEGALITY ASSURED
IT'S FUN TO PLAY
or Purchase Price Refunded
SKILL and amusement features of Pike's Peak will stand any legal test anywhere. Earn wonderful profits from thousands of locations now closed to other coin games. Its playing thrills are unequalled, its re-play profits reach an all time PEAK. Find out what a steady income your \$32.50 investment will buy.
RICHARD JOHNSON AMUSEMENT CO.
28 Morris St., Charleston, S. C.
IT'S 100% LEGAL

WRITE OR WIRE TODAY

For our Complete List of High-Grade Reconditioned Free-Play Games, etc. Also for our New Deal on New Games which will save you plenty of money.

AUTOMATIC SALES CO.

203 Second Ave., No.,

NASHVILLE, TENN.

SALUTE

MIGHTY Monarch of money-makers! So hot, so thrilling, so timely—operators hail it a bomb-shell of prosperity!

Geared to the topic of the day, SALUTE features dramatic naval war play at its greatest! SEVEN WAYS TO WIN.

Don't miss this chance to send your collections booming with Salute! Order immediately!

**STILL GOING STRONG!
BIG TIME**

BAKER
NOVELTY CO. Inc.,
1822 WASHINGTON BLVD.
CHICAGO

QUALITY SERVICE

THE HOUSE OF "GOOD WILL"

Short Stop . . . \$15.00	Louie's . . . \$17.50	Formation . . . \$37.50
Leader . . . 47.50	Dude Ranch . . . 28.00	Powerhouse . . . 32.00
Gold Star . . . 42.50	Sports . . . 25.00	Bandwagon . . . 42.00
Commodore . . . 13.50	Stars . . . 30.00	Pole . . . 32.50
Stratoliner . . . 37.50	Orionline . . . 37.50	Rotation . . . 17.50

All Games Reconditioned and Shipped Like New. We Carry a Complete Stock of New and Used Free Play Games. Terms 1/3 Down—Balance C. O. D.

AMBASSADOR VENDING CO. 789 CONEY ISLAND AVE. BKLYN. N.Y.

PREPARE FOR **MOHR** PROFITS
THAN YOU EVER SAW IN YOUR LIFE!

GET **"AMERICAN EAGLE"**

NOW WITH DEFENSE STRIPS

DAVAL'S PACIFIC COAST REPRESENTATIVE
MAC MOHR CO. 2916 W. PICO BLVD. LOS ANGELES, CALIF.

GUNS

Keeney Air Raider . . . \$130.00	Wurlitzer "500" . . . \$150.00
Seaburg Shoot the Chutes . . . 69.50	Rockola DeLux "39" . . . 135.00
Seaburg Chicken Sam . . . 45.00	Rockola Standard "39" . . . 125.00
	Seaburg Rex . . . 75.00
	Seaburg Royal . . . 80.00

1939 Seaburg Wireless Wallomatics
1/2 Cash With Order, Balance C. O. D.

SHAFFER MUSIC COMPANY
514 S. HIGH STREET COLUMBUS, OHIO

Distributors Laud Texas Leaguer

CHICAGO, March 29.—J. H. (Jack) Keeney, head of J. H. Keeney & Company, declares that distributor enthusiasm for the new Keeney release, Texas Leaguer, is at high pitch.

"We are swamped with orders for this 100 per cent skill game. It is an obvious reaction to the qualities of the machine. So great has been the response that it has been necessary to double production facilities. Distributors' comments on Texas Leaguer are most gratifying and confirm our confidence in the continuing success of the game."

"Our New York distributor declares that Texas Leaguer is set for top honors in sales and earnings. Morris Ginsburg, head of Atlas Novelty Company, Chicago, has been keeping our phones busy with repeat orders. Bill Cohen, Silent Sales Company chief, advises that operator enthusiasm for Texas Leaguer is unanimous and that it will be the most consistent profit-making equipment of the year.

Wildfire Demand Up

Production facilities on the latest J. H. Keeney & Company pin game release, Wild Fire, are reported to have been doubled during the last week.

According to sales chief William (Bill) Ryan, the game has rapidly achieved top popularity in every section of the country. "As a matter of fact," he stated, "Wild Fire is in such great demand that even with increased production we are under constant pressure to meet distributors' requirements.

Location after location is flaring up

2-3-1 A SURE HIT!

Keeney's
100% SKILL GAME

TEXAS LEAGUER

SPECIFY 1c, 2c or 5c PLAY

ARCO SALES CO.
1334 Spring Garden St.
Philadelphia, Pa.

IMMEDIATE DELIVERY

H. Z. MAKES IT EZ

FOR YOU TO MAKE MONEY WITH
MACHINES THAT WORK

Galileo . . . \$40.00	Formation . . . \$50.00
Punch . . . 30.00	Big Chief . . . 65.00
Short Stop . . . 32.50	Anal . . . 39.00
Home Run . . . 31.50	Chicken Sam . . . 47.50
Big League . . . 31.50	Pole . . . 40.00
Lead-Off . . . 37.50	Doughboy . . . 26.00
Broadsheet . . . 67.50	Rotations . . . 38.00
Paradise . . . 57.50	Armadillo . . . 50.00
School Days . . . 67.00	Band Wagon . . . 42.50
Stars . . . 65.00	Dude Ranch . . . 40.00
Four Homes . . . 37.50	Vaseline . . . 37.50
Leader . . . 50.00	Dave's "24" . . .

Write for Price List
1/3 With Order, Balance Shipped C. O. D.
WRITE FOR COMPLETE PRICE LIST OF ALL LATEST AND BEST NEW AND USED GAMES!

H. Z. VENDING & SALES, INC.
Nebraska's Largest Distributor
1205 Douglas, OMAHA, NEBRASKA

SPECIAL A-1 CONDITION

WESTERN MAJOR LEAGUE

BASEBALL FREE PLAY
USED ONLY 2 MONTHS
AT **\$104.50** EACH

American Coin Machine Co.
818 CARONDELET ST.,
NEW ORLEANS, LA.

into a lively hot spot of profitable play under the influence of Wild Fire, and it is most gratifying to note the revenue increases reported by operators."

Lucky Strike

NEVER BEFORE SUCH PLAYER APPEAL!

Real bowling action with all its thrilling excitement and suspense! 3 Step-up jacks. **LOWER JACKPOT PUNCHED OUT COMPLETELY!** \$25.00 top award, plenty of other big awards; a pair of consolation; 115 winners! Brilliant color and flashy design! 1080 holes.

No. 1680 LUCKY STRIKE
(5c PLAY—Special Thick—Tip Tickets)
PROFIT—Storage . . . \$41.00
SEND AT ONCE FOR LATEST CIRCULAR. JUST OFF THE PRESS, SHOWING 14 NEW GARDNER PROFIT-PULLERS!

GARDNER & CO. 2307 ARCHER CHICAGO, ILL.

There's MORE MONEY in operating with BIG PRIZE

WESTERN'S 1 or 5 BALL MULTIPLE
FREE PLAY HIT!
Immediate Deliveries!

[WATCH FOR ANNOUNCEMENT OF WESTERN'S SENSATIONAL NEW LINE!]

Western Products, Inc.
925 W. North Ave., Chicago, Ill.

2-3-1 A SURE HIT!

Keeney's
100% SKILL GAME

TEXAS LEAGUER

SPECIFY 1c, 2c or 5c PLAY

J. H. WINFIELD CO.
1018 Main St.
Buffalo, N. Y.

IMMEDIATE DELIVERY

MOSELEY'S SPECIALS

Machines listed below are slightly used and almost subject to price sale.

3-BALL FREE PLAY

1 Bally Scorpion	\$12.00	1 Exhibit Flipper	\$17.50
10 Bally Trampoline	11.50	1 Exhibit Rebound	17.50
1 Bally Reserve	7.50	1 Chicago Coin Ocean Park	17.50
1 Bally Pink Em.	14.50	1 Chicago Coin Nippy	19.50
1 Bally Fruit Invol.	22.50	1 Chicago Coin Major	17.50
1 Bally Vaseline	10.00	1 Chicago Coin Polo	19.50
1 Bally Chevron	10.00	1 Chicago Coin Commodore	17.50
1 Gottlieb's Big Top	10.00	1 Chicago Coin O'Boy	22.50
1 Gottlieb's Drum Major	23.50	2 Baker Dough Boy	24.50
1 Keeney Cowboy	17.50	1 Stoner Ritz	15.00
1 Keeney Thriller	17.50	1 Chicago Coin Trapper	12.50

1-BALL

1 Bally Santa Anita	\$110.50
1 Bally Long Shot	125.00
1 Bally Record Time	87.50
1 Bally Gold Cup	48.50
1 Bally Kentucky, F.S.	148.50
1 Mills 1-2-3, Cass Pay	24.50
3 Exhibit Game, Convertible	21.50
5 Mills 1-2-3, Miter	22.50
1 Mills 4 Balls	210.00

5-BALL NOVELTY

1 Genco Auto Derby, 2 Stoner Chubby, 1 Bally Bally's Eye, 1 Chicago Coin Ocean Park, 1 Chicago Coin Trapper, 1 Exhibit Flipper—\$7.50 Ea. (Or will take \$30.00 for the lot)	
--	--

CONSOLES

2 Mills Jumbo Parade, F.P.	\$85.00
1 Mills Jumbo Parade, C.P.	85.00
4 Paces Races, J.P. Model	125.00
1 Paces Races, Cash	92.50
1 Evans Ski Ball	45.00
1 Evans Galloping Dromedary, 1937	42.50
1 Metropolitan Air Raider, F.S.	125.00

The above prices are effective April 5, 1941. Write us for your price on new machines. 1/3 certified deposit must accompany order, balance C. O. D. Write and 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

It's DAVAL'S "21"

The greatest of all DAVAL'S great overseas games! Reel "21"—"according to Itale" with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$11.00 in Pennies and more than \$25.00 in Nickel, 1c or 5c or 10c model. Perfect Small Reel QUICK!! Reel 1 1/8" Diameter—Pat. C. O. D. CASE OF 4 —for your first Case of 4 TODAY!!



SAMPLE
\$19.75
CASE OF 4
\$72.50

J. E. COBB DISTRIBUTING COMPANY
512-14-16-18 SOUTH SECOND STREET, LOUISVILLE, KENTUCKY

TWO NEW HITS!

"NEW COMBINATION"	"BLACKOUT"
840 HOLES SLOT AND DICE TICKETS	780 HOLES TIP TICKETS
Takes in \$42.00	Takes in \$39.00
Average Payout... 19.89	Average Payout... 19.09
Profit... \$22.11	Profit... \$19.91
A THICK BOARD SNAPPY LOOKING	BEAUTIFUL 5-COLOR PRODUCTION



GLOBE PRINTING CO. • 1023-27 RACE STREET • PHILA., PA.

QUALITY SPEAKS FOR ITSELF

Stratofiners	\$67.50	Dixie	\$39.50	ONE BALL FREE PLAY	
Attention	55.00	Crossing Powerhouse	39.00	Dark Horse	\$125.00
Leaders	50.00	Fox Hunt	37.50	Sport Specials	90.00
Pala	37.50	Lead Off	29.00	Record Times	100.00
Stylines	35.00	Limelight	29.00	One-Two-Three (40)	74.50
Yacht Clubs	30.00	Home Runs	25.00	One-Two-Three (39)	34.00
Sports	28.50	Bally Beauty	24.50	High Flyer	18.50
Mascot	25.00	Score Cards	24.50	Gold Cops	29.50
Glamour	24.50	Felines	19.50	Eureka	32.50
Vaseline	24.50	Use Deck	14.50	Congo	19.50
Ritz	22.50	Aviators	12.50	Topper	15.00
Commodore	19.50	Trump	10.00	President	14.00
Red Hot	17.50	Scopes	13.50	Fairgrounds	34.50
Life of Carl	17.50	White Balls	13.00	Arrowhead	22.50
O'Boys	15.00	C. O. D.	12.00	Artillery	15.00
All American	50.50	Big Six	10.00	Across the Board	15.00
Yankee	54.50				
Gold Star	52.50				

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNegie AVE., CLEVELAND, OHIO.

CLEAN, GOOD-WORKING CONDITION

Four Races	\$62.50	Attention	\$64.50	Felines	\$18.50
Repeater	65.00	Broadcast	62.50	Chips	17.50
Big Chief	54.50	Doughboy	34.00	Sporfy	28.50
Dixie	36.00	Zombie	52.50	Big Show	22.50
Yankee	54.50	Crossline	52.50		

S & W COIN MACHINE EXCHANGE
2724 N. Bremen Street, MILWAUKEE, WISCONSIN



LOUISE STANLEY, Buckley Music Systems Girl, showers smiles of approval on the Buckley music box.

INCOME DEFENSE

↓ ↓ ↓ ↓ ↓

SKY FIGHTER

TRADE MARK
U. S. Patent No. 2,212,257
Other Patents Pending

Gottlieb Horoscope Reveals "No Rest"

CHICAGO, March 29.—"It must be in the stars for Dave Gottlieb that there's to be no rest for him, not even on his short vacation in Florida, because he's not getting a rest," said a spokesman of D. Gottlieb & Company.

"Having gone to Florida for a brief vacation," he went on, "Dave reports that a number of distributors happened to be down there, too, and they've turned the vacation into a business trip.

"It's all because of our new game, Horoscope. These distributors are in daily contact with their offices, and having been advised of the marvelous reception of the game by the trade, they're beseeching Dave to exert his influence for more and faster delivery."

Operators Buying For Summer Needs

CHICAGO, March 29.—Al Stern, Monarch Coin Machine Company executive, states that he has discovered a reason for the heavy game buying by Monarch customers at this time.

"With unemployment rapidly dwindling, pay rolls up, and a marked improvement in the economic status of America, optimism is the keynote among coinmen. Instead of buying only for a short season, they are buying for an extended period of operation, to last from now until summer has passed.

"I have noted that operators are already committing their locations for the rest of the year and they are making commitments with us for large quantities of both used and new equipment of every nature."



MANUFACTURED BY
INTERNATIONAL MUTOSCOPE REEL CO., Inc.
44-01 11TH STREET
LONG ISLAND CITY, N. Y.
BUY NOW FROM YOUR NEAREST MUTOSCOPE DISTRIBUTOR

2, 3, 1 A SURE HIT! Keeney's 100% SKILL GAME

TEXAS LEAGUER

SPECIFY 1c, 2c or 5c PLAY

Friedman Amusement Co.
441 Edgewood Ave., S. E. Atlanta, Georgia
IMMEDIATE DELIVERY

THE YEAR'S GREAT-
EST MONEY MAKERS!

LEAGUE LEADER

SUCCESS' BASEBALL
THRILLER PIN GAME HIT!

A Proven
Profit Leader
Everywhere!

9 WAY SCORING! FLASH!
COLOR! ACTION!

And
NIGHT
BOMBER

UP TO
\$80 WEEKLY
FOR OPERATORS!

BLACKOUTS!
SEARCHLIGHTS!
THRILLING NEW
PLANE ACTION!

300 SHOT
RAPID FIRE
GUN MACHINE
SENSATION!

IMMEDIATE
DELIVERY
FROM YOUR
DISTRIBUTOR
NOW!

YOU'VE
SUCCEEDED
with
Success
Mfg. Corp.

2626 W. WASHINGTON BLVD.
CHICAGO, ILLINOIS



PERSONNEL OF HANKIN MUSIC COMPANY, Atlanta, who officiated at the recent opening of new and modern quarters. Front row, left to right: Jerry Mevlin, Betty Goldstein, Lester Black, Mrs. M. Hankin, Morris Hankin, Natalie Hankin, A. Weinberg, T. A. Farr, and F. Lewis. Second row: Joe Walden, L. D. Smith, Virginia Paul, Walter Weibel, H. R. Payne, B. L. Tribble, Mrs. A. Weinberg, and Joe Weissman.

Casino Is A.B.T.'s Revival of Old Game

CHICAGO, March 29.—Revival of one of the first coin-operated machines in a new and modern cabinet has been announced by the A. B. T. Manufacturing Corporation, Chicago. It is within the memory of everyone to recall the old upright machines which had hundreds of pins on a backboard, spaced to allow coins to bounce and trickle their way to the bottom. The coin was inserted into a slot on the side of the game from whence it was shot by a lusty whack from the player's hand. After tricking thru the pins, the lucky player's coin landed in one of a number of pockets which entitled him to a prize or cash return.

Such is the new machine offered by A. B. T. In its new modern cabinet and design it is called Casino. The new machine has a circular glass thru which the progress of the coins may be watched. There are five pockets in which the player's coin may produce a winner; six intermediate spaces are between the pockets. Five jackpots filled with coins are visible.

"The game is absolutely mechanical and therefore easy to operate," declare officials of the firm. "It is particularly suited for counters where it will gather up the stray coins in players' pockets. It will bring back memories to the player—memories of fun of years ago when he played a similar machine.

"The name Casino itself tingles with action—and action it will bring when played in any good location. Its modern design makes it suitable for the best of locations and its difference from present-day counter games will guarantee it outstanding attention.

Denver

DENVER, March 29.—Al Roberts, manager of Wolf Sales Company, reports business on the upgrade. Recent purchasers of Wuritzer equipment include Tom Howenke, Colorado Springs; Ginsburg Music Company, Roswell, N. M.; Broder Novelty Company, Albuquerque, N. M., and M. W. McBroome, Colorado Springs. Intermountain Distributing Company, Salt Lake City, sub-distributors for Utah, has purchased its fourth carload of machines, he reports.

Ed Bully, formerly of Music Service Corporation, Omaha, and recently associated with operations in North Platte, Neb., has been employed as route manager by Jack Shuman, of the Wyoming Vending Company, Cheyenne.

The Rocky Mountain Soundies Company has added Nebraska to its territory for Panoram. Gano Senter, head of the company, and Wallace S. Porth, attorney, suffered injuries when their automobile overturned at Tecolote, N. M., on the return from a three-week business trip to Los Angeles. Both are in a hospital at Las Vegas, N. M. Their injuries are not serious.

Gibson Bradshaw, of Denver Distributing Company, reports an increased amount of business, which verifies reports that things are booming in the Rocky

Mountain territory. Bradshaw is taking a trip thru Southern Colorado and New Mexico and will spend a few days in Los Angeles resting up from the recent rush of business.

Recent visitors at Wolf Sales Company included A. P. Bales, of Cheyenne, Wyo.; Charles Curtis, Alt. Colo.; Jack Wycaves, Greeley, Colo., and George Fiorina, Santa Fe. N. M. Fiorina is installing a remote control set-up at Mary's Inn in Santa Fe, which his son, Louis, recently built and is now operating.

Paul M. Phillips, owner of the Des Moines Vendors Craft Company, Des Moines, Ia., was a recent visitor at the Rocky Mountain Soundies Company here. Phillips, Iowa distributor for Panoram, also visited his mother, who resides here.

George Rosenfeld and Dan Brennan, territorial salesmen for Wolf Sales Company, are back in Denver. Rosenfeld reports the prospects in New Mexico especially good, with concentrations of soldiers increasing daily. Brennan reports Utah, Wyoming, Northern Colorado, and Eastern Idaho going strong, with good sales to Tubby Boyle, new Wuritzer operator in Blackfoot, Idaho; Jack Adams, of Sheridan, Wyo., and Andy Stevenson, of Salt Lake City, who ordered 22 machines. Owen Osborne, of Grand Junction, Colo., is expanding his music operations. R. E. Edwards has been added to the service staff at Wolf Sales.

The Rock-Ola ToneColumn is receiving a good reception in the Rocky Mountain region, according to Gibson Bradshaw, of Denver Distributing Company. Guns of all varieties and penny and nickel amusement machines are also sporting in sales. A. K. Campbell, of Scottsbluff, Neb., recently purchased a big order of Eppers. J. H. Lamberton, Idaho operator, recently purchased a truckload of used phonographs, guns, and other machines. Three members of the staff of Denver Distributing Company were recent victims of a throat ailment, but all three—Gibson Bradshaw, Morgan Ireland, and Marie Blue—are on the well list again.

Keeney's
**TEXAS
LEAGUER**

100% SKILL
and
BATTING
1 0 0 0
EVERYWHERE!

69⁹⁹

SPECIFY 1c, 2c
or 5c PLAY

SIMON SALES, INC.

437 W. 42nd St.
New York City, N. Y.

Immediate Delivery!

Lake City's Specials!

FREE PLAYS	
Pickers ...	\$12.00
Makers ...	10.00
Red Nuts ...	12.00
Follies ...	14.00
Punch ...	20.00
Jump ...	14.50
Bus Score ...	10.00
Big Six ...	10.00
Western Trip ...	14.50
Super Six ...	14.50
Avolon ...	\$10.00
Alports ...	10.00
Redskins ...	10.00
White Balls ...	14.50
Omig ...	19.50
Chief ...	10.00
Topnotcher ...	14.50
Vega ...	14.50
Big Game ...	17.50

ONE BALL FREE PLAYS	
'29 1-2-3 ...	\$25.00
Fairgrounds ...	22.50
Eureka ...	27.50
Arrow Head ...	15.00

MISCELLANEOUS
Kentucky Oaks ... \$32.50
10¢ and 25¢ Cherry Ball Blots ... 46.00
1/2 Deposit—Balance C. O. D.

LAKE CITY NOVELTY CO.

1816 East 30th St., CLEVELAND, OHIO

WANTED

Balermen familiar with the operating and wholesale Candy and Tobacco trade in Illinois, Ohio and Missouri to carry a line of Balermans and Novities for old established firm.

BOX D-51, Billboard, Cincinnati, Ohio

2-31

A SURE
HIT!

Keeney's
100% SKILL
GAME

69⁹⁹

**TEXAS
LEAGUER**

SPECIFY
1c, 2c or 5c PLAY

ROY MCGINNIS

2011 Maryland Ave.
Baltimore, Md.

IMMEDIATE DELIVERY

★ Once again
ATLAS brings
you the BIGGEST
PROFIT
PRODUCER in history
—DAVAL'S "21"
—the game you
need NOW for BIG
PURE - FIRE,
STEADIER,
EASIER
PROFITS!

SAMPLE
\$19.75
CASE OF 4
\$72.50

FOR '41—

1% with orders
Bal. C. O. D.

FRIENDLY
PERSONAL
SERVICE

**IT'S DAVAL'S
"21"**

Atlas NOVELTY CO.

2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. OFFICES: ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH



THIS STEEL PRESS FOR CUTTING large sheets of steel is part of the machinery which recently has been added by O. D. Jennings & Company to gear up production capacity.

Grand National Up on Delivery

CHICAGO, March 29.—Al Sebring, head of Grand National, Chicago, announces that its reconditioning department is once again running neck and neck with receipts of used equipment. "This is one of the toughest seasons we've ever had," said Sebring, "as far as deliveries are concerned. But with used equipment coming in and demands for delivery greater than ever before, we were on quite a spot for a few weeks."

Mac Churvis, sales manager of the company, back from a trip throughout the Midwest, reports he met with enthusiasm wherever he went. "The general consensus of opinion seems to be that this will be the biggest season ever," said Churvis. "As far as we are concerned, orders on the books tell us how big the season is going to be, and that's far more important than any impressions one can gather."

Big Prize In New Model

CHICAGO, March 29.—Big Prize, free play pin game release of Western Products, is now available as a regular table game, it has been announced.

As a console type game, Big Prize is reported to have enjoyed great popularity among operators. Officials of the organization expect the table-type version of the one or five-ball machine to be as greatly in demand.

Don Anderson, Western sales manager, advises that both models will continue in production. "We have noted a steadily growing interest in Big Prize, thanks to the reports of its consistent earnings in all types of locations and in all territories," he declared. "The flash, color, and action built into the game, along with the excellent basic construction, make it an all-round dependable unit for permanent operation."

Defense Program Ups Baltimore Biz

BALTIMORE, Md., March 29.—The national defense program is having a decidedly favorable effect upon local coin machine operations, according to local distributors and operators.

The large contracts received by aircraft and other industries for goods essential to defense have resulted in new home developments, particularly in the vicinity of the larger plants. With this has come the opening of new retail establishments that are ideal spots for phonos and games.

The selective service has resulted in the enlargement of Camp Meade, which will bivouac some 40,000 soldiers. The selectees when on leave make a bee-line for near-by towns and metropolitan centers. As a result, patronage of establishments having phonos and games is decidedly heavier.

Philadelphia

PHILADELPHIA, March 29.—Harry Litt and Albert J. Cook are the newest additions to the ranks of local music machine operators. "It is because of *The Billboard*," said Litt, "that I ventured into the music machine business. In my opinion, it's the best paper for operators." Similar sentiments are expressed by Cook.

Jack Berstein, head of Berlo Vending Corporation, leader in the local candy vending field, has been shifted from the office of president of the Loft Candy Corporation to the newly created position of chairman of the executive committee of the board of directors. Maurice L. Wurzel, a director, is now president.

Industry members will be happy to learn that Arthur L. Pockras, president of Universal Amusement Company, has fully recovered from his recent illness.

George Jones, of Young's Music Company, operator at Easton, Pa., is off for a year's military service.

Mrs. Smyth, co-partner in Tantal & Smyth, is not only a good operator, but an excellent cook as well. Her bittersweet chocolates, chock-full of nuts, are a related morsel of fellow operators.

Motor Parts Corporation, local Columbia-Okch distributor, aims to pay more attention to operator needs in promoting the platters. And in line with the awakening, salesman Elliott Wexler has been taken off the street and made sales promotion head.

Appropriate ceremonies marked the installation of a new Wurlitzer machine in the record division of Raymond Rosen Company, local Victor-Bluebird distributor. Paul Knowles, who has



MR. AND MRS. M. M. MOSEN, of Central States Shows, pictured with a battery of arcade machines on display at the Exhibit Supply Company's factory showroom.

YOU CAN ALWAYS
DEPEND ON

Chicago
Coin GAMES

FOR HIGHEST EARNING
POWER AND LARGEST
RESALE VALUE!

They're made better
to start with!

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

Amstel	\$32.50	Dixie	\$29.50	Rotation	\$22.50
All American	37.50	Formation	42.50	Roller Derby	17.50
Big League	17.50	Panley (Jack Pot)	14.50	Stratoliner	37.50
Bloodie	22.50	Gold Star	42.50	Scorp	17.50
Bandwagon	42.50	Line Up	37.50	Super Six	14.50
Brite Spot	17.50	Leader	40.50	Triumph	14.50
Cross Line	37.50	Madras	37.50	Speed Demon	37.50
Castles	27.50	Powerhouse	32.50	1/3 Dep. With Order, Bal. O. O. D.	
Double Feature	17.50				

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N.Y.

command of the operators' counter, had his three-year-old daughter, June, on hand to do the honors. June christened the machine. Not with a champagne bottle, but, appropriately enough, with a phonograph record. She then jiggered to the delight of the operators present.

Speedy Herman, chief of service of Lederer Music Company and a self-admitted jiggerbug, reports that he has found a natural platter for his many Negro locations. Speedy says that the first records of *Jumpin' Pumpkins* by Duke Ellington are going great guns at the first locations of this type tested.

Elliott Wexler, of Motor Parts, will have the town going hilariously. He has made a tie-up with all the beer distributors in town to exploit the music machine possibilities of Karl and Harty's hilariously recording of *Let's Have Another Beer*.

Acme records, new label made in New York, is shopping around for a local distributor. Anthony Bove, local maestro, has recorded his music for the new label.

Eddie Burke, who with his brother, Bill, leads the music machine operating field in near-by Chester, Pa., is preparing to reopen his El Rancho Club near Chester.

In like manner Raymond Rosen Company steps up its Victor-Bluebird record

Keeney's TEXAS LEAGUER

100% SKILL and BATTING 1000 EVERYWHERE!

\$69.50

SPECIFY 1c, 2c or 5c PLAY

MOSELEY VENDING MACHINE EXCH., INC. 00 Broad St. Richmond, Va.

Immediate Delivery!

set-up. Eddie Heller, operators' contact chief, was promoted head of the newly created radio and record sales promotion department. Having new office quarters and a separate mailing department, plan is to co-ordinate sales with the promotional efforts fashioned by Heller.



You fit into the picture!

When a Bally designer sits down to work, you're standing beside his drawing board! Your actual requirements, as an operator, determine the basic pattern of every Bally game.

Bally's friendly contact with operators in every section of the country keeps Bally engineers posted on operators' problems . . . and results in the Bally policy of looking at problems through the eyes of the operator.

That is why Bally pioneers in the development of new, profit-boosting ideas . . . why Bally games always pack an extra jolt of play-appeal . . . why Bally games last longer on location, require less service, earn more money and command premium re-sale prices.

You can bank on a Bally game—because YOU FIT INTO THE PICTURE of Bally engineering, production and sales policy!



NOW IN VOLUME 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.

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO - ILLINOIS

Operators Applaud Allied Service

CHICAGO, March 29.—Allied Novelty Company, Chicago, is elated over the commendation given its machines by two large operators, reports Sam Kleiman, company official. "They tell us that they are proud of the machines they obtained from us, so fine are these machines mechanically and in appearance."

"Allied has always borne in mind what a machine must have in order to be a money-maker on location. We know that looks and performance are paramount. So we have tried to specialize in that kind of merchandise. How well we have succeeded is proved by the continually growing volume of orders we are receiving and the way our business has expanded."

Sterling Novelty Enlarging Quarters

LEXINGTON, Ky., March 29.—With 18 years' experience as an operator of coin machines under his belt, Hokie Goldberg formed the Sterling Novelty Company three years ago for the purpose of functioning as jobber and distributor for various coin machine manufacturers. The firm's business has grown steadily, and along with adopting a policy of advertising every week in *The Billboard* plans were made to build an addition to its present building.

According to Goldberg, the addition when completed will afford more display space for new and used machines and give them one of the finest shops in the country for repairing and overhauling used machines. All used machines

are thoroughly overhauled before they are shipped, explained Goldberg. In addition to carrying a large stock of machines on display at all times, the firm also does a large business on salesboards.

FREE PLAY BUYS TO OPEN YOUR EYES

Attention . . . \$57.50	Vocation . . . \$20.00
All American . . . 57.50	Yacht Club . . . 22.00
Amulet . . . 30.00	Speed Demon . . . 17.50
Broadway . . . 33.50	
Big Chief . . . 41.50	\$15.00
Bandwagon . . . 35.50	Billy Beauty
Cosette . . . 36.50	Big Leap
Flicker . . . 40.00	Big Show
Fleet . . . 33.00	Big Top
Formation . . . 38.00	Bowling Alley
Gold Star . . . 40.00	Overboard
Leader . . . 42.50	Triumph
Line Up . . . 33.50	Mr. Chief
Metro . . . 32.50	C. O. D.
Powerhouse . . . 32.50	Scott's Chance
Red, White & Blue . . . 30.00	Rotation
Reel Draft . . . 30.00	Royal
Sports Parade . . . 37.50	Red Hot
Stars . . . 35.50	Short Stop
Seven Up . . . 39.00	Fallies
Star-Liner . . . 32.50	Lucky
Zonkie . . . 32.50	Muscat
Bright Spot . . . 18.00	Miami
Bordertown . . . 27.50	Nippy
Bonnie . . . 21.00	Punch
Cadillac . . . 28.50	
Drum Major . . . 20.00	\$13.50
Dude Ranch . . . 25.50	Major
Dixie . . . 25.00	O'Boy
Glamour . . . 22.00	Super Six
Hold Over . . . 22.50	
Home Run . . . 17.50	\$12.50
Jolly . . . 17.50	Double Feature
Landlord . . . 18.50	Factory
Polo . . . 26.50	Flagship
Score-Line . . . 22.00	Long Run
Spoopy . . . 22.00	Twinkle

Terms: 1/3 Cash, Balance C. O. D.

COUNTER GAMES:

NOW DELIVERING: Texas Lounger, Pike's Peak, View-a-Scop, Skooter, 1c Machine Vendors, A. B. T., New Casino and Targets.

PENNY ARCADES:

Complete Line of New and Rebuilt Machines. See Us Before You Buy! WRITE FOR OUR FREE 1941 CATALOGUE. Send 10c for "PROFITS IN PENNIES"—The Arcade Operator's Guide.

"THE ARCADE KING"

MIKE MUNVES

593 TENTH AVENUE
NEW YORK CITY
All Phones: NY 5-4877

Keeney's TEXAS LEAGUER

2-31

100% SKILL and BATTING 1000 EVERYWHERE!

69¢

SPECIFY 1c, 2c or 5c PLAY

Western Distributors, Inc.

1226 S. W. 16th St., Portland, Ore.
3126 Elliott Ave., Seattle, Washington

Immediate Delivery!

Coin Machine Operators WANTED

... We have a list of excellent Amusement Parks who have asked us to install Penny Arcades. If you can invest \$3,000 up (terms can be arranged) we will turn over one or more of these leads to you, equip the entire arcade for you, and guide you in its proper operation. For full details write or wire TODAY.

International Multiscope Reel Co., Inc.
44-01 11th St., Long Island City, N. Y.

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.

Here's That Terrific **LUCKY STRIKE** CIGARETTE GOUTER O A M E with Ball Gun Vendor. New! Has no used 3 seal! New popular brand cigarette—play, high award 10 packs (150-odd). Fortune telling feature, 1c play.

\$14.75 Order Quick!

The Calvert Novelty Co.
708 N. Howard St., Baltimore, Md.

2-31

A SURE HIT!

Keeney's 100% SKILL GAME

69¢

TEXAS LEAGUER

SPECIFY 1c, 2c or 5c PLAY

SAVOY VENDING CO., Inc.

651-53 Atlantic Ave.
Brooklyn, N. Y.

IMMEDIATE DELIVERY

A SMASH INTO THE GRANDSTAND OF CASH

SUPERIOR PRODUCTS
14 NO. PEORIA ST. CHICAGO, ILL.

SUPERIOR LEADS OFF, AS IN THE PAST, FOR NEWER IDEAS AND BIGGER PROFITS... THE 1941 BASEBALL BOARDS SURPASS ALL OTHERS FOR ENTERTAINMENT AND MONEY-MAKING QUALITIES... FEATURING THE NEW DYNAMIC CUTS, THE SENSATIONAL SUPERIOR BASEBALL BOARDS ARE DESTINED TO BE THE SOCKO WINNERS OF THE YEAR... THEY CAN'T FAIL TO COP YOUR PENNANT OF APPROVAL...

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Northwest Show Jottings

MINNEAPOLIS, March 29.—Seen and heard at the third annual Northwest Coin Machine Show March 25-28 in Radisson Hotel here: Ted Bush, Acme Novelty Company; and Wurlitzer officials William Mosberger, M. H. Harter, and others in deep conversation. . . . William (Sphinx) Cohen, Silent Sales Company, and Sam Taran, Mayflower Novelty Company, in agreement on a hot argument concerning pros and cons of the business. . . . Jerry Haley, Buckley Music System, Inc., helping distributor Gopher Sales Company's Barney Corbin put finishing touches to display. . . . Jonas Bessler, Hy-G Amusement Company, pointing out highlights of Seeburg's Symphonola for 1941 to a group of operators. . . . Sol Gottlieb, D. Gottlieb Manufacturing Company, proudly presenting, for the first time, his firm's new Horoscope pinball game.

Archie LaBeau was pleased with the appearance of the Book-Ola Leadership Girl, all decked out in finest raiment—

she made quite a hit with the coinmen. . . . Mutoscope's Drive-Mobile, exhibited by Acme Novelty Company, getting plenty of attention. . . . Wallace C. Johnson, P. C. Hayer Company, new Victor distributor here, and Harold D. Knapp, RCA-Victor record specialist, introducing Maestro Joe Reichman to operators. . . . Reichman headlined at the Orpheum this past week. . . . Pete Van Nef, Minnesota Amusement Games Association, scurrying back and forth to see that everything was going off as per schedule. . . . Tom Crosby, association president, rather proud of the fine attendance at his group's third annual show. . . . Herman Paster, Mayflower Novelty Company, funnier than ever, bringing plenty of laughs with his nonsensical carryings-on. . . . Doug Gleason, Acme Sales Company, got plenty of plaudits for the fine entertainment program he arranged for the dinner-dance Wednesday night. . . . Walter W. Hurd, The Billboard coin machine editor, giving the critical eye to all the exhibits and expressing a hope he will be able to return in the summer for some of that fine Minnesota fishing. . . . Kolsey Dietrich, of Ghaska, association vice-president, moving thru the throngs to see that everybody was enjoying himself. . . . Don Leary, publicity chief, seeing to it that all the press men present were well taken care of. . . . A. S. Buck, association secretary-treasurer, lining up the excellent prize list given away at the dinner.

Henry (Hy) Greenstein, Hy-G Amusement Company, and Spencer (Pete) Osis, J. P. Seeburg Company, in deep conversation—could it be they were plotting more Seeburg sales—it could be. . . . E. T. Barron, E. T. Barron Manufacturing Company, welcoming the vending machine operators and displaying the new vendors. . . . Entertainment Chief Doug Gleason made a mistake in not putting Oscar (Ozco) Truppman, of Acme Novelty Company, on the entertainment program—Ozco tickled the ivories in no mean manner as he sat down to the piano to relax Monday eve prior to the show—a goodly crowd gathered round in a hurry. . . . Archie Pence, Automatic Piano Company, Minneapolis, and Jonas Bessler, Hy-G Amusement Company, were discussing a pertinent point of the coin machine industry, no doubt, as they drew off into a corner. . . . Eddie Schwartz, printer-extraordinary for the coin machine industry in Minneapolis, serving as unofficial greeter. . . . The girls at the registration desk—their names are not at hand—did an excellent job of handling the large throngs intent upon getting in to view the exhibits. . . . A member of Minneapolis Police Department was on hand to control the traffic in and out of the display room.

All in all, it was a grand show, a grand dinner, a grand floorshow and a swell dance, and the Minnesota Amusement Games Association and its officials are being congratulated by all.

Harry Payne Is Rolling Big, Steady Profits Right Down Your Alley With..



CUB



SAMPLE \$13.95
CASE \$75.00
OF 6

ACE



SAMPLE \$14.95
CASE \$80.00
OF 6

H. G. Payne Co.

312-314 BROADWAY
NASHVILLE, TENN.

2231
A SURE HIT!
Keeney's
100% SKILL GAME
\$69.00
TEXAS LEAGUER
SPECIFY
1c, 2c or 5c PLAY
ROBINSON SALES CO.
3100 Grand River Ave.
Detroit, Michigan
IMMEDIATE DELIVERY

Mrs. Y. L. Crews Resigns

MIAMI BEACH, Fla., March 29.—Mrs. Yulee Lowe Crews has resigned from the Miami Beach branch of Modern Vending Company. Leon Seiger, formerly district field manager for Modern, takes over her duties April 1. Mrs. Crews' future plans have not yet been made known.



H. F. JONSON, OPERATOR of Rock Island, Ill., poses with Exhibit Supply Company's current game, Sun Beam.

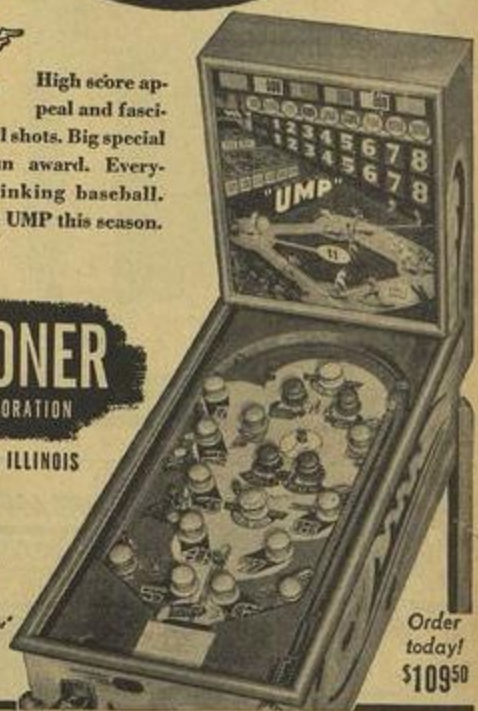
Stoner's UMP



7 exciting ways to win!

High score appeal and fascinating skill shots. Big special Home Run award. Everybody's thinking baseball. Cash in on UMP this season. It's a hit!

STONER
CORPORATION
AURORA, ILLINOIS



Order today!
\$109.50

BUDIN'S BUYS ARE AMERICA'S FINEST BUYS!!

STONER	BALLY	EXHIBIT
Disc, Feature . . . \$10.00	Cross Line . . . \$27.50	Leader . . . \$45.00
Armada . . . 45.00	Flicker . . . 60.00	Story . . . 55.00
GOTTLIEB	GENCO	Zonola . . . 58.00
Gold Star . . . \$41.00	Bandwagon . . . \$42.00	1/3 with Order, Bal. C.O.D.
CHICAGO COIN	Big Chief . . . 44.00	Write for Our Complete List
All American . . . \$59.50	Formation . . . 40.00	at all the Cities and Best
Santa Parade . . . 65.00	Metro . . . 22.50	New and Used
Stratolite . . . 53.50	BAKER	Machines
	Line Up . . . \$39.50	today!

BUDIN'S, INC. 174 SO. PORTLAND AVE.,
BROOKLYN, N. Y. Telephone: NE 6-3700
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

Fort Worth

FORT WORTH, Tex., March 29.—Operator Bob Martin is completing an attractive home in the Oakhurst section on Primrose Street. It will be ready for occupancy April 10. Martin operates music and amusement games.

A number of new wall box installations have recently been made by Fort Worth music merchants. Some of the jobs have as many as 20 boxes.

The recent Live Stock Show and Rodeo brought some 200,000 visitors to the city and operators enjoyed an increased business for several weeks. Business with

operators, as a whole, is fine. Fort Worth is booming. Hotels and rooming houses are full, tourist camps are packed, and rent houses are at a premium. New places of business are opening weekly, and operators are smiling.

Bill Gersh, of Byrde, Richard, & Pound, was a recent visitor to Cow Town. Along with Ernest Walker, he enjoyed a rodeo performance.

There is some talk going around about a Southwest Coin Machine Show during 1941. Some have suggested that a show in this area would be profitable for the entire industry. It would be held in the fall, either at Dallas, Houston, or San Antonio.

2 GREAT GAMES WITH ULTRA-REFINEMENTS!

EVANS' GALLOPING DOMINOS

The Original Consoles
—And Still Tops!

New Design
Playing
Top

New Finish
Coin
Head

Super Jack-
pot, \$6.50
All Cash!

New
2-Tone
Cabinet

Machine-
Gun Effect
Payout

TOMMY GUN

Lowest Priced Gun!
Send for Circular

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO



ON THE AIR WITH HORACE HEIDT last week, Al Botkin, music operator, and Sylvia Herman, of the record department of Modern Vending Company, acquitted themselves nobly. Al gave the music machine industry a great send-off. Shown in front of the mike are Botkin (left), Horace Heidt, and Nat Cohn, of Modern.

W. B. Kansas City Showing Is Success

KANSAS CITY, Mo., March 29.—William (Bill) Betz, W. B. Novelty Company executive, reported that the recent showing held at W. B. showrooms here was acclaimed by operators as the greatest coin machine demonstration the city has ever known.

Supervised by Earl Holland, Seeburg representative; Harry Silverberg, Miss Gunz, and Bill Betz, the two-day affair was attended by hundreds of Northwestern Missouri and Eastern Kansas music men, their families, and employees.

"Many operators brought along their customers, location owners to whom they wished to present the new line first hand," said Silverberg. "It proved to be a good idea, as orders placed during the showing were far and away beyond our fondest expectations and have continued in increasing volume since."

San Antonio

SAN ANTONIO, Tex., March 29.—Coin machine activities in this winter resort city are sailing along. Distributors report good sales of all types of equipment, with phonographs and music equipment leading the grand march. Tables are showing an upward trend in sales, and penny counter machines are in heavy demand. Bulk merchandise vendors are holding their own, with many new units appearing. Ray guns are doing their share to keep the wolf from the operators' doors, and penny weighing scales are keeping fat folks from eating too much. The winter tourist trade has been pleasing and with the many defense activities in this area San Antonio operators expect a continued high business during 1941.

N. E. Operators Are Aided by Owl Mint

BOSTON, March 29.—Ed Jack, and Al Ravreby, of Owl Mint Machine Company, are working with New England operators to assist them with new business methods which lead to greater efficiency and more all-round profits. It is reported.

Ed Ravreby, in explaining the practice, said the firm had discovered that some operators were neglecting the most obvious business rules. "They were operating on a hit-and-run method," Ed stated, "that left them in the dark as to the amount of profit they realized on each machine."

"We have therefore stepped beyond the bounds of just sales and repairs and are aiding the operators in setting up their businesses so that they have a complete statement of their condition at all times. We are convinced that the business is solidifying daily and that operators need to pay closer attention to the details of business."

Bob Newman, son of the late Pat Newman, well-known coinman of this city, is now a full-fledged lieutenant in the United States Flying Corps. Word was recently received announcing his graduation with honors in Stockton, Calif. Mrs. Pat Newman is carrying on the business of the San Antonio Novelty Amusement Company alone and is doing a grand job.

Harold Thompson, distributor for Seeburg music equipment, was a Dallas visitor recently. Harold reports a grand reception has been given the Seeburg 1941 music line.

Sam May, coin machine ranchman and distributor, reports that 1941 to date has been grand and he expects to wind up one of the biggest year's business he's ever had.

LEAD WITH MONARCH!



★ Reel, slanting "21" blacklock action with Automatic Coin Divider and two separate EXTRA LARGE Cash Boxes. Operator's Cash Box holds \$11.00 in Pennies—more than \$35.00 in Nickels! 3 different models — 1c or 5c or 10c 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 1434) CHICAGO, ILL.

BADGER BARGAINS

PHONOGRAPHS	AMUSEMENT MACHINES
Seeburg 1939 Classics	Bally Rapid Fire
Wurlitzer 500 Keyboards	Keeney Anti-Aircraft Gun
Rock-Ola De Luxe	Bally Bull's Eye
Wills Music Thrones	Chicken Game, with Band
Seeburg Orions	Rock-Ola Ten Pins
Rock-Ola 1939 Standards	Rock-Ola World Series
Seeburg Gaians	Western Baseball
Imperial 20, Rock-Ola, Illuminated	Bally Eagle Eye
Wurlitzer 619, Ill. Grille	Kirk's Baseballs
	Bally Allies, 1940 Models

Terms: 1/3 Cash Deposit With Order, Balance C. O. D.

OUR NEW 1941 CATALOG JUST OFF THE PRESS.
Our 32-Page Catalog Contains Hundreds of Reconditioned Machines, Supplies, Accessories, and Parts.
Most Complete Coin Machine Catalog Ever Offered. Don't Fail To Send for Your Free Copy Today.

BADGER NOVELTY COMPANY

2548 N. 30TH STREET, MILWAUKEE, WIS.

Groetchen Games Into Production

CHICAGO, March 29.—Orders booked at the 1941 Coin Machine Show for Groetchen's Kliz, blackjack game, and Pok-o-Reel, both equipped with coin dividers and location cash boxes, indicated such an overwhelming demand that Groetchen officials decided to create larger production facilities before undertaking the filling of any orders, reveal Groetchen officials.

"After six weeks of intensive preparation the go-ahead signal was given last week on Groetchen production lines for Kliz and Pok-o-Reel.

"At the Coin Show the streamlined elegance of Kliz and Pok-o-Reel delighted the eyes of all operators," said a Groetchen official. "Locations welcome the installation of both games."

A SURE
HIT!

Keeney's
100% SKILL
GAME

TEXAS
LEAGUER

SPECIFY
1c, 2c or 5c PLAY

CLEVELAND COIN
MACHINE EXCH.

2021 Prospect Ave., Cleveland, Ohio

IMMEDIATE DELIVERY

ADVERTISE IN THE BILLBOARD — YOU'LL BE
SATISFIED WITH RESULTS

Palastrant Host to New Englanders

BOSTON, March 29.—Ben Palastrant, district manager for the Packard Manufacturing Company, was host to over 500 guests from all over New England at his annual show of Packard products held at Hotel Copley Square March 18. Guest of honor was Homer Capehart.

Arnold Vallancourt, factory service manager, lectured on the mechanisms of the firm's products and conducted a question-and-answer period afterward. On hand to assist Palastrant in keeping up with the order demand were W. P. Hansel, distributor for this region, and Peter Kallechey, salesman.

Among the guests present were Bert Klapper, Mr. and Mrs. Charles Foote, Nicholas Russo, Adolph Dugas, James Sarubi, Al Dolan, Mr. and Mrs. James Ballbon, Jack Bondeau, Jack O'Day, L. A. Jordan, J. W. Lambert, Mr. and Mrs. R. Letteller, Mr. and Mrs. M. A. Malvin.

Mr. and Mrs. L. M. Newcomb, J. W. Clirley, H. A. Miles, Mr. and Mrs. DeSiner, Mabel F. Greene, Mr. and Mrs. James M. Bonnell, James Zarich, Dean Moroski, Mr. and Mrs. C. Kallechey, Fred Petti, Mr. and Mrs. J. P. Gagnon,

Mrs. B. Fineberg, Mr. and Mrs. A. G. Fallon, Edward Trepanier, Roberta Chase, Thomas Eaton, Mr. and Mrs. Guy Boko, Mr. and Mrs. Tom Rider, Mr. and Mrs. Paul Clark, A. Kirby, Trudy Smith, Charles O. Ford, Mary Bartlett, Edward Millbender, Evelyn Beaudin, Charles L. Bassett, Mrs. Harry Toubert, Alfred Dupre, Mr. and Mrs. Leon Grover, Mr. and Mrs. G. Rochefort, William Meckler, F. Kenneth Duxbury, Edward J. Dillon, Nolan D. Fuller, Mr. and Mrs. B. Kolick, Mr. and Mrs. Joseph Katz, Robert C. Itde.

Genco in Top Spot With New Ten Spot

CHICAGO, March 29.—Genco's new winner, Ten Spot, is reported off to a flying start. "It's a game with more thrills and chills than anything we've produced recently," remarks Meyer Gensburg, Genco executive. "Ten Spot has real action and one of its important advantages is the fact that it is easy for the player to understand. Instead of being forced to study the action of the game and go thru three or four games before he knows what it's all about, the player can see by the simple rules and after the first few balls knows exactly what the action is and just what the play features are."

Operators from Maine to California are ordering Ten Spots in huge quantities. Operators tell us that they are glad when a new Genco game comes out, because they've found that buying Genco games keeps them ahead. Ten Spot is liked more than anything Genco has put out in a long, long time. By operating only Genco games, operators are assured of the smallest possible operating cost, because Genco games always bring in higher trade-in prices.

Baltimore

BALTIMORE, Md., March 29.—Keeney's Wild Fire is the newest offering received by Roy McGinnis here. Game has met with a fine initial reception. Exhibit's Sun Beam has also been received by McGinnis, and initial sales indicate it will be as popular as the other recent favorites of the firm. McGinnis reports sales of both new and used machines represent a substantial increase over the corresponding period of last year. Shipments are being received but not in the quantities desired.

Rock-Ola's ToneColumn is selling big in the territory, states Aaron Goldsmith, head of the Hub Enterprises. A telegram received by Goldsmith from Rock-Ola advises that everything possible is being done to supply him with the merchandise to fill his orders.

Genco's new Ten Spot has arrived at the Hub Enterprises.

Standard Sales Company, headed by Max Gaby, cigarette, cigar, and candy vending machine operator, has secured a new and better location at 2111 North Charles Street.



M. J. SMITH, treasurer and new manager of credit and collections for the Packard Manufacturing Company, Indianapolis. Homer Capehart, president of the firm, in making the appointment, declared that there is no man better fitted to handle the position.



MAKE A BUNDLE!

Mills 4 Bells is only one machine but just about as powerful at making money as eight ordinary machines combined! Four slug-proof slots with selective double-up feature; four separate payouts off one central Mills Mystery Bell mechanism. Order from Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill. Phone Capitol 2210.



2+31
A SURE HIT!
Keeney's
100% SKILL GAME
\$69.50
TEXAS LEAGUER
SPECIFY
1c, 2c or 5c PLAY
PLATTE
AUTOMATIC AMUSEMENT CO.
107 N. Jeffers St. North Platte, Neb.
IMMEDIATE DELIVERY

STERLING BARGAINS
Bally Rapid Fire Submarine Gun... \$85.50
Mills Jumbo Parade, F.P., with new coin head... 87.50
Mills Vest Pocket Bell... 27.50
Bally Record Time... 92.50
Bantam Lucky Luck, Big Play... 89.50
Paper Race, Brown Cabinets, with Jewel, 30 to 1 odds... 94.50
Bally Big Gun... 129.50
ARJ-Armored Gun... 107.50
Terms: 1/3 Deposit, Balance C. O. D.
Write for our complete list of Used Machines.
STERLING NOVELTY CO.
689 S. Broadway, LEXINGTON, KY.

Keeney's TEXAS LEAGUER
100% SKILL and BATTING 1000 EVERYWHERE!
SPECIFY 1c, 2c or 5c PLAY
\$69.50
SOUTHERN AUTOMATIC MUSIC CO.
540 S. 2nd St. LOUISVILLE, KY.
312 W. 7th St. GINGINNATI, O.
521 N. Capitol INDIANAPOLIS, IND.
425 Broad St. NASHVILLE, TENN.
Immediate Delivery!

3 BAR JACKPOT
1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31
PRICE \$3.65 EACH
OTHER FAST SELLERS
1025 Hole, F-5280, Wonder 3 Bar Jackpot at... \$2.73
1200 Hole, F-5275, Horses 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.

Atlas Sets Up Special Display
CHICAGO, March 29.—Indicative of the trend towards complete modernization of their offices and showrooms was the announcement by the Ginsburg brothers, of Atlas Novelty, of the construction of a specially designed display room and background to house the new Seeburg phonograph models.
The phonograph display was designed by one of Chicago's leading display artists. Morrie and Eddie Ginsburg are proud of this newest addition to their branch offices.
At the same time Phil Greenberg, manager of the Atlas Novelty Company's Pittsburgh office, announces that the gala grand opening of their new location will take place April 20.

USED FREE PLAY TABLES
Genco 7 Ups \$85.00 Baker Deluxe \$52.50
Genco 4 Posts \$6.50 Baker Line Up 40.00
Genco Big Chief 47.50
Texas State Tax, \$20.00 Extra.
These Tables Are Extra Good.
WALKER SALES CO.
Box 117, 3400 Franklin, WACO, TEXAS

MILLS PHONOGRAPHS CONSOLES BELLS TABLES
Distributor
KEYSTONE NOVELTY & MFG. CO.
26th & Huntington Sts., Philadelphia, Pa.
Baltimore Office: 815 Cathedral St., Baltimore, Md.

EXHIBIT'S



SUNBEAM



*-continues
TO GET THE
HEAVY PLAY*

Ask Any Smart Operator

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

Bally Console Sales Increase

CHICAGO, March 29.—"Operators are getting ready for one of the biggest summers in years," says George Jenkins, general sales manager of Bally Manufacturing Company. "That statement is based on the marked increase in sales of Bally consoles during the past few weeks.

"Defense activity is putting millions of dollars into the spending-money pocket of Mr. and Mrs. Average Citizen, and headline headlines are creating a boom demand for fun and relaxation. According to our surveys, resorts, beaches, tourist camps, roadside grills, night clubs, and other fun spots are preparing for the biggest summer in years. Judging by the way orders for Bally consoles are coming in, operators are also getting ready for big business.

"The Bally console line includes a machine for every type of player, every type of location. First in favor are the two push-button poker games, which play regulation draw poker on five spinning reels. Royal Draw is the payout model; High-Hand, the replay model, can also be converted to automatic payout. Our Big Top, three-reel electric bell, originally introduced with comic animal reels, is now available with the old favorite bell-fruit reels. Rounding out the line, we are in production on the Roll-Em two-reel dice console with a seven-can-play coin-head and a new double-or-nothing build-up feature. All Bally consoles have proved their profit-power on location, and operators who start a string of Bally consoles now can be sure of a long run of big profits."

Game Sales Show Increase

CHICAGO, March 29.—Bud Lieberman, head of the distributing firm of the same name, states that used game sales have shown a large increase the past few weeks.

"Our policy of offering only the best reconditioned games has much to do with the upward sales trend," stated Lieberman. "We spare no effort in obtaining large stocks of such equipment.

"The growing Lieberman clientele can thank the combined experience of the firm's personnel for the fine equipment which we are making available."

Miraben Gets Call on Parts

CHICAGO, March 29.—"A continually increasing number of coinmen are depending on Miraben for parts and supplies," advises Ben Lutake, of the Miraben Company.

"We long ago foresaw the need for a central source of all types of coin machine parts and accessory equipment," he said, "and we determined to provide a



ED WISLER's appointment as district manager for Packard in the Imperial Valley of California, Southern Nevada, Arizona, and New Mexico has been announced by Homer Capozzi, president of Packard Manufacturing Corporation, Indianapolis.

service of this nature that could not be duplicated anywhere. That we have succeeded in doing so can be attested to by the volume of material which we ship each week."

Keene's TEXAS LEAGUER



100% SKILL and BATTING 1000 EVERYWHERE!

69.50

SPECIFY 1c, 2c or 5c PLAY

ACTIVE AMUSEMENT MACHINES CORP.

900 N. Franklin St., Philadelphia, Pa.

Immediate Delivery!

You'll Make a Pretty Penny With Daval's "21"



Reel 21 — "according to Hoyle" with Daval's famous 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!

SAMPLE \$19.75
CASE OF 4 \$72.50



WRITE! WIRE! PHONE!

Birmingham Vending Co.
2117 Third Ave., N., Birmingham, Ala.

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

WRITE for our NEW PRICE LIST

We have available over 1,000 free play games, paytables, consoles and phonographs.

GRAND NATIONAL SALES COMPANY
2300-08 West Armitage Ave. Chicago, Illinois

A VAST VARIETY OF VALUES . . .

Is Included in Our Free Price List. Make this list your guide to more Profitable Operation. Write for it NOW!!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

WANT TO BUY
1938 TRACK TIMES AND
SUPER TRACK TIMES
BROWN PACE'S RACES (30 to 1)
BAKER'S RACES
(Mention Serial Numbers and Lowest Cash Prices)
CHROME VEST POCKET BELLS (5c Play)
WE BUY, SELL AND EXCHANGE
2547 Louth St.
ST. LOUIS, MO. 171 CALL NOVETY CO.

Keene's TEXAS LEAGUER



100% SKILL and BATTING 1000 EVERYWHERE!

69.50

SPECIFY 1c, 2c or 5c PLAY

GORMAN NOVELTY CO.
85 Genesee St.
Utica, N. Y.

Immediate Delivery!

Reel '21' Black Jack

DRAW YOUR OWN HAND

BLACK JACK according to Hoyle with Automatic Coin Dividers and Two EXTRA LARGE SIZES. Some Cash Boxes Operator's Cash Box holds over \$11.00 in Nickels—more than \$25.00 in Nickels 1/2, 5¢ or 1¢.



SAMPLE \$19.75
CASE OF 4 \$72.50

"CUB"

3 Reel-3 Way Play With Automatic Coin Dividers

★ A REAL OPERATOR'S MACHINE! 2 Separate Cash Boxes and Dapal's famous Coin Dividers. Standard Dividers Model 719-22. Also available in 20¢, 25¢ and 50¢ models. Take your choice of Cigarettes, Fruit or Number Reels. ORDER QUICK!



SAMPLE \$13.95
CASE OF 6 \$75.00
Size Just 5 1/2" x 10 1/2"

"ACE"

5 Reel Poker Play With Automatic Coin Dividers

★ Eliminate need for meters. Cut down BIG CASH BOX FOR OPERATOR. 6" x 10" Yields. Reel windows covered when not being played. 12, 16 or 10¢. PLAYER KEYS. BELL POKER PLAYS.



SAMPLE \$14.95
CASE OF 6 \$80.00
Size 6 1/2" x 10 1/2"

TRY A SAMPLE

of each machine or any one of them. If not satisfactory return in 10 days for full refund of purchase price.

BALL GUM

15c Per Box, 100 Pieces. Case of 100 Boxes, \$12.75.
1/2 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.
927 E. Broadway, Louisville, Ky.
SICKING CO. OF INDIANA
923 Ft. Wayne Ave., Indianapolis, Ind.

Cash, Music, Cigarette, Scales, Arcade Machines.

O'BRIEN

89 Thames St. Newport, R. I.

FACTORY SALE!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.
BOX 285-C, MINNEAPOLIS, MINN.

Baker's Salute Heralds Prosperity

CHICAGO, March 29.—Announcement from the offices of the Baker Novelty Company, Inc., Chicago, reveals that its new five-ball novelty game, Salute, is piling up records on location and gaining praise from operators.

"Salute is gathering new laurels for our company," officials of the company state. "It is rolling up record collections for operators because of the appealing play of which players never seem to tire. Added to this are such factors as the precision Baker construction which assures perfect operation.

"Initial orders for Salute prove the greatest advance demand ever hooked for a new game." Officials of the company state that they were compelled to again go into production on Big Time because of the orders coming in. "A constant stream of orders for Big Time tells a new kind of cashbox story," they say.

Continue Expansion At Chicago Coin

CHICAGO, March 29.—Despite the continued demand on Chicago Coin production lines for Sport Parade, the improvement program recently launched by the Chicago Coin Machine Company is being carried out without delay, according to officials of the organization.

"New, more efficient lines are rapidly being completed to take care of the new and finer equipment being planned for immediate future release," advises Sam Gensberg, Chicago Coin executive. "Every department is undergoing revision and when the program is completed we expect to have the most efficient plant in the country."

Sam Wolberg, co-executive, declared that the employee is not being overlooked in the new program. "Inasmuch as there cannot be efficiency without employee comfort, we are making every provision for better working conditions for workers," he said.

Keeney's TEXAS LAGGER

2-31

100% SKILL and BATTING 1000 EVERYWHERE!

\$69.50

SPECIFY 1c, 2c or 5c PLAY

MONARCH COIN MACHINE CO.

1545 N. Fairfield Ave., Chicago, Illinois

Immediate Delivery!

SPRING CLEAN-OUT SALE

ALL FREE PLAY GAMES
Wipe—Phone—Write—While They Last.
All Reconditioned—Ready To Operate.

Bloop	\$10.00	Mr. Chips	\$16.50
Cheer	10.00	Crook	12.50
Varsity	10.00	Dary Jones	10.00
Brook	10.00	Buckaroo	12.50
Credible	15.00	Yacht Club	19.50
Liberty	10.00	Pylon	27.50
Bang & Co.	10.00	Scour Champ	22.50
Stop & Go	10.00	Tackles	10.00
Rebounds—New		Lucky	16.50
Units	15.00	Champion	14.50
Thriller	12.50	Super Charger	13.50
Triple Threat	10.00	Major	16.50
Contact	10.00	Happy	15.50
Big Show	15.00	Group (Price)	
Bobble	10.00	Locally New	17.50
Lancer	16.50	Sports	19.50
Variation	27.50	Six Feels	12.50

MISCELLANEOUS

25 Cent-3 Packs (Registers) — 2 Back Doors! Each \$ 5.50
Chicken Sam Ray-o-Lite Gun 42.50
Colum (Auto. Payroll) 10.50
Classic (Auto. Payroll) 10.50

Terms: 1/3 Deposit, Balance C. O. D.

NATIONAL SALES & DIST. CO.
1001-7 East 39th St., KANSAS CITY, MO.

IN THOUSANDS OF SPOTS THE SPOTLIGHT'S ON BUCKLEY MUSIC SYSTEM WITH DIRECT "TOUCH TO TOUCH" ACTION

BUCKLEY MUSIC SYSTEM is not just another means to bring music to a location and yet save your old equipment—it's the ONE SURE WAY to give your location BETTER TONE!!! And, as every trained operator knows, BETTER TONE means BIGGER PROFITS! BETTER TONE of the Buckley MUSIC SYSTEM makes friends of your location! BETTER TONE of the BUCKLEY MUSIC SYSTEM gains the respect, appreciation and admiration of your location owners AND EARNS BIGGER, STEADIER PROFITS FOR YOURSELF! Get going NOW! PUT ALL YOUR SPOTS IN THE SPOTLIGHT WITH Buckley Music System DIRECT "Touch-To-Touch" ACTION—AND—BETTER TONE!!

SEE YOUR NEAREST DISTRIBUTOR TODAY! LEARN WHY BUCKLEY MUSIC SYSTEM IS STEALING THE SHOW ALL OVER THE COUNTRY

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Henry W. Sides (Special Representative) 1230 Broadway | FARIBAULT, MINN.
Gopher Sales Company 601 Central Ave. | NEW ORLEANS, LA.
Buckley Mfg. Sales Co. 2215 Canal Street |
| ALLENTOWN, PA.
Paula Vending Co. 102 E. Endust Ave. | FRESNO, CALIF.
Joe H. Baker 154 N. First St. | PIEDMONT, N. C.
Picture Music Co. 100 Pydras St. |
| AMSTERDAM, N. Y.
Columbia Novelty Co. 9 Blood Street | FORT WAYNE, IND.
Indiana Sales Company 209 So. Cornell Circle | OAKLAND, CALIF.
Bior Music Company 850 E. 14th St. |
| ASBURY PARK, N. J.
Casino Amusement Co. Merrimack & R. R. Ave. | GREENVILLE, N. C.
McCormick Music Co. 217 E. Fifth St. | OMAHA, NEB.
Howard Sales Co. 1508 Farnum St. |
| BALTIMORE, MD.
Oriole Coin Mach. Corp. 128 W. Mt. Royal Ave. | HABANA, CUBA
L. H. McManis Bacardi Bldg. No. 301 | ORLANDO, FLA.
Southern Music Co. 603 W. Central Ave. |
| BELLMORE, L. I., N. Y.
Supreme Vending Co., Inc. 201 Grand Ave. | HOUSTON, TEX.
Bar Amusement Co. 1512 McDuff St. | OTTAWA, ILL.
Wolfe Music Company 820 E. Main Street |
| BIRMINGHAM, ALA.
Birmingham Vending Co. 2117 Third Ave., North | INDIANAPOLIS, IND.
Wired Music 626 Madison Ave. | PASSAIC, N. J.
Famous Distributors 53 Amsterdam Ave. |
| BOSTON, MASS.
Bond Sales Company 1022 Commonwealth Ave. | LADOGA, IND.
Merry Whit Amusement Co. | PHILADELPHIA, PA.
Universal Amusement Co. 2010-12 Market St. |
| BROOKLYN, N. Y.
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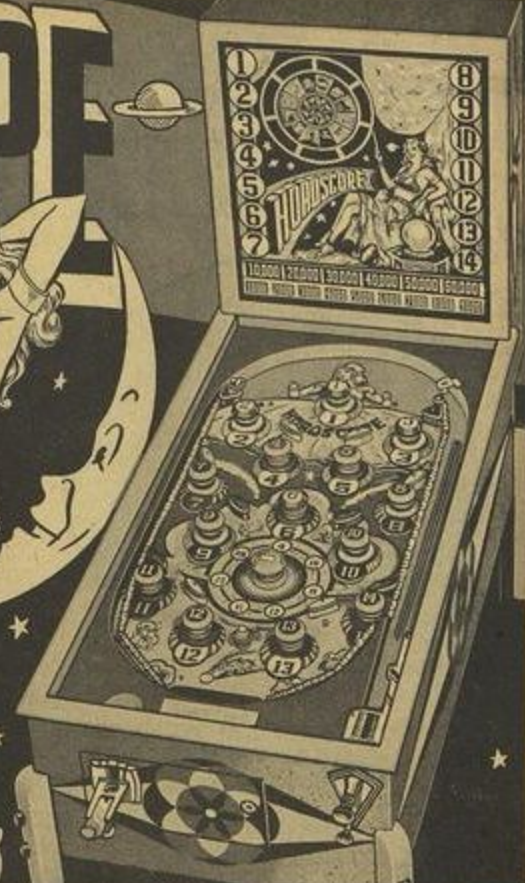
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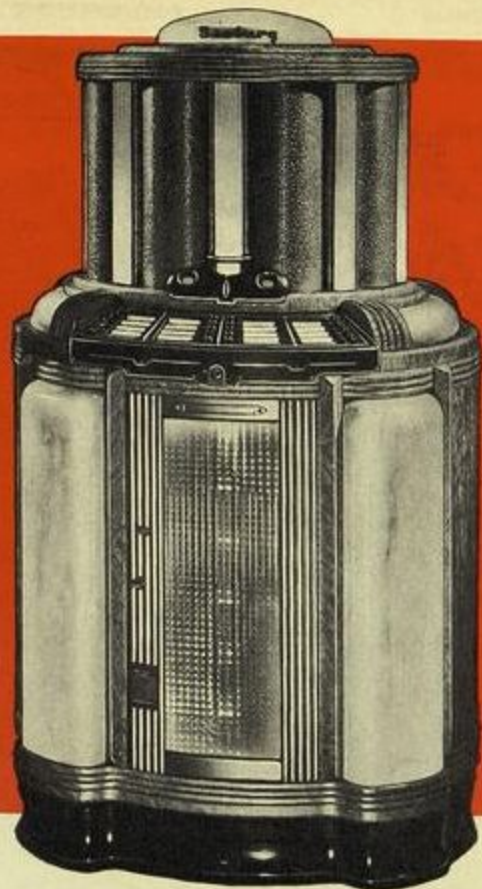
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