

The Billboard

The World's Foremost Amusement Weekly

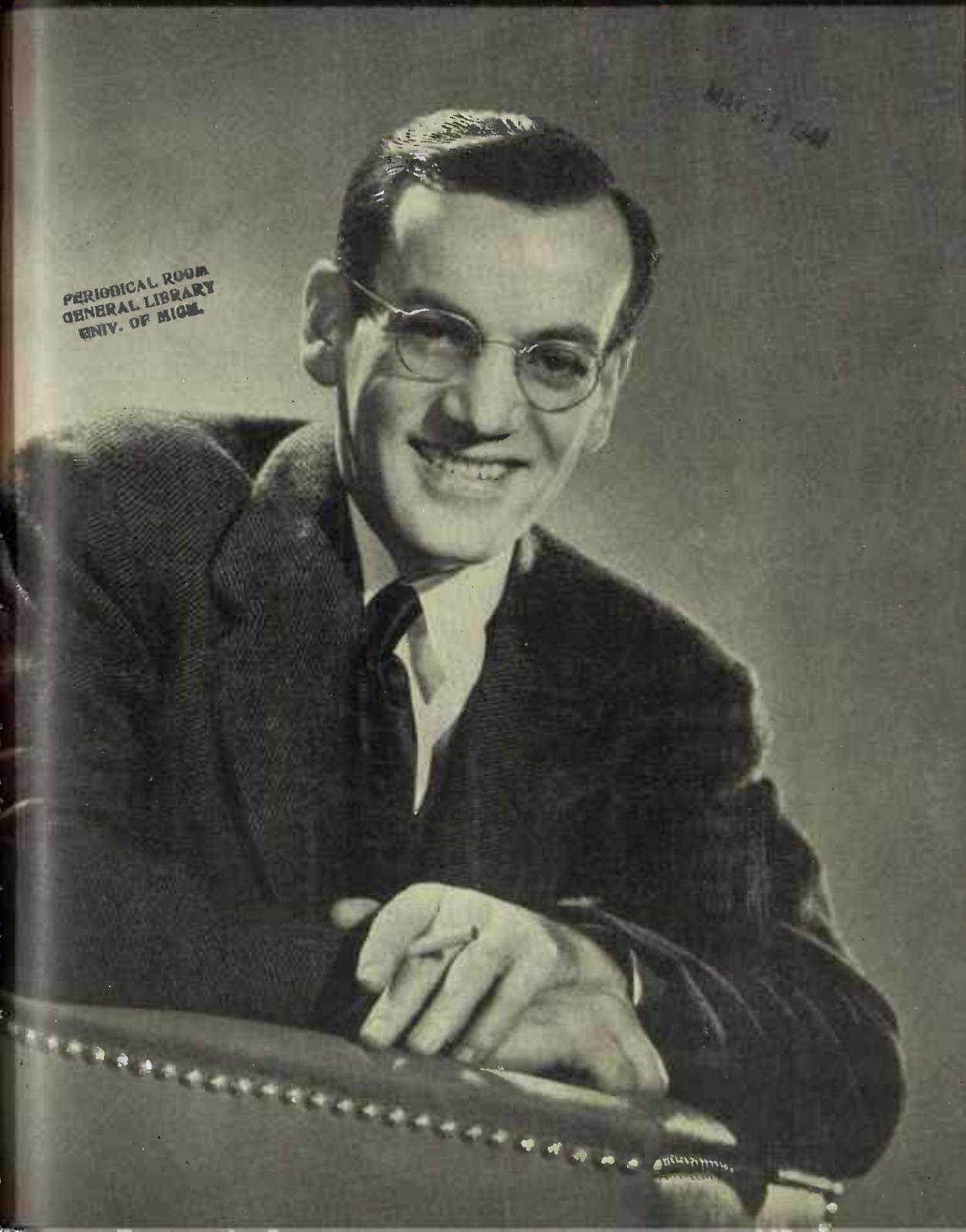
MAY 24, 1941

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Vol. 53. No. 21

PERIODICAL ROOM
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MAY 21 1941



First Time Winner
Second Consecutive
Year

The Billboard
Annual College
Music Survey

**GLENN
MILLER**

And His Orchestra

Chesterfield Cigarettes
Bluebird Records

Opening Hotel Pennsylvania
New York, October

★

The *Billboard* presents
important **Facts and Figures** on
SHOW BUSINESS ★ *and the* ★ **DEFENSE PROGRAM**
in the **MAY 31st** issue ★

A LARGE portion of the billions of dollars being spent for defense is going toward paying the wages of workers in thousands of defense projects. These workers and their families will be spending proportionate shares of their newer and greater earnings for much-needed entertainment.



IN THE May 31st issue, The *Billboard* will answer the following questions of major importance to every showman interested in playing territories where defense expenditures will place money in the hands of an entertainment-hungry populace:

**How Much Money Has Been Appropriated
For Defense Expenditures?**

**In What Cities and Towns Is This Money
Going To Be Spent?**

**How Many People Are There in Each of
These Towns?**

**Where Are the Nation's Army Camps, Naval
Bases and Air Bases Located?**

The Merchandise Department
of the **MAY 31st** issue of
The *Billboard* will be devoted to
PATRIOTIC  **MERCHANDISE**

More and more the trend is toward patriotic merchandise. The Merchandise Department of the May 31st issue of The *Billboard* will carry a special feature article on patriotic merchandise.

Reserve Your Copy Now!

Contact your nearest office of The *Billboard* for information.

★

COMPLETE, accurate and official lists; analytical and interpretive stories on show business and the defense program will appear in this important issue!

watch ★
★ *for it!*



The Billboard

Vol. 53
No. 21

The World's Foremost Amusement Weekly

May 24,
1941

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FCC DOMINATES NAB CONFAB

First Chi Army Unit Looks Good At Camp Opening

PORT SHERIDAN, Ill., May 17.—Red Hot and Blue, first of the army camp shows sponsored by *The Herald-Examiner* in the Sixth Corps area, opened here Monday (13) for a two-day stand. It was an stupendous start, more than 1,100 soldiers and civilians attending the two opening-night shows (7 and 9 o'clock) and giving the performance their approval. The army post theater seats about 800, most of the seats being plain wooden benches, fairly comfortable. There is an ample stage, fair dressing room facilities, and the auditorium is well lighted. Scenery carried by the unit is only fair, but adequate for its purpose. Show leans strongly to old-time vaude and has some excellent talent. Work of singing and talking acts was hampered by an inadequate or poorly regulated p. a. system which did not provide sufficient volume.

Vincent Gottschalk, emcee, started the show with some sprightly introductions, but his extravagant use of superlatives irritated rather than built up the acts. A personable, nicely costumed line, the *St. American Sweethearts*, entertained with a neat dance routine. In the line are Vera Rogerson, Marilyn Kruse, Virginia Jacobs, Ruth Bell, Gloria Zuberi, and Nedra Miller. Ballard and Bas, standard vaude act, were a riot in their knockabout comedy drunk act. Frank Purne offered clever impersonations which would have gone over much better had the mike been properly regulated. Francis, exotic dancer, displayed little talent but had sufficient sex appeal to get a big hand. Emcee Gottschalk gave a pleasing demonstration of mental magic. Al Verdi and Dolores were a laugh riot. Verdi's comedy and cello playing going over big. Pretty and vivacious Sally Sweet sold her songs amply. A rumba by Francis, a Latin hit by Miss Sweet and the line, and a song finale enlivened the show.

Several acts which will appear in the second unit were introduced, including

Captain Marjorie

ERGINA, Sask., May 17.—One of Canada's most popular "leading ladies" is now in command of a Veterans' Guard unit. The "lady" known on stage as "Marjorie" is Capt. Ross Hamilton, female impersonator of the original Dumbella and veteran of the last war.

Dolly Kay, vocalist; Flo and Ted Vallette, hit-men; Freddie Stritt, comedy emcee; Parker Brothers, comedy acrobatics, and Lou Hoffman, comedy juggler.

Charles Hugsmeier is producer and stage director of *Red Hot and Blue*. Dorothy Nutter directs the chorus and Robert E. Wilson is company manager. Music is furnished by the army post. (See *First Chi Army Unit* on page 27)

Performers Feeling Pinch of Defense Program, High Prices

NEW YORK, May 17.—According to many acts returning from out-of-town engagements, the defense program and subsequent raising of prices of many commodities are causing performers to wonder if many out-of-town jobs are worth taking. The condition is especially acute in industrial sections. While performer employment has risen in those areas, the net return to the individual is far less than at time of normal activity.

The situation is especially acute for performers in the lower salary brackets. Many contracts are signed in New York at what seems to be a livable scale; but, upon arrival, performers find the town is enjoying a mushroom growth and hotel rooms, food, etc., are so high priced as to eat up the entire salary—and in some cases even more.

Night club and hotel performers working for scale are feeling the pinch most. They are forced to live much beyond their means, and feel the effects will last beyond the present spell of employment, since there is no chance to build a

Monopoly Report Splits Group; ASCAP Signs Mutual Affiliates But NBC, CBS Still on Warpath

By SAM HONIGBERG

ST. LOUIS, May 17.—The 19th annual convention of the National Association of Broadcasters, the largest and most stormy by far (over 1,000 registered), was dominated from beginning to end by the Federal Communications Commission. James Lawrence Fly, chairman of the FCC, which recently issued its industry-shattering radio monopoly report, was stationed in the enemy camp (Jefferson Hotel) all week and carried on one con-

tinuous battle of words with the NAB liggies. (See radio department for details on the FCC situation.)

And now that it is all over, the FCC report still remains the major headache of the radio networks. It caused the divestment of the principal stockholders of the Mutual Broadcasting System from membership of the NAB and is keeping busy the operators of the National Broadcasting Company and the Columbia Broadcasting System. NAB's dissenting members, trying to keep the government from "taking over the industry."

Mark Edridge, operator of WHAS, Louisville, Ky., who was appointed by President Roosevelt to study the radio industry and submit a full report of his findings only a few days before the FCC monopoly report was made public, resigned his post. During his fiery speech Wednesday (14) before an overflow audience which included Chairman Fly, he flayed the FCC action and accused the government of meddling with the industry. He said that the government "set up every situation that exists in the country. If there are monopolies, the government made them, frequently by granting licenses to favorites. If there are restraints of trade in contracts, the government has been aware of them for years. It is not a case in which the government must suddenly step in to correct abuses which are victimizing the public. This is a case in which the FCC

(See NAB CONFAB on page 23)

surplus to last thru the lean days.

The condition has not yet become acute in the larger cities, but reports from New England towns, the Ohio and Michigan area, and several parts of the South, including Georgia and Alabama, indicate the boom is on its full swing, resulting in a serious housing shortage. Hotels are taxed to the limit, and outsiders find themselves tramping around for hours searching for accommodations.

Four A Officers Are Re-Elected

NEW YORK, May 17.—Officers of the Associated Actors and Artistes of America were re-elected yesterday at a meeting of the board here. Frank Gillmore, who wanted to retire on his pension, was drafted to hold on to the presidency for two more years. The position is honorary and carries no salary. However, Gillmore was voted a "lifetime pension" of \$2,500 annually about a year ago. Gillmore made the protest that he assumes duties only when he was physically able.

Paul Dullail was re-elected executive secretary by acclamation. Dullail also wanted to retire because of poor health, but reconsidered.

Jan Greenfield, of the Hebrew Actors' Union, was re-elected first vice-president; Kenneth Thomson, of Screen Actors' (See *FOUR A OFFICERS* on page 27)

Pittsburgh Rodeo With Autry, 42G

PITTSBURGH, May 17.—Rodeo starring Gene Autry tolled \$42,000 in 10 days at the Gardens, slightly passing 1940 gate of \$40,000 plus. Opening two days were weak, but b. o. grew hotter as week progressed.

Produced by Col. Jim Bikew, rodeo presented more than 100 cowboys in 14 performances. Frank Autry, Gene's cousin, was a performer and calf roping.

Cash take was boosted by comprehensive exploitation campaign arranged by Ken Post, of the Harris Company, including luncheon at William Penn Hotel and show for 300 youngsters, official welcoming broadcast by Mayor Cornelius Seully, granting of degree of Doctor of Equine Intelligence at University of Pittsburgh for Autry's horse, "Champion," and appearance of horse in Gimblets' department store.

Roller derby returns to the Gardens next Tuesday.

Penny Parks May Use Name Performers for Outdoor Vaude

PHILADELPHIA, May 17.—Outdoor amusement parks are expected to take up the summer slack with name attractions being submitted to Eastern Pennsylvania parks by Jolly Joyce Agency here.

Most of the parks in this territory have been playing vaude one or two days a week, usually week-end, but headmen are expected to draw the crowds weekdays as well. It is pointed out that

name bands have been standard attractions at parks for many seasons.

Most important, says Joyce, is the fact that practically every park is equipped to play stage shows. And in other spots the ballroom is easily improvised as a theater. In view of the fact that more than one-seventh of the national defense work is concentrated in this area, all the outdoor amusement centers expect a spending spree this summer.

It will be practically all one-day stands, says Joyce, but the jumps are short and name acts could play the one-night park event in the same manner as name bands. A circuit of almost three weeks can be developed in this area alone. It was in the same manner that William Stein many years ago came into this territory from Chicago to sell parks on Music Corporation of America name bands on the one-night basis.

Indoor acts have been trying for years to break into the outdoor field so as to take up seasonal slacks, and have made some strides.

Cowboy and hillbilly acts continue to be big in demand, with radio and recording names in this category being available for the first time. Gene Autry is still in the top spot, and the *Gene* office has the cowboy performer already set for the last week in June and the first week in July.

\$60,000 Ice Spec Set for Luna Park

NEW YORK, May 17.—An Albert John, son ice spec, *Stars on Ice*, is being headed for Luna Park. Cast in featured spots are George Bengion, Swiss skater; Gordon Leary, Marion Plegg, and Anne Haroldson. Catherine Littlefield will stage the routines. Cast will include a line of 16, 10 show girls, and 10 principals.

There will be a wooden runway for skaters and show girls not engaged in skating activities. Irvin Graham is writing an original score.

The tank to be used was formerly at the Winter Wonderland at the New York World's Fair. Over-all production costs are estimated at \$60,000.

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FOUR A SALARIES 362G

Dues Income Hits 633G; SAG Has Heaviest Pay Roll

NEW YORK, May 17.—Further analysis of the Beta report on the possible amalgamation of the Associated Actors and Artists of America into one big union, of which there was a comprehensive analysis in last week's issue of *The Billboard*, shows that officials and employees of the six key performers unions draw \$952,742.25 in yearly salaries against a dues income of \$633,110.43.

Full financial statements of Actors' Equity, Screen Actors' Guild, American Guild of Variety Artists, American Federation of Radio Artists, American Guild of Musical Artists, and Chorus Equity are broken down by Bernard J. Meis, certified public accountant, who drops in the report and who recommended that the structure be drawn into one single union, with one card and one set of dues in all of show business, instead of the inadequate interchangeability of cards which now exists. Other affiliates, such as the Hebrew Actors' Union, Italian Actors' Union, Brother (See *Four A Salaries 362G* on page 23)

GLENN MILLER

(This Week's Cover Subject)

GLENN MILLER, whose victory this year makes him the only two-time winner of *The Billboard's* Annual College Music Survey, was born in Carolina, Ia., but moved to Colorado while still very young. After high school, Glenn followed his way thru the University of Colorado by playing in the school band, and it was during these years that he met his wife, the former Helen Dorothy Burgess.

Miller began his career in Ben Pollack's band, playing alongside Benny Goodman. Then came some recording work with the erstwhile Dooey Brothers' orchestra and a job with Red Nichols. Finally branching out as an arranger, Miller's acute understanding of the scoring of a jazz arrangement enabled him to contribute profitably to the libraries of many important bands.

When Ray Noble organized his first American orchestra Glenn occupied a chair in the brass section and also contributed materially to Ray's success with his distinctive orchestrating touches, not the least of which was the read formula Miller later brought so successfully to his own band. After leaving Noble, Glenn started the first of the three ensembles he has fronted. The third and present band played two engagements at the famous Rascals Restaurant, New York; a seasonal first stand at Frank Dalley's Meadowbrook, Cedar Grove, N. J., and then it registered a smashing success at Glen Island Casino, New Rochelle, N. Y.

The last-named rank placed during the summer of 1939, and in the fall of that year, following further glowing record successes, Miller played a three-month engagement at New York's Hotel Pennsylvania, which culminated in his first radio commercial for Chesterfield cigarettes on CBS, a show which he is still an after several renewals. Last spring and summer the band played numerous college dates, ballroom one-nighters, and theaters, all of them tremendously successful, with the band returning to the Pennsylvania's podium for another three-month run in the fall.

Winding that up, Glenn played another Foxwood Theater, New York, date, and then started one-nighting it to the Coast to make his first picture: 10th Century-Fox in the studio, and *Soak Me* is Glenn's co-star. The work is currently on the Coast, playing various dates in between film shooting, continuing to turn out recordings, and appearing on the Chesterfield program there three weeks. In the fall Miller returns once again to the Hotel Pennsylvania for his third stand there.

Full Salary List of Leading Actor Unions

Listed below are the salaries of all those who were employed by Actors' Equity, Screen Actors' Guild, American Federation of Radio Artists, Chorus Equity, American Guild of Musical Artists, American Guild of Variety Artists, and the Four A's, as contained in the Beta report on consolidation, submitted to the Four A's May 20, 1940, but made public in these columns for the first time.

ACTORS' EQUITY

(From tentative budget for year ended June 30, 1940)

ADMINISTRATIVE: NEW YORK	YEARLY AMOUNT
Paul Dullisell, Executive Secretary.....	\$6,300.00
William R. Mohr, Representative-Bonded companies.....	3,120.00
James O'Neill, Office Manager and Representative.....	2,600.00
Harry J. Lane, Representative, Stock Companies.....	2,600.00
Charles Manias, Representative.....	2,300.00
James A. Roswell, Representative-Outside.....	2,080.00
Alfred Ething, Sec'y to Dullisell.....	1,120.00
Frieda Barnett, WPA Activities, general office.....	1,065.00
Litta Vochert, (see also legal) Stenographer.....	910.00
Florence L. Sutton, Bookkeeper and Cashier.....	2,980.00
Josephine E. Letellier, Asst. Bookkeeper and Cashier.....	1,300.00
Anna L. Lebowitz, Chief Clerk-Membership.....	1,170.00
Mildred M. Simpson, Asst. Membership Clerk.....	1,820.00
Catherine M. Dancy, File Clerk.....	1,592.00
Dorothy Morgan, Telephone Operator.....	1,580.00
Nicholas Marx, Addressograph and Supply Clerk.....	1,040.00
Joseph A. Carey, Asst. Addressograph Clerk.....	1,040.00

CHICAGO:

Frank H. Dare, Representative..... 4,255.00

LOS ANGELES:

I. B. Kornblum, Representative..... 2,302.00
 Nedra J. Ferguson, Cashier..... 1,411.16
 Minnie Brant, Office Assistant..... 643.12
 Spencer Austrian, Office Assistant..... 750.00

SAN FRANCISCO:

Theodore Hale, Retainer Fee..... 2,400.00

SPECIAL-NEW YORK:

Alfred Harding (\$1,200 charged to Equity Magazine)..... 2,600.00

LEGAL-NEW YORK:

Litta Vochert. (See also administrative), Stenographer..... 910.00

WPA ACTIVITIES-NEW YORK:

Edward Everett Hale..... 1,795.00

\$52,484.28

SCREEN ACTORS' GUILD

HOLLYWOOD:

Kenneth Thomson, Executive Secretary.....	\$15,950.00
Murray Kinnell, Assistant Treasurer.....	\$10,440.00
John Dales Jr., Exec. Asst., Exec. Sec.....	\$7,980.00
Pat Somerset, Second Asst., Exec. Sec.....	4,800.00
Rugh D. Pfeiffer, Auditor and Office Manager.....	4,200.00
Jack Chestman, Representative.....	3,852.00
Harold Childs, Representative.....	1,500.00
Frank Edmunds, Representative.....	1,300.00
Harry Maya, Representative.....	2,002.00
Bob Thom, Representative.....	2,088.00
Marjorie Van Buren, Sec'y to Thomson.....	2,640.00
Dorothy Darling, Sec'y to Dales.....	1,850.00
Billie Daniel, Chief Accountant.....	2,840.00
Lucille Allard, Addressograph Operator.....	1,400.00
Jean Davis, Linder Operator.....	1,440.00
Mary Brennan, Cashier.....	1,440.00
Odella Silver, Clerk.....	1,440.00
Robertia Kadlin, Bookkeeper.....	1,880.00
Mary Irene Kane, Clerk.....	1,320.00
Lillian Keller, Clerk.....	1,440.00
Lorraine Davis, Cashier.....	1,440.00
Margaret Lunde, Linder Operator.....	1,440.00
Lucille Stanton, Addressograph Operator.....	1,440.00
Dorothy Dorr, File Clerk.....	1,440.00
Connie Gates, Telephone Operator.....	1,320.00
R. H. Basse, Telephone Operator.....	1,880.00
R. H. Bucko, Night Linder Operator.....	1,850.00
Truman Sucko, Night Linder Operator.....	1,850.00
Partner Jones, Messenger.....	1,440.00
Gwendolyn Bayne, Secretary, Bulletin Dept.....	3,350.00
Robertia Kadlin, In Charge-Claims Dept.....	3,350.00
Antrina Abbott, Claims Dept.....	3,350.00
Charles Drubin, Claim Adjuster in Field.....	3,000.00
Jack Grant, Claim Adjuster in Office.....	3,000.00
Mary Jane King, Asst. to Mr. Ellsworth.....	1,220.00
Oma Dennis, Pay Checks in re claims.....	1,220.00
Theresa Currier, Stenographer.....	1,220.00
Elizabeth M. Panisher, Stenographer.....	1,220.00
Hazel Wade, Stenographer.....	1,220.00
Gertrude Hug, Statistical Dept.....	3,120.00
John R. Burger, In Charge-Complaint Dept.....	1,220.00
Gertrude Blanchard, Asst. to Mr. Burger.....	1,220.00

Renee La Bella, Clerk-Permit Dept.....	\$1,440.00
Maxine Mason, Clerk-Permit Dept.....	1,320.00
Vera Taylor, Clerk-Permit Dept.....	1,560.00
Thelma Wantland, Clerk-Permit Dept.....	1,440.00

NEW YORK:

Florence B. Marston, Eastern Representative.....	5,208.00
Mike Connolly, Representative.....	3,900.00
Harriet Reynolds, Clerk.....	1,440.00
Genevieve Sember, Clerk.....	900.00

\$125,260.00

*Salaries listed here were computed in the Beta report on a monthly basis, the only salary list so compiled. In figuring this table the monthly salaries were multiplied by 12 to arrive at a yearly total. As a result certain discrepancies were noted in salaries of some of the top officials elsewhere in the report. For instance, on page 73 of the report, Thomson is listed as receiving an annual salary of \$12,140.00, while on page 76 he is listed as receiving \$1,060 per month, which multiplied by 12 equals \$12,720. Same goes for Kinnell, listed at \$9,268 on page 73 and \$10,440 on page 79; Dales, \$4,812 and \$7,502; Pfeiffer, \$4,150 and \$4,300; Somerset, \$4,810 and \$4,850; Pfeiffer Marston, \$3,810 and \$5,208. Hair listed on page 73 for an annual salary of \$6,250 is not accounted for in the salary schedule.

**Of the salaries shown for Kinnell and Dales, \$541.66 (monthly) is paid for Kinnell and \$335 (monthly) is paid for Dales by the Screen Actors' Guild, Agency Division.

AMERICAN FEDERATION OF RADIO ARTISTS

NATIONAL OFFICE:	YEARLY AMOUNT
Emily Holt, Executive Secretary.....	\$7,260.00
George Heller, Treasurer.....	1,800.00
Joelyn Young, Assistant Secretary.....	2,600.00
James Porter, Organizer.....	9,120.00
Anna Letellier, Bookkeeper and Stenographer.....	1,395.84
Muriel Cullen, Stenographer.....	1,040.00

NEW YORK OFFICE:

George Heller, Executive Secretary.....	3,200.00
Anna Letellier, Bookkeeper and Membership Clerk.....	652.18
Maria Cullen, Stenographer and Membership Clerk.....	520.00
Lucille Inman, Stenographer.....	1,300.00
Antoinette Geisler, Filing Clerk.....	483.16
George Hurion, Deputy.....	1,820.00
Kenneth Groot, Deputy.....	1,820.00

LOS ANGELES:

I. B. Korahum, Executive Secretary (includes \$500 legal fee).....	3,800.00
M. Jensen.....	1,300.00
Georgia Fifield.....	2,000.00
June Wilson.....	1,000.00
Bea Miller.....	1,100.00
Extra Clerical Employees.....	350.00

CHICAGO:

Raymond Jones, Executive Secretary.....	6,500.00
Ann Bevier, Membership Clerk.....	1,700.00

SAN FRANCISCO:

Theodore Hale.....	1,200.00
Viv Connors.....	2,400.00

DETROIT:

Owen de Lany, Executive Secretary.....	900.00
--	--------

CINCINNATI:

W. J. Brown.....	600.00
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ST. LOUIS:

Nellie Booth, Executive Secretary.....	800.00
--	--------

\$55,250.00

CHORUS EQUITY

Ruth Richmond, Executive Secretary.....	\$4,485.00
Mrs. Lawer, Employment Department.....	2,340.00
Miss Rubin, Stenographer-Bookkeeper.....	1,487.00
Miss Ditt, Clerk.....	1,575.00
Miss Moore, Clerk.....	1,575.00

\$11,462.00

AMERICAN GUILD OF MUSICAL ARTISTS

Blanche Witherspoon, Executive Secretary.....	**\$5,200.00
I. T. Carr, Assistant to Exec. Sec.....	2,080.00
J. McCarthy, Stenographer.....	1,040.00
Juliette Eisenberg, Switchboard Typist.....	360.00
Joseph Hubbard, Clerk in Los Angeles Office.....	1,040.00
Ernest Charles, Assistant to Executive Secretary in Los Angeles.....	1,820.00

\$11,444.00

**In addition Mrs. Witherspoon is to receive a bonus of \$1,300 if conditions justify it, and \$1,000 additional to be raised by certain members.

(Continued on page 23)

SPECIAL PRINTED ROLL OR MACHINE
100,000
\$20.00

TICKETS

RESERVED SEAT - PAD - STRIP
 COUPON BOOKS - RESTAURANT
 CHECKS - VALES BOOKS AND
 ALL ALIEN FORMS N. Y. C.

ELLIOTT TICKET CO.
 100 W. WASHINGTON ST., CHICAGO
 615 CHELSEA ST. PHIL.

STOCK ROLL TICKETS

ONE ROLL \$.50
 TEN ROLLS \$ 5.00
 FIFTY ROLLS \$ 25.00
 BILLS 7,000 EACH

Double Coupons
 Double Forms
 No. C. O. D. Orders
 Accepted

W&L Shows for Worcester

WORCESTER, Mass., May 17.—In endeavoring to build up a clientele for legit in this city, Paul Cahill, manager of the Memorial Auditorium, has completed arrangements for a summer season of Broadway shows. Plans were ar-

ranged with H. Clay Blaney and Robert Marko, of New York, with the first production booked for June 2.

Opening attraction will be *The Little Foxes*. Other booked include *George Washington Slept Here*, *The Male Animal*, and *White Cargo*, after they tour the Worcester and Leventhal subway circuit in New York.

Three Sugar's Domino
Remnant Sale



Possibilities
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT MUSICAL

THE DUFFINS—Matt and Joyce, caught recently at the Paramount, New York, with their rag-doll dance routine. It's an acro number set to dance tempo, with the gal doing the doll take-off with limber contortion stunts in the arms of her male team-mate. Fast paced, it is eye-filling and seeks entertainment that should fit perfectly into any musical.

RANDALL SISTERS—clever, youthful, and attractive singing trio caught with Wayne King's band unit at the Chicago, Chicago, where they impressed solidly with original interpretations of popular and special tunes. They read lines, mimic, and harmonize with ease and ability, should be a strong bet for either a book show or a revue.

and literally, she has to be good. We don't blame Billy for possibly wanting to keep her in his show girl line-up forever, but something tells us that this willowy young lady from Texas is all packed up ready to go places. Every-

body who has ever seen her on display will wish her well.

Retribution

IT IS quite apparent from recent developments that something momentous is about to happen in the Four A's. Modesty would ordinarily prevent us from reminding our readers that we told them so, but on this occasion we cannot refrain from remarking that we have often suggested to the various actors, unions, individually and collectively, that it would be far better for all concerned if they proceeded to clean up from within as against the possible

alternative of being cleaned up from without. So many years ago that we can't remember the date without looking up the files (something we can't bear to do these lazy spring days) we enjoyed, pleaded, and battered with our brand of logic those who could not see any advantage to be gained from doing something without delay about irreversibility of membership cards. There are very few major items and conclusions in the Hein report that we omitted to comment on critically at one time or another. Apparently those in power were too astute, too shortsighted, too hungry for power and privilege to

(See SUGAR'S DOMINO on page 17)

Stutterin' Sam
T TAKES a lot of something to rise in the profession above the mass of competing singers, dancers, comedians, muses, and other specialists. It takes a heap lot of something to be outstanding as a show girl. Specialists who are given their solo shining in the spotlight have no competition the few minutes they are on. The show girl is an anonymous personage, to say the least. She is not expected to excel; in fact, every resource of the stage and costume is employed to make her as impersonal as possible. So when a show girl, without being too obviously aggressive, manages to stand out as a living, vibrant personality from among her sisters of the ensemble she possesses something to talk about in a pillar as objective on most occasions as this.

The heroine of our little story is the young lady they call "Stutterin' Sam" but who is billed as Mary Dowell at Billy Rose's Diamond Horseshoe, just off Broadway. This personage, who we understand has attained a certain kind of fame among Broadwayites as a colorful character, was utterly unknown to us when we caught her at the Diamond Horseshoe. Yet as Little Billy's nostalgic production unraveled its various episodes this Dowell girl made more and more of an impress. She's easy on the eyes but not quite beautiful enough to register on that score alone. It was her personality, which is a vague term for everything that goes towards making one appealing, that did the trick. Throughout the show her grace, good humor, and wit were infectious. When a show girl can make a good show even better without stepping out of line, figuratively,

HOTEL SHERMAN



1700 rooms
1700 baths

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FRANK BEING AND ERNEST BYFIELD, MANAGERS



GEORGE SPELVIN
Patrols the **BROADWAY BEAT**

A BIG laugh (or tragedy, depending on the point of view) around the Palace Building last week was the plight of four juvenile musicians who were lugging around their instruments and suitcases full of music, looking for an agent whose name they didn't know, who had promised them a date. He had said, "Meet me at the Palace Building." They combed the entire building for three days. . . . Back-to-Your-Press-Agent Dept.: Four years ago, Cliff Fischer was Broadway's night club king, and Monte Proser was his p.a. Today, Proser is top man, and Fischer is staging special events for Proser's Madison Square Garden dance carnival. . . . The latest vogue among BKO Building agents is the closely cropped haircut. They all look like Eric Von Stroheim or a bunch of Princeton seniors. . . . Quote of the Month: Arthur Murray is quoted in *Dance Magazine* as announcing: "If Stalin and Mussolini could get together, talk, and then go into a waltz, there would be peace on earth."

WJLS, Beckley, W. Va., isn't the only station whose call letters are the initials of someone connected with the outfit. Howard L. Chernoff, managing director of WBLK, Clarkburg, W. Va., writes to say that his own station was named for the lady who started it—Bruce Lee Kennedy. . . . Jack Rosenberg, president of Local 602 of the AFM, was the center of a 20-man argument that took place in front of Lindy's the other afternoon, according to a spy who aided the suggestion that maybe Jack was still arguing that pit men are here to stay. . . . Charlie Shavers, trumpet man and arranger with John Kirby at Cafe Society Uptown, is still glowing with pride over the fact that at the Cafe's recent concert at Carnegie Hall his name, as composer of *Rehearsal* was right next to that of Delaney, composer of *Gloria de Luna*, with the Shavers jammerco getting a bigger hand than the money masterpieces. . . . Among the biggest applauders last week at the Diamond Horseshoe while Lila Lee was on stage was George Price. Years ago they were kids together in the Gus Edwards Schoolboys act.

FREDDIE MARSCH, general sound engineer down at the RCA-Victor recording studios, has just celebrated his 38th anniversary with the disk firm. Looking back he recalls that the funniest incident he ever witnessed took place in the old days, when a horn and mixer were used instead of the modern electrical equipment. Caruso, Gail-Curti, Perini, and De Luca were doing the quartet from *Hopalong*, with each trying to outdo the others in volume. It wasn't even a close race, says Marsch, because Caruso's tremendous power was too much for the others—and they finally had to put him back six feet from the horn so the rest would have a chance. Marsch, incidentally, still owns a kettle that was used to heat water every time Caruso wanted a drink; the great tenor couldn't drink anything cold.

JACK KNAPP, film and stage writer who studied law between his theatrical pursuits, finally made the grade and went into law practice last week. Incidental information: Billy Rose and Monte Proser, night club tycoons, are both little guys—hardly over five feet. Nevelson was a little guy, too—only he never owned a night club. Comedian Mary White's son, Franklin, worth \$200,000, is now a photographer with *Pic-Parade*. Doe publicity cost more than you'd pay if you simply bought the ad space? The Hotel Lexington has spent as high as \$1,200 a month to entertain the press. . . . Joey Nash, radio singer, says the musical agent's knock-out song is *If All Comes Back to Me Now*.

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NAB'S "FLY IN OINTMENT"

FCC-NAB Rift Wide Open as Fly Accuses NBC, CBS of Monopoly; Endorse Sen. White's Resolution

ST. LOUIS, May 17.—There was no doubt in the minds of departing conventioners that the National Association of Broadcasters which held its 10th annual convention at the Jefferson Hotel this week (13-15) will fight the FCC Monopoly Report with every possible weapon. The first campaign against this measure has been launched in Washington and approved by the NAB. Senator White introduced a resolution in the United States Senate calling for a complete investigation of the radio industry with a view of enacting a new radio law and asking the FCC to suspend operation of the new network rules pending completion of the Senate investigation. The NAB board of directors will appoint a committee to lead the fight and to do all it can to help pass the resolution.

Neville Miller, president of the NAB, stated that this is not a fight between "government" and "radio" but only an effort to tell the "people of America how and why." In his opinion, their wishes are being betrayed.

On one hand, James Lawrence Fly, Chairman of the FCC who attended the convention, has been accusing members in the industry, particularly NBC and CBS, of monopolistic tactics, and on the other hand the NAB has made similar accusations against the government.

Publicly, the convention fireworks started Tuesday (13) when Fly delivered his scheduled talk. Miller immediately thereafter fired back disagreeing with Fly's views. On the following day (14) Mark Ethridge, operator of WHAS, Louisville, formally resigned his post, given him by the President, to make a study of the industry for the government, and delivered a 3,500-word FCC thrashing speech. Fly was invited to hear Ethridge. But when he wanted to reply to the Ethridge charges, Miller refused him the floor on the ground that it would not be fair to Fly to make an unprepared answer to a prepared speech.

Fly Quits Confab

Fly rushed out of the convention hall, white with rage. It was his last public appearance at the convention. From then on his statements were made only to reporters. Repeated efforts to have him talk at a later session, made by Miller, were to no avail. Fly felt that anything he had to say should have been heard by the same crowd which heard Ethridge.

During his only convention talk, Fly said that the FCC men are determined that control over broadcasting shall not gravitate into governmental hands, but they are also determined that such control shall at no time gravitate into the hands of two or three private groups. In a private interview Fly said that those groups included David Bernoff, president Radio Corporation of America and chairman of the board of NBC, and Willis S. Paley, CBS pres. That, in his opinion, is one misapprehension of the FCC report. "In such an event," he said, "an error in judgment or in policy can have

Costly Misunderstanding?

ST. LOUIS, May 17.—NAB Chairman Neville Miller claims that the refusal of FCC Chairman James L. Fly to make an immediate reply to Mark Ethridge's (WHAS, Louisville, Ky.) scathing speech was the result of a misunderstanding. Miller says Fly was invited to have lunch and listen to Ethridge but not to talk. Fly claims that he was told that he could make a reply and was making notes throughout Ethridge's speech.

Miller further claims that it would not have been fair to Fly to have him deliver an unprepared answer to a prepared speech. Fly, on the other hand, claims that Miller himself made a reply to his (Fly's) speech Tuesday (13) and it was very much unprepared. This incident split the NAB and the FCC wider than ever.

a most disastrous result for the nation as a whole."

Opposes Government Agency

The FCC does not want any government agency, he added, to supervise over the fairness and impartiality of stations and networks. "We are as opposed to concentration of power in the hands of government as we are opposed to concentration in the hands of a few networks. We believe that the way to avoid abuse of the power is to decentralize it—to return it, in short, to you gentlemen, the individual licensees. I have called the commission's chain broadcasting order a 'Magna Charta of American broadcasting stations.' I should like to go even further and call it the bylaws of a free broadcasting system. As chairman of the commission during these critical times I shall consider that, as a part of the job of defense planning, one of my primary tasks will be to keep American broadcasters free from domination by any private corporation or combination of corporations."

Fly said that any thought of government operation in the minds of broadcastmen has been planted there by monopolistic interests who conjure up this bogeyman to divert attention from their own power.

Miller, who made an impromptu reply, turned Fly's statement around and charged that those who favor government operation conjure up a bogeyman of monopoly to divert attention. Miller held out hope that the government's operation in this picture will be limited to act as the referee for the technical affairs of radio.

Ethridge Talk Dynamic

Ethridge attracted the largest crowd during the convention (some 1,200) and his speech was loaded with dynamite from beginning to end. While he pointed out that everything he says is his own personal view, NAB later endorsed his talk in full.

He admitted that there are situations in radio (he did not name them) that call for change and felt that the radio operator is willing to take his chance with government regulation. "If I am assured of two things: (1) That the regulation is honest and intelligent, and (2) that he has assurance that what is done is not done to produce chaos, to further an eventual taking over by the government, but is done in pursuance of sound policy. Personally, I do not believe you will have that assurance until the President and Congress jointly enunciate a policy under which the FCC shall regulate—a policy so clear that there can be no mistake in the minds of anybody. I would like to see a commission of, perhaps, three men, so hedged about by safeguards that members of Congress or radio operators or anybody else who approached them to suggest dispositions of licenses, except in open hearings, would be put in jail. I should like to see full and fair hearings where substantial interests are involved, the right of review and the assurance that the vague standard of public interest is not to be used arbitrarily to express and enforce personal predilections.

"I should like to see the SEC (Security Exchange Commission) or the NAB given the right to intervene in connection with applications, so that known exploiters of radio licenses could be fought."

He said that he has nothing against the FCC monopoly report but the industry should have been given an opportunity to study its rules and regulations against their practical operating experience. Not to do that was both unfair and unreasonable on the part of the FCC, Ethridge remarked.

"I am not excited whether the networks should have extra bureaus or not. I am not excited about whether Columbia should give up some of its option time. I am not excited about whether the Red and Blue should be separated. I have no feeling against Mutual, altho I believe if Colonel McCormack (Mutual

"Nope"—FDR

WASHINGTON, May 17.—Reporters at the first White House Conference in three weeks yesterday asked the President if he had seen a copy of the FCC Monopoly Report in advance of release. Reply was, "Nope."

Mr. Roosevelt indicated he had not read the report and refused to comment on statements of Mark Ethridge, former NAB chief.

IRNA Elects; Wants Rosenbaum To Stay

ST. LOUIS, May 17.—The resignation of Samuel R. Rosenbaum, of WFIL, Philadelphia, as head of the Independent Radio Network, Affiliates, was rejected at a meeting of IRNA held during the NAB convention here. It was decided to let the matter rest until the next IRNA board of directors meeting. Rosenbaum wants to be relieved of the post he has held since 1937, due to pressure of his business interests.

Re-elected as IRNA directors for three-year terms were John A. Kennedy, West Virginia Network; I. R. Lounsberry, WGB-WKBW, Buffalo; Paul W. Moroney, WTIC, Hartford, Conn.; C. W. Myers, KABC-KALB, Portland, Ore.; and W. J. Scripps, WWJ, Detroit.

IRNA passed resolutions condemning the FCC monopoly report and endorsing Senator White's resolution calling for investigation of this report before it is put into effect.

Tompkins Explains Rules to Wax Group

ST. LOUIS, May 17.—Before leaving for New York, Merritt Tompkins, general manager of BMI, held a meeting with operators of transcription companies to explain to them that a clearance system is being worked out to permit them to sell recorded BMI tunes to all stations, regardless of whether they have a BMI license.

Tompkins explained that the clearance at the source contracts to be signed by the transcription firms will contain a clause permitting use of recorded BMI tunes on all stations. Certain restrictions will be put aside to help the transcription industry, Tompkins said.

Extend Miller Term

ST. LOUIS, May 17.—NAB's board of directors extended the term of its president, Neville Miller, to July, 1944. Action followed receipt of a letter from Mutual's chairman, Alfred J. McCook, requesting to withdraw from the association because Miller had attacked the FCC report and for advising Mutual Affiliates not to sign with ASCAP before the NAB convention.

McCook translated that rugged individualism he manifests in the newspaper field into radio, and spent some of his vast capital for development of Mutual, he might come out better than he will by having the government, which he so much distrusts, try to work matters out for him," continued Ethridge.

He blamed the FCC for leaving the report before he had a chance to submit his own report on the industry, as assigned by the President. He claimed that every affiliate prizes its connection with a network, and that divergent regulations in the FCC report will tend to lower rather than elevate program standards. He explained Fly's will to sit down with members of the industry to discuss the implementation, the timing and procedure in connection with the rules and regulations as an "offer equivalent to asking whether you want six or eight palebearers and whether you want to be cremated or put under the ground."

He urged the passing of Senator White's resolution and the participation by the industry in hearings to define the future of radio.

NAB Code Committee Limits Commercials

ST. LOUIS, May 17.—Commercial limitations on 5, 10, and 15-minute programs were adopted by the NAB Code Committee at the convention here this week. Due to the current popularity of news broadcasts, these odd-length programs are getting the nation's airwaves.

During regular five-minute programs the code permits two minutes of commercials by day and 15 seconds less at night. One minute and 45 seconds of commercial copy is the limit on five-minute news broadcasts by day and a minute and a half by night. Ten-minute programs may carry two and a half minutes of plugs by day and two minutes by night, while 25-minute shows now permit the sponsor four and a quarter minutes by day and two and three-quarter minutes by night.

WOR's Promotion To Plug ASCAP Tunes

NEW YORK, May 17.—WOR, key Mutual station, on Monday (19) will begin intensive promotion of ASCAP music. Promotional period will last a few weeks, angle being to let the public know that the Society's catalog of 1,250,000 tunes is back on the air.

Promotion policy will include a 15-minute program, All Time Hits, running from 8:45-9 a.m. each on the hour. Station will also use air-ASCAP music on such shows as Morton Gould's, John Duggan's and Eleanor Sperry's stamoa. Station will call attention to ASCAP tunes on remote broadcasts.

The some of the leading sustaining shows will carry only ASCAP music. WOR will not freeze out BMI tunes from the program schedule.

NAB Chatter

By SAM HONIGBERG

ST. LOUIS, May 17.—Notes culled while on the NAB Convention merry-go-round: The Mutual cuties who distributed carnations to the mob came prepared with sitting symbols—imitation beeping gloves. Both Mutual and ASCAP boys, incidentally, were not stationed at the Jefferson, site of the convention, but in the distant Chase and Park Plaza hotels. A number of boys with major Mutual stations didn't even come into the city, expecting the break with NAB. Among them was Frank Schreiber, WGN's station manager.

Only real NAB enemy at the Jefferson was FCC Chairman James L. Fly, who mingled with the conventioners thru out the event. When he was introduced to deliver his talk Tuesday (13) he was not booed, strangely enough. When he finished, he was given a polite hand.

BMI had the most elaborate exhibit. It offered a wide display of its songs and a movie showing "BMI at work."

The only heard member in attendance was Col. E. J. Palmer (WHO-WOC) ofavenport, Ia., and Rev. W. A. Burk, WEW, St. Louis, left his hospital bed for four days to attend. Ben Selvin, Associated Music Publishers, missed the affair because he had to work on the Petrillo assignment, which has to be ready for the American Federation of Musicians' Convention in Seattle June 14. Pierre Weis, Lamp (See NAB CHATTER on opposite page)

"No Court Action"—Fly

ST. LOUIS, May 17.—NBC and CBS officials stated during the NAB Convention that they will take court action against the FCC monopoly report should the current resolution for an investigation filed by Senator White fail to get anywhere.

FCC Chairman James L. Fly, however, doesn't believe that either chain will file suit. "The best thing for them to do," he said, "will be to fall in line, co-operate with us, and let us co-operate with them."

BMI OUTLOOK OPTIMISTIC

Radio Talent

New York By HERRY LESSER

GEORGE MAYNARD and **WINIFRED LOIS JORDAN** had their honeymoon severed by an appendix operation, with **WINNY** in a hospital in Miami and George back at his desk in NBC's production department. . . . **TED GREENE**, young radio producer, has been called by Uncle Sam. . . . **CHARLES (NBC)** SCHENCK and his wife, **WINNIE**, are the proud parents of a seven-pound nine-ounce boy. . . . June 6 is the date set for the national release of a Paramount movie, *Three We Love*, based on CBS's Monday night feature of the same title. The picture was produced by **TED LLOYD** and is narrated by **JIMMY FIDLER**. The entire producing staff of the radio program and the stars of the program, including **NAN GRAY**, **RICHARD CROMWELL**, **DONALD WOODS**, **OSCAR SHEA**, and **ALMA KRUGER**, are featured. . . . **BEATRICE KAY**, saucy soubrette of CBS's *Gay Nineties*, has been signed for an engagement at the Paramount Theater, New York, beginning May 21.

RUDY VALLEE returns East about June 15, and will broadcast from New York all summer. . . . **JAY JOYTS** had to turn down a leading role in a Broadway play, offered by **OTTO PREMINGER**, because of his several evening shows. . . . **THE KENNY DELMAR** (he's on *Court of Missing Heirs*) welcomed an arrival this week. They call him **KENT**. . . . It's **CLIFF BOUBIER**, who is doing that swell job on those *Truth or Consequence* dramatized commercials. . . . **DINAR SHORE**, **HEN GRAUER**, **BEA**

WAIN, **TED STEELE**, and **SAMMY KAYE** have acquired new cars within the past month. . . . **Wooder** how many people know that **EDWARD G. ROBINSON**, star of *Big Town*, directed three plays on Broadway before becoming a radio and screen star? They were *The Sinners*, *Stars Their Courses Change*, and *Parading Frisilla*. . . . A new "Red-White-Blue" network is being suggested for stations located close to training camps, with special programs to be offered to the trainees.

EACH day a silver **FRIEND IN DEED** medal is awarded to the person or persons honored on that CBS program. Largely because of the program's human interest, series has built up a following among the largest of any daytime broadcast. Since it began eight months ago, the average rating has been 3.6 and the most recent one was 4.5. This in spite of the fact that opposite it on the Red network is *Ma Perkins*. . . . **IRVING WICKER** and **BOB WHITE** have had such success with their Sunday night *NBC Deadline Drama* that they are dickering with several manufacturers on two major games designed after the series. . . . Evidently that recent appraisal, headed by **VICTOR MATHUR**'s mind about radio broadcasting. It cost him about \$1,000 in acting time and doctors' bills, and he's out to recuperate both physically and financially. He will make his first radio appearance on *Lincoln Highway* next week and appear on **DOROTHY KILGALLIN**'s show May 24.

Chicago

By NAT GREEN

BUDDY CLARK and his *Freeze Time* program will be heard from New York May 26, 28, and 30 in order that Buddy may do his stint with *Wayne King*, cast, which includes John Duffy, Frank Keating's ock, and John Welge, announcer, returns to its regular origination point, WBBM, after the week in the East. . . . Proposed new Holland Purina Company program is still in abeyance. Herbert Marshall, who was slated for the show and had made plans to move his family to Chicago for the summer, cannot accept the assignment because of his role in *The Little Rascals* on the West Coast. . . . **CHARLES FENKMAN**, leading man on CBS's *Stepmother* serial, left last week for a 10-day month vacation in New England. . . . Cast of the legit show, *Arenas and Old Lace*, will visit the *WLS* Barn Dance show Saturday (24), and Laura Hope Crews, Eric Von Stroheim, Nile Shannon, and other members will appear as guest performers. . . . **FRANK DANF**, producer of *Kitty Keane*, which recently faded from the airwaves, has been in setting assignments on *Uncle Buck* show with **BYRON SIMON**, until recently on the *WGN Luxor* show, will

soon air another sponsored show over one of the chains from Cal.

WIRGINIA PAYNE of NBC's *Ma Perkins* was confined to her bed with laryngitis all last week except for her appearances before the mike. . . . New casting in the *Scottsboro* series serial includes **ART KOHL** and **JOSEPHINE GILBERT**. . . . **BARBARA FULLER**, in the *Stepmother* serial, is spending a two-week vacation in California. . . . **HILTON PETERMAN**, *Court of Missing Heirs* lugenic, has gone to the West Coast for a picture test. . . . **KORA CUNNINGHAM**, actress wife of Pat (Uncle Sam) Barrett, is authoring a book, titled *Roadside Hoopoes*. . . . That new *Lum & Abner* show starting May 26 on the NBC-Rad will originate on the West Coast and is in the nature of a test. It will be sponsored by the Miles Laboratories. . . . **HAPPY JACK TURNER** is shopping for a cottage near some Canadian lake, where the fishing is good, and **DICK WELLS**, *Ma Perkins* announcer, is looking over the sailboat market. . . . *Sapbrush* *Symphonies* is the tag of an album of 18 tunes composed by **TIM SPENCER**, of Sons of Pioneers.

Hollywood

By SAM ABBOTT

AMOS 'N ANDY, Freeman Gosden and Charles Correll, high in their praise of **FRED ALLEN** upon arrival here via plane from New York and a guest shot on his *Tea* program. . . . **LOU BRING**, **PEARCE** show maestro, recently furnished the background music for several "soudies." . . . **LUM AND ABNER** are set to go on a new series over NBC-Rad May 26. Program sponsored by Miles Laboratories, Inc. for *Alka-Seltzer*. . . . **Hole of Dr. Wilson** in Columbia's *Three We Love* will be played by **EDD SHIELDS**. In his hit **DONALD WOODS**, **RICHARD CROMWELL**, **NAN GRAY**, **HELEN WOOD**, **ALMA KRUGER**, **MARY GORDON**, and other Hollywood actors in the **GORDON EUGENE** production. . . . *Seaside* *Spelling Bee-Liner* back in Hollywood following a four-week road tour, with the last

road show in Phoenix, Ariz. . . . **DENNIS DAY** strolled to open at the Hippodrome in Baltimore June 5. Following a week there, he moves on to the *Roxy* in New York and later into the *Versailles*. Trip East to take 10 weeks. . . . **Merle Oberon** has received a cable offer to do a series of broadcasts originating in Sydney, Australia.

STOCKHOLM, May 17.—Sweden leads all European countries in the number of radio receiving sets in service, with 223 sets per 1,000 inhabitants. Denmark holds second position and Great Britain is placed third. During 1940 licenses for 1,470,000 radio sets were issued in Sweden, an increase of 112,000 over the preceding year.

Execs Outline Healthy Business Situation; Industry Continues Support; Sidney Kaye Sums Up

ST. LOUIS, May 17.—Despite the Mutual contract nabbed by ASCAP last week, BMI, at the close of the 19th annual NAB convention at the Jefferson Hotel here yesterday (16), emerged a healthier baby than ever before.

The BMI executives—Vice-President and General Counsel **Sidney Kaye**, Vice-President and General Manager **Meritt Tompkins**, and Station Relations Director **Carl Haverlin**—presented an effective picture of the radio-music situation during the Wednesday morning session (14), and the huge group of broadcasters cheered approval and assured their continued support.

There was no indication during the convention that any of the NBC or CBS affiliates would sign with ASCAP at the rate accepted by Mutual, which calls for a 3 per cent royalty on all network programs for four years and thereafter 2½ per cent until January 1, 1950. Individual expressions from affiliate reps indicated that BMI has solved their music problems and that, so far, few complaints have been received from sponsors and no program cancellations.

At the close of the BMI discussion meeting, all Mutual stockholders who signed with ASCAP turned in to BMI an assurance of continued support, **Kaye** revealed. It followed the solid reaction displayed by the NAB toward its own music-publishing company.

At the close of the convention, ASCAP executive gave no indication of any reduction in rates for NBC, CBS, or their affiliates. A reduction will automatically affect Mutual, which has a protective clause in its ASCAP contract, and convention circles believed that such a reduction is possible, since the gross revenue of the two large networks runs anywhere between \$60,000,000 and \$65,000,000 annually as compared to Mutual's estimated \$5,000,000 gross.

According to **Kaye**, anti-ASCAP stations affiliated with NBC or CBS do not have to fear the new competition offered thru Mutual's ASCAP agreement because they furnish the sponsor with better coverage. Should affiliates begin to lose sponsors, an eight-week cancellation-of-contract clause will provide the station with plenty of time to meet the situation, **Kaye** pointed out.

Due to the comparatively healthy state of BMI business, **Kaye** announced a reduction of one-third of the current BMI rates, which will spell a saving of about \$600,000 for the 624 BMI station members. Under the new program, **Kaye** said, BMI rates will range from one-half to one and two-thirds per cent of station revenue. Altho NBC and CBS under their current contracts, are entitled to a similar reduction, they waived the right to accept it as a display of continued support.

Tompkins in his talk outlined the growth of BMI. He said that BMI has already published 391 pop titles and 539 standards and that it has acquired the rights to catalogs of 11 affiliated publishers, making some 400,000 compositions available. (ASCAP claims a library of 1,250,000 songs.)

Tompkins said that the income from the sale of the records of BMI copyrights is in excess of \$50,000 for the first quarter of 1941, and that during the last year it has been averaging sheet-music sales of 74,600 copies weekly.

Haverlin stated that any sporadic outbursts against BMI since it began to function have been "evidently inspired." He said that BMI is democratic and has never been dominated by the networks. All BMI speakers left room for ASCAP, claiming that they do not seek to monopolize the music industry and welcome competition. ASCAP will be welcome, it was brought out, "at our rate."

ASCAP's per program plan offered Mutual stations was termed illegal under the consent decree, by **Kaye**. He said the decree, coming into effect June 11, does not permit guarantees of any kind. Part of ASCAP's per program plan reads: "If the payments to ASCAP under this formula are less than 2 per cent of the

station net receipts during any year, ASCAP may elect to have the station operate on the blanket license formula, and in a similar manner if the payments made by the stations to ASCAP exceed 5 per cent of its net receipts the station has a reverse selection."

Gerson to Army

CHICAGO, May 17.—Noel Gerson, director of the talent division of WGN, has been called to active duty in the U. S. Army and must report for duty June 2. He holds a Lieutenantcy in the Reserve Corps. Gerson has been made assistant to the assistant chief of staff in charge of intelligence in the Sixth Corps area. He will be located at the headquarters here and will specialize in radio work.

NAB CHATTER

(Continued from opposite page)
Worth Recorded Music Service, made good use of *The Billboard's* front cover subject. It happened to be **Will Bradley**, who is under contract to *LW*. Cover was used as part of the *LW* exhibit.

Nets' Cocktail Parties

Those cocktail parties hosted by NBC, CBS, and Mutual on consecutive days set each chain back an estimated \$3,000. **MITCHELL AYRES** was the first band leader to learn of ASCAP's agreement with Mutual. He was playing at the Chase Hotel, where the agreement was signed. Five minutes after the pact was closed *The Billboard's* former correspondent from Lincoln, Neb., **Capt. Barney Oldfeld** (he's in the Army now, stationed near St. Louis) brought the news to **Mitch**. . . . **John G. Falne**, ASCAP general manager, when interviewed on *KWK* (Mutual affiliate) following the agreement, said that at last "American music is back on the air."

George Jessel, banquet toastmaster, Thursday (18) rushed back to Chicago to open an engagement at the Theater-Cafe the next night. Top entertainers at the show included the *Quin* *Kiss*, **Jane Froman**, **Rose Barnham**, and **Henry Morgan** (of the *Here's Morgan* program). **Jungler Stan Kavanagh** and "Pickpocket" **Giovanni** assisted on comedy. **Max Abramson**, of the *WOR* artists' bureau, assigned **Annette Marzani** to handle the show.

Hedda Hopper, radio and newspaper columnist, was guest of the NAB fettes at a style and luncheon show. Stayed between planes. . . . **Howard Peterson**, of *WOW*, Omaha, was in charge of the 250 promotional displays submitted by 100 stations. . . . An interesting sight was the lobby chat between **Meritt Tompkins**, BMI general manager, and **E. C. Mills**, chairman of the ASCAP administrative committee. . . . **KVOO** used a *Gay '90s* quartet to ballyhoo the station. Men behind the false mustaches were **Robert Stark**, **Charles Voeg**, **John Adams**, and **Tom Buckley**. . . . **Merle Jones**, manager of *KMOX*, was in charge of the St. Louis greeting contingent and he was a pleasant host.

In addition to *Mutual*, attractive girls with bright smiles to garner attention for their sponsors were used by *KMGX*, *Standard Radio*, *Western Electric*, and *WJR*, Detroit, and *WGAR*, Cleveland. . . . A distinguished Brazilian visitor was **Dr. Julio Barata**, head of the government's public relations department. He said his country likes the American programs piped in thru short waves and is particularly fond of swing music. . . . Among the 15-tons from Canada was **Glen Bannerman**, president Canadian Broadcasting Association.

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MUTUAL NETWORK

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CAMPUS LIKES IT SWEET

More Vox Collegiate Populi

NEW YORK, May 17.—Continuing last week's critical comment, which was from those colleges and universities among the 171 participating in *The Billboard's* Fourth Annual College Music Survey that are located in New England, the Middle Atlantic States, and the South, the campus editors of the Ivy-covered educational halls in the Midwest and the West now step forward to have their say, pro and con, about the dance orchestras that have played their schools during the past year. In this particular facet of *The Billboard's* yearly survey of the likes and dislikes of the collegians' ancient dance mind and body, the editors, acting as spokesmen for their respective student bodies, don't spare the horses in answering the question, "Which band to have played your campus proved the most popular with the student body?" and its corollary, "Which proved the biggest disappointment?"

Picking up the verbatim remarks (with no deletions or insertions by *The Billboard*) of the collegiate editors where they left off in last week's issue, and starting this time with Chicago, Robert D. Reynolds (*Daily Maroon*), University of Chicago, names CHARLIE BARNETT as the most popular, because of "several arrangements like *Frompton Turapoke* and *Doctom Blue* that were very well received." No disappointments at this school. Sam Nichole (*News*) is frank in speaking for Loyola University, when he nominates GAY CALRIDGE, but adds, "why, is something I cannot explain." Skipping over the disappointments, Nichole says "all of them were pretty fair. We've had a rather good year in this respect."

MUSIC ALL JUMP

The University of Illinois, Champaign, thru James W. Armsay (*Daily Illini*), doesn't share Chicago University's enthusiasm for CHARLIE BARNETT. The biggest disappointment, according to Armsay, Barnett's "music was all jump, the leader and three sax men in New York because of his union trouble, and the audience was far from receptive." DICK JURGENS was most popular, with no reason given. Irving B. Lach (*Defaus*) says Defaus University, Greenacres, Ind., likes WAREY WATERFALL for smaller dances; WOODY HERMAN, JAN SAVITT for proms, with no one in disfavor.

Also in Indiana, Ball State College, Muncie, goes for DUKE ELLINGTON, who "already had many friends among the student body from previous appearances. His records are played a lot on the campus juke, and many students knew all his sidemen. Also the Duke's fine publicity and advance press agency," according to Auber Charles Bernstein III (*Ball State News*). He continues with "AL DONAHUE and BEGGIE ELLIS tie for the dubious honors here. Al Donahue's dance the leader had a smash-up in an auto, and the band was fronted by Phil Brito (Donahue's wealthy). Athletic event prior to Ellis's dance put the damper on for that evening. Poor crowds both nights didn't help either."

Antonio R. Sarabla (*Techonian*), voicing the sentiments of Indiana Technical College, Fort Wayne, leans toward MARY CARLISLE, because of "his arrangements and general choice of pieces," and away from FRANKY BLUE—"he did a splendid job the first time he played, but the second time his music and manner of playing did not seem the same at all." Moving into Ohio, Ted Baker (*Carroll News*) says LARRY CLINTON fulfilled "his reputation for his magnificent arrangements and splendid executions," with the school, John Carroll University, disappointed in no one. Jack Hume (*Review*), Oberlin (O.) College spokesman, doesn't name the most popular of this year at his school, but says that REGGIE CHILDS disappointed, "for obvious reasons—played very few good swing numbers."

FINANCIAL STATEMENT

Ohio State University, Columbus, thru Don E. DeLone (*Lenters*), apparently figures popularity and disappointment from the standpoint of attendance and money taken in—or not taken in. CHARLIE BARNETT was most popular here, "on the basis of attendance and subsequent comment," while the verdict goes against the McFARLAND TWINS, because "from last money for first time. Consensus was unfavorable—definitely," Shelby Howard, speaking for the University of Cincinnati in that Ohio city, has no ledgers to report, but names WELB BRADLEY as top man in appeal, due to "extensive publicity and really danceable music combined with entertaining novelties—Ray McKinley." No disappointments either at Ohio University, Athens, Leslie Sargent (*Post*) stating that BENNY GOODMAN "went over big because the students liked the danceable music interspersed with the Coolie Williams trumpet."

The word "smooth" figures in the pro and con of the University of Detroit, in that Michigan town, George A. Hick (*Varsity News*) claiming that JAN SAVITT, pro, was "very smooth," while REGGIE CHILDS, con, "didn't match his build-up as a 'smoothie.'" Not good to BENNY GOODMAN, who "fits in well with the type of dancing done at Michigan," as well as having "a good danceable style," from the University of Michigan, Ann Arbor, Esther Oester (*Daily*) speaking. "No crystallization of opinion on this (biggest disappointment) subject," she adds.

TED WEEMS or JAN SAVITT gets thumbs up at Michigan State College, East Lansing, while Sidney A. Levy (*State News*) condemns WAYNE KING, "probably because his band and style are designed for an older crowd; he has a good hotel beat, but seemed to be too much on the corny side for collegiate tastes." LOU BERRY and GEORGE HAMILTON are the "yes" and "no" at Iowa State College, Ames, while the editor of the school's *Daily* doesn't amplify as to why. KENNY CAMPBELL wins the palm, without explanation, at Drake University, Des Moines, and when it comes to the disappointment, Johnny Davis (*Delphi*) doesn't say any more, but nominates GUY LOMBARDO with a graphic series of eight exclamation marks after the name, and an "and vocalist" tacked on after that.

MOST RESPONSIBLE

At the University of Iowa, Iowa City, Loren Hinkerson (*Daily Iowan*) finds LARRY CLINTON's "technique is most responsible" for making him most popular. "He was good," says Hinkerson, "and his music conformed to campus appeal." No disappointments here. RAYMOND SCOTT and BOYD BARBURN were good and bad at the University of Wisconsin, Madison, says Irving Miller (*Cardinal*), offering no further explanations. BERNIE YOUNG, Milwaukee aspic crew, was the hit of the year at Lawrence College, Appleton, Wis. James W. Woody Jr. (*Laurerian*) alleges that he "put on a good show, and in addition shelled out some awfully fine music, with his 12-piece outfit playing a fine heavy beat; very danceable." Moody then says "the biggest washout was GEORGE HALL, and also he didn't equal Hall's preference (sic). LEONARD KELLES (Chicago) was none too good."

RAL LIONARD was OK at La Crosse (Wis.) State Teachers' College. Paul T. Winkler (*Sagebrush*) fails to state exactly why, but TED GAY (*Food*) at La Crosse, the opposite, because he "had poor rhythm and didn't have a large variety of popular numbers." DICK JURGENS was "most entertaining and danceable" at Missouri University, Columbia, but JAN SAVITT, says Jack Dick Freddie, was the disappointment of the year—"the dance was overcrowded (compulsory for all fraternity men), he was too hot, no personality." The studies at University of Nebraska, Lincoln, were disappointed in JOE SANDERS, the ole left-hander. "Most pieces too old in the album of music he played," quotes Chris Petersen (*Daily Nebraska*), but they liked COUNT BASIE.

(See MORE VOX COLLEGIATE POPULI on page 11)

Collegians Swinging Away From Swing; Quiet Rhythms in Vogue

143 schools out of 171 say jive is on the wane—21 still cling to le jazz hot—prom-goers want rhythm but it must be on the subdued side

NEW YORK, May 17.—Swing, which for some time now has been getting lower and lower grades in its progress thru the stately halls of higher education in this country, this year definitely flunks its finals in the critical opinion of that part of the dancing public that was so largely responsible for its rise and maintenance—the nation's college kids. This, for that matter, isn't the first year that Joe and Jane College have turned against the blasting jive of le jazz hot in favor of a more subdued, rhythmic sweet-swing, but *The Billboard's* Fourth Annual College Music Survey proves that the swing away from swing is more pronounced than it ever was before this semester.

The results of the questions sent swing put to the editors of the 171 school, college, and university publications participating in this year's survey constitute definite evidence that the more heated rhythms are getting the cold shoulder from the same group that made their prominence possible. The significance of the answers to these questions is of the utmost importance to bands and their managers, for upon this current campus attitude depend continued success for some dance orchestras in the upper brackets, possible oblivion for others trying to achieve that estate, and potential ac-

there have existed in the minds of the music trade any doubts as to the most type of dance music on the agenda, those doubts should certainly be dissipated by the expressed attitude of young America. And this desire for sweet-swing is backed up by intelligent and legitimate reasons from the college crowd; they not only want a new style in music, but they know why they want it, as direct quotes from the collegiate editors prove.

Jitterbugging Out

Swing also takes another kick in the reactions to the question, "Did jitter-

Swing and Sweet

Following is a table indicating the way collegiate America feels about swing music and sweet music. The questions at the left are reprinted exactly as asked in the questionnaire sent to the editors of 171 college publications, with the number of "yes" and "no" answers given at the right.

In the votes cast for sweet music, no sharp line of demarcation between sweet and sweet-swing exists. The editors voting this way in many instances stated that the preference of their campuses was for either sweet-swing or out-and-out sweet music, but definitely against swing. The word "sweet" in this tabulation, therefore, is used to indicate the varying degrees of quieter dance music as opposed to definite swing.

QUESTION	YES	NO	NO OPINION
Did swing music monopolize your campus faster in dance music during 1940? . . .	52	111	8
Has there been a decline in the popularity of swing music among your student body?	143	21	7
Did jitterbug dancing monopolize the dance floor at your proms during 1940?	14	157	—

claim for still other climbing up the ladder.

Sweet-Swing

To the query, "Did swing music monopolize your campus faster in dance music during 1940?" only 52 editors replied in the affirmative, as against 111 who sent back a strong chorus of "no." Even more revealing are the returns on the question, "Has there been a decline in the popularity of swing music among your student body?" Here it's an overwhelming 143 in the affirmative, and a weak 21 in the negative.

Answers to this second question reflect best the shape of things to come. The words "during 1940" must be taken into account in the first query, so that the 52 "yesses" to 111 "noes" as to swing was wearing its crown more easily than it is today. The 21-143 ratio on the decline of swing during the year indicates that as the months rolled by swing rolled more and more into the discard.

Out of the 163 who claimed that King Swing is being deposed, 108 editors nominated sweet-swing as the musical successor, with the remainder, 57, voting for out-and-out sweet rhythms. This strong preponderance of "nominations" for sweet-swing in place of screaming brass and blasting riffs and sides would seem to point the way dance music styers are heading more than anything else. If

swing dancing monopolize the dance floor at your proms during 1940?" With every one of the 171 editors expressing an opinion, a tidal wave of "noes" to the number of 157, rolled in, as against a hopeless 14 in the affirmative. Those reformers perturbed about the younger generation knocking itself out in frantic contortions on the dance floor can now relax and look for other manifestations of alleged wrong-doing. The lads and lassies are now going almost exclusively for the quiet, sane type of ballroom dancing—"just dancing, not acrobatics," as one editor puts it.

Probably the most efficacious way of revealing how the country's college students feel about swing, sweet-swing, and sweet it to let their representatives have the floor, and speak out for them. Following are some direct quotes from the campus editors themselves:

Brown University, Providence, feels that swing has declined because of "numerous records, such as Glenn Miller's *Single O'le Rag*, *Furness Blues*, etc., which are purely exhibitionistic numbers of little value which offend the ear; they are theoretically not swing in the true sense, anyway, also they are considered such." The change to sweeter rhythms has been brought about, this campus believes, because of "Artie Shaw's slow band, with strings, Tommy Dewey's full Pied Piper numbers, and the gradual reaction to loud brass ensembles."

(See Campus Likes It Sweet on page 11)



The Billboard

MUSIC POPULARITY CHART

WEEK ENDING
MAY 16, 1941

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the summa 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 photograph operators in each of the 30 most important photograph 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

THERE'LL BE SOME CHANGES MADE. (19th Week) Benny Goodman, Vaughn Monroe, Ted Wexler.

AMAPOLA. (17th Week) Jimmy Dorsey, Sammy Kaye, Connie Buwall.

OH, LOOK AT ME NOW. (14th Week) Tammy Dorsey.

THE WISE OLD OWL. (4th Week) Al Deanher, Joe Reichman, Dick Robertson, Teddy Powell.

DOLORES. (3d Week) Tammy Dorsey, Bing Crosby.

THE BAND PLAYED ON. (3d Week) Guy Lombardo.

COMING UP

C'BYE NOW. Horace Heidt, Vaughn Monroe, Woody Herman.

DO I WORRY? Ink Spots, Tammy Dorsey

MY SISTER AND I. Jimmy Dorsey, King Sisters.

FRIENDLY TAVERN POLKA. Horace Heidt.

INTERMEZZO. Guy Lombardo, Benny Goodman.

MARIA ELENA. Jimmy Dorsey.

I'LL BE WITH YOU IN APPLE BLOSSOM TIME. Andrews Sisters.

DADDY. Sammy Kaye.

WALKING BY THE RIVER. Una Mae Carlisle.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Sunfield Music Shop; Liberty Music Shop; Varsity Music Shop; Gaiety Music Shop. Boston: Boston Music Co.; The Melody Shop; Master Music Co., Inc. In. St. Louis: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkswelt Bros., Inc.; Philadelphia: Wynnmaker's Department Store; Overlawn Record Shop; Alan A. O'Callin. Washington: George's Radio Co., Inc. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: E. C. M. L. Record Dept. Portland, Ore.: Heber & Frank Co.; J. K. Gill Co. Los Angeles: Birkhoff-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quary Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Garrick Music Shop; Goldblatt Dept. Cincinnati: Song Shop; Willie Music Co.; Harold Wurlitzer Co.; Giesberger's, Inc.; Clifton Music Shop. Milwaukee: Schubert's; Record Library (The Drum); 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: Arabian Co. of Music; Parsons & Barr. St. Paul: W. J. Byer & Bros.; Mayflower Novelty Co. Cleveland: Hale Bros. Co. Springfield, Mo.: L. R. Lines Music Co. Birmingham: Miller's Radio Service Shop; E. E. Forbes & Son; Monarch Sales Co.; Louis Platts Dry Goods Co. Alabama: Cox Prescription Shop. Raleigh, N. C.: James E. Thum; C. H. Stephenson Music Co. Miami: Winhax Store Co.; Durdiner's, Inc. New Orleans: Louis Grunwald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCreary's; Kemble Bros. Furniture Co. San Antonio: Thomas Acosta; Alamo Piano Co.; San Antonio Music Co.

NATIONAL

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. AMAPOLA —JIMMY DORSEY	2. C'BYE NOW —HORACE HEIDT	3. MY SISTER AND I —JIMMY DORSEY	4. DOLORES —BING CROSBY	5. APPLE BLOSSOM TIME —ANDREWS SISTERS	6. THE BAND PLAYED ON —GUY LOMBARDO	7. GREEN EYES —JIMMY DORSEY	8. INTERMEZZO —WAYNE KING	9. MARIA ELENA —JIMMY DORSEY	10. UNTIL TOMORROW —SAMMY KAYE

EAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. Amapola —Jimmy Dorsey	2. My Sister and I —Jimmy Dorsey	3. Apple Blossom Time —Andrews Sisters	4. C'bye Now —Horace Heidt	5. Dolores —Bing Crosby	6. Maria Elena —Jimmy Dorsey	7. I Understand —Jimmy Dorsey	8. Intermezzo —Wayne King	9. Green Eyes —Jimmy Dorsey	10. The Band Played On —Guy Lombardo

WEST COAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. Amapola —Jimmy Dorsey	2. Intermezzo —Freddy Martin	3. Apple Blossom Time —Andrews Sisters	4. Dolores —Bing Crosby	5. My Sister and I —Jimmy Dorsey	6. C'bye Now —Horace Heidt	7. My Sister and I —Jimmy Dorsey	8. The Band Played On —Guy Lombardo	9. Maria Elena —Jimmy Dorsey	10. Maria Elena —Wayne King

MIDWEST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. Amapola —Jimmy Dorsey	2. C'bye Now —Horace Heidt	3. The Band Played On —Guy Lombardo	4. Do I Worry? —Ink Spots	5. Everything Happens to Me —Tommy Dorsey	6. Intermezzo —Wayne King	7. Oh, Look at Me Now —Tommy Dorsey	8. My Sister and I —Jimmy Dorsey	9. Dolores —Bing Crosby	10. Until Tomorrow —Sammy Kaye

SOUTH

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. Amapola —Jimmy Dorsey	2. My Sister and I —Jimmy Dorsey	3. Dolores —Bing Crosby	4. Wise Old Owl —Al Deanher	5. Green Eyes —Jimmy Dorsey	6. C'bye Now —Horace Heidt	7. Apple Blossom Time —Andrews Sisters	8. Let's Get Away from It All —Tommy Dorsey	9. Walking by the River —Una Mae Carlisle	10. Until Tomorrow —Sammy Kaye

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week. New York City: Music Dept.; Desler's Service, Inc.; Adler Music Supply Co. Pittsburgh: Volkswelt Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Murphy & Co. Los Angeles: Storm M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Blaine Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Ringed Music Co.; A. C. McClure. St. Louis: Bl. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Central Piano Co. Phoenix, AZ.: Dawson Music Co.

NATIONAL

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. MY SISTER AND I	2. AMAPOLA	3. INTERMEZZO	4. MARIA ELENA	5. DO I WORRY?	6. WALKING BY THE RIVER	7. OH, LOOK AT ME NOW	8. WISE OLD OWL	9. DOLORES	10. NEW SAN ANTONIO ROSE

EAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. Intermezzo	2. My Sister and I	3. Amapola	4. Maria Elena	5. The Things I Love	6. Do I Worry?	7. Na, 10 Lullaby Lane	8. I'll Be With You in Apple Blossom Time	9. Walking by the River	10. Oh, Look at Me Now

WEST COAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. Amapola	2. My Sister and I	3. Intermezzo	4. Maria Elena	5. New San Antonio Rose	6. Wise Old Owl	7. Walking by the River	8. The Hut Sut Song	9. Do I Worry?	10. Dolores

SOUTH

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. Intermezzo	2. My Sister and I	3. Amapola	4. Where the Mountains Meet the Moon	5. Na, 10 Lullaby Lane	6. There'll Be Some Changes Made	7. Walking by the River	8. Wise Old Owl	9. Because of You	10. New San Antonio Rose

SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network spots (WOR) between 3:30-11 a.m. daily for the week ending Friday, May 17. Independent plugs are shown rounded on week ending Friday, May 17. Independent plugs are shown rounded on week ending Friday, May 17. First column are classified as "A" (national production system of "B").

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

Position Last This Wk. Wk.	Title	Publisher	Plugs
1	1. MY SISTER AND I	BMI	17
2	2. TWO HEARTS THAT PASS IN THE NIGHT	E. B. Marks	15
3	3. WALKING BY THE RIVER	BMI	15
4	4. MARIA ELENA	Southern	15
5	5. INTERMEZZO	Schubert	12
6	6. GEORGIA ON MY MIND	Southern	11
7	7. THINGS I LOVE	Campbell	11
8	8. DO I WORRY?	Melody Lane	10
9	9. SOUTH OF NORTH CARO. LINA	Porgie	9
10	10. OH, LOOK AT ME NOW	Embassy	8

Accurate Reporting Service, whose compilation of weekly song plugs is used by The Billboard, in accordance to the request of music publishers, the majority of whom subscribe to this service, is presently listing its reports with only WOR completed as a network plug, and with WEAZ, WJZ, and WABC, previously figured as network plugs, temporarily dropped from the compilation. WOR, which formerly had been listed by Accurate as an independent plug, became the sole network plug source for this listing on May 12, the day that ASCAP music returned to the Mutual network, of which WOR is a part. Coinciding with this switch, only WJZ, WABC, and WNEW are now being listed as sources for independent plugs.

This situation will apparently remain in effect until ASCAP music is made available to the other networks, and while The Billboard realizes that only part of the story is now told in this compilation, we regret that nothing else can be done at present, inasmuch as Accurate has been, and continues to be, the sole source from which this list is compiled.

1	8. AMAPOLA	E. B. Marks	8
2	9. C'BYE NOW	BMI	8
3	10. UNTIL TOMORROW	Republic	8
4	11. NA, 10 LULLABY LANE	BMI	7
5	12. WISE OLD OWL	BMI	7
6	13. YOURS	E. B. Marks	7
7	14. IT ALL COMES BACK TO ME NOW	BMI	6
8	15. NIGHY, NIGHY	Boston	6
9	16. TIME AND TIME AGAIN	London	5
10	17. FOR WANT OF A STAR	E. B. Marks	5

More Vox Collegiate Populi

(Continued from page 3)

FINKY TOMLIN was really a hit at Jeanne Mary Lund's (Creightonian) Creighton University, Omaha, "because of his slick dancing music, his excellent vocals, and his own grand personality on the stand and off of it. His music was really tops and superior in its tone and variety. With a little bit of everything, he managed to please everyone." **BLAKE BARRON**, on the other hand, "was highly overrated, and his specialties were so rotten filthy. They were too smutty to be funny. His music was not as good as could be expected, and the entire effect was second-rate."

TOO MUCH NOVELTY

FLETCHER HENDERSON "gave a good combo of sweet and hot music" to earn him the most popular palm at Carleton College, Northfield, Minn. but Richard Umhoefer (Carletonian) blasts **LOU BRISSE**, who, it seems, "was considered quite nice, with too much novelty." **WOODY HEIMAN** "plays the style the students like" on the University of Arkansas, Fayetteville, campus, with **ELIAS M. STAFFORD** (Arkansas Tracer) sidestepping the disappointment question.

Also the hit and miss of the year at University of Denver, in that Colorado city, were only local bands. Shirley Shephard, editor of the campus publication, has definite reasons for each opinion. In the case of popular **STAN BOSKOFF**, his "most professional arrangements, smooth music, large band" did it, while **BOLLY CHRISTNEY** "sounded thin. Couldn't feel rhythm. Tempo not gauged for good dancing. Was just not smooth and pleasing." John W. Bartram (Silver & Gold), speaking for the University of Colorado, Boulder, snubs **ONE PIPER** for his "Lombardic type" of music, but bestows favor upon **JAN SAVITT** for "rhythmic, danceable music."

KAY KYSSER "without a doubt," says Lyle M. Nelson (Daily Emerald); the students at University of Oregon, Eugene, "really liked his band and the show which he put on in addition to his top music. He went over better than any orchestra that has ever played here." **JACKIE SODDERS**, however, "was criticized because he seemed to have no rhythm section." He was all solo with no clear background rhythm which makes good dancing." **DIMONA R. CAMPBELL JR.** (Kalamazoo) "doesn't know why" **PAUL HARTIG** was the most popular at Montana State University, Missoula, but says that **IRHAM JONAS** "too much clowning," and **BUDDY ROGERS** "poor music and off-color jokes"—were the disappointments there.

In Seattle the University of Washington liked **DUKE ELLINGTON** for the simple reason that "he was the first big name band brought to a Washington school dance in several years." Ed Guthman (Daily) says his campus had no disappointments, obviously for the same reason. **KAY KYSSER** wins the popularity prize at California's Stanford University, Dwight B. Hutchinson (Stanford Daily), not offering any further embellishments, and also no disappointments.

DULL AND CONCEITED

NICK MORSEBINE "seemed to suit the dancers' tastes with a mixture of sweet and swing, with frequent Latin American arrangements, while no orchestra was a "particular disappointment," states Artur Olan (Santa Clara) for the University of Santa Clara, in that California town. The University of San Francisco, Ned Burns (Foghorn) acting as spokesman for the campus there, disliked **ARTIE SHAW** "because of his dull personality and conceit," with Burns becoming parenthetically charitable by adding "(Maybe he has it that night)." Of the larger bands to have played at the school, "says this collegiate editor, "**RAY NOBLE** was the most popular with his sweet style."

LUD OLSSKIN gets the accolade at Pomona College, Claremont, Calif., Eleanor Forbes stating that school's vote for him "because of the big name." **JOHNNY TORRANCE**, identified by this campus editor as "a newcomer," gave the students "a good evening of dancing, as his music was lively but not swing." As to disappointments, "this year they (ostensibly all the ones to have played, there) have been exceptionally good. Last year **SPUD MURPHY** and **BILLY McDONALD** with their slick arrangements did not go over. They were also too loud and swingy."

GLENN MILLER, minus an explanation, is the nominee for the most popular crown at the University of Southern California in Los Angeles. Mary Hemster (Daily Trojan) goes on to single out **MARVIN DALE** as disappointment No. 1. "He played," she says, "at a school rally" when the students were expecting a very outstanding band. "Because Fresno (Calif.) State College is not slick," **TOMMY SMITH** was best liked, according to Harold Keith, Bronstein (Collegian). Smith has a sweet band, and "people here favor moderate fox trots, some waltzes, an occasional fast piece." Evidently every oak to have played Fresno measured up to those requirements, because no disappointments are registered.

PHIL HARRIS gets the nod at Santa Barbara (Calif.) State College, Willard May (El Guencho), doing the nodding for the student body, but **JIMMIE GRISER** gets the reverse.

CAMPUS LIKES IT SWEET

(Continued from page 3)

and nobly, meaningless instrumental work." "More interest is being shown," by Bowdoin College, Brunswick, Me., "in ballads and particularly in unusual arrangements of them. Swing songs," continues this school's editor, "tend to be too much alike."

Becker College, Worcester, Mass., finds that "swing is just a fad, and once people get tired of it, it goes out." At the Massachusetts Institute of Technology, Cambridge, "the desire to be able to dance comfortably" did away with swing. "Our dances are always packed," says MIT, "and hot music introduces difficulties, and for that reason, bands that play only swing are not hired." One of the most sociological reasons, and one that definitely has its points, comes from Syracuse (N. Y.) University, which says the demise of swing is probably a subdued reflection of war conditions, the desire to have a good time without too much blasting.

On the Melody

Artie Shaw's recording of *Stardust* is offered by New York University as the "more modified type of swing with subdued rhythms that do not drift too far away from the melody" that is now preferred on this campus, where "a fast, floppy tune annoys, rather than fascinates, the student dancer." The fast steps are considered "strictly high school stuff" at Upsala College, East Orange, N. J., and "big dances are crowded, and one cannot dance to swing music," says

Fenn State in Philadelphia. Yale University, New Haven, Conn., "when out with a dance like to have music that they can comfortably dance to, they prefer romantic music rather than the jitterbug type." Most of the students at Yale "only require a band to be danceable and to have sufficient variety to interest them."

Jitterbugging "showed a lack of culture," says Washak College, Crawfordville, Ind., while the "slow, dreamy stuff" is what Ball College, Muncie, Ind., goes for. "Lots of dips and similar things designed to get the gal friend in the mood," amplifies this school. Villanova (Pa.) College has another place where the war figure in the trend away from swing: "seriousness greater, reflecting thinking of war and draft situation," is the way this campus editor says it.

"The improvement of orchestras playing sweet music" is a cogent thought from Temple University, Philadelphia, while "passing fast" serves to sum up Dickinson College's (Carlisle, Pa.) feelings in the matter. University of Baltimore says it another way, "Perhaps the novelty has worn off," setting it "against an ancient history" at Hood College, Frederick, Md., which is a girl's school, with the feminine viewpoint carried on still further by "hardly any girl looks her best while jitterbugging"—muff said!

Three Jumperoo Limit

Drury College, Springfield, Mo., thinks that "three bona fide swing numbers usually suffice for an evening's dancing," with the reason being a "general

Orchestra Notes

By DANIEL RICHMAN

Of Maestri and Men

VAUGHAN MONROE goes into Frank Dalley's Meadowbrook, Cedar Grove, N. J., for a pair of weeks as soon as he winds up his current run at the New York Paramount in about three weeks. Monroe is also set for two and a half months at New York's Hotel Commodore, beginning October 9. . . . **BOBBY BYRNE**, barred from his sketched New York appearance at the Hotel New Yorker last month because of the jurisdictional union dispute involving the hotel, gets a choice big-town location anyway. . . . he starts a summer run June 8 at the rival Hotel Pennsylvania, opening the hotel's new. . . . **DON MARIO** into the Hour Glass, Newark, N. J., May 26. . . . **HANK ROSE** new at plans for Gray Gardens, while **BILLY FRITZMARD**, former Tony Pastor trombonist, joins Frankie Masters at the Taft Grill, New York. . . . **BENNY GOODMAN** has a month at the Sherman Hotel, Chicago, starting about the middle of July, and while in the Windy City he will begin a new radio commercial for an unrevealed sponsor, which will be piped from Chi. . . . **TEDDY WILSON** goes back into Cafe Society Uptown, New York, June 1, with **JOHN KIRBY**, whom he replaces, slated to return September 14. . . . it's a repeater for Wilson. . . . **NANO RODRIGO** into the Club Ball, New York, July 1 for an indef. run. . . . **MICHAEL LOHNG** will be the permanent band at the new Lina Park Ballroom, Coney Island, N. Y., with guest names playing weekly engagements starting the 29th. . . . **MIKE RILEY** is augmenting his small combo, with his first date with the 13-piece crew a month run

boredom with jitterbugs and jitterbugging, and a response to the current, smart, smooth arrangements of outstanding bands." "Good, rhythmic beat is always popular" at Creighton University, Omaha, but a variety of tempo and tunes is preferred, because the students "like to dance, and swing is not best for this."

Brigham Young University, Provo, Utah, says it's "fed up on noisy jive, which sounds and looks crude. Colleges have passed the saturation point with swing, and want a change. People can get exercise on the tennis court, but they want to dance to enjoy, not exhaust themselves."

Utah State Agricultural College, Logan, is of the opinion that "the principle of swing music seems to have been carried so far that it now appears ridiculous. Swing renditions of things like *Artie Chores* cured most of us." Chico (Calif.) State College thinks along similar lines, asserting that "the main factor in influencing the change (from swing to sweet) was the extreme extent to which bands were carrying swing music. In general, students tended to become sick and tired of it."

And Washington State College, Pullman, puts down a succinctly worded phrase in answering the question as to what factors influenced the swing away from swing—"Copy thy neighbor."

AND IN CONCLUSION . . .

THE BILLBOARD, in next week's issue, reveals just how important are PHONOGRAPH RECORDS in the making of a dance orchestra, insofar as the nation's colleges are concerned. Much has been said and written about how vital good records are to a band's career, and next week young America tells to what extent all this holds true. . . .

ALSO in next week's issue, which will conclude The Billboard's Fourth Annual College Music Survey, the campus promoters will reveal how they feel about LATIN AMERICAN MUSIC. Has the craze for south-of-the-border rhythms been as widespread as it seems? Do the college kids, whose tastes in popular dance music are so important, share in the enthusiasm for this type of music? Or do they care little or nothing for RUMBAS, CONGAS, and SAMBAS? . . .

Be sure to read NEXT WEEK'S ISSUE OF THE BILLBOARD for the hot, but far from least important, issue! It's the 1941 like and dislikes of Joe and Jane College. RECORDINGS and LATIN MUSIC are two of the most important angles of the current musical scene. How does Collegians feel about them?

at the Ben Girt (N. J.) Inn, as of June 1. . . . Pleasure Beach Park, Bridgeport, Conn., opens on that date, with MCA servicing the band end. . . . **TOMMY DOBNEY**, the 1st; **BOB CHESTER**, the 2nd; **TOMMY TUCKER**, June 15 and **SAMMY KATE**, July 6, is the present line-up. . . . **CARL HOFF** takes his new job into Blue Gardens, Armonk, N. Y. . . . **ARTURO ARTURO** starts at the Hotel Manhattan May 30 for the summer. . . . **PENTON BLYTHE** and **ORCHESTRA** is splitting up. Joe and George, each branching out with his own organization. . . . Penton crew was one of the most popular dance acts ever built up in Maine territory, but the chasm developed over differences in musical ideas. . . . Joe is keeping seven of the 13-piece combo, planning to add six others.

Midwestern Murmurs

LIONEL HAMPTON leaves the Grand Terrace, Chicago (30) for one-nighters, with "KING" **KOLAX** coming in. . . . **HENRI LESHON** signed a managerial contract with Weems, Inc., Chicago. . . . band opened an indefinite run at the Theater Cafe in the Windy City. . . . **BENNETT GUMMINS** will play a flock of fair dates in August, following a location job at the Gladier in Memphis, Tenn. . . . **BENNY STRONG** wound up a month at the Mayflower Hotel, Akron, O., on the 15th and four days later started a similar term at the Washington-Yorke Hotel, Shreveport, La. . . . **LAWRENCE WELLS** is the lead-off attraction opening day at Excelsior Park, Minneapolis, May 21. . . . he closes at the Typhoon in Chi June 3, opening two days later at the Peabody in Memphis for a three-week engagement. . . . **CLYDE McCOY** takes his crew into the Beverly Hills Country Club, Newport, Ky., on the 23d, with **DEKE MOPPITT'S** crew, in the Shubert Theater, Cincinnati, pit all season, moving in two weeks later. . . . **HERBIE KAY** is set for Moonlite Gardens, Coney Island, Cincinnati, for a week beginning May 31, with **BARRON ELLIOTT** the follow-upper June 7.

He paced the modern trumpeting 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

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On the Records

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

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

Key: TT—Fee Tretz; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By DANIEL RICHMAN

BARRY WOOD and the KING SISTERS (Victor 27407)

Tell Me Pretty Maiden—V. Blues 'Em All—V.

THIS is the sort of recording that, if it ultimately means nothing in the way of sizable sales, at least is not the fault of uninspired, lackadaisical recording and production. Everything exists on this disk, particularly on the A side, to make it pay extremely satisfactory dividends to all concerned, with the outstanding quality being one of imaginative handling of the artists involved.

For the first time since Wood has been waxing for Victor, he has been treated in a manner calculated to build him up. The aimless ballads he has been turning out, however well sung, have meant little or nothing because of their lackluster handling. This, too, is a different proposition; starting with the double-barreled attraction of a two-for-one bargain, Victor chose wisely in the first side song, and maintained the level fairly well on the reverse.

Pretty Maiden, the old Florodora Sextet number, is known to practically everybody, but at the same time it isn't one of those ditties that is constantly being overdone. In the arrangement here, it is great listening, for not only forthright musical scoring, but entertaining humor as well have been brought to the oldie. Barry and Yvonne King duet the first chorus in a shrewd burlesque of Gay Nineties' masculine baritone and feminine coyness; the side swings after that, with the four King girls blending in some exceedingly fine harmony swingings, and Wood continuing to hold up his end with some of the best personable vocalizing he has ever done. The 1941 hit on the latter half complete a side that possesses that spark that distinguishes really good and different disks.

Reverse is equally good in execution, but the song doesn't offer as many opportunities for the superb touches that make the companion piece. This is army camp-inspired, and taken here at a fast three-quarter-time tempo, Wood and the Kings sing singly, in duet, and ensemble in a cogent arrangement of the material.

Side A is admirably suited to music machine consumption. The only drawback to complete coin success may be lack of sufficiently strong name value. That, however, should not deter operators from giving the side a chance, for, if heard by enough people in enough boxes, it has what is necessary for smash hitdom.

TOMMY DORSEY (Victor 36356)

Without a Song—TT, VC, Deep River—TT.

DORSEY'S latest takes the form of a 12-inch recording, but the news lies not so much in the fact itself as it does in the phenomenon that both sides are worth it. There have been instances where much importance was attached to a recording by a pop dance band, simply because an alleged "swing classic" was dragged out beyond its value and stretched across a larger expanse of wax than it deserved.

Here, however, Tommy has furnished his admirers—not to mention all those who appreciate fine swing and the contrast of beautiful, thoughtful ballad scoring with a lasting item for their collection, an intelligent bit of record-making that more than merits its 12-inch prestige. Without a Song, the Vincent Youmans classic, is handled beautifully, scored with care and with an eye to bringing out all the fine points of the melody, without, however, overdoing it via an over-orchestrated manuscript. Played slowly, two choruses suffice to cover the rim-to-labeled surface, Frank Sinatra proving once again on the second that he is one of the finest band singers in the business today. Dorsey's trombone solo in the first chorus is one of the best things he has done in a long time.

Pietermate is a Cy Oliver arrangement of the familiar Deep River, played fast and heatedly, but with no opportunities for an original and inventive commentary of the semi-classic sort in the midst of driving swing solos and ensembles. Great sax section work, and outstanding piano, clarinet, sax and trumpet solos are highlights of several minutes of pulsating swing that is exciting listening from start to finish. The contrast between the sides is also one of the most effective aspects of this disk, and the whole job is out of the topmost drawer.

Music machines are obviously out of the picture here, due to the record's 12-inch size.

RAYMOND SCOTT (Columbia 36103)

Just a Little Bit South of North Carolina—TT, VC. In the Bush of the Night—TT, VC.

When Scott wants to arrange an ordinary pop tune in its prettiest dress, he usually turns out sides that are consistently listenable, not only once, but over and over again. Here he has done wonders with a typical Tin Pan Alley effusion on the A side, and with the naturally vastly superior adaptation of Rimsky-Korsakov's Scheherazade on the reverse. Band plays two better-than-average arrangements in better-than-average style, and Clyde Burke contributes a pair of good vocals.

Despite excellent band work, neither side is a likely-looking candidate for music machines. Scott so far has not meant much on the machine, even with better and more original records, and this one isn't apt to succeed where the others failed.

VAUGHN MONROE (Bluebird B-11146)

What Word Is Sweeter Than Sweetheart—TT, VC. Yours—TT, VC.

In the corny, but highly commercial, style of that hit of another year, It's a Sin to Tell a Lie, Sweetheart has the makings of a big song, and in Monroe's easy, relaxed, and smooth style it may run off to a flying record start. This is one of those sides where general polish takes the place of any outstanding qualities, which aren't needed in the face of a start-to-finish performance of high caliber. Pietermate is already doing well as a song, and Vaughn's version is likely to assume an important place among the current Four disks. Marilyn Drake sings this side, Monroe the first.

Side A offers much of interest to music machine operators. Mezzo is now an established name, and on this side he plays a song with definite commercial appeal.

Title, tune, lyric, and band performance and name value are all potent here, and operators will make no mistake slipping this side under the needle.

(See ON THE RECORDS on page 71)

On the Air

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

By HAROLD HUMPHREY

David Marshall

(Florentine Gardens, Hollywood, NBC Blue Network, Monday 12), 12:30-12:55 a.m.)

HIS songs and his orchestra. That's the tag introducing this remote from the moviejand town. What follows is a good job of singing by the maestro in most of the tunes played, and the orchestra is just sweet, staid arrangements of mostly pop tunes, and has nothing to distinguish it from any one of a score of so-so bands on the air today.

Marshall's vocal work is way above average of most male band vocalists. On shot ought he chose pop ballads for his warbling and squiggled himself with a clear set of pipes and good delivery. Band seemed to lack enthusiasm, and a drab, too-sweet style results. Arrangements all seemed to call for the piano man to break in consistently with the same type of run regardless of whether the tune played was a rumba, ballad, or jump number. Ork's theme song is Jeevie With the Light Brown Hair, executed well enough, but a poor choice

On the Stand

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

Jimmy McHale

(Reviewed at Westminster Hotel, Boston)

LONG a Hub fave, McHale has surrounded himself with boys who can dish out the sweet stuff very capably. At one time out of the few Hub maestri McHale has abandoned this on the present job in favor of the more salable material which hotel patrons prefer.

With three sax, three rhythm, and two brass, McHale has a nice little combo here. His popularity is attested to by the scores of regular patrons who throng the intimate room at the hotel to dance to the music of the "Men of the Scale." His a seemingly endless library, and on occasion has played requests alone for more than an hour.

Some nice arrangements which find the sax and the rhythm working together with the brass for effect only are featured. Band has been here several seasons and is assured of a stand as long as it wants.

Bobby Ramos

(Reviewed at the Colony Club, Chicago)

RAMOS, former singer for Carole Molina and Henry King, is now fronting Molina's old band. Revamped instrumentation includes four sax, two fiddles, three rhythm, and one trumpet, six kick layout, to produce everything from a fox-trot to a fast rumba.

It is in the Latin field that the outfit stands out, and the versions of congas, rumbas, and tangos does the customers not to take to the dance floor pronto. The rhythm is magnetic.

Not the least of the band's assets is Ramos, youthful, pleasant Latin chap, who announces numbers effectively and sings romantic and pop tunes equally well. Helped out with the maracas during Latin sets; otherwise he leaves the musical assignment in the hands of the boys.

By coincidence, Molina's band played in this room only about a year ago and did well. And now under the guidance of Ramos it is doing just as well.

Humphrey

Bobby Day

(Reviewed at Aresida Ballroom, New York)

RELATIVELY new in the band biz, the Day ork is a youthful organization with plenty of pep and a particular appeal for ballroom customers. Day himself is a handsome gent with an engaging smile and much dexterity on his specially built electric steel guitar. His bridge work with this instrument gives a good lift to the proceedings.

Band leans toward the swing groove

in many of its arrangements, but has also worked up a bunch of corny novelty songs and numbers featuring Martin Wayne and Buddy Stewart, the regular vocalists, and Hamp Richardson, one of the brass men. This trio does a good job of singing, mugging, and gagging, which gives the band added entertainment value.

A good, solid dance tempo is maintained throughout the library, giving brooder plenty of stuff to see their feet to. Band's brass section is exceptionally good on the swingeroos, making for a strong lift.

Boys are decked out in orange jackets, smacking of collegiate stuff, but setting 'em off in a nice flash. All the ingredients seem to be there when it comes to pleasing the younger music and dance-loving crowds.

Humphrey

Val Olman

(Reviewed at Ambassador East Pump Room, Chicago)

PLAYING his first Chicago engagement, Olman has made a favorable impression on Pump Room dancers. Confining himself to no one style, he offers in his wide variety of selections something to please all types of tempo. Val is a handsome fellow, fronts his band with his violin, and his breezy personality registers well.

Three sax, piano, drums, bass, and trumpet make up the basic instrumentation of the seven-piece combo, but it also brings into play four violins, three clarinets, flute, and melophones for some very effective arrangements.

Essentially on the sweet side, band can swing out with plenty of volume, and its rhythmic arrangements are lifted for dancing. Interspersed among the pops are occasional rumbas and novelties, in some of which choral accompaniment is introduced. Olman's violin stands out, and Milton Cole does a good job on piano. Allen Ritchie is a fair vocalist.

Green

Al Spieldock

(Reviewed at Paul Young's Romany Room, Washington, D. C.)

FIVE-PIECE organization under Spieldock emphatically refutes any theory that good dance music needs a lot of musicians. Band rates far above the usual music found in night clubs. Unfortunately not much personality is spread over the stand, since the boys lose themselves somewhere between the bars and notes.

Central force to the quintet is in Spieldock's drums, which beat out every kind of rhythm. To keep the dancers moving around the floor it is necessary to subordinate the drums to the other instruments, but every now and then Al breaks out in a rhythm solo which entrances dancers. His climax is a finish with bare hands.

Trumpet, trombone, sax, piano, drums (plus violin double) is the line-up. Girl singer is Louise Lee, tiny vocalist who gets something extra into her songs, with her pop tunes rendered with a minimum of effort.

Clever arrangements compensate for lack of instruments and breaks are sustained completely by Spieldock's drumming. This is definitely a band to catch.

Jones

T. Dorsey Record \$4,496 in Cincy

CINCINNATI, May 17.—With duets going for \$1 a copy, Tommy Dorsey and his orchestra, playing a preview engagement at Moonlight Gardens at Coney Island here last Saturday, attracted 4,496 paying customers, an all-time high for the Coney dancer. Previous mark was established by Guy Lombardo in 1936 when he pulled 4,280 dancers, also at \$1 a head.

Ted Wema is set for Moonlight Gardens tonight and tomorrow night at a 75-cent admission fee both nights. George Hall's orchestra, with Dolly Dawn, opens Coney Island's regular season next Saturday with a week's engagement. Moonlight Gardens is the leading dance emporium in this section.

considering the milking this song has gone thru at the hands of BMI.

Leonard Keller

(Bismarck Hotel, Chicago, Mutual Network, Tuesday 13), 11:45-12:00 p.m.)

THIS remote was potentially distinguished because it was the first ork airing over Mutual since the web's new pact with ASCAP. Ironically, however, on the 15 minutes caught of Keller's stint only one ASCAP tune was played, Harem Cafe. Remaining half of the remote was not heard over WOR in New York because of other commitments for that station. No mention was made of the fact that Mutual was now piping ASCAP music again, the net's carrying really not getting under full steam until Sunday 18).

Keller's music is sweet and soft. Maestro features his fiddle in some of the arrangements, and in others the chirping of Dorothy Dee and Rex Griffith. Both vocalists do nice jobs and add to an otherwise dull spell of listening. It's okish music, tho, for a retool background while reading a good book.

BANDS' CUFFO WAX DEALS

Decoration Day Biz Hits High for Orks; Proser Eyes Crosby

NEW YORK, May 17.—Demand for orks during the Decoration Day holidays starting over May 20 to June 1 was heavier this year than ever. Band offices were still getting calls as late as this week from operators, but it was too late to serve. Harry Moss, of Music Corporation of America, reports that by May 10 all of his bands available in the Eastern territory were booked for the holiday week-end. Among them were Bob Crosby, Guy Lombardo, Tommy Tucker, MacFarland Tetina, Tommy Dorsey, Bunny Bertina, and Dick Messner.

Proser's College Nights

NEW YORK, May 17.—The Monte Proser "Dance Carnival" being preceded May 30 in Madison Square Garden is scheduling a series of "College Nights" to be run off twice a week. Spots will be played with each school fated getting a raft of its pennants spread around, and its songs and cheers led by bands. Gag is designed to get the younger generation coming to the spot early in the season. First school to get the call will probably be New York University or Columbia.

Monte Proser was one of those almost let on the book when he attempted to make a last-minute booking for a preview session of his Madison Square Garden dance on May 20. Spot doesn't open officially until May 30, when Larry Clinton, Charlie Barnett, and Benny Goodman take over. Altho not definite, MCA was trying at the end of the week to get Bob Crosby to play the Garden eve of the 29th before hopping to Hertsay, Va.

Office had first to get permission of the Strand Theater here, because Crosby is scheduled for an engagement there in June. Strand might give in on the angle that no previous publicity will be put out on Crosby's one-night Garden date.

All the major booking offices are anticipating the biggest Decoration Day press in many years.

"Sheet" Now Based Only on WOR; Two Other Nets Ignored

NEW YORK, May 17.—Due to requests from its music publisher subscribers, Accurate Reporting Service, which compiles weekly song plums on a network and an independent station basis, this week radically altered its system to include WOR as a network plug, at the same time dropping WEAF, WJZ, and WABC from its compilations. WOR had previously been considered by Accurate as an independent plug, along with WOV, WIN, WMCA, and WNEW. WOV also had been dropped from the weekly tabulations until further notice.

Switch in WOR's status was made by Accurate coincident with the return to Mutual of ABC's music Tuesday (13). The service's first report under the new set-up carried that date, plus an attached note to the effect that "the majority of music publishers have requested that we temporarily publish our reports as per attached." Accurate further stated that "inasmuch as we are doing everything in our power to meet the present situation, we trust that you will bear with us until conditions are normal again."

Prints as revealed by Accurate's reports now is palpably up-sided, inasmuch as only one network figure in the plums, with the two others (NBC and CBS) omitted. Move was made by the compilation service as an apparent effort to play ball with the pube, who constitute the majority of its customers, now that they have their tunes back on one major outlet. Service will evidently return to normal when and if NBC and CBS sign with ABCAP.

Playing Safe

ST. LOUIS, May 17.—Mitchell Ayres orchestra was guest of the draftless housed at near-by Jefferson Barracks, Mo., and the band was up to all requests save one. They absolutely refused to sign autographs on anything.

Every man was afraid somebody might shove a paper at him, which, when signed, would turn out to be a three-year enlistment!

Oberstein To Book Jersey Band Spot

NEW YORK, May 17.—Beverly Country Club in New Jersey will be opened as a dance spot around the middle of June. Club is just outside of Westwood, near Hackensack, and was formerly known as the Beverly Hockey Club.

Policy of name bands will be the starter, with Eli Oberstein, of Consolidated Radio Artists, doing the booking there, but on his own hook. Door admish of 35 cents weekdays and 75 cents Saturdays and Sundays is the present price plan. Each ork will come in for a month's engagement. About 5,000 dancers can be accommodated.

This marks the second new spot in this area to pop up with dance plans in the past week, both of which may offer competition to Frank Dalley's Meadowbrook in Cedar Grove. Other planned dance is Douglas Hertz's, owner of the Pegasus Club, Hightown, N. J., who figures on a tent and portable floor to house some 1,000 hoopers. Neither spot had signed any bands as yet.

Miller Breaks All Records at Palladium; Other Ork Crosses

HOLLYWOOD, May 17.—During the two-week period that Glenn Miller was at the Palladium here, all attendance records were shattered. Opening night approximately 5,300 dancers and listeners crossed the threshold and planked down either 55 or 83 cents per, as all passes, either complimentary or to the press, were suspended during the engagement.

BRIDGEPORT, Conn., May 17.—Dick Rogers, at the Rita Ballroom here April 27, didn't do as well as on his previous

Orks Buy Own Records; Jobbers And Phonos Collect the Gravy

NEW YORK, May 17.—Territorial and semi-name bands are finding themselves embroiled in one of the toughest competitive struggles for recognition that has come up in show biz in a long time. Past few years have seen the booking offices and band leaders buying sub rosa interests in niteries and roadhouses in order to insure their orks a spot in the sun. Under the table deals have been made between bands or their management offices and hotels or night clubs putting radio remote fees on a split basis, or in many cases with the ork and/or its booking office footing the entire air bill. Another medium proving hard a headscha to the lesser name orks is recordings, but now a few of the management heads are finding ways to circumvent this problem. It costs 'em dough, but it's charged off to promotion.

Biggest sales of records today to the coin phone operators are chalked up by the big name bands. To feed this demand the waxing outfits naturally throw a hefty chunk of their budget over to cutting the Goodmans, Dorseys, and Millers. Musical directors of the various recording companies are always on the lookout for fresh ork material, but they're held down by the front office, and by what they call a scarcity of "really good material."

Up to a year or so ago this has been a tough rap for the bands to beat, and is still no cinch for an ork leader without the proper cash backing. But if a band office today has confidence in one of these struggling young orks, it is a fairly easy matter to fix them up with a recording contract for at least a couple of sides. Cost of this promotion is

usually hung on the band if it makes the grade, but often as not the office is stuck, and the leader joins the side-man ranks.

Search is first made for a good tune not yet recorded, preferably a novelty number. Booking office then goes into a huddle with a disk maker, and in return for waiving its band offers to buy up the first 10,000 pressings at the regular jobber's list price of 18 cents if it's a 35-cent recording. Office then makes arrangements with the recorder to distribute the block of 10,000 disks to the jobber on a deal basis, the latter dishing out a free copy of the record with every five of another disk sold to a coin phone operator. This gives the disk manufacturer added ammunition to plug another record.

On a few occasions the booking office has been able to get hold of a list of phone operators, and thus mail out their disks direct, a much better plan, they say, because with the jobber deal they never know how many similar deals the jobber is handling, and theirs might get lost in the shuffle. In working direct with the operator of a large block of automatic phones, office knows each machine will get a copy of the disk. Offices go further by trying to distribute the records geographically to coincide with the ork's theater or one-night dates.

A simple promotion such as this one will cost the management office \$1,800 plus the mailing and handling charges, but meanwhile one of its bands has been launched on records in the tavern phones. Not too much success has been found in such deals so far, either because of the time not catching on or thru lack of follow-up promotion.

ing in four different ballrooms during a two-day period, pulled \$5,723.25 into the tills of the ballrooms in this vicinity. Grosses were as follows:

May 2: Sam Donahue, at Roseland-States, drew 850 at 55 cents and 44 cents for fair \$950; Sonny Dunham drew 2,000 at \$1.25 per couple at the Tutuola Ball for good \$1,750; Al Kaylin pulled 1,205 into the Riverview at 55 cents for nice \$662.75, and Newt Perry and Harry Morrison, playing at Haymor-Plymor, drew 1,900 at 55 cents and 60 cents for \$940.

May 3: Kaylin repeated at the Riverview with same price, 1,450 persons bring in \$727.50, and Terry Shand and Jack Renard, at the Haymor-Plymor, drew 2,100 at 60 cents and 55 cents for good \$1,950.

AKRON, O., May 17.—Charlie Sptvak attracted 1,972 at Summit Beach Park ballroom here May 5. Admission was 55 cents a person.

YOUNGSTOWN, O., May 17.—Johnny McGee playing for the summer inaugural at Yankee Lake Park Pavilion at near-by Brookfield May 3, packed 1,480 customers in at 55 cents a person. Spot is now on regular summer schedule, operating nightly until November 1.

Geography Lesson

PHILADELPHIA, May 17.—When Doug Arthur, who plays the platters on WIBG's Danceband, introduced the song, "How Deep Is the Ocean?", he flipped, "It really winder!" And 18 minutes later he received a telegram from a listener advising him that 70 miles north of Puerto Rico it's 4,852 fathoms deep. Now he knows.

BOSTON, May 17.—Eight bands, play-

HERSHEY, Pa., May 17.—Opening name band dance of the season at Hershey Park Ballroom, with Bob Chester on the stand, grossed \$1,975, with attendance of 2,971. Admish for dancers, 85 cents; for spectators, 40 cents.

DES MOINES, Ia., May 17.—Cab Calloway hung up a nifty \$1,335 at Tom Archer's Tomar here May 4, with 1,840 patrons, one of best Sunday night crowds this season. Some 1,500 took advantage of bargain 83 cents, while remaining 500 planked down 75 cents per.

Playing at another Archer ballroom, the Prop Hop at St. Joseph, Mo., May 3, Calloway hung up another nice \$1,400 gross, with approximately 1,400 paying a buck each.

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	50,000 ... 14.75

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

(Names are for current week unless otherwise given.)

A
Alvin Hill (Tampa Terrace) Tampa, Fla.
Alberto Dominguez (El Chico) NYC, Pa.
Alvin Hill (Tampa Terrace) Tampa, Fla.
Alvin Hill (Tampa Terrace) Tampa, Fla.

B
Bever, Billy (Paramount) Cedar Rapids, Ia.
Baker, Art (Warwick) NYC, N. Y.
Baker, Art (Warwick) NYC, N. Y.

C
Carter, Chuck (Billboard) Los Angeles, Ca.
Carter, Chuck (Billboard) Los Angeles, Ca.

D
Daly, Duke (Playland) Bay, N. Y.
Daly, Duke (Playland) Bay, N. Y.

E
Edin, Ted (Columbia) NYC, N. Y.
Edin, Ted (Columbia) NYC, N. Y.

F
Fagot, Louis (Morocco) Detroit, Mich.
Fagot, Louis (Morocco) Detroit, Mich.

G
Gardner, Bill (Playland) Bay, N. Y.
Gardner, Bill (Playland) Bay, N. Y.

H
Harris, Jack (La Conga) NYC, N. Y.
Harris, Jack (La Conga) NYC, N. Y.

I
Ink Spot, Four (Titanic) Cleveland 28, N. Y.
Ink Spot, Four (Titanic) Cleveland 28, N. Y.

J
James, Harry (Larkin) NYC, N. Y.
James, Harry (Larkin) NYC, N. Y.

K
Kain, Paul (Marjory) Washington, D. C.
Kain, Paul (Marjory) Washington, D. C.

L
Lain, Eric (Old Heidelberg) Phila., Pa.
Lain, Eric (Old Heidelberg) Phila., Pa.

M
Majors, Thayer (DeWitt Clinton) Albany, N. Y.
Majors, Thayer (DeWitt Clinton) Albany, N. Y.

N
Nance, Bill (Case Mañana) Boston, Ma.
Nance, Bill (Case Mañana) Boston, Ma.

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; ch-club; co-country club; h-hotel; mh-music hall; nc-night club; o-orchestra; p-park; r-read house; re-restaurant; s-showboat; t-theater.

Foster, Chuck (Billboard) Los Angeles, Ca.
Foster, Chuck (Billboard) Los Angeles, Ca.

G
Gardner, Bill (Playland) Bay, N. Y.
Gardner, Bill (Playland) Bay, N. Y.

H
Harris, Jack (La Conga) NYC, N. Y.
Harris, Jack (La Conga) NYC, N. Y.

I
Ink Spot, Four (Titanic) Cleveland 28, N. Y.
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Lain, Eric (Old Heidelberg) Phila., Pa.
Lain, Eric (Old Heidelberg) Phila., Pa.

M
Majors, Thayer (DeWitt Clinton) Albany, N. Y.
Majors, Thayer (DeWitt Clinton) Albany, N. Y.

N
Nance, Bill (Case Mañana) Boston, Ma.
Nance, Bill (Case Mañana) Boston, Ma.

O
O'Brien, Bill (Playland) Bay, N. Y.
O'Brien, Bill (Playland) Bay, N. Y.

P
Parker, Art (Blackhawk) Chicago, Ill.
Parker, Art (Blackhawk) Chicago, Ill.

Q
Quinn, John (Columbia) NYC, N. Y.
Quinn, John (Columbia) NYC, N. Y.

R
Rosen, Sam (Coca Cola) NYC, N. Y.
Rosen, Sam (Coca Cola) NYC, N. Y.

Ryde, Harry (Chalet) Chi., N. Y.
Ryde, Harry (Chalet) Chi., N. Y.

S
Sala, Ed (188 Club) Chi., N. Y.
Sala, Ed (188 Club) Chi., N. Y.

T
Tamm, Bob (Columbia) NYC, N. Y.
Tamm, Bob (Columbia) NYC, N. Y.

U
Uhlen, Bill (Playland) Bay, N. Y.
Uhlen, Bill (Playland) Bay, N. Y.

V
Vance, Tom (Coca Cola) NYC, N. Y.
Vance, Tom (Coca Cola) NYC, N. Y.

W
Walker, Pat (Tunney) St. Louis 29-30, Mo.
Walker, Pat (Tunney) St. Louis 29-30, Mo.

X
Xavier, Walter (Astoria) NYC, N. Y.
Xavier, Walter (Astoria) NYC, N. Y.

Y
Yard, Tommy (Club Ball Brooklyn) Phila., Pa.
Yard, Tommy (Club Ball Brooklyn) Phila., Pa.

Z
Zappa, Louie (Morocco) Detroit, Mich.
Zappa, Louie (Morocco) Detroit, Mich.

Quinn, John (Columbia) NYC, N. Y.
Quinn, John (Columbia) NYC, N. Y.

Rosen, Sam (Coca Cola) NYC, N. Y.
Rosen, Sam (Coca Cola) NYC, N. Y.

Ryde, Harry (Chalet) Chi., N. Y.
Ryde, Harry (Chalet) Chi., N. Y.

Sala, Ed (188 Club) Chi., N. Y.
Sala, Ed (188 Club) Chi., N. Y.

Tamm, Bob (Columbia) NYC, N. Y.
Tamm, Bob (Columbia) NYC, N. Y.

Uhlen, Bill (Playland) Bay, N. Y.
Uhlen, Bill (Playland) Bay, N. Y.

Vance, Tom (Coca Cola) NYC, N. Y.
Vance, Tom (Coca Cola) NYC, N. Y.

Walker, Pat (Tunney) St. Louis 29-30, Mo.
Walker, Pat (Tunney) St. Louis 29-30, Mo.

Xavier, Walter (Astoria) NYC, N. Y.
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Yard, Tommy (Club Ball Brooklyn) Phila., Pa.
Yard, Tommy (Club Ball Brooklyn) Phila., Pa.

Zappa, Louie (Morocco) Detroit, Mich.
Zappa, Louie (Morocco) Detroit, Mich.

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

Bands on Tour—Advance Dates

OLENN MILLER: Civic Auditorium, Fresno, Calif., May 23; Coconut Grove, Monterey, Calif., 24; Sweet's Ballroom, Oakland, Calif., 25; Civic Auditorium, San Jose, Calif., 26; Civic Auditorium, San Bernardino, Calif., 27; Army, Santa Barbara, Calif., 28; Sweet's Ballroom, Oakland, Calif., June 1; Shrine Auditorium, Los Angeles, 2; Pacific Square Auditorium, San Diego, Calif., 3-5; Saltair Beach, Salt Lake City, 7; Chicago Theater, Chicago, 13 (week); University of Michigan, Ann Arbor, 20; I. M. A. Auditorium, Flint, Mich., 21; Modernistic Ballroom, Milwaukee, 22; Electric Park, Waterloo, Ia., 23-26; Auditorium, Cedar Rapids, Ia., 27; Eastwood Gardens, Detroit, July 15-19; Stunnybrook Ballroom, Carrolltown, Pa., 21; Surf Beach Club, Virginia Beach, Va., 25-30; Steel Pier, Atlantic City, August 30-31; Harney Park, Berkeley, Pa., September 11.

JIMMIE LUNCFORD: Civic Auditorium, San Jose, Calif., June 2; Auditorium, Salinas, Calif., 6; Sweet's Ballroom, Sacramento, Calif., 7; Sweet's Ballroom, Oakland, Calif., 8-9; Orpheum Theater, Los Angeles, 11 (week); Musician Beach Ballroom, San Diego, Calif., 20; Municipal Auditorium, San Bernardino, Calif., 21; Shrine Auditorium, Los Angeles, 22; Case Mañana, Culver City, Calif., 24 (week).

Robbins' Tin Panner Folio

NEW YORK, May 17—Robbins Music Corporation is readying a new folio to be tugged Tin Pan Alley Song Parade. It will include bits of the past written by such names as Walter Donaldson, Johnny Mercer, Max Gordon, Radio Head Brown, Arthur Freed, Harry Warren, Bill Mottet, and Howard Johnson. Songs of these and other famous Tin Pan Alley lites will also be included.

PHILADELPHIA, May 17—Billie Hart, name-maestro and songwriter in these parts over a decade ago, is rehearsing a large core preparatory to another tour at the big time. In his twelfth year recorded for Victor and was one of the first male artists to use a Negro melody. Billie Reynolds, composer of 'Confetti', in recent years Hoy has had a small combo, working the local circuit.

IN BOSTON IT'S THE BROADWAY HOTEL
A DAILY RATE, SINGLE, FROM \$1.50
A WEEKLY WITH BATH, FROM \$8.00
315 TRFOMONT ST. AT BROADWAY

New Play on Broadway

Reviewed by Eugene Burr

HENRY MILLER'S

Opening Tuesday Evening, May 13, 1941

THE HAPPY DAYS

A play by Claude-André Fugère, adapted by Zee Akins, opening when Raybald and Settings designed by Raymond Sovey, built by T. E. McDonald Construction Company, and painted by Robert W. Bergman Studios. Press agent, Henry Sembar. Stage manager, Robert Covner. Presented by Raphael and Robert Hakim.

Francine	Barbara Kent
Marianne	Diana Barrymore
Oliver	Sister and Frederick Bradlee
Pernette	Brother
Bernard	Brother of Francine and Marianne
Michael	Peter Scott
Edward Ashley	

The scene of the play is a living room in a house on an island in the St. Lawrence River.

ACT I—Morning. ACT II—Late the Same Evening. ACT III—Half an Hour Later.

The spring theatrical season, which for several weeks has been as dead as a Neanderthal man, flickered to brief life Tuesday evening when Raybald and Settings brought to Henry Miller's Theater the adaptation that Zee Akins made of a successful French play by Claude-André Fugère. This original, opened in Paris shortly before the war; the adaptation, called *The Happy Days*, has changed its locale from France to an island in the St. Lawrence. It offers a charming and often highly amusing evening—an evening highlighted by a magnificent performance from a young actress playing her first big Broadway role. Her name is Joan Taylor.

The play, delicate, filled with sympathy and insight for the desperate emotional upstrokes of adolescence, concerns a group of two boys and three girls, left to take care of themselves because their parents have been called away to attend a funeral. They are distant cousins: Oliver and Pernette, from Boston, have spent their summers with Francine, Marianne, and Bernard for many years. Marianne's puppy love is directed toward Oliver, who is puffed with the brash and sophomoric cynicism possible only to a Harvard man. Bernard, an unhappy sub-technician, whoops sentimentally after Pernette, who is 16 and filled with chastely mystical romanticism. Francine, the eldest, takes care of them all.

Marianne, at Pernette's instigation, invents an aviator with whom she is in love in order to arouse Oliver's jealousy—and then an aviator, whose plane has crashed near by, walks in. Before night all three girls are madly in love with him, with all the fervor of secluded adolescents, and the two boys are hilariously jealous. The rest of the play, really, is a tender and delicate examination of adolescent love as it affects various types of the female of the species. Pernette is witty, shy, and tremendously intense; Marianne dramatizes herself and tries to meet her aviator on equal terms; Francine takes care of his comforts and says nothing at all of her love until after he is gone. For he goes, that night, realizing the havoc he is creating, after Pernette has tried to commit suicide and the others have been shocked into sanity.

That's all—and yet it seems quite enough these evenings on 43d Street. It's told so charmingly, and with such understanding, that it does its quiet and humor-leavened job far more satisfactorily than many plays that are louder, busier, and more dramatic. And Miss Akins and M. Fugère, praise be, consistently avoid the traps of sentimentality. The aviator doesn't find he's in love with Francine, as was to be feared; he simply goes away. Marianne and Oliver are given no love scenes in which they swear eternal fidelity; their relationship is back where it started. Only all of them have grown older and more mature. It seems a shame, in view of the honesty of the rest of the play, that the stale device of an imaginary lover inexplicably appears should have been used. The play in all its essentials would have been there—and in better form, too—if Marianne and Pernette had never anticipated the aviator's entrance by inventing him.

Even if the drama had had less to recommend it, however, it would have been worth seeing because of Miss Tetzl's performance, one of the loveliest so far in the current season. Pernette is a tricky and unmarvelous role, and one that almost inevitably tumbles over into the ridiculous, the mawkish, and the

boiling; but Miss Tetzl, by the smooch and calm insight of her playing, miraculously managed to avoid all pitfalls. In her hands it is a delicately conceived and sympathetically projected study of adolescence, charmingly played, thoroughly believable, and by long odds the most important character in the drama.

Edward Ashley does fine work in the similarly difficult role of the aviator, who has to stand around as a sort of unblinking straight man for the three girls in turn, and who has to make himself believable as the butt of their adoration. Amazingly, Mr. Ashley manages to do this successfully, and without making himself look like a prig. Diana Barrymore, in her second Broadway appearance, plays Marianne as adequately as any competent ingenue (who her attempt to hog the curtain calls on second night was a sour piece of hamming); Frederick Bradlee does a fine job as the Harvard lad, making you believe him and like him at the same time (which is quite an achievement); Barbara Kent is visually lovely as Francine, and Peter Scott, the he offers a few hilarious moments as Bernard, generally overplays and overdoes. Arthur Ripley's direction is inventive and understanding, and he makes full use of the few climaxes with which his playwrights provided him.

Detroit Expects Real Legit Boom

DETROIT, May 17.—Detroit may again have a surfeit of legitimate attractions next fall, after a long famine, as various producers eye the town as a source of profits, assuming that reports of defense spending mean more money for entertainers here.

The Lafayette, dark for several years with brief exceptions, has been leased by the Shuberts as their number one house here, while the Cass, where they have had their productions for 10 years, will presumably continue to house other legitimate attractions, with the summer season now booked solid.

The Wilson, formerly a legit house, should be available, aside from certain bookings for local private shows, by the HKO Downtown, last used as a theater-night club, is to be torn down, according to word of the real estate representatives, and probably converted to a parking lot.

"Man" Weak in Worcester

WORCESTER, Mass., May 17.—The first legitimate production to show in this city in the last half year, *The Man Who Came to Dinner*, grossed but \$2,900 for a matinee and evening performance at the Worcester Auditorium, May 3. With an attendance of under 2,000 for the two performances, this was far below expectations.

11 London Legit Shows in April; Nabe Houses, Avon Fest Open

LONDON, April 19.—With the return Monday (14) to the Strand of the farce, *Women Aren't Angels*, London has 11 theaters of major caliber open. Of these the Windmill is the only one able to boast of continuity, with *Reveries* in its 143rd edition, policy remaining nonstop from 11.45 to 8.30.

Six have post-hit productions, these being Wyndham's, where Herbert Farjeon's *Diversion* reruns, now in 23rd edition, continues to draw good crowds daily at 2.15 and on Saturdays at 5.15; the Comedy with a new revue, *Orchids and Onions*, a personal triumph for comedian George Doonan, played twice daily at 2.45 and 5.30; the Haymarket, where Berkman's *No Time for Comedy* is presented at 5.15 with extra 8 o'clock performances on Wednesdays and Saturdays; the Palladium, with *Applause* proving a typical George Black winner at 2.30 and 5.45 each day; the Prince of Wales's adding to Ronald Frankin's fans in *Nineteen Naughty One* at 2.15 and 5.15; and the New, where a patchy revue production by Jean Kuzarksi, *Wednesday After the War*, looks as though it would very soon and its run of twice daily shows at 2.30 and 5.45.

Reverals are *New Faces*, Maschwitz revue at the Apollo; *Dr. Stratus* at the

AEA Indie Ticket Drawn as Result of Hewitt Exclusion

NEW YORK, May 17.—An independent ticket of candidates for Actors' Equity Association council, to be voted on at the election meeting June 6, has been drawn up as a result of the exclusion of Alan Hewitt from the ticket drawn up by the nominating committee. One of the major items on the "independent" platform is that its candidates are against the present nominating committee set-up and advocate primary elections as a more democratic procedure.

There are eight names on the independent ticket, including Hewitt, Philip Kornruff, Mady Christians, Myron McCormick, Theodore Newton, William Post Jr., Joanna Ross, and Aline MacMahon.

The nominating committee, in its meeting, excluded Hewitt from its list of candidates because a year ago he was accused of being a Communist by the Kansas congressman, W. P. Lambertson. Altho Lambertson never submitted proof and Hewitt was never given a chance to deny the congressman's accusations publicly, the committee felt that his name should nevertheless be omitted on the basis of the accusation alone. At the same time the committee agreed that it thought Lambertson's charge unfounded.

Bryon McGrath, a nominating committee member who was elected from the 50th at the meeting in March, resigned from the committee because he felt that he could not endorse a ticket drawn up by a group which took such action. He also objected to the fact that the committee would not consider for nomination a member of foreign birth, even tho he had proved himself a good American citizen.

Lambertson, when pressed by Hewitt, had said he based his charge of Communism on the fact that at an Equity meeting a motion was proposed that Equity go on record as advocating peace for the United States, a vote was taken on whether or not the motion should even be put to the meeting, and Hewitt voted to allow the motion to reach the floor.

Before McGrath resigned from the nominating committee he pointed out that it was Equity's duty to stand behind Hewitt and that by rejecting his name Equity endorsed the unproven charge against him. On a secret ballot on whether or not to consider Hewitt for nomination there were eight "no's" and one "yes."

A petition was later drawn up by Equity members asking Hewitt to run as an independent candidate. It was signed by more than 175 Equitrites—a larger number than the total number of votes which had elected the nominating committee.

No official statement is forthcoming from Equity other than that made by

the nominating committee, to the effect that they felt it was to the best interest of Equity members to exclude his name from the ticket.

Paul N. Turner, veteran Equity counsel, in a letter last summer to Hewitt, stated: "I am pretty well satisfied that there are some of the older members of Equity who are apt to label almost anyone who differs from them as to Equity administration as a 'red' or a 'communist.'"

Threatened Strike Off as Shubert Accedes to P. A.'s

NEW YORK, May 17.—A strike of all company managers, house managers, and press agents working on Shubert shows or theaters was averted yesterday when J. J. Shubert acceded to demands of the Theatrical Managers and Agents' Union, which claimed a breach of the basic agreement between the union and the League of New York Theaters. A meeting to discuss the differences had been scheduled for today, but Shubert unexpectedly agreed to the union demands late yesterday, and James F. Reilly, executive secretary of the League, planned to tell the union immediately following an emergency meeting of the 34 TMA members involved.

The dispute hinged on two points. First was the firing of the press agent of the road revival of *The Student Prince* April 26, two weeks before the show was scheduled to close, as provided in the agreement. Kick came because the show was continued at the last moment, and the agent was not rehired. Second point involved tour of *Meet the People*, which the Shuberts took over following its Broadway closing. Tour is scheduled to start Tuesday in Hartford, Conn., and to p. a. had been hired.

Shubert agreed to pay the *Student Prince* drummer the two weeks' disputed salary, and the union agreed to allow him to work for nothing next week in Philadelphia, in view of the fact that he did no work during the two weeks for which he was paid. Operetta closes in Philly. On Meet the People Shubert agreed to put a p. a. on the pay roll as of last Wednesday (14), the date on which the Shuberts took over control of the show. He also agreed to engage a company manager for the show starting today, in accordance with the basic agreement, which provides for such hiring three days before opening.

Shubert registered a kick against the union's claiming jurisdiction outside of New York, but the union replied that it was not required to arbitrate any jurisdictional matters.



Review Percentages

(Listed below are the decisions of dramatic critics on the nine general metropolitan editions 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.)

"The Happy Days"—17%

Yes: Atkinson (Times).

No: Mantle (News), Coleman (Mirror), Brown (Post), Kronmayer (PM), Anderson (Journal-American), Whipple (World-Telegram), Watts (Herald-Tribune).

NO OPINION: Ledridge (Sun).

Out-of-Town Openings

"Arsenic Annie; or, the Poison Pickle"

(Germanious Theater Guild)
PHILADELPHIA

A "mellerdramma" by Sir Thomas Cockrobin (Thomas Minehart), presented by the Germanious Theater Guild, Philadelphia, for the May 8 week. Directed by Violet Minehart.

Hiding behind the "Sir Thomas Cockrobin" handle, socialite Thomas Minehart is fast becoming a wholesale merchant in the making of "mellerdramas," being the author of three other mellers that had their prems at the Germanious Theater Guild. This, his latest, had a hilarious debut before a capacity audience. It follows the traditions of the melodramas of the Gay Nineties with modern satiric overtones.

The archaic plot of a group of spies plotting to steal a formula is told with all the traditional trimmings. In telling the tale, "Sir Thomas" strikes blows at JOR, the Republicans, the Democrats, the Dies Committee, subversive elements, bankers, and unions with a unique humor. The scenes, all in verse, make the best comedy scenes.

Alfonso Moreillon, as an aid to a Dies committee agent, ran off with the comedy honors. Deran Mahlikian, George Hinderer, and Helms Taylor were also outstanding in their roles. Thomas Minehart, author, provides the spine-chilling as Hyrum Spyrnum, the arch villain of peace, coupling with Catherine Casprow as the wicked, young woman with a penchant for murder by pickle.

"Arsenic Annie" may never get as close to the legitimate theater as Broadway does, but it should prove a good dish for suburbanites this season.

M. H. Ordenker.

"Women Aren't Angels"

(Revival)
BOSTON

A comedy by Vernon Sylvaine. Presented by Lee Ephraim. Directed by Harry Wessley Grubbe. Setting by Frederick Fox. Cast includes Olive Rogers-Smith, Walter Burke, Bobby Clark, Melville Cooper, Elizabeth Sutherland, Roger Smith, Charles Francis, Cynthia Latham, Kaye, Velma Roydon, A. F. Berry, Marcia Journal, Geraldine Dvorak, Lionel Ince, Byron Austin.

The last time one of Vernon Sylvaine's farcical comedies had its American premiere in Boston the results were extremely sad. That was *Worth a Million*. Sylvaine's current offering is at the other end of the ladder. It is a smashing, highly amusing farce which tops, for sheer enjoyment, any comedy seen here this year.

"Women Aren't Angels" concerns the troubles of two partners, Bobby Clark and Melville Cooper, who come to Cooper's home some 70 miles from London to get a little business finished amid the peaceful rustic atmosphere. Cooper can't stand Clark's driving, and comes by train, leaving Clark to come alone. He picks up a soldier who turns out to be a deserter. On arrival, Cooper confesses he is really away from London to avoid a woman. The confession is hastily completed when the woman in question smashes her car outside the

house and becomes another member of the party. Add a young evasive, a typewriter blonde who has "nothing underneath the dress," the untimely arrival of the wives of both Clark and Cooper and you have the situation. A pair of mysterious strangers who are castles at the rising curtain and a man supposed to be the father of the evasive provide the solution—all in due time, of course.

With that to work from, Sylvaine has concocted one of the funniest farces presented in some time. It has everything to make a successful, long-run comedy. It needs a little work to make the third act live up to the other two, but this is not too difficult a proposition. The elements are there—only the lines need a little touching up.

The casting is excellent, with not a single member out of place. Clark and Cooper make an excellent team. On stage almost every second of the play, they keep the laughs coming, living up to their material and providing two great performances that will long be remembered in the comedy field. The supporting cast also is good, with Walter Burke doing a great job as the deserter and Olive Rogers-Smith turning in a nice performance as the housekeeper. Elizabeth Sutherland, as the woman Cooper is seeking to avoid, and Geraldine Dvorak, as the mysterious blonde, are both good, while fine supporting hits are turned in by Charles Francis, as the "father" of the evasive; Bertha Belmont and Velma Royton, as the wives, and A. F. Kaye as a pompous, egomaniacal, work-shy major.

One of the best performances, however, is turned in by young Roger Smith, who gets thoroughly hateful in the short space of 10 seconds as the evasive. This youngster showed fine talent and looks like a good bet for plenty of future roles. He has stage presence and ability and makes the most of his rusty part. The direction, too, is almost faultless, and the sets by Frederick Fox—the interior of Cooper's home—is an excellent piece of work. Mike Kaplan.

"Gay Divorcee"

(Revival)
(Suburb)
BOSTON

A revival presented by the Messrs. Shubert. Music and lyrics by Cole Porter. Book by Kenneth Webb, Sam Hofferstein, and Dwight Taylor. Staged by Edward J. Scanlon. Dances arranged by Edward Stricker. Scenery by Watson Barrett. Cast includes Archie Robbins, Stan Ross, Charles Collins, Sylvia Gray, Kaye, Pauline Norris, Pauline Stone, Cyril Smith, Lucille Gear, Dorothy Stone, Tom Bate, and Mino Sippelt. Sarris O'Donohue, and others.

This is another in the series of musicals that the Shuberts have revived with an eye on the box office. This one reverses the usual procedure, it is definitely a financial triumph, but an artistic flop. Stupid casting, bad direction, and ridiculous re-writing have made this one of the weakest vehicles to be presented here.

The book remains substantially the same. Mimi, seeking a divorce, mistakes Guy for the co-respondent hired to establish the phony evidence needed to secure the divorce. The case of mistaken identity is ironed out, but the husband refuses to grant a divorce, and the happy ending is achieved when the husband is unmasked as a bigamist.

There is only one good spot in the production. Written in a strictly night club bit starring Archie Robbins and Stan Ross, who were hired for the spot after they were caught at the Mayfair here two weeks ago. Boys went thru their regular routine of imitations and stopped the show cold. Mimi handles the scene and Ross the fare and gestures. They brought the house down.

Charles Collins and Dorothy Stone are missed in the leading roles. Excellent as a dance team, neither reads lines well and they are unable to show to advantage in the brief routine they do together. Both are also victims of poor direction.

Lucille Gear scores in the same role she had nine years ago, and Cyril Smith as the times amusing as the English waiter. The rest of the cast is hopelessly inert.

The new "gags" which were written into the production produced tears instead of laughter. Dance routines were copies of those used by Astaire and Rogers in the film.

But even with all this, *Gay Divorcee*

FROM OUT FRONT

Americana, Savoyards, and a Prize

BY EUGENE BURR

The American Actors' Company, that group of imaginative and able young players who present a brief subscription season each year, turned from the more familiar fields of the drama last Sunday (11) at their little theater on 16th Street, and, enlisting the aid of Agnes de Mille, Richard Hale, and others, presented a varied program of musical and dialogue Americana under the general title of *American Legend*. It has its weak moments, but in general it's vividly entertaining.

There seems a general tendency, whenever we speak of American folk material, to look south of the Mason-Dixon line and out toward the West. That attitude is all right with this reporter, who is probably the world's easiest touch for hill-billy and cowboy ballads; but it fails to realize that life in a Northern clime has become just as legitimate American folk material as life in a Southern hog-wallow. The American Actors' Company succumbs to the tendency—particularly in its two dramatic interludes, which are both strictly from Dixie in more ways than one—but it does depart long enough to offer a sea chantey, a dramatically imaginative drama stemming from old clipper ship days, and a charmingly hilarious picture of a genteel Boston singing school early in the 19th century.

Despite the fact that the company is primarily a dramatic organization, its two dramas were the least effective part of the program. Paul Green's *Saturday Night* is another of the potshots and militantly undramatic mixtures of ear and midnight oil that we have come to expect from Mr. Green. E. F. Conkie's *Minute Field*, which at any rate is better than the Green piece, is a doubtful debut in which a fine woman's marital relations with a clod of a man are obligingly revealed by a group of neighbors watching over her coffin. Neither piece was particularly well acted, they managed to reveal the possibilities of a many-sided young over-actor named Joseph Anthony. Mr. Anthony, who possesses a marvelous facility for making a role, absolutely in any line, and designed the workmanlike settings. If he is taken in hand and toned down he should develop into an outstanding performer.

The company's guests, however, furnished most of the high spots, with Miss de Mille's choreography bringing humor, excitement, and drama to a number of the scenes, and with her own performance highlighting the evening. Also outstanding—at least to this reporter—was Andrew Rowan Summers' rendition of the *Cherry Tree Carol*. A lot more of Mr. Summers would be a nice thing for any show to have.

The Boston singing school, which ended the first half, and a rousing entertainment at a mining camp, which had the audience spontaneously clapping in unison at the finale, more than make up for the infrequent weak spots. It's a good show; and more than that, it's a highly encouraging display of the American Actors' Company's ability and imagination.

MEANWHILE, a few blocks to the south of 16th Street, the Savoy Opera Guild is continuing with its season of Gilbert and Sullivan revivals each Thursday and Saturday night at the Cherry Lane Theater. The current bill is *The Pirates of Penzance*, and a second visit to the troupe merely serves to confirm original impressions of the ability of the singers and their directors. *The Pirates* is being done exclusively in the Cherry Lane—absolutely in any line—and designed the difficulties offered by the phone-booth-sized stage and the fact that the entire orchestra is composed of a single piano.

Sylvia Cude is again playing the soprano role and doing excellently with it, as to both voice and readings. Incidentally, her diction is a wonder to hear, coming from a Galt soprano, most of whom—even those in the O'Orly Carte troupes—sound as if they were warbling lyrics in puns Chortaw. A new tenor, Charles Lettenner, is doing an excellent vocal job as Frederic, reaching a splendid peak in the so-called roundelay, with its trying falsetto passage. His stage presence is still slightly on the awkward side, but that's something that can easily be fixed by further experience.

The rest come thru as well as — if not better than — they did in *Pinnyore*. Charles Kingsley makes a highly commendable major general, even getting thru the intricacies of the partier song without too much difficulty. Seymour Penner, with his potentially excellent basso, is a fine Pirate King, that he did slow down the inserted chant in *A Parador* too much for comfort; John Aspinwall is one of the best Hamlets I've ever heard; Wells Gray is an altogether excellent Sergeant of Police, giving fine diction, full comic value, and excellent voice to the two songs; Ruth Oloroff is an easily adequate piratical maid-of-all-work; and Vivian Denison is a pleasant Eliza.

Despite the fact that there are only four subsidiary policemen and four subsidiary pirates (it would be hard to fit anybody else on the Cherry Lane stage), the chorus work is excellent, with *Ballad*, Poetry being given about as fine a rendition as it's ever had in these parts. Again Arthur Lief and Lewis Denison deserve unlimited credit. Mr. Lief for his splendid musical direction and Mr. Denison for the humor, invention, and easy flow of his staging on the tiny platform. And Norman Bacon again rates plaudits for his work as the entire orchestra.

IT IS no longer news that this season's Pulitzer Prize for the drama has been given to Robert E. Sherwood's *There Shall Be No Night*, which was produced last season, before the Pulitzer Prize committee announced its award for last year. My opinions concerning the play have been stated at frequent intervals since it was originally produced more than a year ago, and its acquisition of the somewhat rusty Pulitzer laurels offers no cogent cause for change.

will make money as long as it's kept on the road, where its reputation will be a decided asset. Mike Kaplan.

Chi Business Hits Chute

CHICAGO, May 17.—Local legit grosses continued discouragingly low the past week, with no valid alibi for the slump. Gobs in the Bay, with Ethel Waters had very light business, and the Helen Hayes-Maurice Evans *Twelfth Night* only fair. *Arsenic and Old Lace*, which started very well, has been slipping. It is being taken over for two weeks, May 26 to June 8, by the American Theater Society as the sixth and last of the Guild plays, and this is expected to up business considerably.

With Lee Shubert in the house and a director from New York changing the *Hellasopola* routine on opening night (11), the show got off to a bad start, but on Monday the show snapped into

a faster pace and business has been steadily building. It now looks as if it is good for an excellent five or six weeks.

The *Life With Father* Company will disband at the conclusion of the engagement at the Blackstone late this month. Its 66 weeks here set an all-time record.

Equity Okes Change Clause

NEW YORK, May 17.—At a recent meeting of the Equity Council, the new exclusive-service clause in Equity contracts, prepared by the legal department, was approved. The new clause will go into effect after June 1.

Formerly the actors (under the old exclusive service clause) were required to get permission from producers before they could accept extra work. Under the new clause the actor can make other appearances without the producers' permission so long as the extra stuff does not include work in the legitimate theater.

BROADWAY RUNS		Performance to May 17 Indicate.	
Dramatic		Opened Perf.	
<i>Arsenic and Old Lace (Pul)</i>	Jan. 10	147	
<i>Beautiful People, The (L)</i>	Jan. 10	82	
<i>Chances (Book)</i>	Jan. 10	110	
<i>City in Queen, The (N)</i>	Jan. 10	100	
<i>Dick's Dilemma, The (N)</i>	Mar. 11	72	
<i>Happy Days (Miller)</i>	Mar. 11	72	
<i>Happy Days (Gardner)</i>	Mar. 11	72	
<i>Life With Father (Book)</i>	Mar. 11	68	
<i>Man Who Came to Dinner</i>	Oct. 12	207	
<i>Mr. and Mrs. North (B)</i>	Jan. 10	144	
<i>My Sister Elvira (Book)</i>	Jan. 10	164	
<i>Night on the Town (B)</i>	Jan. 10	64	
<i>Not for the Money (B)</i>	Jan. 10	64	
<i>Seaside Bachelors (B)</i>	Jan. 10	161	
<i>Theater Road (Pulver)</i>	Jan. 10	217	
<i>Watch on the Rhine (Book)</i>	Jan. 10	55	
Musical Comedy			
<i>Fahr to the Dark (Altk)</i>	Jan. 10	132	
<i>Louise (Pulver)</i>	Jan. 10	147	
<i>New Yorkers</i>	Jan. 10	108	
<i>Pal Joey (MacArthur)</i>	Jan. 10	165	
<i>Passion (Book)</i>	Jan. 10	165	

PCT. LIMIT WORRIES AGENTS

SF Biz Down, But New Nitory Opens With Durante, Bacon

SAN FRANCISCO, May 17.—Night club business continues on the downgrade due to police department's enforcement of the "no selling of liquor after 2 a.m." law.

The Royal Hawaiian failed to open Tuesday night. Liddy's went under the previous Friday. Both re-openings are said to depend upon less severe police action. Approximately 120 performers, musicians, and miscellaneous help were thrown out of jobs.

Owners blame newspapers for the present situation, declaring the police had been goaded on by the press to "clean up" the town. On the other hand, newspapers have been good to the clubs, all four of the dailies running weekly columns on night spots, clubs supporting with ad copy.

Joe Turner opened his Stairway to the Stars on Thursday (9), making a successful bid with Faith Bacon and Jimmy Durante.

Frank Martinelli and Tom Cerun are doing terrific business at their Bal Tabarin with Sophie Tucker, who is now in her second week.

See More Class Spots for Philly

PHILADELPHIA, May 17.—The Rittenhouse Square section, a blue-blooded area, may again have night clubs. The Penn A. C., private club hotel, was taken over by the American Hotel Corporation Thursday (15). Hotel chain will operate club and dining rooms. A night club is included among plans for the restaurant. Penn A. C. also has a roof garden.

Only other after-dark activity in this mecca is the cocktail lounge of the Hotel Warwick.

Moreover, next season promises to find two intimate spots opening in this sector. One group is dickering for the old Brown mansion. Another for a former speakeasy.

Feeling is that, with the town experiencing an industrial boom, time is ripe for more class clubs.

Pop Price Clubs Get Detroit Biz

DETROIT, May 17.—Local business appears to be drifting steadily into the pop-price spots, as opposed to the swankier places. Class spots continue to show a big drop in patronage.

Helping upon more shows to attract patrons, a number of local spots are re-opening business pick-up. Typical is Mickey's Bar, pop-priced North-end spot.

Several months ago it increased from three acts to eight. Show uses standard acts.

N. Y., Mexico City Agents in Rio Tiff

NEW YORK, May 17.—A bottle over commissions on the booking of two acts in the Casino Atlantico, Rio de Janeiro, appears to be developing between Hal Bands, local agent, and Andre Lasky, of Mexico City.

In a letter to *The Billboard*, Lasky complains that a *Billboard* story on South America recently should have credited him with the booking of Augustin Lara and Anna Maria Gonzales into the Casino Atlantico. He said the deal was made thru Cassio Horta, who is acting as his representative in Rio de Janeiro.

Bands, on the other hand, claims that Horta is his (Bands') representative in Rio.

Acts were sold for a total of \$700 weekly. Coin also includes a three weekly radio commercial.

PAUL FLORENS engaged to produce the new show at Frankie Palumbo's, Philadelphia nitory.

Two Presidents

DETROIT, May 17.—Stories of people "taking in each other's wash" have nothing on the situation here, where the president of the local A.O.V.A., Dick Worthington, is working for the president of the local bookers' association.

Worthington has gone in as emcee at the Harper Theater, booked by Sol Berns, president of the Michigan Theatrical Bookers and Agents' Association.

Sacco Booking 15-People Show for Cabaret in Colon

CHICAGO, May 17.—Tommy Sacco has received a contract from Jose Papric, proprietor of the Cabaret Florida at Colon, Panama, to furnish a summer show for the spot. Sacco will furnish a 15-people show to open June 28, for three months, with option for an additional three months. Show will consist of novelties, dancers, and line girls. No singers are included, the spot using native vocalists along with two permanent bands.

Shows in the Canal Zone must have the approval of government authorities and operate under strict rules. No performer is allowed to marry while playing the zone, and none are allowed to drink liquor in the cabarets, Sacco states. Bond guaranteeing salaries and transportation must be posted by cabaret proprietors. Salaries are paid on a monthly basis, and board and lodging are included. Singles average from \$100 to \$150 per month.

Talent Agencies

BERT LEVY AGENCY, San Francisco, has booked Bruce Holden into the emcee spot at the Bal Tabarin.

RODIE SUZEL AGENCY, Philadelphia, booking the show for the Philadelphia Hotel Liquor Dealers' Association at the Broadway Hotel.

MATT ROSEN has joined the Charley Yates office in New York. . . . BERNARD TILKOV now assisting Ira Steiner, William Morris publicity head. . . . LOU WEISS is back in New York from Florida.

HARRY LEVINE, of the Paramount booking office, New York, with Leon Newman, of the Mark Liddy office, and Fred Elwell, of William Morris Agency, are preparing for a trip to Florida, starting Decoration Day. . . . WICK FELDMAN, New York, is back at his office after a lengthy illness. . . . JACK LENNY, of the Herman Pfalkoff office, New York, has signed He Thompson to a management contract.

JACK W. GORDON, of Gordon Entertainment Bureau, Hartford, Conn., is back in harness after three months in Veterans' Hospital, Newton, Conn. . . . JOHN BENSON, Chicago, has landed Frankie's Casino in that city. Booking an average of six acts on each show, with a total of four acts changes a week.

CHARLIE COTTLE, hotel manager of the State-Lake, Chicago, is back from a three-week vacation in Florida. . . . HARRY LAWRENCE, manager of the Ben Yot troupes, has sealed management contracts with Betty Banow, pianist, Helene Travers, singer, and Patricia, magician.

CINCINNATI'S TWO OLDEST bookers, both in point of service and in years, Jack Middleton and Morris Jones, have merged, with the latter moving his desk into Middleton's office.

BERNARD BERNARDI, New York, now has 25 to 30 weeks in the New York area, mostly clubs using girl lines as well as specialties. Freddie Dale, former vaude performer, is now with the Bernardi office.

DOROTHY DOBHEN, producer at the Edgewater Beach Hotel, Chicago, left on a 10-day trip to New York and Boston to see new shows.

JACK E. LEWIS, formerly general manager of the Worldwide Theatrical Circuit of San Francisco, has been made manager of the special events department of the Bert Levy Circuit of Vandeville Theaters, Inc., Los Angeles.

N.Y. Agents To Turn Managers To Evade Possible 5 Pct. Fee Rule

NEW YORK, May 17.—Now that there is the possibility that New York State agents will not be able to charge more than 5 per cent commission, preparations are being made to turn agencies into personal management offices. Local agents point out that the change to management offices would take them out of the category of employment agencies, and thus they would be able to exact a 10 per cent commission. Under existing statutes there is no top to the percentage that may be charged by a personal manager.

Agents here started to go about making the shift when the effects of the recent U. S. Supreme Court ruling April 27 upholding the right of the State of Nebraska to limit agency commissions made it evident that License Commissioner Paul Moss can now enforce the existing New York statute limiting commissions to 5 per cent.

Agents here claim they cannot operate profitably with a 5 per cent top. Some of the larger agencies require around 4½ per cent to cover operating expenses alone.

The shift to management offices would necessarily restrict the movement of acts and would affect all theatrical employment. Even one-night club dates would involve the inking of a management contract for the engagement period.

It was ascertained by Leo Shapiro, local theatrical attorney, that existing statutes provide for no time restriction to management contracts.

When the changes go into effect, it is likely that acts will be worried so that the agent will assume management of the performer during the period that work is provided for him. Thus, if an agent gets an act a one-week vaude engagement, he will also have the act sign a management contract for a week.

In order to make the management contract stand up, it will be necessary to include clauses on the agent's helping on formation and correction of routines and for additional services which are usually the province of the personal manager.

One of the drawbacks to this plan, however, is the restriction of the various performer unions on actor-agent contracts.

One agent thinks it will be possible to keep both the employment agency status and personal manager status. For

the agent's work in obtaining employment for the act, the performer can sign a regular contract for 5 per cent commission, but a supplementary management pact will be inked for personal services rendered each time.

The Artists' Representatives' Association is, in the meantime, conferring with Moss in an effort to draw up a mutually satisfactory bill for presentation at the next session of the Legislature.

Veloz and Yolanda Wind Up Profitable Dance Tour in Chi

CHICAGO, May 17.—Veloz and Yolanda, the most natural dance team produced in the last few years, wound up a concert tour of 33 cities at Orchestra Hall here Saturday (17). They opened Saturday (10) to a crowded house, and the eight-day engagement was a highly profitable date. The team has been managed on this tour by John J. Stein, who introduced them to concert fans in the Los Angeles area in January.

Both make a charming, smart appearance, and dance with unexcelled ease and polish. With the exception of their tango, in the closing spot, none of the numbers boasts of hard tricks or any unusual physical features which other teams emphasize. They are at home throughout their 13 routines, each creative and each entertaining. Work in four spots, and Yolanda makes as many gown changes. Her appearance is very appealing.

Veloz takes care of the introductions in a brief and warm manner. The reception opening night was heavy enough to demand a repeat of the tango and a curtain speech. Music was furnished by Jerry Shelton, accordion, and Lofar Part and Sella Richards-Crown, pianists, all excellent musicians who stand out on their own in single spots between dance sets.

Honigberg.

Break for Dance Teams

NEW YORK, May 17.—Ballroom teams are getting a break with Shubert revivals. Igor and Grace Poggi are with Rose Marie at the Shubert, Boston, but dropped out Saturday (10) to be succeeded by Niles Garron and Rhyth Bennett, team from nitory-vaude.

Miss Bennett will get the original Peard Regay role, and handle time as well as doing dance routines with Garron. Show will tour Montreal, Toronto, and Chicago. About 12 weeks are set.

Dorothy Stone and Charles Collins, in *Gay Decree*, follow Rose Marie into the Shubert, Boston.

Lenny, Edelstein for Army

NEW YORK, May 17.—Jack Lenny, of the Herman Pfalkoff office, has received a 1A classification from his local draft board. Lenny will probably be inducted in June.

Also on the casualty list is Jack Edelstein, theatrical attorney, who was inducted last Saturday (9).

Evans-Viner Case Set Back

CHICAGO, May 17.—The contract case filed by Bob Evans, ventriloquist, against Joe Viner, his manager, was set back in Superior Court here last week. Jerome Rosenthal, Viner's attorney, claimed that he will have new evidence to offer and for that reason was not ready to present the case as originally scheduled.

Diamond Handling 3 Units

CHICAGO, May 17.—Billy Diamond, former booker of the Oriental Theater here, is retaining his office to agent three independent units. He is handling the Countess Berni Vial show, *World's Nights*, and *Maid 'n' America*, the last named having switched from the William Morris office last week.

Mills Unit for Gross Houses

WASHINGTON, May 17.—Barneo Mills's *Funs-a-Poppin*, 16-people unit, after three days at the Atlas Theater here last week, hopped to Atlanta to begin 18 days in the O. A. Gross houses in Georgia, followed by North Carolina and Virginia. Line-up includes Barneo Mills, the Newsome Duo, Doris Dixon, Fay Faydine, Lola Thomas, Ginger Lee, Dickie Davis, the Frany Brothers and Jane. Tommy Bailey, and a six-girl line. Phil Tramer leads the five-piece org.

Owosso Biz Okeh

OWOSSO, Mich., May 17.—Business is just beginning to pick up here, but night club owner Harry Finndt doesn't know whether he will be in town to enjoy it.

Finndt, who owns the Stable, dance spot, may have to go into a training camp.

Orchestra is Frank Vandermark, who played a cornet in Tommy Tucker's org.

Strand, Lansing, Closing

LANSING, Mich., May 17.—The Strand, once the foremost local vaude house, will close about June 1 for remodeling, and reopen August. Now the biggest local theater and owned by Butterfield circuit, it played several stage attractions the past season, including the Marcus show.

New seats will be put in, new lighting provided, and the walls treated with rock wool.

Blackhawk, Chicago

Talent policy: Show and dance band; floorshows at 8:30 and 11:30. Management: Otto and Donald Roth, managers. Prices: \$1.50 minimum week nights, \$2.50 Saturdays; diners from \$1.75; drinks from 50 cents.

This Loop pitter, after a successful run of Grandfather's Follies, has returned to small floorshow for the early summer. Art Jarrett, fronting the late Hal Kemp's orchestra, is on the bandstand and made an excellent impression opening night. Band is following much the same versatile style as before. Ballads, waltzes, rumbas, and swing tunes give the torpers a wide variety, all danceable. Five brass, four sax, and three rhythm, with Jarrett doing an occasional trombone and guitar bit, with the brass being held sufficiently in check. Jarrett fronts with excellent showmanship and his warbling is remarkably good. At show caught he did Sweet Molly Malone, It Must Be True, and Did You Ever See a Dream Walking? Patty Shaw does some pleasing warbling.

The Richards Adrian Dancers, two men and a girl, offered several entertaining dance routines in all of which the warbling of the girl is featured. A bit of singing also is introduced. Act was well received.

Chris Cross, ventriloquist, was not in his best form and his material was none too good. His cowboy dummy is best routine. Finishes with a small marionette, working on the floor and visible only to punters.

Best portion of the show is the Smoothies, trio (two men and a girl) working with the band. Offer Annapola, a couple of novelty songs, and impressions of band theme songs, all superbly done and bringing a tremendous hand. Shered with impressions of Bonnie Baker, the Ink Spots, and the Guy Lombardo trio for a show-stopping finish. Nat Green.

Roosevelt Hotel's Blue Room, New Orleans

Talent policy: Dance and floorshows at 7:30 and 12:15 nightly. Management: George V. Riley, hotel manager; Ray Sosaels, publicity. Prices: Dinners from \$1.20; no cover.

There has been no let-up in talent

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Night Club Reviews

quality at this lone Class A spot here, despite the fact that it's late spring. Air-conditioning and Southern-style cooking are bringing the room the best summer season in its history. The Blue Room is comparatively small and, when Joe Vesuti and ork failed to take this into consideration at the opening show May 13, there was a blast that gave the first nighters a bad taste. The improvement since has been noticeable.

The floor talent is as good as ever. Topped by the Three Pricheux, imitators of instruments of all kinds, the show opens with Mayay and Brach, who do tricks on high-wheel cycles which keep guests betting into whose soup they will land. Brach, with 11 hoops spinning on legs and arms, keeps himself very busy at the act's climax. Dawn and Darrow are fine ballroom dancers and Luba Malina does better as a French singer than her booking as a Russian. If she stuck to her French, Malina might be the standout of the show. Her voice is powerful and is pleasing, but her act is overdone.

Venuti plays his usual good fiddle. His violinists, Kay Starr, Herbie Peer, and Tommy Lewis, make a nice trio.
Phil G. Nutt.

Club Royale, Detroit

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

Show opens with the six Virginia Mantebe Girls in rainbow-colored gowns with lullaby lyrics, in a lovely waltz featuring graceful posing and drapery control. Their return is in short-skirted, racy costumes in a lively can-can number.

Maxine Turner, solo dancer, in cute pink costume, does an effective rhythm and control combination, with some pyrotechnical cartwheels, etc. Highlight is a forward bend done with one foot back of her neck.

Wesson Brothers, two clever young mimics, have something new in 8-8-8 Sette, one boy working with pantomime of movie stars and others, while the other uses the mike in the shadow—close skillful teamwork. They have a grand Charlie McCarthy of incredible realism and a clever Frank and Eleanor Roosevelt song and dance.

Rosalee and Seville, ballroom team, have waltzes, tangos, and a tilting, coquetish number. They work well together, especially as each takes separate turns in perfect timing.

Donald Novis, with his strong melodic tenor, opens in The Night Is So Young and goes into his routine with showmanly competence, altho this was only his second appearance in a night club. He does Annapola in a clear lyric style, half in Spanish; took down the house with a sentimental Last Time I Saw Paris, and wound up with a new Berlin lyric of timely moving power, a Little Old Church in England.

Stan Norris and his 10-piece band play for show and dancing very competently, and Roy Tracy is almost too self-effacing as emcee.
H. F. Reese.

Frank Palumbo's Cafe, Philadelphia

Talent policy: Dance and show band, strikers relief; production floorshows at 7:30, 10, and 12. Management: Frank Palumbo, proprietor-manager; Johnny Riant, headliner; Mill Shapiro, press agent; Eddie Suez, booker. Prices: Dinners from \$1; drinks from 35 cents; no minimum, no cover.

For his warm weather revue, Frank Palumbo, who feels closest to this club among his six enterprises, takes full advantage of its full theater stage facilities. Best specialties are dressed up by a line of 10 Yvonnets, gals taking their name from their captain. They are all lookers, and Joe Lewis has designed striking costumes. Polka, Costumes, New York, did the strike work.

Guy Martin fashioned the production. Yvonnets open with a rhythm routine and close with conga excitement. Show to best advantage midway with a lavishly costumed parade. Johnny Leary, a strong favorite at this spot, keeps it running smoothly and at a fast pace. And when he takes his

own spot, clicks handsofully with his Irish humor and song harmonies.

Isaac Kaye, swing songbird, does rich arrangements of current song raps and sets strong all the way.

Show-stoppers are the youthful team of Little Joe (Sorelli) and Tiny Lee (Sorey). Boy-belle team bill as the "last of the jitterbugs." And they're not far from right. Their exhibitionist and youthful enthusiasm out-jitterbug any of the species still remaining.

Mixed team of Barnett and Barclay enhance the girls' numbers with rhythmic strolling. Two Lucky Bucks, male septa team, round out the revue with speed precision and challenge tap turns.

Howard Reynolds conducts ork for the show, while band takes the floorbats from Frank Sealoff for the dance sets. Trio provides the relief rhythms. Spot has concerned the town's banquet and party trade, and dinner show caught Wednesday (14) found the room jammed.
M. H. Orosander.

Lookout House, Covington, Kentucky

Talent policy: Dance and show band; floorshows at 9:30 and 12:30. Management: Jimmy Brink, owner; Howard Smith, manager; George Rabe Jr., publicity. Prices: Dinners from \$1.50; drinks from 40 cents; minimum \$1.50; Saturdays, \$2.50.

Rolling along to healthy business in recent months, this spot bids fair to boost patronage even further with the layout which opened Tuesday (23) for two weeks. There's no particular stand-out, each act meriting and getting sock applause reward. Boots McKenna Girls (8), voluptuous lookers, again come thru with a trio of above-average and original routines. Wally Johnson's crew, popular here and a crackjack show band, is back for a 15-day stand, after which it will be replaced by Sammy Funk's band for two weeks, before returning again for an indefinite stay.

Three comely Tanner Sisters sing the show off to a rousing start, offering first a jungle ditty, following with Tonight You're Mine and El Rancho Grande, and scoring with a novelty arrangement of My Heart Belongs to Daddy. Unusual styling, and sell their stuff handily.

Jane Moore and Billy Revel are something different in the way of ballroom dancers, relying upon comedy. Attired in Gay '90s wardrobe, they run the dance gamut from then to the present day, offering also a burly on a waltz. While Miss Moore grabs a breather, Revel offers his amusing pantio ball-juggling session, with the femme member returning for some corn warbling. Wind up with a Latin looked bit.

In addition to turning in a neat emcee job, Dean Murphy demonstrates why his four years in pro show business have moved him up into the ranks of the country's leading mimics. Gives a rap-fire and more than reasonable facsimile of theatrical and political prominent. His take-off on the President is a turn in its own.

It's an all-out for a Wash Me Moment With a Boogie Beat finale, a lively finish to a corking show.

Mac Mack, in her ninth month here, continues to please with her stroll warbling and pianities.
Bill Sechler.

Beachcomber, New York

Talent policy: Production floorshow staged by Midge Fielding and costumes by Myles White, at 8, midnight, and 12; show and dance band; relief bands. Management: Monte Prosser, owner; Dorothy Kaye, press agent. Prices: \$2 minimum weeknights and \$3 holidays.

After a profitable, highly publicized run with Carmen Amaya, Prosser's tropical atmospheric spot has a strong follow-up show featuring Carmen D'Antonio.

The show has six beautiful young girls in radiant costumes doing simple routines. The sweet young things open in luscious white costumes with bare midriff and doing a rumba. They return midway in exotic Chinese get-up and form pictorial groups. A surprisingly effective number. Their last routine paves the way for Miss D'Antonio and the girls are in multi-colored draped

costumes while band leader Chavez chants habanero.

Miss D'Antonio, doubling from Pussina Hattie, closes the show with her dance specialty. In glimmering outfit, she wriggles her little limbs thru an African coon dance. Ecstic in appearance and despite her being a poor dancer technically, her number is punchy.

Show is opened by Rita Martinez, a vivid shapely brunette from Martinique, who opens warbling a French tune and follows up with Brazilian tunes interspersed with the usual eye rollings and hip swayings. Four numbers and diddled. Toy and Wing, Oriental ballroom mixed team, scored with their poppy dancing, bright-eyed personality, and show energy.

Chavez and his conga-rumba band in beach tippy dance rhythms and also played the show well. Lester Lantz and band, six men, do relief music and are okay.

Paul Davis.

Hotel Roosevelt, New York

Talent Policy: Dance band and dance instruction hour. Management: E. G. Hens, manager; Victor, headliner; Alma Klett, press agent. Prices: Dinner, \$2.50, and a car.

Joe Morand's orchestra is filling in at the hotel's Grill Room, between Guy Lombardo's seasonal departure and the closing of the room May 28. This is Morand's first New York showing, after an eight months' run at the Beller in Cleveland, which was his first job since taking over a dance band. He was formerly a house leader for Decca's Latin-American wax sessions.

Outside of a dance instruction hour by a pair of Arthur Murray's top peddlers, band is the chief drawing card, strictly on his own. When the Lombardo outfit takes its leave, hotel stops advertising entertainment policy in newspapers and also cuts out its network wires.

Morand's outfit, consisting of four sax (doubling on flutes and flutes), one brass and four rhythm, works from very solid and smooth arrangements and dishes out very lovely danceability. Act is mostly Latin, but band proves versatility with an equally smooth dist of pope and waltzes.

The Arthur Murray teachers, Tom Gallagher and Nellie Slovic, have been here for three years, taking the customers thru the dance paces, with the winners receiving champagne and free dinners.

Sol Ziff.



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AFL MAY PROBE FOUR A'S

Sally Rand Banned From Hub Niteries By License Board

BOSTON, May 17.—Sally Rand today was banned from appearing at any Boston night club or cafe over which the Boston Licensing Board has jurisdiction. The ban followed a visit to the Latin quarter, where the fan dancer is appearing, by Miss E. Driscoll, head of the licensing board.

Miss Driscoll said she went to the club following complaints from citizens that Miss Rand was dancing in the nude, she described Miss Rand's routine as "an attempt at artistic dancing" and claimed that after shedding an evening gown, under blue lights, the dancer wore no clothing. Following her regular turn, Miss Rand is alleged to have appeared on the floor and told several stories which Miss Driscoll found "objectionable and smutty."

The sweeping ban, without precedent in the history of local entertainment, bans Miss Rand from further appearances except at theaters, over which the board has no jurisdiction. Board members only those places where liquor is sold. Lou Walters, manager of the club, was summoned to appear before the board to explain the booking.

Miss Rand was to have completed her two-week engagement tonight. Under the ban, she was not even allowed on the floor of the club, whether as a dancer or to tell stories. In announcing the decision, Miss Driscoll said "the board will not tolerate indecent or obscene entertainment in any of its licensed premises no matter how nationally prominent the actor or actress may be."

Miss Rand said she wore tight-fitting, flesh-colored garments throughout the act. The garments were said to have been seen invisible than others because they were kept in place with paste instead of elastic bands. A visit to the board was paid by Miss Rand this morning, and Miss Driscoll reported they were talking together as "woman to woman," but indicated no change would be made in the action of the board.

Michigan Bill Would Help Vaude Return

DETROIT, May 17.—Increased employment for acts and other theatrical workers is cited in an argument in favor of passage of the House Bill in the Michigan Legislature by its sponsor, Representative Raymond J. Snow. The bill would in effect prohibit theaters from running double pictures.

Snow said, "It will have a tendency to require theaters to bring back stage-shows, thereby aiding employment of a hard-hit group of musicians, stage workers, and performers."

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.

Tower, K. C., Drops Line After 6 Years

KANSAS CITY, Mo., May 17.—The Tower, only vaude house in this area consistently playing flesh, revamped its stage policy this week, abandoning the chorus line.

Manager S. Bernard Joffe declared he believed a chorus line which remained the same week after week eventually lost its audience appeal. In addition, a policy of increased use of dances and show bands and incoming revues made it impossible to offer the girls in the line steady work week after week. The line had been in existence six years.

The house band, under direction of Heebie Six, now offers novelty numbers and instrumental specialties as well as cutting the show. Admish still 25 cents.

Colony, Alabam in Chi Closed by City

CHICAGO, May 17.—Mayor Edward Kelly closed the Colony Club and Club Alabam here last night due to police raid evidence which showed the spots conducted gambling. The Colony, operated by Nick Dean and Sonny Goldstone, was a leading Latin atmosphere room which recently returned to floorshows. The Alabam used small acts.

Talk over the week-end was that the Colony will reopen under a new management. The future of the Alabam remained uncertain. Mayor Kelly, in issuing the closing order, instructed the city collector not to release tavern and restaurant licenses to these two spots.

"Maid" Unit Pays From Escrow Dough

CHICAGO, May 17.—Maid 'n America unit, which has had hard going since leaving Chicago, was unable to pay off at the close of its engagement in Dayton, O., Thursday (14), and salaries are being taken care of by American Guild of Variety Artists out of \$3,500 placed in escrow before the unit went out.

Jack Irving, president of the Chicago local of AGVA, went to Dayton to make the payoff. Money in escrow covers salaries and transportation back to Chicago.

Show, however, plans to continue. Following Dayton it will play Huntington, W. Va.; Johnstown, Pa. and Erie, Pa. three days each, these dates having already been booked. Following these, the show will be condensed.

Merrill, Gilbert, York And King for "Kickers"

NEW YORK, May 17.—Several vaude acts have already been set for the George Jessel legitt, *High Kickers*, currently being cast by Harry Kistler and Jack Curtis. Joan Merrill, Billy Gilbert, and York and King have been signed. Rehearsals start in August for a September opening.

Bostry and Curtis are also scouting vaude acts for spots in the forthcoming Oscar Hammerstein-Jessome Kern musical which will have a college background.

Moss Circuit Profit

LONDON, May 3.—Ordinary stockholders in Moss Empires, Ltd., received 10 per cent dividend for 1940. Gross profits for the year were 197,470 pounds, an increase of 35,397 pounds over 1939. Ordinary shareholders in Victoria Palace, Ltd., receive 5 per cent dividend for 1940 as against 10 per cent in 1939.

Checking Up on Screen Guild Now; Green Admits Trying To Return Whitehead to the Actor Unions

WASHINGTON, May 17.—An attempt by the American Federation of Labor to place Ralph Whitehead at the head of a variety performers' union will probably be discussed at the AFL executive council meeting starting here Monday (19). Discussions on performer unionism may even widen to encompass a "thru" investigation of the Associated Artists and Actors of America and its branches, including the American Guild of Variety Artists.

The AFL has already started its own investigation of the Screen Actors' Guild because of complaints of junior members of SAG. AFL West Coast reps, Meyer Lewis and Aubrey Blair, are investigating for the AFL.

It is known that William Green, AFL president, has been trying to find a place in AGVA for Whitehead, who was head of the American Federation of Actors, which was superseded by AGVA in the summer of 1939. Green sent Matthew Wolf, AFL vice-president, to appear before a recent Four A meeting, asking that Whitehead be hired as national AGVA organizer, with his salary to be paid by the AFL. The proposition was refused and, since then, no official AFL attempts have been made.

However, Green, in many letters to variety performers, has abandoned the orthodox AFL policy of referring union members' risks to the international union involved. In a letter to Alfred Mayo, veteran blackface performer who carries a lifetime White Card, Green said, after Mayo had written him outlining

Physically Fit Performers Must Do War Duty in England

LONDON, May 3.—Labor Department is refusing to grant exemptions from military and national war service to entertainers graded as medically fit, tho in certain circumstances deferments of call-up are being given.

Labor Minister is giving consideration to position of performers graded in lower medical categories.

Chapman Buying Talent

CONNELLY LAKE PARK, Pa., May 17.—Tex Chapman, who appeared professionally in vaude and musical comedy under the name of John Sherman, is now buying talent for the Hotel Connelly here.

The hotel corporation controls all the concessions in the park area and the hotel.

ing conditions, "I am deeply interested in the organization of actors who were formerly connected with the American Federation of Actors. I am sorry that the strength and standing of this organization has declined so noticeably. It seems that very little progress has been made in the organization of this group of actors since the name was changed from the American Federation of Actors to the American Guild of Variety Artists."

"I know the situation among actors is very bad. For some time I have been endeavoring to bring Ralph Whitehead back into the picture, and to restore him as an organizer among actors. Thus far, I have met with difficulties which I have not yet been able to overcome."

"I welcome the information you sent me, the suggestions you offer, and the opinions you express. . . . I am doing my best to meet the requirements of the situation which you describe and outline in your letter. I will continue my efforts in that direction."

It is believed that "the difficulties" which Green has not yet "been able to overcome" will be discussed at the AFL executive session next week.

NEW YORK, May 17.—An active campaign to restore Ralph Whitehead to performer unionism has been started by the Variety Actors' Betterment Campaign Committee. The group, headed by Lou Taylor and Murray Lane, have printed 15,000 four-page pamphlets for distribution through the country.

The literature cites the alleged defects of the current administration as well as "interference by the Four A's," and urges that Whitehead be restored to the previous position he occupied as executive secretary of the performer union. Whitehead was head of the American Federation of Actors at the time its charter was revoked by the Four A's.

Whitehead said yesterday he could give no statement because he had not been approached by any authoritative source.

William Green, AFL head, is also waging a campaign to have Whitehead head the performer union. Whitehead is at present president of the Circus, Carnival, Rodeo, and Fair Workers' Union.

The Taylor-Lane circular features Frank Gilmore's letter dated May 27, 1940, to Whitehead that the charges upon which the Four A's revoked the AFA charter "rested upon mismanagement of the affairs of the AFA, but it was never charged that Ralph Whitehead misappropriated any funds of the AFA for his own use or for the use of any of his associates."

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 Exclusive Management
BERNARD BURKE
 48 West 48th Street, New York

Loew's State, New York

(Reviewed Friday Evening, May 16)

Business not too good, the hill not getting much help from weak pic, they Don't Not Love.

Opener is the Sir Cristianis, five men and one girl. A standard turn and a very good one. Act includes tumbling and ventriloquist work of a fast and sensational type, the men landing four high. Closes with satire act tumbling beautifully.

Ethel Shuttin, in second spot, sings four tunes, some of them special material. Lyricist on the novelty and comedy side, the best of them telling story of a once-young chorus girl. Tunes include *Let's Get Away From It All* and *Just Like Love*. Won an encore.

Henry Armetta is back in his familiar husband and wife sketch. Dew Loretta is the femme. Characterizations are good. Armetta, however, might do well to shorten the piece a bit and give the act a second brief bit for variation. Closed 10:30.

Dick Stabile, very likable maestro, leading his band for the closer. Opened lively and passed to *Intermezzo* with a nice arrangement. Stable features a sax choir of eight pieces, quite effective, and choral singing by the band in *Intermezzo*. Two vocalists are Bill DeMayo, a good baritone, and Kay Little, no-looker bundle who was best in *Nick the Greek*, a novelty tune. Stable chimed in on latter. Maestro generally featured his band more than himself, coming in toward the end for a sax solo. Also did one of those phosphorescent light routines. The band is good enough without having to resort to this.

Betty Jane Smith, fair tapper, filled in with two numbers—one of them a tap to tango rhythm. Paul Ackerman.

20th Century, Buffalo

(Reviewed Friday Evening, May 16)

The Century has one of the nearest layouts in some time by combining three ten-minute acts with Bob Crosby's nifty

For Laughs and Fun

Jimmie Dwyer's

SAWDUST TRAIL

"MUSIC HALL VARIETIES"

Just Vaudeville

192 W. 4th St., N. Y. S.

band, which includes many eclectics and novelty turns. House was well filled opening night, and audience proved to be unusually appreciative of the performance.

Crosby's smooth, streamlined music boasts bounciness, and at times plenty of heat, and his 18 band members cram the show full of action. Instrumentation consists of five brass, five reed, four rhythm and added to that are five vocalists. The Four Bobolinks (three guys and a gal) get off some pleasing harmonies, and capably back Crosby's two solo stints. No. 10 *Lullaby Lane* and *Doktor*. Bing's brother has a lot to live up to, but nevertheless his pipes sound well and he gets warm response. He doesn't ever hog the spotlight, instead rather taking the back seat with obvious modesty.

The Six Bobcats, band-within-band, give out with some really torrid rhythms, and drummer Ray Bauduc as well as Bobby Haggart on bass are specially featured for a solo session which is impressive. Bauduc handles his various stand-outs with ease and abandon. Henry Miller on sax, and Hank D'Amico (a local boy, who made good!) on clarinet, are worthy of the limelight focused on them during *Intermezzo*. A comedy take-off on a fan dance by three band boys is an effective laugh-getter.

Les Tilton, Crosby's personable blond gal canary, walks off with a good hand after winsome delivery of *Amorosa* and *I Want My Mama*, the latter both in English and original version.

Slim, Paul and Eddie, a septa threesome of remarkable agility, work themselves into a lather with comedy taps, antics, and acrobatics that are done with poise and suppleness. Lads were called back several times, and scored well.

Bob Dupont's juggling of assorted objects is just about the smoothest performance of its kind ever seen here. Dupont not only rates with a technically difficult and perfect showing, but with his nimbleness and sense of humor which put him head and shoulders above the average. Manipulations of rubber balls, dumbbells, tambourines, and so on, extra, apple, napkin, and plate (the apple being nibbled away during the act to the core) were terrific applause-stimulants.

In the last closing spot Chas Daley, the femme with a wide assortment of grimaces and body-contortions, knocked herself out, and sold the house solidly, despite the fact that she had appeared only last fall (1940) at the competing Buffalo Theater (together with Jimmy Dorey's band) with much of the same

Vaudeville Reviews

song-talk material. Altho her antics and chattering vocal style weren't new to the reviewer, Chas managed to amuse again as genuinely as before. Best among her various selections were a pop-song parody, and a new, and excellent, rhapsodic number about the trials of a laundry girl.

Not much need to draw was the strictly mediocre flier, *The Great Mr. Nobody*. Show, according to opening day, should be well on the block side of the Century's ledger. Ed M. Warner.

State-Lake, Chicago

(Reviewed Friday Afternoon, May 16)

The Oomph Recue of 1941, originally radio-show unit, in revamped form only for this week's engagement, still has Ada Leonard and her all-American girl band and some of the acts that were with the unit. Helen Morgan and Allyn Carney are added. A show of only fair entertainment value, it nevertheless manages to make the grade. Picture, *The Mad Doctor*, just fair b. o.

Band of 16 girls is none too attractively costumed, possibly for contrast with Ada Leonard's four changes of gorgeous wardrobe. Miss Leonard stings a bit, directs the band, and goes thru a few simple steps, but does not do the one thing she can do well (strip). Band's work is OK, several members stepping out for excellent specialties.

Billy Worth, a last-minute booking, has some very good original tap and gag routines that she puts over nicely for a generous band. Brownie Slade, vocalist with the band, demonstrates a fair voice and personality in her singing of *There'll Be Some Changes Made*. Flo Mayo, an old-timer, appears in *Gay Wo's* attire, stripping to red tights for a comedy trapeze session that is good for plenty of laughs. Finster, with one-armed plunger, Jane Beger, trumpeter with one hand, rolled up a big hand for her solo work.

Sylvia and Clemence scored with a comedy session of dancing and acrobatics. Corry, but the audience liked it. Alan Carney put over his impressions of movie and political personages nicely and finished strong with his soap-box oratory, which is always red-fire.

Helen Morgan, on her familiar piano perch, sang *Only Make Believe*, *The Men I Love* and others of her standard repertoire, winning a generous hand.

Nat Green.

Carmen, Philadelphia

(Reviewed Friday Evening, May 9)

House Manager Frank O. Akeley has been cashing in handsomely on a set pattern of low standard variety turns, and this trip was no exception, stub-holders hugging the aisle walls at late supper show. Screen supported with *The Lady Eve*, with the stage portion running smoothly and so-so thrills.

Louis Band's house orchestra of 10 show on the stage, sheets splitting on a concerted overture of *The Breeze and I*. Maestro masters the emcee controls in an ingratiating manner.

The Jewels, now down to a mixed duo, first on few uncanny balancing. Male on the balancing board pivoted by a barrel propped on table and then repeats on floor with a rubber ball. Real thrills when he balances ball on head while juggling three Indian clubs, and gal hops on for a head-to-head stand. Tiptoe head-to-head finish, with two balanced rubber balls cushioning the gal.

Mixed duo of Mardo and Kaye also make a dash for the dance spot. A lively admixture of Al Mardo's buffoonery with a recalcitrant bulldog, Roger, and Miss Kaye's haecumina harmonies, especially for Nolt, dropping the mouth organ for a sprightly tap on the take-off. Team clinches on reel with an eccentric oriental comedy dance. A refreshing Continental flavoring that is ripe for a revue spot and by far the best bit of their batch.

Striking hallucinations of Ann Pritchard and Jack Lord makes the tray also swellish. Twofold with a tango tap, segue into a precision rhythm tap session, and then show off to best advantage with a blending of a ballet and ballroomology. Miss Pritchard showcasing the booties on her toes.

Joe and Jane McKenna next-to-shut with a comedy cleft from scratch. Male makes for one of the funniest drunk bits on the boards. And their collective efforts for an adagio dance satire is just as sure-fire.

The Eight Continentals, Ben Yeat

unit of stalwart male singers, brings down the rag. Colorfully costumed in white tights, black boots, and flowing capes of blue and gold, voices blend dramatically for a medley of the military music from the light operettas and of college songs, with a rousing *Song of the Vagabonds* for the recall.

M. H. Crudenber.

Music Hall, New York

(Reviewed Thursday Evening, May 15)

Current layout takes its motif from China, using an assortment of unfamiliar music, much of it grating to the Occidental ear. Productioning is too leisurely; the Rockettes, always dependable for the flash of the occasion, are used only in the finale. The selection of the show was inspired by the celebration of China Week (18 to 25).

Opener is by Aurora Roselle in a single but effective setting. She is a light soprano, and her rendition of *In Quezaco Reggia* from Puccini's *Turandot*, a little heard opera, displays an okch technique. Got a good hand.

The ballet talents of Hilda Eider are lost in the tricky setting, with the ballerinas supplying her atmosphere. Her routines are buried in the simultaneous teeping of the others on stage. Missed its mark on the appraisals. A genuine Oriental note is by the Jim Wong troupe (5), with some great acrobatic work. They have pliable bodies which they use to advantage. Do fine spins, tumbling, and some acrobatic. One of them does a stunt by spinning a pair of plates on rods while twisting his torso to resemble a pretzel. Big hand.

The Glee Club, augmented by Gross Penning, does a quartet of tunes adopted from the Chinese. Miss Penning draws attention with a clear voice and a nobly executed series of coloratura runs. Group got a good hand.

John Mulholland completes the show with a magic turn. Works nicely with rings, ribbon, yards of yarn from a small bouquet of flowers, and pebbles into water. Got a good hand.

The Ballet Corps in Chinese garb does some uninteresting gyrations and the Rockettes wind up festivity with a really sock precision trip.

The Devil and Miss Jones is on screen. The okch.

Joe Cohen.

Paramount, Los Angeles

(Reviewed Thursday Evening, May 14)

Billed as the Anniversary Stage Show, Panchon & Margo presents one of the best shows in weeks. While the presentation is built around the Singing Strings, girl instrumental and singing sextet, the big feature is Carmen Miranda.

To open, the Singing Strings offer *Sweet and Lovely*. Well known in this section for its radio work, the aggregation is a decided hit from the minute it hits the stage until it leaves. It features three violins, bass, and guitar, and is under the direction of Lorraine Paige. Following their appearance the girls take their places on the bandstand to bring the instrumentation up to three brass, and three reeds. Miss Paige takes the mike to offer *Boy Notes Horn*. Next the girls played Chopsticks plenty good. A medley, including *Sugar Blues* and some vocal work, gives the girls an excellent chance to show their versatility.

Johnson and Duker, jugglers, offer the usual dumbbell act.

Ernesto and Talla, smooth working dance team, present a Chinese version of the rumba and la Conga.

Jerry Mann does a take-off on Carmen Lombardo, Charles Boyer, and Bill Crosby, singing *If All Comes Back to Me Now*. Messing stuff. He has pretty good monolog material and puts it across in even better style.

Carmen Miranda, who knows how to sell a song, offered *Sambou, Sambou*, and *I, Yi, Yi, Yi*, accompanied by her Bands Da Luz Brazilian Rhythm Makers. Audience gets a kick out of her singing *Oh, Johnny*. As an encore she sang *South American Way*.

Pic. Madel White. Sam Abbott.

Celeron Park Doubles Budget

CELERON, N. Y., May 17.—Celeron Marine Room, giant stery, which used out of town bands the past few summers, will enlarge its budget for next season. Eight acts will be employed every week in addition to semi-regular bands. J. G. Campbell is still at the helm at both the stery and park. Ray B. Knocland, Buffalo, is assistant agent.

Bands will again be featured Saturdays. Johnny Messner will lead off May 21.

HENRY ARMETTA

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JIM WONG TROUPE

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RADIO CITY MUSIC HALL, New YorkDirection:
Chas. V. Yates Agency — Hattie Althoff, Associate
West—Thomas Burchill

NAB CONFAB

(Continued from page 3)

Business have been told, in a burst of pique by the government, that they were in effect operating illegally. Told that after 10 years!

"I firmly believe the President was deceived as to the extent of radio's role and almost betrayed in not being told the relative possibilities. The sort of fight which was being invited. If that fight comes, he must blame the majority of the Commission which insisted upon it."

Fly was not given an immediate opportunity to make a reply. Neville Miller, NAB's presiding chairman, explained that it would not have been fair to let Fly deliver an unprepared answer to a prepared speech. This hurried up Fly, who later turned down invitations to talk. He issued a statement to the press, however, in which he charged NBC and CBS with monopolistic tactics and said that all the FCC wants to do is to return the radio industry to freedom and to make it a truly American system. Fly made his scheduled talk during the first business session, Tuesday (13) when he said that 60 per cent of the air time at night is controlled by these two chains. He later said that David Sarnoff, chairman of the board of NBC, and William S. Paley, president of CBS, are responsible for this monopolistic situation.

Mutual-NAB Rift

The resignation of Mutual's principal stockholders from NAB was foreseen Sunday (11) when they signed an agreement with ASCAP against the will of NBC and CBS. Those who turned in resignations include Walter Dill Scott, WGN, Chicago; the Don Lee Broadcasting System of Hollywood, and WFMM, Baltimore, Md.; Alfred J. McCook, president of WOR, explained the action in a letter to the NAB during the second day of its convention. It read, in part: "We understand that you submitted to your board the objections taken by us to your intrusion in the Mutual-ASCAP matter and to your condemnation of the Monopoly Report. We note with regret the action adopted by your board yesterday which gave appeal to your actions. It is now entirely clear that your association is no longer representative of the entire industry and that you are taking a position in various matters adverse to our interests and in favor of those of others. For these reasons we hereby tender our resignation from your association."

ASCAP claims that of the 146 Mutual stockholders and affiliated stations which commented on the Mutual-ASCAP agreement, 100 turned in favorable reports. Forty of the dissenters formed their own organization known as the Mutual Affiliates' Association, headed by R. A. Chasler, of WOLC, Louisville. Chasler says that the org was formed to promote the interests of the MBS member stations which are not MBS stockholders and to send a committee to ASCAP's headquarters in New York to study the Mutual agreement further. He also says any contracts. The ASCAP rates of 3 per cent of the station's gross revenue for the first four years and 8 1/2 per cent for the remaining five years of the Mutual contract are too high in the opinion of most MAA members.

Broadcast Music, Inc., NAB's own publishing group, was given a vote of confidence and was assured of full support by the NAB members. The Mutual stockholders who signed ASCAP agreement also assured BMI continued support. A reduction in rates announced by BMI will mean a saving of \$650,000 to 524 stations using BMI music. General counsel of BMI, Sydney Kaye, said that the reduction has nothing to do with the rates given Mutual by ASCAP. He explained that BMI is in a more healthy state of business than a year ago and can afford this action. The new BMI rates will range from one-half to one and two-thirds per cent, depending upon station's gross revenue.

Merritt E. Hopkins, vice-president and general manager of BMI, Carl Beverlin, stations relations director, and Kaye took up the convention's morning session Wednesday (14) with speeches to BMI. From all observations and reception given their speeches, no NBC or CBS affiliates will sign with ASCAP for the rates given Mutual.

Neville Miller, NAB prez, said the NAB takes exception to the statement made by Mutual that "the music war is over." He said that ASCAP has yet to offer a music licensing plan which complies with the terms of the Consent Decree which ASCAP signed in the action brought against it by the government.

Full Salary List of Leading Actor Unions

(Continued from page 4)

AMERICAN GUILD OF VARIETY ARTISTS

NATIONAL:	YEARLY AMOUNT
Ray S. Haddock, Executive Secretary.....	\$5,200.00
Mildred Roth, Assistant to Haddock (80%).....	1,170.00
John F. Donaghy, Auditor (80%).....	1,822.00
Josephine Savage, Sec'y to Haddock (80%).....	850.00
Diana Klutch, Secretary to Miss Roth (60%).....	346.00
Ann Antman, Membership Clerk (20%).....	280.00
Miriam Bogowad, Membership Clerk.....	1,106.00
Mildred Braun, File Clerk (50%).....	948.00
Leonard Levinson, Office Assistant (25%).....	273.00
Feelyi Strand, Telephone Operator (60%).....	549.00
Leslie Lilsony, Organizer.....	1,560.00
Graham Dolan, Organizer.....	1,560.00
Ken Howard, Organizer.....	1,560.00

NEW YORK	YEARLY AMOUNT
Phil Irving, Executive Secretary.....	2,900.00
Lillian Blumberg, Secretary to Irving.....	1,092.00
Mildred Roth, Executive Assistant (50%).....	1,170.00
Josephine Savage, Stenographer (50%).....	850.00
John F. Donaghy, Auditor (20%).....	468.00
Diana Klutch, Secretary to Miss Roth (60%).....	346.00
Ann Antman, Membership Clerk (80%).....	1,123.00
Mildred Braun, File Clerk (50%).....	948.00
Leonard Levinson, Office Assistant (25%).....	273.00
Feelyi Strand, Telephone Operator (60%).....	549.00
Jack Miller, Organizer.....	1,830.00
Duke Granda, Organizer.....	1,830.00
Arthur Shields, Organizer.....	1,830.00
John Bascoso, Organizer.....	1,560.00
Joseph Ertich, Organizer.....	1,560.00

BOSTON:	YEARLY AMOUNT
Thomas D. Senna, Executive Secretary.....	2,340.00
Constance Paulina, Stenographer.....	1,184.00
Louis Morganstern, Organizer.....	1,350.00

PHILADELPHIA:	YEARLY AMOUNT
Thomas H. Kelley, Executive Secretary.....	2,600.00
Eve Lavellie, Stenographer.....	530.00
R. C. Mayo, Organizer.....	750.00

PITTSBURGH:	YEARLY AMOUNT
Executive Secretary (not appointed).....	3,000.00
Grace King, Stenographer.....	634.00
Organizer (not appointed).....	1,200.00

CHICAGO:

Leo Curley, Executive Secretary.....	\$2,600.00
Gerry Weisman, Secretary to Mr. Curley.....	1,404.00
Genevieve Marshall, Stenographer.....	888.00
Robert Wilson, Organizer.....	2,080.00
Sheldon Krim, Organizer.....	1,330.00

OUTDOOR DIVISION:	YEARLY AMOUNT
Paul Sanders, Director.....	2,500.00
Office (Stenographer not appointed).....	1,404.00
George Wytch, Organizer.....	1,404.00
Vito Melis, Organizer.....	1,520.00

LOS ANGELES:	YEARLY AMOUNT
I. H. Kernblum, Executive Secretary.....	2,100.00
Robert Kominis, Office Manager and Bookkeeper.....	1,820.00
Nedra J. Ferguson, Stenographer.....	520.00
Florine Bate, Membership Clerk.....	1,200.00
Eddie Cutler, Organizer.....	1,560.00
Curtis J. Hyams, Organizer.....	1,560.00
Kenny Williams.....	1,560.00

SAN FRANCISCO:	YEARLY AMOUNT
Vic Connors, Executive.....	1,300.00
Adelle West, Secretary to Connors.....	1,200.00
Pauline Wall, Membership Clerk.....	1,430.00
Genevieve Blum, Membership Clerk.....	930.00
Max West, Organizer.....	1,360.00
Emil Lowe, Organizer.....	1,560.00
Buddy O'Brien, Organizer.....	1,560.00
Les Allen.....	1,560.00

"ACTORS NEWS"	YEARLY AMOUNT
Ed Harrison, Editor.....	2,000.00
Leonard Levinson, Office (50%).....	840.00

****Percentage denotes what portion of salary is paid by the national and what by the local, since both operate the same offices and many employees devote in duty.

ASSOCIATED ACTORS AND ARTISTS OF AMERICA

Frank Gillmore, President.....	\$12,000.00
Stalph E. Towleley.....	2,000.00
	\$15,000.00

"Until the problem is solved for broadcasters generally, not only with respect to network programs but also with respect to local programs, the NAB will continue to regard the music problem as a vital one," Miller continued.

Defense Talks Heard

The opening business session Tuesday (13) was devoted to the relation of radio to the national defense, but FCC Chairman Fly stole the show with his talk on the monopoly report. The defense speakers were General Robert C. Richardson, director of the bureau of public relations, U. S. Army, and Commander H. H. Thurber, director of public relations, U. S. Navy. Both assured the broadcasters that the government has no intention of taking over radio, even in the event this country declares war. Both said that it is desire of the navy and army to co-operate with radio and to secure similar co-operation from the broadcasting industry.

Fly's speech centered on the role of radio in national defense, but it made too many favorable references to the FCC monopoly report for the comfort of the broadcasters. He said that "there is no present foreseeable emergency which would result in the government's taking over the broadcasting industry. The Federal Communications Commission has no desire and no plans to take over the nation's broadcasting system. Neither has the Defense Communications Board. Neither, so far as I know, has any other government agency. I repeat this thought only in view of certain dire forebodings which have come recently from monopolistically controlled sources in the industry. These men to divert attention from the fact of monopolistic control in their hands, confure up consistently the bogeyman of government operation."

NAB Prez Miller did not let these remarks go unchallenged, saying that "those who favor government operation consistently confure up the bogeyman of monopoly, to divert attention." The floor gave this statement a rousing reception.

Lowell Mellett, director of the Office of Government Reports, said that there will be no need for press or radio censorship if all parties concerned will cooperate.

Trammell-Klauber Silent

Two of the biggest men in the industry—Niles Trammell, head of NBC, and Edward Klauber, executive vice-president of CBS—were comparatively silent throught the convention. They were not featured in any sessions and made brief remarks only when called upon. They took the spotlight long enough to approve the work accom-

plished by BMI and made a statement supporting the Ehrbridge anti-monopoly speech.

Concerning the Ehrbridge speech, Klauber said: "CBS is convinced that freedom of the air will stop to exist and broadcasting will degenerate and will be taken over by the government if the FCC report has its way. CBS will fight, without hate, thru every possible channel to uphold the freedom of the air."

Talent problems consumed very little of the convention's time. Due to the importance of the FCC and radio-music situations, talent was almost completely unmentioned. During the meeting of the Independent Radio Network Affiliates which gathered to condemn the FCC report, Harrison Holloway, of KPT-KBCA, Los Angeles, stated that the independents need network affiliation to keep the constant supply of sustaining program talent flowing. He indicated that there is a scarcity of good talent, and only the networks can do anything to relieve this situation.

See the Radio Department for other NAB convention news.

FOUR A SALARIES 3626

(Continued from page 4)

Artists' Association (burlesque), and the Hungarian Actors and Artists of America and Canada, are not even cited as having financial stability. They have votes in the Four A's, however.

Consequently, five of the Four A unions provide the bulk of the income on which the rest of the organization operates. Including AGOYA, which is \$75,000 in the red.

Report also shows that more than half the membership on the books is dead weight. Reits estimated a savings of at least \$100,000 yearly if the consolidation were effected. While no official salaries were mentioned in this move, it was implied that, instead of Four A officials collecting two, three, and four salaries from various affiliates, one big union could bring about a broadening of activities at a great saving.

Books show a total membership of 54,232. Of that number, however, 24,224 are active; 11,972 are delinquent; 11,238 are inactive or suspended, and 3,979 have made no dues payments in the year covered by the report, up to September, 1939.

SAC's Heavy Pay Roll

As for salaries, SAC has the highest pay roll of any Four A union, with an annual salary list of \$125,580. Its dues payment income for the year was \$242,081.00, and it total assets at the end of 1939, but only 7,990 are listed as active.

Next highest pay roll is that of AGVA, which totaled \$90,906 against dues revenue of \$79,800 for the year. Total expenses for the union were \$155,050, leaving a deficit of \$75,740. Report also lists a financial statement of the American Federation of Actors, which was scuttled by the Four A's primarily for alleged mismanagement of funds. AFA pay roll for the year ending February, 1939, was \$20,745.33. Total receipts for the year were \$98,981.63. Total expenses amounted to \$90,387.84, and deficits was \$1,432.82. AGVA lists a membership of 6,121, of which 3,548 are active and 4,373 have made no payments.

Next in line is AFPA, with an annual salary expenditure of \$56,250. Entire dues collection was \$133,510.48, of which \$70,697 was retained by the various AFPA locals. Net receipts for the national office were \$64,913.45. Of 8,947 members on the books, 3,582 are active, 2,090 delinquent, and 1,175 made no dues payments.

Equity Steady

Actors' Equity, with lowest membership list, is in the most stable condition of all the unions. Equity salaries total \$54,454.28. Its income from dues, initiation fees, assessments, and alien membership amounted to \$130,131. On its books, as total assets, is listed \$373,752.94. This is despite a paper membership of 17,123, of which only 4,984 are active members; 8,330 inactive or suspended, and 3,229 delinquent.

Chorus Equity's annual pay roll was set at \$11,452 against an income of \$24,307.89. This outfit also has a considerable treasury, amounting to \$118,624.07. Of 3,272 members on the books, 1,541 were active.

While ADMA's pay roll was the lowest of the lot, \$11,446 against \$20,618.20 income from dues payments, the total union is in the hole for \$11,454.00.

WINDOW CARDS

14x22 Card, \$4.95 per 100;
17x22 Card, \$5.95 per 100;
22x28 Card, \$8.00 per 100;
250 Sample Order, \$3.75.

BOWER SHOW PRINT AND FLOWER, INC.

ACTS, SKITS, GAGS, MINSTRELS

Good ACTS, COMEDY, SKITS, MINSTRELS, SHOW \$10. 60 RED HOT PARODIES, \$11.110 GAGS AND SKITS \$11.44. FUNNY REPUTATIONS \$11.44. SKITS \$11.44. GAGS \$11.44. FUNNY MINSTRELS \$11.44. GAGS \$11.44. FUNNY E. L. GAMBLE, Playwright, 224 Duane St., S. F.

Vaudefilm Grosses

Para, Strand, Roxy & MH Holdovers Draw Flies; Loew's State Also Flops

NEW YORK.—Turkeys continued to overrun Broadway, taking their toll at the box offices of all five Broadway presentation houses, without much relief in sight. All houses, with the exception of Loew's State, played holdover shows, but despite this, poor attractions are generally credited with the poor showing.

The Paramount (3,694 seats, \$37,000 house average) is due for another week of suffering with an estimated \$24,000 take for the second week of Alvin Bey's csk. King Sisters, and Eddie Bracken on stage and *Reaching for the Sun* on screen. First week of the run grossed a poor \$20,000. Following this show, Paramount begins the first top price run of the film *I Wanted Wings*, which was

Two Flesh Houses Left in Chi; Eddy Duchin Cops 35Gs

CHICAGO.—Two Loop houses (both operated by Malaban & Kaler) continue to run flesh here. The Oriental, which pulled its shows Thursday (15) in favor of double-features, may go back to vaude and units in the fall, provided the ten-bill policy fails to show a profit. The last bill, week of May 9, had Anton Sechid's unit *Walkin' Nights* and a second-run (See CHICAGO GROSSES on page 26).

"Heat" Only Fair At Brooklyn Fox

BROOKLYN.—Abandoning its regular film policy on an experimental basis, Fox Theater here opened with the unit, *Crazy With the Heat*, Friday (16). Its first vaude show in six months.

On its first day show didn't do much better than the regular film policy, drawing approximately \$2,500. House, seating 4,200, is geared to a daily gross of between \$1,500 and \$2,500.

Saturday afternoon's business was also quiet, but somewhat marred by the rain. After the unit's week is up the Fox will go probably back to straight pictures. Very little exploitation was done for the show.

Heat cost is headed by Wills and Eugene Howard, Mary Kaye and Naida, Diana Coetello. Prior to this booking, unit closed a two-week run at Loew's State, New York.

Wayne King Hefty 25½G in Pittsburgh

PITTSBURGH.—Wayne King and his orchestra, with specialty acts, pulled Stanley's best gross in several months, \$21,500. Layout included the Monocled Ambassadors, the Randall System, Tom and Betty Winder, and Don Cummings, on screen. The *Wagon Wheel at Night* (W. B.).

Following current Latin American revue, co-features Cirio Camargo and Diosa Coetello, with Altra Camargo and Charley Bey. Stanley brings in Abe Lyman's band with acts, Victor McLaglen in p. a. leading variety set-up, and Guy Lombardo's csk. in that order.

Bowes Unit Poor

MINNEAPOLIS.—A poor \$9,500 was grossed by the Orpheum Theater here on MAJOR THOMAS' Folies Parade unit for the week of May 9-15. Pic was *Tepper Returns*.

The Bowes shows have not been big money-makers in this area in recent years and, despite the fact the national radio show last week plugged Minneapolis as the honor city and the local entrant on the show was flown back to the city to open here, the h. o. was disappointingly down. At present the Orpheum does not run any more flesh shows for a while.

road-showed at the Astor Theater and was pretty much of a flop; Vaughn Monroe's csk opens with the pic.

The Strand (2,758 seats, \$43,000 house average) will wind up the run of *The Wagon Wheel at Night* on screen and Victor McLaglen and Trummy Tucker's csk on stage, with more than \$16,500 to (See NEW YORK GROSSES on page 26)

Battle Creek Big For WLW Jamboree

BATTLE CREEK, Mich.—WLW's Boone County Jamboree, with Lela Belle and Scotty, pulled close 7,500 paid admissions in three performances at Kelleigh Auditorium here last Wednesday (14).

Two matinee shows were given for school children, with admissions marked at 15 cents. Local papers estimated that each of these performances attracted "more than 2,500." The evening show drew a crowd estimated at 3,000, with adult tickets going for 50 cents. Bill McCuskey is Jamboree manager.

Dick Jurgens Dandy 11½ in Indianapolis

INDIANAPOLIS.—Making his first visit here, Dick Jurgens and orchestra sang up a healthy \$11,500 for the week ending May 15 at the Lyric, where pic is usually \$9,500. Good theater weather, rave reviews, and excellent word-of-mouth helped establish the gross.

The stage bill also included Rita and Ed Gehman; Bob Neller, ventriloquist, and the Lane Brothers, Pic, which helped, was *Zookler on Parade*.

Lombardo Band 3G Over House Average

BALTIMORE, Md.—Hippodrome Theater (3,200 seats) grossed dandy \$18,200 for week of May 9 to 14 with Guy Lombardo band on the stage and *Way They Met* in Argentine on screen.

This was just short of \$2,000 over the house average.

Spokane Over Par

SPOKANE, Wash.—Advance summer weather attracted vaude fans to the wide-open spaces the last two week-ends, and the Post Street drew \$290 over average twice in a row.

May 2-4 bill included Allen and Allen, Foster and Mills, Joe Chappell, Great Maxxy, with *Leddie* and *Fumble Down Ranch* in drama on screen. May 9-11 had Tippy the Wonder Dog, John Crawford, Fay and Wellington, Dula and Clark; Hulam, Morgan, and Baro, plus *Margie* and *Along the Rio Grande*.

Springfield Big

SPRINGFIELD, Mass.—Large and appreciative audiences saw the three-day vaudefilm bill that closed Saturday (26) at the Court Square Theater here. *Polynesian Fantasy* was name of the stage bill, with May, June, and Penny, solo trio, starred. Pic was *Meet the Wildcat*.

Also on the stage were Joe May, emcee; Frances White, Desauter and Polly; Howell and Battie, the Wallace Puppets, and lina.

"Maid" Cold \$5,400 At Colonial, Dayton

DAYTON, O.—Ned's America, heralded as a unit that would knock 'em cold, left them that way from the beginning at the Colonial last week, with the result that box-office figures hit only \$5,400.

The Colonial shows a 20-week stage season; this week with *Walkin' Nights*. House begins an indefinite run with *Fantasia* May 29.

Name Orchestras Strong in Boston, With Miller, O. Tucker, and Bernie Leading

BOSTON.—Name bands have proved good attractions at the RKO-Boston, sole local vaude outlet. House has been operating split or full-week vaude, depending on the attraction, since last August.

Top gross for bands since the inception of the season went to Glenn Miller, whose \$36,000 gross for a seven-day stand contributed almost one-sixth of the total gross of \$153,000 which poured into the tills of the house with the 18 band attractions which played a total of 71 days. Second place went to Orrin Tucker, who opened the vaude season last August with a nice \$20,000 for a seven-day stand.

The average gross for each day a band played the house was \$2,625.

On the split-week stands, Ben Bernie led the field with a juicy \$11,000 for four days. Jerome Lambertson placed

second with \$10,000 for an equal length of time.

Grosses ranged all the way from the sweet \$20,000 taken in by Miller to a disappointing \$9,250 grossed by Matt Britton for a seven-day stand.

Grosses were as follows:

Glenn Miller (seven days, beginning September 5, 1940), \$36,000.

Orrin Tucker (seven days, beginning August 15, 1940), \$20,000.

Jack Teagarden (seven days, beginning September 18, 1940), \$15,000.

Sammy Kaye (seven days, beginning October 10, 1940), \$15,000.

Clyde McCoy (seven days, beginning March 27, 1941), \$15,000.

Car Callaway (seven days, beginning March 6, 1941), \$14,500.

Lucky Millinder (five days, beginning August 29, 1940, and extending over Labor Day week-end), \$12,000.

Ben Bernie (four days, beginning February 20, 1941), \$11,000.

Jerome Lambertson (four days, beginning December 15, 1940), \$10,000.

John Kirby (four days, beginning January 10, 1941), \$9,500.

Matt Herth Trio (four days, beginning November 21, 1940), \$9,500.

Matt Britton (seven days, beginning April 19, 1941, including latter part of Holy Week and Easter Sunday), \$9,250.

Fenton Brothers (four days, beginning January 30, 1941), \$9,000.

Bill Bardo (four days, beginning February 6, 1941), \$7,500.

Dorsey Tops 25G At Philly Earle; \$6,900 for Fay's

PHILADELPHIA.—Earle Theater (seating capacity, 4,000) house average for straight picture booking, \$14,000, clicked handsomely with a juicy \$25,300, credited to Jimmy Dorsey's orchestra for the week ended Thursday (19). With practically no support from the screen's *Washington Melodrama* and in face of horse-dirty start, Roy Rogers, headlining a rodeo in town, the doings were all Dorsey. Take is highest in months for the house, and fact that band averaged five instead of four shows a day helped boost the ante.

Bob Sherry, Helen O'Connell, and Buddy Schubin from the band supported, with two vaude acts added in Stump and Stump and Hector and His Pals. Cross betided Dorsey's previous appearance last October that gave \$23,000 and marked first time that the house reported an attraction during the same season. New bill opened Friday (16), hitting into warmer weather and the Variety Club Convention in Atlantic City attracting the town folk, started off

(See PHILLY GROSSES on page 28)

Monroe Ork Nice 5G

PROVIDENCE, R. I.—Vaughn Monroe orchestra, playing a three-day stand at the Met (3,100 seats), rolled up a nice \$5,100 gross. Bill included Hal Leloy, Lorraine and Rogan, and Lou Parker with Sid Ceola. Played the shows Friday and Saturday and four Sunday.

Al Winston, publicity man, said the gross was exceptional considering bad weather breaks. Tickets were 25, 50, 75, and 75 cents for legs.

"Miami" Unit Does Weak Denver \$3,200

DENVER.—Midnight in Miami unit drew a weak \$3,200 week of May 2 to 8 at the Tabor Theater. This gross was topped by far by every locally assembled unit that has played the house this season. Probable drop was the fact that the unit was devoid of a ruddy come-on, which tyroed all other showings.

House is planning a two-week try of Sunday vaude starting June 1, using five acts and a line.

Pic, *Mattie Was a Lady and Father's Man*.

New York

GEORGE RAND is preparing his first show for the Beverly Hills Country Club, Newport, Ky., opening May 23, booked by Tom Hall, of New York, with Frank Senner, of Cleveland. . . . ADRA COOPER, dancer, is playing local clubs after a four-month date in Panama.

BENTON TWINS have shifted from the Island here to the 906, Chicago.

DANNY WHITE has signed for eight additional weeks at the Island. . . . DOTTY ALEXANDER is a new-comer at Finto's. . . . CHESSIE DE SIMONE DANZERS have made several

Ted Weems, Spivak Grab 14G for Wash. Earle and Capitol

WASHINGTON.—Ringling - Barnum circus, Citizen Kane, and Diana's *Fantasia* are providing stiff competition for downtown theaters this week. Warner's *Earle* for week ending May 23 features *Meet John Doe*, with the stage presenting *Marina Lord*, *Wasson Brothers Reed Sisters*, and the *Boyzette*. Expected gross is a big \$22,500. Loew's Capitol, showing *The Uncertain Feeling* for week ending May 21, expects a low \$14,000. On the stage are *Salt and Peppers*, *Des Saxon*, *Don Rice*, *Sharna*, and the *Wickettes*. Last week at these houses the *Charis Spivak* and *Ted Weems* orchestras fought a box-office draw, each registering \$14,000. Warner backed Spivak with *Affectionately Yours*, while Loew's supported Weems with *Washington Melodrama*.

Hawkins Fair In Bridgeport

BRIDGEPORT, Conn.—Kraline Hawkins, supported by a vaudeville bill including Bill Bailey, Iva James, and Bink and Stubby, in for five performances at the *Levy-Poll-Lyric* Theater here Sunday (27), did only fair, with a \$1,000 gross. Bill opposition from Sammy Kaye at the nearby Arena in New Haven and Dick (Stinky) Rogers at the local Bill Ballroom.

House Manager Eddie Madden closed vaudeville season Sunday (4).

Whiteman's 3,000

HANNSBURG, Pa.—Appearing for three-day engagement at State Theater here, Paul Whiteman and his band drew 3,000 at 40 cents admission for matinee, 90 cents and 40 cents for nights. On screen was *Her First Romance*.

Club Talent

changes in personnel for their current date at Earl and Eddie's. MAY HART has filed a petition in bankruptcy, listing liabilities at \$1,250 and \$50 in assets. . . . LINA BOWAY and Mara, of Xavier Cugat's contingent, screen-tested by Columbia and *John Columbia*-Pic.

Chicago:

VELOD and YOLANDA, who closed an engagement here Saturday (27), have volunteered their services for the army camp show to be presented at (See CLUB TALENT on page 35)

Magic

By BILL SACHS

PAUL BOGINSI moves into Bal Tabarin, San Francisco, May 28, set by Phil Tyrrell, Chicago. . . **QUEEN CITY MYSTICS**, Society of American Magicians, Cincinnati, at their May 9 meeting elected the following officers: Bert Ganz, president; Ben George, first vice-president; John Braun, second vice-president; Harold F. Puff, secretary; Walter Kuhl, treasurer, and Charles Fritsch, sergeant at arms. . . **BILL AND GERALDINE LARSEN** and their son, Billy and Milton, will show for the Cincinnati Club membership June 19 while in the Queen City to take in the International Brotherhood of Magicians' Convention. . . **H. ADRIAN SMITH**, national president of the Society of American Magicians, spent several days in Cincinnati last week on route to his home in Providence, R. I., to assist in final arrangements for the SAM convention to be held here May 30-June 1. . . **W. J. POLKMAN**, Wisconsin Powell, magician-entertainer, began a summer tour at Weldman, Mich., May 15 with a new tent show organized by Frank Lee. He is assisted by his wife. Their school session in Ohio was cut short the past winter when Mrs. Polkman was stricken with pneumonia. . . **L. F. WOLFE** returns from Knoxville, Tenn., that he might pitch the Magician May 8 at Knoxville, Ky., with the latter turning in his usual efficient job despite the handicap of a small stage. . . **SIEMS AND KAYE** presented their magic at Cattle Palace, Cincinnati, Saturday night, May 10, and remained over in Cincy next week to pick up several sixth dates. . . **JOHN S. VAN OILDER** turned in his usual swell job on a human-interest story on Lily Pons, Metropolitan Opera star, the year appearing in *The Kansas News-Sentinel* April 27. . . **PEDRO MAIT**, now in his ninth week for the Pete Jones office, Detroit, and current at the Kings-Coronet, Dayton, O., will split the next four weeks between Columbus, O.; Louisville, Ky.; Russellville, O., and Detroit. . . **MAGICIANS DID WELL** in the Cincinnati press Thursday of last week (18), with Charles Ludwig, in *The Cincinnati Times-Star*, spinning an interesting magic yarn on H. Adrian Smith, national president of the Society of American Magicians, and Dick Williams in *The Cincinnati Post*, devoting much time and photos running over five columns to John Snyder, Jr., president of the International Brotherhood of Magicians, and his spacious new magic workshop and theater in Norwood, Cincinnati suburb. Also pictured with Snyder were Mrs. Snyder, their daughter, Mrs. Jerome Maxwell, and Stuart Judah, Snyder's star demonstrator and popular Cincy magician.

JOAN BRANDON, magicianess, opens in the Troop Circuit at Melbourne, Australia, August 4, instead of August 15 as recently reported. . . **MYSTIC 13**, Los Angeles, will present *Yours Be Surprised* at the Elmer, Los Angeles, here May 23. . . **LARRY WHEAT**, magic singer, wound up a fortnight at the River Hall, Utica, N. Y., Sunday (18) and opened Monday at the Bay City Club, Niagara Falls, N. Y. . . **LESTER LAKE** (Marvco) is back in the Cincinnati area after a two-week stand at the new Club Radio, Louisville, Ky. He is now making a proposition to do his first act with a thrill magic attraction, this summer. . . **FELIX BLEY**, veteran magic impresario, and Mrs. Bley were recent arrivals in Cincinnati, after closing their home in Mobile, Ala., for the summer. Bley is entertaining an outdoor show venture that should keep him busy through the summer. . . **OSBERT THE MAGICIAN** is still doing his magic in the Detroit area with his wife, Myrabelle, working the same sector with her singing cabaret act. . . **OSBERT** has returned to frame because of a magic act boom. . . **AMONG THOSE** who attended the shindig tossed by Les Magico, of Los Angeles, in honor of Ade Durval, recently returned from an extended Australian tour, at the home of Edgar Berger in Beverly Hills, Calif., May 22, were Ray Danville, Jack Gwynn, the Great Leon Hill, Senor Maldo, Loring Campbell, Floyd Greer, Larry Gray, Bert Kalmar, Harry Magoo, Ed West, Orest Wines, and George McManus. . . **YOUNGBOYS TOWN**, O., Magic Club will be represented by at least a dozen members at the annual convention of the International Brotherhood of Magicians in Cincinnati June 17-20. Claude Rawden, president, has appointed Nevitt Hoefert, special delegate, and Don Lee as alter-

Pitts Burly Drew \$235,000 in 39 Weeks; Corio Top

PITTSBURGH, May 17.—Burly garnered more than \$235,000 in 39-week season closed Saturday (16) at Casino, Owner George Jaffe reveals. Shattering was one week earlier than last year, due to drop-off in daytime trade attributed to army drafting of young men, who were bulk of early his, and due to lack of new shows. . . With weekly net from \$5,000 to \$6,000—\$2,200 of that fixed costs for stagehands, front-of-house, electricians, staff—average day-day take slightly exceeded \$6,000. . . Folley was Hirst units, plus two to four acts of vaude booked separately thru Phil Rosenberg, and hour of film shorts. . . House record, set by Ann Corio in first of two appearances, was \$10,000. Best received turns were comedia, reports p. a. George Shenkel, and vaude acts, with stripers expected to be part of show but rarely heavily applauded or heckled. . . Blaming repetition of shows for some box-office decline, Shenkel believes 27-week circuit, resulting from Hirst-Singer merger will increase attendance, particularly by women. Some units played house three times this year, others twice. Next season Midwest route will begin here, as will shows with traveling choruses that cover only Eastern wheel.

Exploitation films with lectures from stage and living models, current at C. ston, on month-with-option lease deal with Shaf Cunningham. . . Ed Bauer is Casino manager, and Abe Jaffe is in charge of front-of-the-house.

Marcus Unit Dancer Pinched and Freed; Spring'd Biz Booms

SPRINGFIELD, Mass., May 17.—Vice squad officers cracked down Monday (12) on the Marcus show at the Court Square Theater. Afro dancer Bernice T. Tassin, 25, of New Orleans, billed as Ha-Cha-Ban, was arrested for what police termed an improper performance. Arrested on the same charge was Mrs. Beatrice F. Marcus, 28, of Roxbury, Mass., manager of the troupe. . . House Manager Fred Marshall was charged with allowing dancing in the vaude show on Sunday, a violation of Massachusetts' 300-year-old blue laws. This show marked the first Sunday vaude locally in a long time. . . District Court Judge John Granfield found Miss Tassin guilty, agreeing that her dance was improper, but ruling that on Miss Tassin's own testimony she was improperly clad. Police women asserted that the dancer had only a G-string. The defense contended her body was covered with a coat of heavy gold paint and the dancer told the judge that, while she wore nothing "from the hips up," the G-string was a pair of panties. Judge Granfield let her go free unless she commits the same offense again. . . Mrs. Marcus was acquitted. Marshall was fined \$50, and he appealed. He contended that the act was an acrobatic number. . . The Sunday vaude was well received. Publicly given the arrests, front paged by local newspapers, filled the house the rest of the week.

Fay's, Phila, Burly Vaude Combo Clicks

PHILADELPHIA, May 17.—Fay's Theater, owned by Sam Stiefel and managed by Sid Stanley, shuttered for the summer Wednesday (14). Allthe business warranted continued operation, house has no air-cooling facilities. . . According to Stanley, past season was the best in years, set policy of using two burlesque strippers and five standard acts and a house line proving a click house re-opens in the fall with same stage policy. . . At its meeting May 9 the club was entertained by A. H. Hartsch, Hordert, Everett Daband, Robert Morris, Emerson Reichart, Isaac Saarn, Charles A. Leedy, Lea, and Baydon.

Burlesque Notes

(Communications to New York Office)

NEW YORK: . . . **MITZI MONTAY**, solo dancer, held over at the Ritzing. Came in May 9. . . **ER CECIL ALEXANDER**, formerly of Alexander and (Billy) Fields, has joined a Hirst unit, doing a single tramp comedy specialty. Last time he teamed with Fields was in 1928. . . **IDA ROSE**, producer, now in Mexico City with a larger unit. . . **HARRY KANE** singer at the Star, Brooklyn, opens July 4 at Parkton Country Club, Livingston Manor, N. Y. His seventh summer at this spot. . . **VIRGINIA CURTIS**, who left the stage for a commercial course, celebrated May 7 her own birthday and her daddy's (Col. William G. Hyndal) army appointment. . . **MARIE VON** had her left wrist in a cast as the result of a fall while at the Star, Brooklyn, week of May 3. . . **BOB AND MARY PENNINGTON-MURRAY** replaced Jack Diamond and Ethel DeVeaux at the Gaiety May 16. Later team shifted to the Howard, Boston, May 19. . . **MURRAY LEONARD**, straight man, joins the cast of Panama Hattie next week, and is assistant director with the Authors and Artists' Guild.

. . . **CRYSTAL AYMES**, Lillian Harrison, and Scooter Kelly new at the Ritzing May 9. . . **MARNEE** and Jean Mode new at the Ritzing May 16. . . **TINY FULLER**, Dorothy Sevier, Harry Jackson, Geo. Canfield, and Cleoctora new at the Republic May 11. . . **HARRY STRATTON** and Bert Berry are the comics at the Moulin Rouge Theater, Oakland, Calif., where other principals are Jimmy Matthews, George Clark, Billie Deaton, Leri Velle, Mille McVaughn, Grace LaRue, Betty Jane Douglas, and Minor Reed. Ori leader is Ginger Bell; p. a. is Orton J. Rapp, and manager, Allen E. King. . . **JOHNNIE SHEPPARD** and Peggy Jordan, ex-burlesquers, have formed a singing-dancing combo. . . **RUBY RICHARDS** combined as strip and in the front line of a Hirst show during Union City week of May 4. . . **JACK AND ADELE MARTIN**, dancers, open at the Boxy, Cleveland, in stock May 30 after a Hirst tour. . . **BEN JACOBSON** played host to Al Klein, of Trenton, N. J., during the housewarming party of the Authors and Artists' Guild May 9. Also to Aristide DeLeon. . . **UNO.**

PHILADELPHIA: . . . **BILLY HAGAN**, at the Troc, holding a fourth and final week, closing Saturday (24). . . **MARGIE HART** had the fem lead for the third week, with Julie Bryant taking over for the final week. . . **FRANK HALL**, after straightening all season on the Hirst wheel, turns to the night line and parks here, reviving his starring specialty. . . **MAXINE DEBON**, first of the name strip leads for Carroll's burly-entirey with Lois DeFee June 2. . . **CLAIRE PENERT** staging the Carroll's review. . . **SALLY KRITH** passing out souvenir copies of *Leg* magazine's current issue to all patrons at the Little Rathskeller. She's on the front cover.

MIDWEST: . . . **MYRNA DEAN** closed at the Rialto, Chicago, last week and is returning east for a summer vacation. . . **GEORGE YOUNG**, manager of the Boxy, Cleveland, and Bill Collins, manager of the Capitol, Toledo, were Chicago visitors Wednesday (14). . . **JIMMY WALTERS**, who was associated with Warren B. Frons at the Grand, Canton, O., is in Chicago to purchase a new trailer, in which he expects to make a trip to the West Coast soon. . . **BERT GRANT**, who closed recently in Minneapolis, is on his way to New York. . . **BENNY** opened at the Rialto, Chicago, Friday (16). . . **BOBBIE PERKIN** and a line of girls are opening for Don Cameron at a new club in Findlay, O. . . The Empress, Milwaukee, closed for the season May 11. Alhambra, Milwaukee, may play burlesque next season.

FROM ALL AROUND: . . . **BILLY HAGEN** and Billy Fields opened in stock last week at the Troc, Philadelphia. . . **STANLEY EDMONDS**, straight man, with Valerie Parks show on Hirst wheel, was called in the draft and was replaced in Washington last week by Bernice Miller. . . **VALEHIE PARKS** opened at Buffalo May 18, after which she will go to the Coast for Monograph Pictures. . . **IRVING KUBO**,

juvenile, confined at Veterans' Hospital, Dayton, O. . . **GAYETY**, BALTIMORE, closed season on May 17 and will exhibit new pictures starting May 18. . . **ROSITA HOYCE** and Lois DeFee were mentioned in a recent issue of *The Sunday Herald-Tribune* in a story on Manhattan burly. . . **CONNIE REGAN** closed in Washington May 10 and opened at Howard, Boston, May 19. . . **ZORITA**, Hirst stripper, during her week in Baltimore had a 30-minute interview over station WTEM. . . **LA BOUL** of the dance team La Rue and Carroll, celebrated opening at Gaiety, Baltimore, Md., May 11; first time in his home town professionally for over two years.

BIMBO DAVIS, comic, and Merrill Sevier, straight man, with the stock burly at the Gaiety, Cincinnati, and Morris Zeldins, Gaiety manager, grabbed E. B. Haddiffe's entire "Between Hollywood and Broadway" column in the May 15 issue of *The Cincinnati Enquirer*. In the lengthy yarn the trio related how burlesque material is born and reminded on the good old days, also relating the names of stars of the present and past who received their start in the burly field. It all made for interesting reading, especially to the layman.

Bridgeport Burly Ends

BRIDGEPORT, Conn., May 17.—After a season of 28 weeks, the Loew-Poll-Lytic Theater, playing Hirst shows, closed Saturday (16), to reopen with the same policy early in September. Eddie Madden, house manager, will remain in town to manage the local Gaiety Hotel.

HARVEY MILLER reports that her mother is critically ill in City Hospital, Akron, O., following a major operation, and she is anxious to contact Ben Hurch, said to be with a show in the South. Miss Miller also advises that her uncle Fayette passed away May 10.



Thanks to
I. H. HERK
HAROLD MINSKY
THE DALTON BROTHERS
LES GOODWINS—RKO Studios
Sincerely,
Betty Rowland

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Original Showboat Goes to New Owner

SAVANNAH, Ga., May 17.—Original Showboat, formerly the James Adams Floating Theater, which recently tied up at the Thunderbolt Yacht Basin here, has been purchased by E. H. Brasell, of Savannah, from Mrs. Nina Howard and her son, Milford Seymoure, who have operated the craft the last half dozen years.

After the purchase Brasell docked the boat at Brunswick, Ga., but plans to bring it back to Savannah soon. He has announced no plans as to the future operation of the showboat. The craft, built in 1912 by James Adams, is 130 feet long and has a seating capacity of 488 persons.

The Original Showboat for years played week-stands in the Chesapeake Bay sector.

"Mandy Green" Gets Going in Nashville

NASHVILLE, Tenn., May 17.—H. A. Thomas's Mandy Green From New Orleans, all-colored musical, began its fourth annual canvas tour on the lot at 24th Avenue and Heiman Street, North Nashville, Monday (12) under auspices of American Legion Post No. 6. Good business marked the opening week here.

The Thomas attraction will play its established territory thru the South, including the 35-company at the opening here was Ida Cox, blues singer. Show is produced by Aaron Gates.

Weatherby Group in Balto

BALTIMORE, Md., May 17.—Weatherby Players have just concluded a brief swing of institutions and churches in this territory with the comedy Aspen Hick From Florida Creek, by Lieutenant H. Coonick. At the company were Harry E. Weatherby, Louise Stallings, William Everman, L. Block, Hilda Weisblatt, Edith Vanger, and Althea Reitz. Group is slated to make the same stands soon with *Drill of the Gods*, by Eugene Todd.

Littleton Suffers Stroke

WILMINGTON, N. C., May 17.—Emmett Littleton, veteran billposter and agent, in recent years with the *Sixes Green*, Doc Robinson, Whitstead, and Jimmie Simpson colored attractions, suffered a stroke recently in Americus, Ga., and is now at his home, 210 S. Eighth Street here, for a long rest. Doctors say it will be at least six months before he is able to work again.

Rep Ripples

DYKE FUN SHOW, Doc C. J. Dyke, manager, is reported doing okay in Chickasaw County, Mississippi. GEORGE Y. BREEST has a small vaudeville trick operation around Florence, Ala.

CHICAGO COMEDIANS opened the season at Chicago, Ill., May 7. Out has Bob and Fred LaTroy, Dick and Midge Latham, Jimmy Reynolds, Dick and Hazel Butler, and others. EDDIE GARDNER and DIANE OLIVER, after a winter in Florida niteries, recently joined Jim Bonnell's Cotton Blossom Showboat in Paducah, Ky. AL PETT-CATHERY, of Hillroy's Comedians, and Bob and Fred LaTroy and Jimmy Reynolds, of Chicago's Comedians, renewed acquaintance recently in Madisonville, Ky. HARRY CHAP, manager of the Madge Kinsey Players, reports that the

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.

J. DOUG MORGAN SHOW WANTS

PEOPLE ALL LINES (1941) speaking, MEN'S CLASS TRAVEL DOUBLE STAGE, LOOSE PLANS, PLAYERS, PRATTING, VOLVOVIC, ACE, DANNER, HAK. Address: Grafton, Me.

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.

show's under-canvas opening at Pictoria, O., May 9 was the best in years from a financial standpoint. . . . BRYON GOSH, whose tent show is now in its fifth week in Virginia, reports business normal on the season to date, with sponsor and auspicious bookings easy to get. Recent additions to the show are Gloria Chisler, dancer; Mirth and Melody, comedy musical act, and Duke Gerlock, sound truck man. Frank Masters, circus press agent, was a recent visitor on the Gosh show.

TILTON'S COMEDIANS, who recently closed a 30-week circle season in Ashkum, Ill. were under the joint management of M. R. Tilton and Gus Reid, and not M. R. Tilton and Oren Bradley as recently reported. . . . MAX BELLA, THOMAS, of the Thomas family, is playing club dates in and around Reno, Nev. . . . DAGLE and DEMAIHRE, who have a small trick in Eastern Texas, will move into Mississippi soon for the summer. Unit shows vaude and pic. . . . MR. AND MRS. HENK M. JOHNSON, former trouper, and Judge G. B. Garner were guests of the management of the Clyde R. Pierce Minstrels during the troupe's three-day engagement at Reidsville, N. C., last week.

CHICAGO GROSSES

(Continued from page 24)

showing of *Cheers* for Moe Bishop. Wound up with a so-so \$13,000, which is average for the house. . . . CHICAGO (4,000 seats, \$33,000 house average) had a tenuous combination in *The Great American Broadside* on screen and Eddy Duchin's band unit. The opening day Friday (16) was good, but Saturday (17) was not as strong as it should have been for such a powerful combo. About \$35,000 in sight. Week ended May 15, *The Great Lie*, with Betty Davis, and a presentation layout on stage did \$34,000.

State-Lake (3,700 seats, \$15,000 house average) is not looking for more than an average figure, with current show (19-22) featuring Ada Leonard and girl band, Helen Morgan, and Alan Carney on stage, and *The Mad Doctor* on screen. Miss Leonard is a pop stripper in this area, but doesn't strip in this unit. Last week, ended May 13, *Gertrude of Fun* unit, with Dave Apollon and Willie Soors, was responsible for strong \$16,000. Screen's Mr. District Attorney did not mean enough to help.

GEORGE WALKER, who revealed his marriage here recently, but forgot to mention the lucky girl's name, now comes thru with the information. The new bride is Theda Pat Stark, formerly of Youngstown, O. Walker writes that Dick Cohen, Tex Swan, Austy Dawdell, Chick Snyder, and Billy Lyons recently visited at Glen Park Casino, Williamsburg, N. Y., where he's now in his second year as manager. He says the whole place wound up a madhouse when Tex, Chick, and Austy were called upon to do a turn. George would like to read a line here on Stan West and Hughie and Johnnie.

CHARLES WALPERT, now with the show at the Coliseum, San Diego, Calif., dashes off a line to inquire what's become of Ernie Bernard.

OTHER INQUIRIES were received the past week on Slim Hansen, Mickey Brennan, Ralph Bergman, Skipper Spicard, Harry Paul, F. E. Boland, Paul Roseco, Farnie Scott, Jim Coffey, Esther Deader, Dick Mitchell, Mary McCarthy, Bobby Madison, F. P. Flynn, Doc J. P. King, Bill Stein, Sam Gove, Doug Latt, Archie Gayer, Earl Ploygar, Joe Weiss, Leroy

NEW YORK GROSSES

(Continued from page 24)

\$20,000 Thursday (22) after very poor showing of \$28,000 for the first week, which is way below house average.

The Roxy (5,835 seats, \$96,600 house average) goes into its third stanza of the Great American Broadside on screen and Jack Powell, Marty May and Marian Bell, and the English Brothers on stage to an expected \$35,000 in the till. Second week produced \$35,000, which was really not enough to justify a third week run. Loew's State is headed for another bad week and will probably gross only \$16,000 for the first run of *They Dared Not Love* no film fare and Henry Armetta, Ethel Shutte and Dick Stabile's band on stage. *So Ends Our Night* and John Boles drew a poor \$15,000 the previous week.

The Music Hall (6,200 seats, \$84,000 house average) is set for a pick-up with the flicker *The Dent* and *Mrs. Jones* after two weeks of below-average business. Flicker which opened Thursday (15) should garner between \$85,000 and \$90,000 for its first week. Chinese spectacle is the stage fare. Second week of *This Uncertain Feeling* and condensed version of *Madame Butterfly* on the stage grossed a poor \$65,000.

CLUB TALENT

(Continued from page 24)

Camp Forrest, Tullahoma, Tenn., June 5 and 8.

MEADOWBROOK Country Club, St. Louis, is arranging its floorshow schedule thru Eddie Elmer, of MCA, here. Ted and Mary Tark and Antis Jakob go in for two weeks May 24, followed by Don and Sally Jennings and Jacqueline Allen.

LILIAN BETH has followed Helen Morgan into the Hi Hat. . . . CHARLES FREDERICKS has ordered a three-room trailer. He is going to become a father in a couple of months. . . . PAUL REGAN goes into the Chicago June 13 with Glenn Miller's band. . . . BERTON TWINS are slated for a spot in New York's Hellzapoppo in June.

Philadelphia:

NICK RAVELL, of Nita and Ravell, may soon be dancing to martial music, his number having turned up in the draft. . . . LINDA MARCH filling in at the Regency Casino for Caroling Knight. . . . RAE AND DALE, Cottage Inn, acrobats, are literally wroking themselves—one has a sprained ankle and the other an injured back. . . . CHICO LOPEZ and ALEXANDER JOHANSEN back at the Embassy Club. JOHNNY ROBERTS making his local bow at Club Ball. . . . JAY JASON another newcomer to town at the Swan Club, as is Kathryn Hill at the same spot. . . . KELLETT SISTERS back at 1283 Club.

Hollywood:

SLIM AND SEAM on the second week of their eight-week engagement at Swanee Inn and doing a good job of it.

The Billboard

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The Largest Circulation of Any Amusement Weekly in the World
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Vol. 53 MAY 24, 1941 No. 21

THE FOUR OF US with Peggy Lee, formerly a singer with Will Osborne, seem to open Hotel Ambassador in Chicago. . . . MANY O'REILLY and DON MACK move from the Leo-da-Mus in Santa Monica to Al Levy's here.

JUDY CANOVA has returned to work in Puddin' Head on the Republic lot following a brief illness. . . . MTOA HOLLYWOOD REVELS soon more into the Los Angeles Capharnaum. Will doubt from Florida Gardens here. . . . RAGS RAGLAND in town to appear in the flicker version of *Panama Hat*.

ANDREWS SISTERS to play Palladium with Al Donahue band. . . . MERRY MACK set for their second musical flicker, *San Antonio Rose*, on Universal lot. . . . PETER HAYES and Mary Healy, now at Grace Hayes Lodge, will appear in *Rio Rita* at the Philadelphia Auditorium. . . . BILVA, star attraction of the *Joe-Copides* of 1941, will have a speaking role in the flicker of the same name soon to be made at Republic.

LITTLE ROCK, ARK.

Opens May 28, under sponsorship Fair Park Zoo Commission. Round the Clock Show. Town in best shape in history. Sponsors guaranteed to teams accepted. New Orleans next.

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LAST CALL

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Non-Theatrical Films

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

Repeat Bookings Boosted By Showing Local Reels

NEW YORK, May 17.—The problem of securing repeat bookings is solved in many cases by inclusion of personalized films in a program, according to P. Seymour Wright, a roadshowman specializing in the church field.

Production costs for the local reels are negligible. As a matter of fact, a roadshowman need not have equipment. Usually a deal can be made with a local amateur cameraman to take the required home shots. Or a camera can be rented for a few dollars per week. The scenes taken can be explained thru a microphone hook-up to the regular sound system.

Wright says he noticed greatly increased interest in his programs when he included shots showing the congregation entering and leaving the church in a program. Most people would like to see themselves on the screen but few attain this ambition. Setting on the seats and curiosity of the public, Wright capitalized it to his advantage. He states that pictures of the choir are also well received.

The pictures are obtained thru the co-operation of church officials, who, Wright says, are very helpful. Some of them offer valuable suggestions in the preparation of local shots. Most important point to remember in taking films of large groups is not to slight anyone. When the shots are flashed on the screen, the names of all persons appearing should be mentioned.

With a little planning many interesting reels can be produced. The variations are endless, and a capable roadshowman, thru proper use of this medium, will not only increase good will, but benefit materially. It is possible to secure a local advertiser to sponsor the personalized films.

Wright stresses the importance of a good projector for church programs. Equipment should be kept in good working order, films shown should be entertaining, and attention should be given to proper promotional efforts to secure new

Klein Joins Nu-Art Films

NEW YORK, May 17.—Edward L. Klein, a former president of the Association of Motion Picture Advertisers, has joined Nu-Art Films, Inc. and is handling sales and distribution of the *Fireside* films series. Klein has been in the motion picture business many years and has covered production, distribution, and sales promotion. Until the outbreak of hostilities in Europe he had offices in London and Paris.

The first six of the *Fireside* series now being distributed are *Alone in Wonderland*, *Tiger Hunt in Bengal*, *Zoo in Manhattan*, *Feminine Flashes in the World of Sports*, *Colonial Williamsburg*, and *Alfred Hitchcock*. These 16mm. sound and silent films are being sold only thru dealers.

In keeping with a general expansion program, Nu-Art has taken additional space and signed for a long-term lease on its present premises.

Reject Bid for Educational Shorts

NEW YORK, May 17.—Trustees of Educational Film Corporation of America and Grand National Pictures rejected a \$10,000 bid for the 16mm. non-theatrical rights to 782 short subjects made by Irving Leston, attorney for an undisclosed client. Rejection was based on the fact that the offer was far below proposals of \$30,000 and \$37,000 for the library. English interests bid \$16,500 for the shorts; it was reported.

A further sale has been ordered by Justice Peter B. Oliver Jr., to be held May 28. The library includes one and two-reel motion pictures.

business. Wright explains that he has found it profitable to mail 500 post cards offering his service to churches. He follows the practice of sending a card to the church, the pastor, the sexton, and the secretary. This duplicate mailing to one address increases bookings, since one church official reminds the other.

Roadshowman interested in producing personalized reels can secure novel ideas by talking to churchgoers. For example, a baby film reel would make a very interesting subject. Shots, a maximum of 10 feet or so each, can be spliced together, and vocal description synchronized to the action of the shots. Baby pictures will draw strong audience interest.

Action shots taken on the main street of the local town will also draw people in to see the program. Perhaps members of the congregation are amateur movie makers. Their co-operation can be secured to make a film-of-the-month for local showing. A playlet with amateur talent could be screened successfully.

Hobbies of churchgoers also make good subjects. Woodworking, carving, miniature railroads, stamp collecting, and other hobbies—and the hobbyists—would make interesting films. The personalized reels admittedly do take up some time, thought, and a little money. But the roadshowman who invests in these three ingredients wisely will be well compensated for his efforts.

New and Recent Releases (Running Times Are Approximate)

EAST LYNNE, released by Garrison Films. Available in silent film only. The film is the old Biograph classic melodrama with a sweet heroine and a snare but very bad villain. An old-time revival picture starring Alan Hale and Madge Kirby. Running time, 60 minutes.

WELCOME DANCER, released by Nu-Art Films, Inc. Sound film, eight reels. Said to be one of the best things Harold Lloyd has ever done. A fast-moving comedy with the joggle-eyed comedian diving into the dives of Tongland. Running time, 75 minutes.

SUGAR'S DOMINO

(Continued from page 5)

listen to what was intended as a constructive advice.

It is not for us to draw hasty conclusions at this time, but one thing is sure: Something will have to happen one of these days that will uproot the whole Four A structure. It would be a pity, but maybe it will be best for the actor in the end. Let it be forgotten, the entire actors' union set-up was designed to help the actor; to provide security for a profession that for generations disclaimed security because the road leading to it smacked too much of the bricklayer type of trade unionism. Those were great days when Equity brought light into the lives of actors and showed them that it is possible to have their cake and eat it in the field of unionism; showed them that they could retain their dignity and exclusiveness and function at the same time as a constructive labor union. For the actor in every branch of the theater we hope that those days will come again. They will if the Four A is completely revamped or if it is bombed off the map and an entirely new structure built to replace it. Sentiment is completely lacking in us toward the union as such. We don't care how it is done so long as the actor benefits in the end.

Benefits—Again

LIKE the murderer who returns, according to Charlie Chan, to the scene of the crime, we revisit our old

posture of hate—benefits—for a brief sojourn. We have about given up hope of fighting benefits as an institution because we know when we are hooked. Maybe we shall change our mind one of these days, but that's the way we feel now. When the men who are in a position to kill the benefit evil (and the very men who would benefit from its extinction) are not only apathetic but active in the movement to nourish benefits, the outlook for a killing is dark indeed. Perhaps our only object in bringing up the matter so abruptly at this time is to get out of our system the anger we gave vent to the evening this is being written when we witnessed the disgusting spectacle of three leading performers scooting all around town looking for a benefit to play. Those who have never witnessed such a procedure would not believe it, but, so help us, it is not only true, but it is as common among the applause-hungry actors as feathers in a barnyard.

How can any movement to eradicate benefits be blessed with success if the very persons whom such a movement would help seem to do everything possible to sustain the malignant phenomenon? Several weeks ago we were in the audience at a benefit held by a theatrical organization (it might be well to remind our readers at this juncture that this is the only type of benefit of which we approve) and we beheld an ironical spectacle, to put it mildly. The ticket sale was good. But that might have been the result of poor management and doesn't reflect against the actor as such. There was a printed program and a list of personalities scheduled to appear. We must be taken on our word—because we refuse to subject the theatrical organization to the indignity of this type of publicity—when we reveal that not a single actor in the same class showed up. There were great claps given that night, and on good authority we state that these were well attended by actors who preferred to favor politicians, promoters, and charities alien to show business as against putting in an appearance at a function that was designed to gather funds for the use of the profession.

Until somebody invents an applause machine that an actor can use in the privacy of his home or hotel room without being discovered (maybe espionage will do the trick), we fear there will be bigger and better benefits and an increasing number of actors who wonder why opportunities for employment grow less and less while other industries are booming.

FIRST CHINA ARMY UNIT

(Continued from page 2)

band, but it is planned to bring in a piano player familiar with show routines.

Company travels by bus. Following Fort Sheridan, it went to Camp Grant, Rockford, for three days, to be followed by the Savannah ordnance depot; Rock Island arsenal; Scott Field at Belleville; Chanute Field at Rantoul; Fort Custer, Battle Creek, Mich.; Selfridge Field, Mount Clemens, Mich.; winding up at Camp Perry, Tullahoma, Tenn., June 5 and 6. For Camp Forrest the show will be augmented by Dolly Kay and Willie Shore. Nat Green.

FOUR A OFFICERS

(Continued from page 3)

Guild, second vice-president, and Ruth Richmond, of Chorus Equity, treasurer. The Four A board also certified the national election held last week by the American Guild of Variety Artists. The San Francisco petition protesting the methods used by San Francisco local organizers in soliciting votes was referred back to the local board there. An investigation and report was asked. The protest was ruled insufficient to invalidate the election.

Those elected to the national AGVA board are Dewey Barto, Morton Dwaney, Henry Dunn, Gerald Griffin, Bruce Mack,

Ole Olsen, Harry Richmond, Gus Van, and Romo Vincent as members at large, with Barto and Vincent designated as the New York local reps. Charles Brett and Raymond Pike were named from Boston; Al Buckler and Millie Ray from Cincinnati; Ray Conlin Sr., and Lou King from Chicago; Johnny Zalcov and Dave Young from Detroit; Harpo Marx and Cliff Nazario from Los Angeles; Joe Camp and Robert Mack from Philadelphia; Curly Clark and Jack Wilson from Pittsburgh, and Lou Ache and Will Aubrey from San Francisco.

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BATCHELOR—Herbert J., manager of Birmingham Hippodrome, in Birmingham General Hospital, Birmingham, England, April 3 from injuries sustained in an auto accident. He was touring manager with Tom Arnold and Moss Empires for a number of years. Interment at Birmingham Lodge Hill Crematorium April 9. Survived by his wife and a daughter.

BEAMER—Einer A., 59, retiring State commissioner of agriculture, of a heart attack of his home three miles south of Bristol, Miss., May 10. He resigned his State office April 17. He was appointed commissioner in 1939 by the late Gov. Frank D. Fitzgerald. He was a widely known stock breeder and exhibitor and had been a director of Louisiana State Fair since 1916. Survived by his wife, Emma, and a son and daughter, both of Detroit.

BEAUMONT—P. W. L. C., British film producer, recently in Liverpool, England, in an air raid. He was the husband of May Lawson, well-known actress, who was also killed in the raid.

BICKHARDT—Samuel, 32, ticket broker, May 10 at home in New York in a heart attack. He operated as a stock broker on Broadway for many years. More recently he was associated with the Supreme Agency. He leaves his wife, a son, and a sister.

BROADFORD—James Charles, 55, musician and owner of one of the largest libraries of filmed music in existence, May 11 at home in Saponset, Queens, N. Y. In 1919, he started supplying musical accompaniment for silent films and pioneered in the work of developing synchronization and talking pictures. He also made personal appearances with his own orchestra. He leaves his wife, two sisters, and a brother.

CASTANO—Sidney, operator and owner of one of the oldest and best-known wild animal businesses in London, recently at his home in Hampstead, London, Castano also was well known among animal dealers in the United States. Survivors include his widow, and son, Philip, who will continue to operate the business, and two brothers, Hubert, owner of the Southern Cheetah Chimpanzee, and Philip, late of the Memphis Zoo.

CLOUD—Mrs. Nellie May, former judge in General Hospital, Denver, May 7 after a four-year illness. She toured Europe and North and South America with the Mabelle Fonda company. Survived by her husband, William A. Cloud, three sisters, Mrs. Margy Fonda Dell, Denver, Mrs. Vera MacDonold, Alamosa, Colo.; Mrs. Pearl Harold, Gardenia, Calif.; and a brother, George E. Fonda, Denver. Services at Olinger's Mortuary, Denver, with burial in Crown Hill Cemetery there.

CONNELLY—Margaret, 69, head housekeeper at the Lamoine Club, May 12 at home in New York. Buried in Cavalry Cemetery, Queens, L. I., N. Y.

L. Clifton Kelley

Lawrence Clifton Kelley, 61, a general agent of the Amusement Corporation of America, died in the Hotel Sherman, Chicago, May 13 of a stroke caused by a cerebral hemorrhage due to high blood pressure. He had been in poor health for some time but became ill only the afternoon before his death.

He was born in Boonville, Pa., November 9, 1879. He had been in amusement business over 40 years. Shows and other concerns with which he had been connected include Jume & Adams, Hatch & Adams, Young Bros., Charleston (W. C.) Exposition, Bostock & Fawcett, Gaskill-Mundy, J. Frank Hatch, W. I. Westin, Lechman & Winslow, Famous Winslow Shows, Burrows & Leslie, Bunny Dais Minstrels, Great Clifton Kaddy Shows, Shupp Bros., Wolfman Shows, Barnard Shows, Western Vaudeville Managers' Association, Fidelity Fireworks Company, Rubin & Cherry Exposition, and Johnny J. Jones Exposition. He owned the Great Clifton Kelley Shows about 15 years, also owned Burrows & Leslie Stock Company, and had been a partner of Dan Thompson in the Sissy Dais Minstrels. He was a member of the Showmen's League of America, Illa, and A. S. S. S.

He is survived by a brother, William, Omaha, Neb., and a sister, Grace Kelley, Denver, La. Funeral services were held May 15 in the Sherborn funeral parlors under auspices of the Showmen's League. Interment in Showmen's Rest, Woodlawn Cemetery, Chicago.

The Final Curtain

DAVENPORT—Dr. William, 74, stage, screen, and radio actor, May 11 at the General Hospital, Philadelphia, after an operation. He made his stage debut under the late Sir Henry Irving and later played with Sothern and Marlowe in reperture. He appeared in stock under Daniel Frohman and was associated with the old Edison Lubin, and Biograph companies. He entered radio in Philadelphia, broadcasting as the Dramatic Voice of the Air over Station WDAE. Survived by his widow, a son, and a daughter. Services May 13 in Philadelphia.

DE STEFANO—Leonard (Tutu), 44, operator of the Tutu cocktail bar, Milwaukee, May 14 of a heart attack. He formerly operated Venice Gardens, Lamb's Cafe, College Inn, and Chateau Country Club, Milwaukee. Survived by his mother, two brothers, Michael and Joseph, associated with him in his ventures, and two sisters.

OAILLARD—Jacques, 68, cellist, May 10 in Brussels, Belgium. He was Professor of Chamber Music at the Brussels Conservatory at the time of his death.

GALL—Charles F., 63, one-time Western representative of the Shubert's, in San Francisco May 11.

GOLDMITS—Mrs. Edna Mayer, 40, May 13 in Chicago after a two-year illness. She was the sister of John, Irving, and Bert Slocum, all deceased, who were prominent vaude agents. Surviving are her husband, Isaac, music and club booker in Chicago, and two sons, one of whom, Arthur, also is a music and club booker. Burial in Chicago.

GORDON—James, 70, Shakespearean actor, in Hollywood May 12. He appeared on Broadway with Julia Marlowe.

GRANT—Edie, concession employee on the Ringling Bros., Yankee Robinson, and Hagenbeck-Wallace circuses a quarter century ago, recently after a year's illness at his Chicago home. His sister, Annie Grant, survives. Services at Our Lady of Solace Church, Chicago, with interment in Calvary Cemetery there May 14.

HARRINGTON—Ray, 38, composer and arranger, May 9 in Los Angeles. He had been arranger for Fred Waring, Raymond Paige, and others.

HAYES—Mrs. Dolores, 51, of pneumonia at her home in San Diego, Calif., May 8. Professionally known as Dolores Floding, she was formerly on the legitimate stage and also played in the musical comedy and vaudeville. She had been living in retirement for the last 12 years in San Diego. Burial in that city.

HERBERT—Mrs. Kate Sifton, 78, former member of the sillon troupe of trapeze performers, at the home of her nephew in Port Jefferson, L. I., N. Y., May 10. She appeared with the old Barnum & Bailey Circus but retired 25 years ago. She was the widow of Thomas Herbert, vaude and circus performer. Survived by her brother, Eugene Sifton, who lives in England.

HILL—Joe Ben, 78, member of the Hagenbeck-Wallace Circus Band, in Tell City, Ind., May 11 after an 18-month illness. He was also an author, having written several books. Survived by three brothers, Charles, Henry, and Onstave, all of Tell City. Services May 14 at St. Paul's Catholic Church and burial in St. Mary's Cemetery, Tell City.

HOESTER—Mrs. Marguerite Schindler, 45, former opera mezzo-soprano, May 8 at her home in Detroit after several months' illness. She sang in Wagnerian operas in Berlin and Dresden in the early 1890s and later with the Detroit Symphony Orchestra and Wagnerian Opera Company in Detroit. Survived by her husband and two sons.

HOPKINS—Alfred, 62, musician and composer, May 7 at his home in Princeton, N. J. He played solo, violin, organ, and piano, and composed many quartets. Survived by his widow, Adelaide Spanlove, and two sons.

HOUGHTON—William O., character actor known professionally as Ted Bennett, in Hollywood May 10 after an eight weeks' illness. Services May 14 in Hollywood.

HOOM—Bernard, 26, photo gallery operator, in Los Angeles May 6. He was formerly with the Royal American, Kans, Lendia, and Leggett shows. Survived by his parents, Mr. and Mrs. John H. Hoom, four brothers, Everett, Jack, Earl, and Chester, and two sisters, Mary Louise and Mrs. Grace Wallace.

KALCHEM—William, 67, whose six sons are well known in show business, May 14 at Henshott Hospital, Chicago, after a brief illness. He was the father and Jack, associated with the William

Morris Agency in New York and Chicago, respectively; Harry, Paramount Theater Circuit booker; Henry and Elliott, theatrical lawyers, and Max, unit manager. He also leaves his wife and two daughters. Services and burial in Chicago.

KLINE—Ben, 53, brother of Johnny J. Kline, editor of *The Greater Show World*, following a week's illness at his home in Syracuse, N. Y., May 12, one week after the passing of Johnny Kline's wife. Ben Kline was well known in the music world, having been in the employ of Irving Berlin Music Company in the sheet music department; Carl Fischer Music Company, and for the past two years owner of the Phoenix-Kline Music Company, of Syracuse, specializing in orchestras, sheet music, and musical instruments. Burial in the family plot in Syracuse.

LAWSON—Mary, 80, British film and stage actress and wife of F. W. L. C. Beaumont, film producer, in Liverpool, England, recently in an air raid. Her greatest success was in the London version of *Good News* in 1928.

LYNDE—Sandra (Dorothy) Fox, 22, singer and musical comedy actress, at Pearl River, N. Y., May 10 after an operation. Miss Lynde toured in *Poser*, with Charles Philpotts in 1930, and also appeared in concerts, radio, and vaude. She sang in hotels, theaters, night clubs, and operas, and went to London with Al Trahan to appear at the Grosvenor House. One of her last vaude appearances was for Billy Rose in New York. She was formerly the wife of George B. Pved. Survived by her mother.

MANGIAN—John (John T. Regan), 71, manager of the Mangian troupe of acrobats and former vaude and circus performer, May 9 in Bellevue Hospital, New York, of pneumonia. Mangian, an old-time acrobat, was well known on the old Orpheum Circuit and had toured the world with his troupe. He also appeared for many seasons with the old Hinging Bros. Circus. He operated the Mangian school of acrobatics in which he trained many noted acrobats. He leaves two sisters.

IN LOVING MEMORY OF JACK MANGEAN

Who Passed Away May 7, 1941

CARRIE AND HAZEL MANGEAN

MILLEN—Mrs. Ernest, wife of Republic cameraman, in Hollywood May 9 following a long illness. Services May 7 in Little Church of the Flowers, Forest Lawn. Survived by husband and son, 12.

MOBINA—Joseph, 100, retired band and orchestra leader and music teacher, May 8 at the home of his son in Philadelphia. He toured the world as a conductor and went to Philadelphia in 1890 with a 75-piece band. He retired 10 years ago. In addition to his son, he is survived by three daughters. Services May 12 in Philadelphia.

MORRIS—Victor, mechanic and light plant operator on Biased Bros. Circus last season, of cerebral hemorrhage May 13 while working as mechanic on the Carewell Manor farm, Green Harbor, Mass.

NEARY—M. J., Roller Coaster contractor and former operator of Northern Electric Park, Clark Summit, Pa., May 11 at West Forest Hills, L. I., N. Y. Survived by his widow, four daughters, a son, and a brother. Burial May 13 in New York.

NOLAN—Thaddeus A., 56, pioneer in the motion picture business, at his home in Mount Washington, O., May 13. Nolan had the second motion picture theater in Cincinnati and developed a device to stop the flickering in the films in these days. Survived by his widow, Mrs. Anne Edey Nolan, and two daughters, Mrs. William Hoffmann and Rosemary Nolan. Services and burial in Mount Washington.

PARKHURST—Harrison Holbrook, 35, character actor, in Springfield, Mass., May 20. He leaves his mother.

PINDER—William, owner of Pinder's International Zoo-Circus, in England recently. Burial at Dumfries, Scotland, April 11.

POONES—Earl Clinton, 74, hotel operator, in Daniston, Conn., April 14. He

operated Putnam Inn, Putnam, Conn., for 28 years, and the Hotel Kenwood, Daniston, the past nine years.

SCHEINACK—Charles, 62, in Colorado Springs, Colo., May 1 of asthma. He operated a theater in Larned, Kan., and was also active in public entertainments. Survived by his mother, Mrs. John Scheinack; a sister, Mrs. A. McWilliams, and three nephews, John, and Henry, of Larned, and Martin, of Los Angeles. Services and burial in Larned.

SHANNON—Peggy, 31, screen actress and former Follies and Ventriloist girl, suddenly in Hollywood May 11. She appeared in a number of pictures, among them *The Secret Call*, *Cam Hostess*, *Three Reckless Age*, *Hotel Continental*, *Youth on Parade*, and *The Adventures of June Arden*. Survived by her husband.

STOHEM—Earl, 34, widely known rodeo clown and horse trainer, May 11 at Muskogee, Okla., of injuries sustained when his horse fell backwards. Survived by his widow, three brothers, and three sisters.

SWINGER—George, of the Skating Swinger, May 6 in John Hopkins Hospital, Baltimore, Md., after a long illness. Survived by his widow, a son, a sister, and three brothers. Burial in Detroit.

TERPENO—Henry T., veteran musician, in Kingston, N. Y., May 9 after a six-month illness. He played string bass, tuba, and trombone with Walter Kelland's Pythian Band in the '80s and later was with the Godler, Burger, Williams, and Miller bands. He retired five years ago. Survived by his widow, Minnie, and four children, Lauretta, Al, Henry Jr., and Paul. Services at the home May 10, with interment in Willwyck Rural Cemetery, Kingston.

VICTOR—Harry A., 82, father of Dave Victor, owner and operator of the Victor Theater, New Castle, Pa., May 9 at the home of another son, Ike, in Long Beach, Calif. Survived by his widow, two sons, and a daughter. Services and burial in Long Beach.

WALKER—August, 63, former leader of the Capitol Theater orchestra, Scranton, Pa., and member of Madam Cetta's band, May 9 at his home in Scranton. He leaves his wife and two sons. Burial May 12 at Dunmore, Pa.

WEIDT—Harry D., 67, well-known circus and carnival showman and light operator, April 20 in Levi Hospital, Port Springs, Ark., following an operation for a ruptured stomach ulcer. At 17, he worked a circuit of vaudeville, and in 1901 he joined the J. T. Sherman Circus as an aerialist. He later toured the West with the J. T. Sherman Circus and at one time owned a small circus. He was also well known as an animal trainer and for a number of years played celebrations and county fairs with his act. In 1921, he entered the ride and carnival fields, with which he was connected until his death. Survived by his widow, Pearl, who will continue to operate his business, and son, Charles. Funeral services at the Masonic Temple, First Falls, Wis., his home town, with interment in Greenwood Cemetery, that city.

WHEELER-MANON—Gordon, husband of Madam Holden, mentalist in England April 9 of a heart attack. He was well known in the amusement catering business and was a member of the Showmen's Guild and Amusement Caterers' Association. Body cremated at Golden Green, London, April 6.

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Marriages, Coming Marriages, Births, and Divorces will be found on page 65.

PHILLY GROSSES

(Continued from page 24)
much slower and points to a lighter \$18-700. Otis Guy Lombardo's orchestra for the singular stage attraction, with six Hopkins supporting on the second. Oil Lamb and Ralph Olsen and Lynn Shirley are the added acts, with Carmen Lebert and Victor Lombardo, and Tony Olanoff, the band.

Fay's Theater (seating capacity, 2,300; house average, \$69,000) finished the season with the week ended Wednesday (14) with a satisfactory \$8,400, with the least losing at Billy Keith, doubling from the Little Bathsheba nitery in the top spot. House always shutters for the summer and is set to reopen September 11. Final fare included Joe Green and Robert Casey, Cantello, Joe Green and Robert Casey, Cantello, Joe Green and Robert Casey, the Burns Sisters, and Miller, Cain, and Tyler, with John Longman line of girls and Billy Kane band. \$46 On, Vazquez is on the scene.

With the Ladies

By VIRGINIA KLINE

ALTON, Ill., May 17.—I had to give up a choice spot in the English Drill at the Salem, Ore., Spring Horse Show and have someone else exercise my new horse so make this visit to the various shows with Abner, but so far it has been worth while, as I have seen several organizations I had never visited before. We left Salem on April 30, but didn't see much sign of shows or amusements until we arrived in Denver. However, we bought gas at Declo, Idaho, on the home of the late Bill Evans. His grave is still stands on the town's main street. At Elitch Gardens, Denver, Arnold Gurler greeted us, and with Alvin Biech, Chicago, tried to show us up for lunch, but we were in the usual hurry. Ralph Forsythe, who wintered his rides in the city and stepped out for a few days, but the weather was a bit too uncertain to get a good start. At Aurora City, Colo., Rappa Rides were in operation and reported good crowds.

We stopped in Colby, Kan., on May 2 to visit the Strader-Brodbeck Rides. They were on the streets in the center of town and showing in connection with a tractor and farm exhibition, and the farmers and many others came out to see and spend. At Junction City, Kan., we found Reynolds & Wells Shows at the east end of the city. They reported that when weather permitted they were (See WITH THE LADIES on page 42)

Jones-AGVA Pact Up for Ratification At Pittsburgh Stand

WASHINGTON, May 17.—Minimum basic agreement entered into between the American Guild of Variety Artists and Johnny J. Jones Exposition, which closed a 10-day stand here Saturday (16), is subject to final ratification next Tuesday (20) when the midway will be in Pittsburgh. E. Lawrence Phillips, Jones' owner-general manager, said his organization is virtually 100 per cent unanimous as there is also a contract with the Circus, Carnival, Fair and Race International Union, the workers' org. of which Ralph Whitehead is president. This document expires the first week in June, when it comes up for renewal discussion.

Standard contract of the Guild covering performers with "Class A" railroad shows makes the following minimum salary provisions:

Trainers and Openers—Not less than \$20 weekly, but a mutually satisfactory percentage arrangement may be entered into; percentage shall not fall below \$20 minimum.

Inside Lecturers—Not less than \$20 weekly.

Ride Shows—All acts (five-in-ones, ten-in-ones, pit shows, etc.) with a home side act of three or more years' standing and usually recognized as a drawing attraction, not less than \$25 weekly, or a percentage arrangement which shall not fall below minimum.

Grand Shows or Single Pit Acts—Wages the value of act depends upon a (See JONES EXPO-AGVA on page 42)

W. G. Wade Units Get Under Way in Detroit

DETROIT, May 17.—W. G. Wade Shows opened May 13 at Wyoming and Michigan avenues, in suburban Dearborn, after playing a number of small lots with rides and a few concessions the last several weeks.

Second unit, operated by W. G. Wade Jr., closed a week's stand Sunday on the East Side at Harper and Chalmers avenues. Opening was good, but business tapered off because of cold weather the last few days. The smaller unit ended to Wyoming and Penick avenues last Monday, opening under church auspices. This is the third show to play the scenic lots on Wyoming Avenue so far this season.

ST. LOUIS, May 17.—Hymie Schreiber, for the past two years with the B. & N. Sales Company as manager of the carnival department in its Houston, Dallas, and Kansas City stores, resigned from that firm May 3. He will spend several weeks visiting friends on shows playing in Missouri and Southern Illinois and probably an announcement as to his future plans within the next two weeks.

Weather Is Boon to Openers

Coleman Launched Successfully at Middletown, Conn.

MIDDLETOWN, Conn., May 17.—Registering one of their best openings in years, Coleman Bros. Shows now season got off to a flying start at the local Red Wing Showgrounds April 17-26. Shows, rides, concessions, and other equipment appeared in top shape and ride and show operators reported near-capacity business throughout. Concessions obtained favorable play, Midway line-up included 10 rides and 10 shows. Wollands, free act, proved popular.

William (Bama) Storey arrived a week before opening with his attractive new cookhouse. He has three other concessions on the shows. The Tracey Midgets' Side Show did well, while Fred Munn is drawing big crowds with his Monkey Show. Jockey Roland's Racetrack is being well received. Johnny Eck is proving popular. He's also operating a Penny Arcade. Mickey Devine's Athletic Arena continues to do good business, as does Mary Green's Mickey Mouse Show.

Miss McKiernan reports good business for her service and the Stella Show. Joe Gaugans is presenting his small Pit Show successfully. Concessionaires include Paul Smith, 4; Tim Coleman, 6; Morris Gurtov, 5; Jack Hanna, 3; Slim Pomeroy, 2; M. A. Davis, J. Cunnora, A. Hermann, A. Layton, and M. Kandell, 1 each; Mulcahy and Dean, bingo; J. Sudentell, 2, and H. Harrison, J. Harrison, Ed McDonnell, and J. Muloney, 1 each.

Many city officials visited, as did Hugh Roberts, James Sheridan, and Judge Harry McKeon, who have not missed an opening on the shows in many years. Many members of Dick's Paramount Shows were sighted around the grounds.

Minneapolis Stand Sends Bazinet Off To Creditable Biz

MINNEAPOLIS, May 17.—Bazinet Shows opened the second week of their 1941 tour at Wayzata Boulevard and Lyndale Avenue here May 5 after a successful debut stand at the same location last week. A number of city officials were on hand at opening to greet the owners and convey their good wishes for a successful season. Numerous new features, including a masque, augment the midway. Line-up packs plenty of eye-appeal.

Opening stand was good, with large crowds afternoon and night. All reported (See BIZ OF BAZINET on page 42)

Beatty Lure Is Heavily Plugged To Hypo Jones Exposition Gate

WASHINGTON, May 17.—The greatest name in wild animal training exhibition, combined with what for years has been a top carnival title, should make for a fact box office. Clyde Beatty made his midway debut during the last full week of Johnny J. Jones Exposition on the big government-owned lot at 21st and C. streets, N.E., finishing on Saturday (16).

Beatty presents a one-ring circus as a preliminary to his own standard act which has played just about everything in the country. J. J. Jones's billing, tickets, advertising, and publicity plug Beatty heavily, the attraction being handled like a free act, only more prominent. There's nothing free about it, however, with admission of 40 cents, including tax, and half as much for children.

While it seems unconventional to ask that kind of tab on a midway, the Beatty reputation can get by with it and, more important, there have been no beefs. Beatty's turn alone, with 23 charges sent thru dynamic maneuvers, can stalemate any host that's around. The week featured heavy rains, frigid air, and some rain, the layout demonstrated the strength expected of it by



WELL KNOWN in outdoor show circles, Betty Ferguson and Odessa Roberts posed for this photo when they visited the Four Star Shows in North Little Rock, Ark., recently, while en route to Texas to join Odessa's three-month-old son, James Douglas. During their stay in Little Rock they entertained a few friends at Ted Sharkey's night club.

Endys Begin Jaunt With Click Philly, Wilmington Stands

PHILADELPHIA, May 17.—With the Great Windo again proving his popularity and drawing power, Betty Brock Shows chalked up another exceptional week's business at the 11th and 23rd streets circus lot for the stand which ended last Saturday. Shows moved here from a highly successful opening week in Wilmington, Del. A new lot arrived here for Bob Holm's Midway Show and was erected here for the first time. George Bertram delivered three new trucks during the week, and a new office wagon is expected soon. Dennis Beckwith is doing a good job of rebuilding the Caterpillar ride.

R. H. Patrick, Philadelphia representative of The Billboard, and his wife were visitors almost nightly. Donald T. Hankins placed several pieces of sound equipment on the shows. Mrs. Anna Stout, sister of owners David H. and Ralph N. Esdy, visited from Pottsdam, Pa., with several friends. Other visitors (See END-TWO CLICKS on page 47)

Tilley's Amusement In Strong Take-Off At Champaign, Ill.

EAST PEORIA, Ill., May 17.—Tilley's Amusement Company opened a week's engagement here on May 3, coming from a successful debut stand at Champaign, Ill., where cool nights failed to deter spending. Good crowds prevailed. First two days here were good, with all reporting strong matinee business Sunday. Line-up includes Mrs. Anna Tilley, owner; Earl Bunting, manager; B. H. Porter, office; Ted Martin, electrician; Fred Gluck, chief mechanic; M. J. Dreesen, sound car and second man; George E. Moon, painter and The Billboard sales agent; Otis Stoneman, night watchman.

Rides: Kiddie Autos, Russel Herman, manager; Merry-Go-Round, James Crafton, foreman; Jasper McKelider, second man; John Powell, tickets; Whip, Al Murphy, foreman; Muriel Weir, second man; Mrs. M. J. Dreesen, tickets, Loop-o-Plains, Tommy Tessler, foreman; Ralph Stone, tickets, Octopus, Jack Buchanan, foreman; Otto Buckholz, second man; Twin Ferris Wheels, Carl Jarvis and the (See TAKE-OFF OF TILLEY on page 47)

Queen City in Okeh Manchester Starter

MANCHESTER, N. H., May 17.—Following their annual custom, the Queen City Shows, under management of John Klions and Stephen Decker, opened their annual tour here on April 24 with an enlarged midway and to good business. Shows were located at the city's circus grounds for first two weeks and then moved across the Merrimack River to West Manchester's Gossett Park on May 5 for a week's engagement. Line-up (See Queen City Starter on page 47)

Showfolk, Friends Attend L. Clifton Kelley Funeral

CHICAGO, May 17.—L. Clifton Kelley, who passed away early last Monday, was laid to rest Thursday in Showmen's Rest, Woodlawn Cemetery. His funeral, held from the Sherbrooke funeral parlors, was attended by a large number of friends in and out of the profession. He was universally known and respected in the outdoor show field, in which he had legions of friends, and the funeral home was crowded to capacity.

Scores of beautiful floral pieces blanketed most of the room. Sermon was preached by Rev. A. Dimon. Pallbearers were Al Sweeney, Dennis Howard, Clarence Lawrence, Harry Hancock, John A. Pollitt, and Noble C. Fairly.

Kelley's brother and sister, William Kelley, Omaha, Neb., and Grace Kelley, Davenport, Ia., attended.

American United Wins at First 3 Washington Dates

TACOMA, Wash., May 17.—American United Shows' local six-day engagement, their third of the new season, maintained the successful pace shown set in their initial two stands at White Center and Benton, Wash. Located at the 11th and L streets lot here, shows chalked their biggest single day's gross so far on the season last Saturday, with a total attendance of 3,200. Matinee drew over 500 kiddies. American Legion Post sponsored.

Seven-day stand in White Center, under American Legion Post auspices, re- (See AMERICAN UNITED on page 51)

Williams Registers at Second Date; Roster Set

CLIFTON, N. J., May 17.—Aided by good weather, Ben Williams Shows played to good results here under Veterans of Foreign Wars Post auspices last week, their second of the 1941 tour. Adele Nelson, with her dancing elephants, (See WILLIAMS ROSTER on page 51)

Beatty Lure Is Heavily Plugged To Hypo Jones Exposition Gate

earning its share, a fact which augurs well for future stands, including the fair circuit. There's always the possibility that the price will have to be altered downward as a cut-rate job done in advance thru organization tie-ups, but this is based on the 40-center as a theoretical snag.

E. Lawrence Phillips, owner-general manager of the Jones show, is using the Beatty Lure to stimulate the outside gate, the star receiving a healthy piece of money as guarantee plus a split in receipts from the trainer's own ticket boxes. In short, the objective is not to make money direct from the attraction as far as J.J. is concerned.

It looks like the revival of an old technique in carnivalism, as years ago there were big combination carnival-circus acts. There may not be enough big wild animal names to go around, but there are enough good trainers, in addition to those coming up, to recreate a trend in the right direction. Jones is the first in these parts to recognize potential values of such a consolidation, anyway.

Beatty is giving two performances a night and is working up a Saturday (See BEATTY PLUG HEAVY on page 42)

SMITH'S GREATER SHOWS WANT

Foreman and Second Man for Tomorrow and Saturday, also help on Merry-Go-Round, Zig Zag and Chaperone at all other shows, and play show. Will book several Cincinnati, Ohio, and High Roller, Bowling Alley, Fish Pond, Casino Galleries or any other show. Will also take on Fun Fair and Big Game. For further information, contact: Mr. J. SMITH, Wp.

J. HARRY SIX ATTRACTIONS

Sponsored by Veterans' Ex-Service Men's League.
Want Tilt and Whip or any new modern ride. Want String Show, Motor Drums, Monkey Speedway, or any good Grand Show. Want Bingo, Casino Gallery, Pitch-Till-You-Win, Knife Rack, Cane Rack or any legitimate Concessions. We show seven days a week. Address: General Delivery, Louisville, Ky.

AL WAGNER

On place for Baseball Fun, O. Olin's Best act, possible Grand Show Agents for Flower, Hobbies, Barrel Race, Fish Pond, Pitch Till You Win, Bingo, Fun-Fair, Show Bowling Alley, animal shows, Log Cabin, Critic, Toy, machine now for sale. Gains. Would consider good name for own show. Do not apply unless you know what is all about and want some well recommended. Long amount of time after each show.

Employer address: **MRS. AL WAGNER**, Box 195, Russell Point, O. Park opens May 23 for the season.

SIDE SHOW ACTS

Want Magician, Fire Eater, Torture Act, Mental Act, Houdini Act, or any other capable Act or outstanding Freaks. Also Amuse Attractions and selling Act. Book for June. All work for the lot—come on. Weekly salary guaranteed from office.

Capt. Geo. Collins
World of Pleasure Shows
By City (this week), Madison (next), both Indiana.

GREAT SUTTON SHOWS

Will furnish complete outfits, good tents, paid tickets, new banners for Minstrel Show, Cat Show, Athletic Show, Snake Show, or any show that doesn't conflict.
Alton, Ill., this week; Quincy, Ill., May 26 to 31.

WANTED BILLPOSTER

With Car at Once
James E. Strales Shows
In Johnstown, Penn., this week

GOLDEN GATE SHOWS WANT

Want: Gun Gallies, Cook House, Hot Games and other Amuse. \$100. Office wants Radio and Book Show. Want good shows for June. Also show of new. More info. call 919 truck. Contact: Mr. FRANK OWENS, MGR., Burkettville, Ky.

Wanted Wanted

Connections of all kinds. MGR. Bertles and Fish Pond. Shows of all kinds. Athletic Show, 5-in-1 Show and 2-in-1 Show with tickets. Party of 500. Come over here. Come and get a **NOXIE HARK**, Btl., Scheraga, Ind.

WANT

Book Philadelphia Man Lake Chaperone or something. Approx. \$1000. Max with Car and Connections and Band for Minstrel, Grand Shows, Show on, Posing Girls, Athletic Show Manager, Cook House, also Local Advertising men. Write: **ROGERS & POWELL**, Fulton, Ky.

FUZZELL'S UNITED SHOWS

Want Second Man for Hides to join at once. Must drive coach. Contact: Ernest Hines, Newark, Maryland, 14, this week.

Good Weather, Biz Greet Wallace at Windsor Launching

WINDSOR, Ont., May 17.—Helped by good weather, Wallace Bros.' Shows of Canada launched their season here to attendance and business which were far above expectations. Midway presents a number of new fronts this year and organization bowed in good shape. Personnel has J. P. Sullivan, vice-president manager; Dave Mulvin, manager; Philip Cronin, columnist; John Cronin, secretary; W. Cooper, billing agent; Joseph Walsh, chief electrician; Jack Phillips, decorator; and Pete Grochallo, office and lot man.

Shows: Life, Bill Frank, Great Oud, Red Aitkin; Crime, Bert Bell; Monkey Circus, Dorothy Lewis and J. Buschka; Gay New Yorkers Revue, Al Aitkin, manager; Grace Myers, Mrs. Winnie Hill, Helen Rye, and Helen St. Clair, chorus; Mrs. Al Aitkin, principal; Gertrude McHenry, soloist; Jim McManis, comic; Kathleen Lasker and Pat Cronin, acrobats; Jim Mathew, P. K. Parker, and Eddie Harper, front; World Fair Polles, Doc Frechelon, manager; B. Courtney, Norma Sandbach, Rita Rita, Diana Home, and Jerry Bennett, dancers; George Smith, talker and tickets; Roy Burney and Percy Adams, musicians; and Charlie Smith, canva.

Concessions

Sham spinde, Tom Murphy and Benny Branschler, shows; Peter St. Cyr, ham and bacon, Frank Stevenson; cat rack, B. Windsor, C. Caride, and A. MacNeil; pitch-till-you-win, Mrs. Sullivan, owner; William Doros, operator; hoop-la, Howard Speers and S. Whitechuck; blower, John Kenick, A. Allison, Gordon Benny, and Sam O'Leary; roll-down, George Coulter, Red May, and Alie Good; raffle, double, Harry Shore, Alex Nixson and Benny Lightstone; cigarette stand, George Ellis and Herman Steates; bingo, Charlie Sandbach, Gordon Hopkins, Louis Bunk, and Frankie Dimitak; ball games, Rita Baker, Mrs. P. St. Cyr, and Fred Schieber, palmistry booth, Ephraim Dimitak and family; photo gallery, Bert Liveduti; candy boxes, Leo Munday; Penny Arcade, Jack Buswell, manager; George Dunlop, cashier; scales, Reginald James Maron; cookhouse, Mr. and Mrs. Guy Yallah, owner-operators; Andrew Tedi, chef; Paul Roberts, second cook; Tony Walters, griddle; Fred Tullio, headwaiter, and Joe Nykoth, assistant.

Rides

Octopus, W. Clark, foreman; A. Ross, tickets; Caterpillar, James Parker, foreman; T. Varley, W. Finnick, and Mr. Pughon, ticket; Merry-Go-Round, Jasper Hill, foreman; L. Langdon, clutch; J. Finnick, tickets; Ferris Wheel, Bert Howard and Fred Baker, Kiddie Rides, Harry Burleigh, Speed-Way, Red Kehon, foreman; Jerry Hill, second man; Fred Goox and Frank Orsio, tickets; Tilt-a-Whirl, Joseph W. Corbett, foreman; Peter Hay, tickets, Punchhouse, Mr. and Mrs. T. J. Robichaud.

Philadelphia

PHILADELPHIA, May 17.— Good weather prevailed for shows in the city last week. Edny Bros.' Shows moved to Frankford and Lehigh streets and did good business. They also report excellent returns from the 11th and Erie streets location. Frelia World's Fair Show came in this week and are located at 26th and Snyder streets. Business has been fair. Shows are attractive. Capt. Jack Perry is the free attraction.

W. J. (Bill) Tucker has usual well-framed concessions on Edny Bros.' Shows. He's also lot superintendent and doing a good job of locating the organization. Tony Gerard is still with the shows, his 20th year there. Shows' management purchased a Punnoose this week.

Wade Bows at Cuyahoga Falls

CUYAHOGA FALLS, O., May 17.— R. H. Wade Park Attractions successfully opened their season here on May 10 under American Legion Post auspices, on the lot adjacent to the Legion home. Unit, operated for many years by the late R. H. Wade, is now under management of his widow. Line-up includes a Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, Chairplane and Kiddie Rides. Larry Fallon, Akron concessionaire, has his bingo and several other concessions with it.

BANTLY'S ALL AMERICAN SHOWS WANT

Moticians with or without transportation. Mocker Show, have complete outfit or will finance right party. Want legitimate Concessions that give stock, Hide Hols that drive contractors, \$1,000,000,000 defense program and payroll give at the best rates, with E. Liverpool, Greenbury and Chicago Celebrations and 14 legitimate Acts to follow.
This week, Andridge, Pa.; E. Liverpool, Ohio, next of May 20.

... WANT ...

Manager, People for Hide Show, Frank strong enough to finance complete front-up, 150-foot banner truck, Manager, People for Police Show, Detroit for Girl Show; Manager, Trailer for Monkey Show; Manager for Brake Show, West Baxton, Toppers, Test-topping Coways Girls for Mackerel Show. Can place ideas, suitable Hide Men who can drive sales. Will book Concessions all kinds. Want Special Agent who can and will post paper. Will send more Major Hides with own transportation.
JOHN R. WARD SHOWS

FUNLAND SHOWS WANT

For season, big Fourth and eleven Fairs, Eli Wheel Second Man. Must drive semi. Trombone, Trumpet and Tuba for Minstrel Band. Book or buy Little Beauty, Octopus and Kid Hide. Grand Shows: come on. Ex. open Custard, Photos, Arcade, Funpound, Scales, Diggers. All replies: V. F. W. O. CENTRAL LABOR FESTIVAL, Petersburg, Va., this week; Richmond for three lots to follow.

RED ONE . . ATHENS, PENNSYLVANIA . . RED ONE

DECORATION DAY WEEK, MAY 26-31
FIREMEN'S CONVENTION
First Show in 12 years downtown. Minstrel parade, tumb, drum corps, floats, decorations. Everything working full blast. 17 acts to follow. Want Fun Act, non-conflicting Shows and Concessions, Photo Gallery, Custard, Concession Agents, Do Print and Do Pull, wire. This show has Western New York's biggest Fourth July event.

NICKEY PERCELL, PIONEER SHOWS

KNOXVILLE, PA. THIS WEEK

WANT MANAGER

For Pit Show that can furnish attractions. We have complete outfit, and a real territory.
ANDERSON-SRADER SHOWS, INC.
Garden City, Kan., 20 to 24; Liberal, Kan., 26 to 31. All others Colaborations.

WEST TENNESSEE PAGEANT OF PROGRESS

Junior Chamber of Commerce, Milan, Tenn., June 28th through July 5th; \$650,000 payroll worthy. Big government project, along with best berry and vegetable crop to year; plenty money. Want Independent Rides, Shows, Concessions of all kinds. Exclusive High, Reports, Ice Cream, Hotdogs, Sweet Corn, Raisin for Free-charge tickets. Also Bazaar and Program. People. Twenty cents to work, all co-operating. Lydia Martin, come on. Want Free Act, News, Radio, A-1 Publicity Man. Giving away 1941 Plymouth. Exclusive rights for Gold Drive, etc., on large grand stand seating 1,000 people for sale. Rise—Must read society entertaining Orchestra for permanent cabinet; labor. Entertaining Girls for permanent ball dance. Must be strictly business. Good shows will be returned. Percentage with guarantee. All address: **MANAGER, BOX 48, MILAN, TENNESSEE.**

JONES GREATER SHOWS WANT

Shows with or without set outfits. Want organized Minstrel Show, Madam Bertie, wire. Shows Acts for this show, small Girl Revue, Harry Maguire, can place you. Want one more Ride with own transportation. Concession: Want Penny Arcade, Outard, Cook Gallery and other Grand Show Concessions. Good proposition to Man with Good Truck with Concession, Louis, theater returned. Wire quick. Address: **PETE JONES, St. Albans, W. Va.**

L. J. HETH SHOWS WANT

New and for balance of season. Shows: Side Show, Crime and Unborn. Rides: Roll-a-Plane, Loop-a-Plane. Talented Musicians for Minstrel Show Band. Concessions: Scales, Agents, Your Age, Snow Ball, Custard, Honey Dordition wants Wheel and Grand Show Concessions, also other boys for Nail Show. Frankfort, Ky., this week; New Albany, Indiana, next week, under Masonic auspices. All replies to **JOE J. FONTANA.**

KEYSTONE MODERN SHOWS WANT

For Bluefield, West Virginia, American Legion Colaboration, May 20 to 31, Minstrel and Minstrel Shows. Will furnish outfits. Will sell exclusive on Custard and Digger Concessions. Want Second Man and Ride Help for several Ride, Penny Arcade, Mechanic for Arcade, salary or percentage. Mac McGee wants Cook and Waiter for Cookhouse. Address: **Rufford, Virginia, this week.**

W. C. KAUS SHOWS, Inc.

PLAYING NEXT WEEK AT RED BANK, NEW JERSEY
Cookhouse wanted, printing on food tickets. Want legitimate Concession of all kinds. Shows with own equipment, very low percentage for same. Side Show with own equipment, will book for 20%. Hide Hols of all kinds wanted. Ferris Wheel, Foreman and Second Man with reasonable salary. Minstrel Tumbler and Tumbler wanted. Girls for Girl Show and Grand Show wanted. \$20.00 salaries guaranteed. Have you anything new to offer? Address all communications to:
W. C. KAUS, MANAGER, AT CRIPFIELD, MARYLAND

SCOTT EXPOSITION SHOWS WANT

Side Show. Have outfit for Cook Show. Book or buy Octopus, Silver Streak or Rocket. Eugene Pope wants Musicians and Performers for Minstrel. Salary from office. Legitimate Concessions, Waiters for Cook House, Hide Help and Truck Drivers, Marlon, Va., this week; Martineville, Va., follows. Fifteen million dollar Dupont plant being erected.

Sims' 12th Annual Ontario Inaugural Off on Right Side

CROWLAND, Ont., May 17.—Presenting new carnival thrills and with rides looking almost like new in repair jobs, Sims Greater Shows opened the 12th annual tour under Baseball Club auspices here on April 26. Ideal weather prevailed and from opening minutes until final night attendance and receipts exceeded those of the last several years. Owner Fred W. Sims entertained many visitors and was complimented on this season's line-up.

Roster includes Prof. W. Sims, owner; Frank W. Koons, superintendent; R. H. Cooke, business manager; Harry Lotridge, agent; Nick Simms, The Billboard sales agent; Nicholas Snypp, secretary; Joe Murry, electrician and gate.

Shows

Coney Island Side Show: Betty King, manager; Madame Gertrude, mentalist; John Hummelrod, magician; Ramon, illusions; Barbara Blake, torture chamber; Patricia Merrill, singing woman in half; Kenna, Punch and Judy; Al Hunter, ventriloquist; Florence Gnatto, floating lady; Charis, amuse attraction; Bobby Kook; Art Johnson and Henry Richards, vaudeville; House of Mystery; Betty King, manager; Professor Signal, Finland's Houdini and escape artist; Lillian Darville, bandita; Mahel Brownville, sword box; Helen Clayton, feats of strength; Elizabeth Clark, trained horse; George Hudson, lecturer; Cliff Roberts, talker; Jerry Blanchfield, tickets. International Revue: Betty King, manager; Peg Murray, featured fan dancer; Jean Johnson, Jerry Bennett, Margie West, Kitty Gordon, and Nadja, dancers. Frankie Williams, Midnight Rambler, music; Harry Edwards, talker; Roy Smith and Clarence Hicks, tickets; Frankie Keno, canvasser.

Rides

Merry-Go-Round, John Oweharyk, Raymond Johnson, Boss Brothwick, Perry Wheel, Joe Chley, Fred Hambley, Harry Galfield. Tilt-a-Whirl, John Kay, Paul Roy, Jim Simmons, William Stevens, Caterpillar, Stanley, Joe Jolley, Harry Alger, Jerry Cole, Kiddie Autos, Tony Gnatto, Raymond Ribobola.

Concessions

F. Mason, high striker and shooting gallery; Tommy Kabin, hoop-la; Charles Goldberg, Lord's Prayer on a penny; Dave Starr, photos; Mr. and Mrs. S. Sims, candy kitchen; Mrs. Stanley and Mrs. Roberts, palmistry booth; Leona Dymally and Pat Hill, ball games; George Johnson, cigarette stand, Joe

Harris concessions; Sam Glase, Jerry Gordon, D. Parsons, Eddie Malina, Frank Kurin, Joe Tannous, Jack Swivel, Dave Starr, and John Smith, Jerry Parcell, George pitch-all-you-win, Betty Roberts, Penningland, Jack Clancy, manager; Mrs. Clancy, cashier; Doc Sturgeon, Albert Waldon, Photos, Harry Beasley, Midway Cafe, Frank Rome and Louis Thomas, owners; Mickey Chudyk, Edgar McCabe, Tom Knoff, and Andrew Hanton.

Pan-American Shows Score in Anderson

ANDERSON, Ind., May 17.—Pan-American Shows' opening eight-day stand at Brown and 29th streets here saw the above play a full inaugural engagement without losing at least one night to rain for the first time in 10 years. V. A. McNamara, secretary reported. Working to a 10-cent pay gate, shows opened to good business, which increased through the week ended May 13. E. R. Strayer, general manager; E. W. Nickerson, business manager; E. B. Kaw, general agent; V. A. McNamara, secretary.

Tilt-a-Whirl topped the rides with Loop-o-Plane and Twin Ferris Wheels next in line. Hula Show led that department. Tom McKinney booked his cookhouse and grab stand. The Flying Columbiada, free act, are well received, and Carl Lassen is back again with his popcorn wagon and second trial. Lawson Family Kiddie Band will join him when school closes. Park Moore reported his best week in years with his lingo store. Tom Baker has several concessions and Fred Caswell has strip photos. Gehrike & Son have diggers and Earl Bennett long-range lead gallery. Chet Ellis and Shorty Gordon reported good business with their concessions. Bob and Kay Weir's Athletic and Hula Shows are clicking.

Jimmy Sartin has the Monster Show and is framing new sets for the office Side Show. Manager Strayer has designed and is building new fronts, with Carl Bell doing the carpenter work.

Heth Good in Jacksonville; McFarlin Is New Secretary

JACKSONVILLE, N. C., May 17.—This boom town gave F. R. Heth Shows highly satisfactory results at their recent stand. Rides and concessions also reported good business. Shows obtained good play from soldiers at Camp Davis, 15 miles distant, and employees of the Marine Base being constructed just outside the city limits.

Elgar's bingo stand did exceptionally well, and J. K. Wallace joined here with his Ferris Wheel and Kiddie Ride. Guy White came on with two shows. J. Floyd McFarlin, former secretary for the Leth Show and Tom's Amusement Company, joined here in the same capacity.

Barkoot Four-Week Toledo Inaugural Is Best in Years

TOLEDO, O., May 17.—Barkoot Bros. Shows polished off their first four weeks of the season at three different locations here to business which was by far the shows' best for an inaugural month in several years. First two weeks at Stickeny and Central avenue proved highly successful, with good weather considerably helping attendance figures. From there the shows moved to the Sylvania and Upton showgrounds, where business and weather were good the first part of the week. Good and rain the latter part failed to hamper patrons' enthusiasm, and shows didn't lose a single night. Business for the latter half was fair.

Moving over to Dorr and Meshow streets, outside the city limits, shows drew a good crowd on opening night, under American Legion Post Junior Drum and Bugle Corps auspices. Monday night's business showed a good increase over the first night. Tuesday was fair despite rain, and Wednesday was cold, but business was not so bad considering the weather.

Line-up here included 8 rides and 15 concessions. Rides have been painted and new ticket boxes built. All trucks are being overhauled and painted. Shows are well illuminated. A number of shows will be added when the organization leaves the city. Virginia Jean Harbar reported.

Pleasureland Opens Well in Hazel Park

HAZEL PARK, Mich., May 17.—Recently organized Pleasureland Shows, directed by Ray E. Meyers and H. O. Hockett, had a creditable opening stand here last week under Goodfellows auspices. Spotted on the lot next to the post office and helped by good weather, shows worked to good business all week. Albo job was small, shows' crew did a good job utilizing every available foot of space.

Organization plans to play Detroit suburbs until June, when it will begin its trek of fair and celebration dates. Meyers will do the shows' general advance work, while Hockett remains with it. Rides and their foremen are Ferris Wheel, Joe Gigos, Merry-Go-Round, Jack Quinn; Harold Boomer's Leaping Lena, Francis Reilly; Burgess and Debert, Champagne, Dale Burgess. Lack shows have world not permit great line of shows, but Mr. Dial has his Girl, Mechanical, and Dope Shows ready for the next stand.

Los Angeles

LOS ANGELES, May 17.—Reports from shows along the West Coast indicate that most of them are having good weather and good receipts. This city is almost deserted since the last of the shows have moved out of quarters. Dick Gowdy, formerly with Zeiger's United Shows and recently an elevator boy in the Pacific Coast Showmen's Association building, is leaving for a hitch in the aviation corps. Charles Albright is with Foley & Burk Shows with concession. Earl E. Creswell, who worked with Harry Hargrave on Venice Pier, is in the army. Anthony Choncos is working a ball game in Sacramento, Calif. Mickey Hogan is operating a concession in San Francisco. Al Anderson reports good business at the Fun Zone, Balboa, Calif. He recently sold 140 pneumatic machine guns to the government for airplane gunnery training. Alexander Stewart has a concession in Venice, Calif. George Surtree is with Ted Metz's Side Show on the Golden State Shows. He's been a talker with circuses and carnivals for 25 years, and is also The Billboard sales agent on the show. Elmer C. Smith is in the Penny Arcade business.

Jack Christiansen is working ball games in Sacramento, Calif. Clark Wilby is operating his Girl Show on Golden State Shows. Sam Abbott is in San Francisco. J. C. Abraham recently passed his 25th year as a concessionaire. W. L. (Cannon Ball) Bell has 81 years in this field to his credit. Jack Shaffer has a ball game concession this season. Claude Barle's wife, Leone, was recently dis-

charged from a local hospital and is recovering from a four-month illness. Clyde Black recently celebrated his 25th year in show business. Dan Boyer is operating concessions in the section. Harry Seiber has a Girl Show on the Coklin Shows. Doc Barnett, retired whale show operator, is living in Long Beach, Calif. Norman (Dutch) Schus has the cookhouse on the Moley & Bunk Shows. Lon Berg is in Honolulu, and Louis Hisinger has retired from show business.

Ed Smithson is general agenting the Corey Bros' Shows. Big Saastad has the shooting gallery on the organization. John William Bush has been operating Side Shows for six years. Sammy Brewster had a concession in Venice. Prof. Roy Scott is The Billboard sales agent on Crafts 20 Big Shows. Frank (Whitey) Behr is with the same shows. Sam Brown has a concession on Archie Clark's Greater Shows. Mr. and Mrs. Harry Gray, of Grays' Marionettes, left here recently for a trip to Lansing, Mich., to visit friends and relatives. When they return they plan to take an apartment in the Westlake section. They recently made a trip to San Diego and met several well-known showfolk, including J. M. (Jack) Dodge and Dr. W. C. Newton, formerly of Rovere Beach.

Mr. and Mrs. Elmer Hanson writes from Clark's Greater Shows that business at Napa, Calif., has been good, with the defense work and camp projects putting plenty of money into circulation. E. E. Fernandez, Hawaiian Island showman, left here and is now in Chicago, where it is reported he's making arrangements to expand his equipment in Honolulu. Mr. and Mrs. Henry Clark, of bag-punching note, writes Los Angeles friends that Chicago relatives is bringing them a good income from their ranch in Glenwood, Mo. Paul LePitre, former comedian, is living in retirement in Epitonia, Wis.

Jack and Edie Lowry returned here after a brief visit in Salinas, Calif. Bob Curtis, of Dufour & Rogers attractions, is still in San Francisco. He writes that his son, Elliott, enlisted in the army and is stationed at Fort Ord. Harry Wooding and Bill Harris, Los Angeles concessionaires, are operating their stands at Mission Beach, San Diego, Calif. Eddie Washburn is making Mission Beach for Wayne Dillard. Roy Matheson has eight rides there. Mr. and Mrs. Jack Mills, well-known Pacific Coast showfolk, left here last week for a three-week visit in Chicago. Frank McMahon and Edie Duemle are in their 14th year operating eating places opposite Mission Beach in San Diego.

The Billboard presents important facts and figures on SHOW BUSINESS and the DEFENSE PROGRAM in the NEXT ISSUE!

A large portion of the billions of dollars being spent for defense is going toward paying the wages of workers in thousands of defense projects. These workers and their families will be spending proportionate shares of their money and greater savings for much-needed entertainment.

In the May 21st issue The Billboard will answer the following questions of major importance to every showman interested in playing territories most affected by the defense program:

HOW MUCH MONEY HAS BEEN APPROPRIATED FOR DEFENSE EXPENDITURES?

IN WHAT CITIES AND TOWNS IS THIS MONEY GOING TO BE SPENT?

HOW MANY PEOPLE ARE THERE IN EACH OF THESE TOWNS?

WHERE ARE THE NATION'S ARMY CAMPS, NAVAL BASES AND AIR BASES LOCATED?

Complete, accurate and official 5000-analyzed and interpretive studies on show business and the defense program will appear in this important issue!

Watch for it!

WANT GENERAL AGENT

For 6 Rides and 4 Shows. Prefer one with fair rides and including the lights and West Virginia. Opening for one Girl Show.

F. R. HETH
CLAYTON, N. C.

GRUBERG WORLD FAMOUS SHOWS, INC.

Book with the show having the best route of outstanding cities and 14 fairs. Wanted: Rides to join immediately. Or operate. Ball-in-Plane, Loop-o-Plane, T-Car Tilt-a-Whirl, Kiddie Auto and Rides-O, or any other Ride not conflicting with what we have. Wanted: Whip Foreman with tools to complete rebuilding Whip. One week's work. Side Show Attractions, salary out of office, write Tom BARABO, Girls for Married Shows, also Clowns and Sideshow Program. Concessions of all kinds. Can place Penny Pitch, Hoops, Flip Pong, and any legitimate Coney Street, also American Pastimes. Fair Show for one lot of Fair booths, late December. Fairs start in July in Illinois. Have best Fourth of July Celebration in Illinois—Only six shows that day played it. Everybody doing it. AL WAGNER, Manager, De W. Ch., Ill., this week; South Beloit, Ill., next week.

GREAT LAKES EXPOSITION SHOWS

Can place the strong route of still dated capable Operators for Peoria Show, Exposition Show, and Girl Show, either office Shows of turn some sort to reliable Operators. No doctors; whiskey cause of this. New novel fronts and important lighting effects. First Post RIDE, must be flashy outfit. Side Show Attractions, salary out of office, write Tom BARABO, Girls for Married Shows, also Clowns and Sideshow Program. Concessions of all kinds. Can place Penny Pitch, Hoops, Flip Pong, and any legitimate Coney Street, also American Pastimes. Fair Show for one lot of Fair booths, late December. Fairs start in July in Illinois. Have best Fourth of July Celebration in Illinois—Only six shows that day played it. Everybody doing it. AL WAGNER, Manager, De W. Ch., Ill., this week; South Beloit, Ill., next week.

CLYDE'S UNITED SHOWS WANT

Content, Dave's Beating Alley, Long or Short Race Lead Gallery, Candy Apple, Candy Fizz, Penny Arcade, Wanted: Girl Show, Monkey Show, Ringing Spinning, Drum Show, or any Show not conflicting with what I have with or without own outfit. WANTED: Loop-o-Plane, Penny Ride. Address all communications to GEORGE C. SMITH, Mr. J. Rockness, Peoria, this week; Coalport, Penna., week following.

Club Activities

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, May 17.—Regular meetings will be resumed the first Friday in October. Membership campaign is well under way as the initiation fee will be raised to \$25 September 1. This means that the fee to accompany applications after that date will be \$25 plus one year's dues of \$10. Until then applications will be accepted with the \$10 fee prevailing at this time. In other words the fee until September 1 is \$10 for initiation plus dues of \$10. Recent applications were received for Edgar M. Wilder and Gen. T. Jackson, sent in by Neil Webb and Fred H. Krossmann. The Iron Hoopler again entered the ranks to take Brother L. Clifton Keller, who passed away suddenly May 12.

Dues notices have been mailed out and the response has been pleasing. Letters will be sent later to all delinquents. A. L. Putnam, Northern Wisconsin District Fair, was in town on business and visited the rooms in Hotel Sherman. Lou Berger also visited. Jack Hawthorne is back in town and Vice-President Carl J. Redman is here looking over several locations. Ross Ogilvie, of the Pacific Coast Showmen's Association, visited en route to Milwaukee. Richard H. Ford and Mike Horgan, well known among World's Fair workers, were among callers at the rooms. Judd Goldman is seen among the regulars at the Atwell Luncheon Club in the Hotel Sherman. Joe Archer has candy floss and apples with Goodman Wonder Shows. Toots Gold-

man is back in town and a daily caller at the rooms. Sam Laaky is still at the Alexian Hospital, but showing improvement and resting well.

Ladies' Auxiliary

Attendance at the club's dining dinner party in the Malaya Room of the College Inn, Sherman Hotel, on the night of May 9 totaled 39. Special floorshow was well received. Among members on hand were Ida Chase, Essie Miller, Nan Haukine, Lillian Woods, Caroline Paul, Alberta and Frances Barth, Mrs. Al and Hattie Latta, Leah M. Brumleve, Phoebe Carey, Mrs. Henry Belden, Mrs. George Hollo, Lillian Lawrence, Edna O'Neil, Lucille Hirsch, Rose Page, Ann Doolan, Ann Sawyer, Anne Young, Frances Keller, Marie Kelly, Marie Ryan, Myrtle Hunt, Pearl McGlynn, Cleora Miller, Alice Hill, Nellie Byrnes, Clara Harker, C. Bishop, Margaret Pellegrino, Mrs. Al Miller, Mae Taylor, Edith Streiblich, Nellie Mador, Maude Geiler, Cora Yeldham, Beadie Simon, and Hattie Clinton.

After dinner members adjourned to the clubrooms where the final meeting of the season was held with those officers presiding: Mrs. Joseph L. Streiblich, president; Mrs. William Carak, first vice-president; Mrs. Beat Clinton, third vice-president; Mrs. Lew Keller, treasurer, and Mrs. Leah M. Brumleve, secretary pro tem. Invocation was rendered by Chaplain Lucille Hirsch. Clubrooms will close for the summer, but meetings will resume in the fall. Socials will be held until late June, and all are invited to attend.

A letter was received from Sister Abner Kline, with a gift for the members enclosed. A letter also was received from Frieda Buson. She enclosed the application of Edna Augusta Mallory, Sister Jannette Wall is recuperating at home from a severe cold. Mrs. Tom Allen is doing nicely at home. Members were pleased to have Alma Barth and Caroline Paul with them at the meeting. Rose Page and Caroline Paul thanked members for the flowers and cards sent to them during their illnesses. The 41 award went to Clara Mollie Harker.

members within driving distance are urged to attend May 28 meeting and bring one or both parents as a program is being arranged to honor fathers and mothers. Sister Hamid will go to Gainesville, Ga., to attend graduation of her daughter, Zyna, from Brenau Academy. Sister Florence Meeker scored with the Detroit, aerialists on Hingling-Barnum Circus in New York and Boston. Sisters Irene Greene and Vi Lawrence have joined E. J. V. Show, Sister Kate Bennett recovered from illness, is at Palisades Park. If you are not receiving mail, please send new address. Sympathy is extended Sister Florence Snelmons on the loss of her father.

fine tributes to his long and active career in outdoor show business. Interesting communications were received and read from Tom (Furry) Hughes, John H. Dyke, Bill (Pop) Glover, Dan Meigs, Chuck Gamman, Shel Barrett, Cal and Betty Lipca, Tom J. Myers, and Sam (Kootie) Abbott. Brother W. S. (Dad) Parker presented the club with a number of United States Defense Savings Bonds.

Pop Ludwig brought in a neatly framed photo of Brother Jack De Salvo, who is with Company B, 3d Battalion, Fort Monmouth, N. J., Vice-President John Ward and President Joe Glacy are keeping the mails hot between Los Angeles and the Columbia River, and John made part of the letters at meetings. Anthony Chontoo and Jack Christensen are with Sherry Wrightman in Central California. Brother Ed Benedict is with the Frank Burke Shows. Ben Reno has been showing Sam (Furr) Abbott around Southern California over the week-ends. Charlie Nelson attended his first meeting in four weeks and was awarded the attendance prize.

Harry Le Mack brought the club's attention to the swell manner in which Chaplain Pop Ludwig conducts the memorials for the brothers who have passed away. The Christmas Dinner Fund is in

Pacific Coast Showmen's Assn

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

LOS ANGELES, May 17.—Members at Monday's regular meeting were shocked at the news of the death of Brother L. Clifton Keller. Memorial services, led by Chaplain Ludwig, brought out many

Advertising in the Billboard since 1908

ROLL TICKETS DAY & NIGHT SERVICE

SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

- Absolute Accuracy
- Dependable Delivery
- Finest Workmanship
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- \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

10,000	\$6.95	50,000	\$12.75	90,000	\$18.55	350,000	\$41.75
20,000	\$8.40	60,000	\$14.20	100,000	\$20.00	300,000	\$48.00
30,000	\$9.85	70,000	\$15.85	150,000	\$27.25	500,000	\$75.00
40,000	\$11.30	80,000	\$17.10	200,000	\$34.50	1,000,000	\$150.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS

ONLY 5c, 10c, 15c & 20c

1 ROLL 50c
5 ROLLS 40c
10 ROLLS 35c

WELDON, WILLIAMS & LICK

FORT SMITH, ARK.

IF ADMISSION IS OVER 20c NAME OF THEATRE AND TAX MUST BE PRINTED ON TICKET—FEDERAL TAX IS ONE (1) CENT FOR EACH TEN (10) CENTS

WANTED

MANAGERS, SHOWMEN, CONCESSIONERS, FREE ACTS IF INTERESTED IN

Motorizing

Write With **CHAS. T. GOSS** Write With
STANDARD CHEVROLET COMPANY
East St. Louis, Ill.
New - Used TERMS New - Used
Passenger Cars - Trucks - Taxi Trailers

CONCESSION MERCHANDISE

Inclusive, unusual items with real sales value and eye appeal for

PARKS, CIRCUS, CARNIVAL, FAIR

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WONDERFUL OPPORTUNITY FOR CONCESSIONS, RIDE HELP AND SHOWMEN

Due to enlargement of the Johnson J. Jones Exposition in Havana with the outstanding role of industrial still dates and fairs we have looked for this season and the general improvement have been observed in our business to have openings for legitimate Concessions of all classes. Those who are new will be given preference at our fairs. Capitalize this and include several men will find an opportunity with no big investment in Havana and better results. Register Showmen who have been doing here and worth while to offer are invited to correspond with us. All proposals will receive due consideration and must be in tentative with our standards and needs of America's Fair. A. H. Jones, Address: JOHNNY J. JONES EXPOSITION SHOWS, Exposition Park, N. E. Pittsburgh, Penna. May 20 to May 31.

ACTS WANTED

For...
REVERE BEACH, MASS., MUSEUM SIDE SHOW

Account of last minute disappointment. Alfred Langwin, we visited you. Waiting. Reply immediately.

MANAGERS W. J. O'BRIEN and GEO. LAFOLETTE

National Showmen's Assn

Palace Theater Building
New York

NEW YORK, May 17.—President Max Linderman advised that World of Mirrh Shower received the first advertisement for 1941 yearbook, issued in conjunction with club's banquet at the Hotel Astor on November 26. It came from the Hawthorne (N. J.) American Legion Post. Other show owners should follow the procedure of securing such operation from committees they show for. Brother George Bernert left for Springfield, Mass., where he will stay until after the Eastern States Exposition there. Brother Sam Peterson is still at Medical Center Hospital and is now allowed to have visitors.

Brother H. Wetberg is in town from Philadelphia. Brother Max Tobis is a frequent visitor to the rooms. Brother Ben Merzon reports good business with his rides in Long Island. Members were shocked to learn of the death of Johnny J. Kline's brother, and so shortly after Johnny's wife died. Brother Charles Davenport reports good business with his two concessions on the E. J. V. Show, where he has Brother Happy White and Sam Walker operating them for him.

Birthday congratulations to Max Hoffmann, May 21; Leon Beers, 22; Willie Johnson, Charles S. Port, 23; Uriel Davis, Michael Osbetete, 24; Jack Oreenstepon, Jerome S. Gottlieb, 25; Harry F. Brown, 26; Herman Blumenfeld, 27.

Ladies' Auxiliary

Annual Strawberry Festival drew about 100. Sister Bees Hamid won a beauty award as door prize, while another prize went to Sister Dorothy Pickman. Sister Dolly McCormick donated table prizes, plastic fruit knives and decorative balloons. Club will realize about \$150, which will go into the Burnhine Fund. Sisters Evelyn Bakely and Anna Halpin are going after life memberships. All

'41 WINNERS

a few of the hundreds of items from our General Catalog get your free copy - state line of business.

No. 6754 Table Lamp Doz. (no less sold) \$5.40

No. 6611 Bomber Lamp Each \$3.25

No. 6616 Vanity-Lite Each \$0.85

CONTINENTAL PREMIUM MART

822 N. Third St. Milwaukee, Wis.

FLAGSHIP SENSATIONAL CANDY PKG.

13 inches long, 2 inches high, 4 colors, filled with a full crop of candy in 27. Packet 100 in Carton.

100 Pkg. \$4.00

Free Catalog of all our Candy Products.

DELIGHT SWEETS, INC., 50 East 11th St., N.Y.C.

80c. Dues on All Orders.

SNOW CONES POPCORN CANDY APPLES CANDY FLOSS

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.

121 E. PEARL ST. CINCINNATI, O.

WORLD OF PLEASURE SHOWS

MUSKOGON, MICH. GRAND RAPIDS (Downtown) JUNE 2-7

RIDES—New and Used Rides not operating. SHOWS—Flower, Fruit Animals, Mineral, Mechanical City, or any new Grand Show with new transportation. CONCESSIONS—Sawing, Rides, Fossil Curator, American Palace, Ice Cream, History Games, Bureau, Steam Show of all kinds. Good territory for well-known Penn. Amuse. Ride Help and Working Man in all departments. Top salary. JOHN QUINN, BAY CITY, MICH. (all life work). P.O. Box 6th of July 1941 is South St., Warren, Mich.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

MANY grass lads bring long green.

TROUPE Dave Carroll is in St. Mary's Hospital, Pecos, N. J. He says he'd like to read letters from friends.

JESSE and **ROBALIE** HARRISON have the grab stand on Joe Gallier's Buckeye State Shows, H. G. Starbuck reports.

TAKING over management of the Dope Show on Fred's World's Fair Shows in Baltimore, Md., was Jack Elliott.

ON account of disappointment can use some business.—Gale & Banner Shows.

RAY MEYERS has succeeded Lee (Army) Diggs as mechanic on Fred's World's Fair Shows.

HAVING signed his cork gallery with Ken's Exposition Shows, Joe Sullickman joined in Petersburg, Va.

STAGE MANAGER and producer on the Dark Town Revue on Crystal Exposition Shows is H. Dent.

IF the boss doesn't like my act I can always go where I'll be appreciated.—Milo McGoff.



PVT. JAMES DUGAN, whose parents are members of Alamo Exposition Shows, is stationed with the 26 Battalion, Radio H. G. Company, 38th Infantry, Fort Sam Houston, Tex. James' father has been foreman of the Ferris Wheel with the Alamo combo for several years.

MR. AND MRS. FRED PENN, with frozen curand, joined J. J. Page Exposition Shows in Jefferson City, Tenn.

ROBERTA BAY is half-and-half attraction on Golden State Shows, No. 3 unit of Crafts Enterprises.

ORMAN R. WIMMER came from Waycross, Ga., that he is with Kaptions Modern Shows.

ADD Impossible Headlines: "Carnival Boss Refuses To Accept Privilege Money Until Saturday Night!"

PROF. E. D. CAMPBELL pret that he is still in New Bern, N. C., but will hit the road soon with his Blues of America Company.

F. W. PAULIE closed an electrician with Fred's World's Fair Shows in Baltimore, Md., being replaced by Frank K. Sheppard.

CLICKING with their custard stand on Joe Gallier's Buckeye State Shows are Mr. and Mrs. Earle Crane, H. G. Starbuck advises.

THE number of newboys (and girls) connected with some small-town papers is often amazing.—P. A. John Ocassey.

AHNTT and show designer, H. C. Landaker, recently purchased a place in North Hollywood, Calif., where he plans to open a scenic studio soon.

MRS. C. W. CHACRAFT, wife of the

late well-known general agent, last week entered Jewish Hospital, Cincinnati, to undergo a hernia operation.

WHILE Mike Krakow's West Coast Circus Shows were in Los Banos, Calif., Mrs. Edith Walpert was hostess at a dinner to her husband, Charlie, Mr. and Mrs. W. T. Jessup, and Mr. and Mrs. Hunter Farmer.

SIDEWALL Everdropping: "Good working acts are as scarce as unpeached meat tickets on a cookhouse floor."—Side Show 55

CLOSING with Arthur's Mighty American Shows in Redding, Calif., Mr. and Mrs. Jerry Fox left to join Ruth and Cherry Exposition, Walton de Pelaton reports.

BALLOON pitch concessionaire with Coleman Bros. Shows, Ed and Cecil Davis took delivery on a new station wagon during the stand in New Britain, Conn.

A RECENT visitor on Crafts Golden State Shows in Glendale, Calif., was G. L. (Mike) Wright. After visiting on the show for a few hours he returned to Chicago.

VISITOR—"Are you presenting free acts this season?" Carnival Manager—"I should say not! I've got to pay 'em every week."

PAT O'CONNOR is handling front of the Club Chocolate Minstrel Revue on John H. Marks Shows. Evelyn Redding Anderson is producer and featured with the attraction.



ROBERT (EMERICO) JONES, who has been doing magic for the last six years with a number of outdoor attractions, is a private, first class, with Battery B, 248th Coast Artillery, Fort Campbell, Wash. Prior to his induction he was with Russell Bros. Circus, Crafts 30 Big, and Patrick's Greater Shows. He's been displaying his magic ability at theaters in Long Beach and Inwood, Wash., and at camp shows.

CO-OWNER of Getlin & Wilson Shows, I. Getlin returned to the shows in Baltimore, Md., after being initiated into the Masons in Petersburg, Va., winter quarters.

EVEN if menstros grumps are not reported this summer, they will be next winter.—Whitey Coaks.

HAVING completed their work as carpenters at Fort Bragg, N. C., and Holly Ridge, N. C., J. C. Robson and O. P. Vandiver, former carnivals, are now working at the Marine Base, Jacksonville, N. C.

SAM OLUSKIN, agent for Johnny J. Jones Exposition, is receiving concrete on a neat bit of booking. His work resulted in the signing of a contract to present the midway at the 1941 Illinois State Fair, Springfield.

WHAT keeps a lot of 'em in the business. "I had 20 grand at this time last year. Right now I ain't got a cental, but next year..."

BARNBY ODABE, (The Duchess), impersonator, pencils from Mount Airy, N. C. "Am doing clowning and street

advertising with Crystal Exposition Shows and opened with them in Camden, S. C."

WHILE Arthur's Mighty American Shows were playing Redding, Calif., members who made tip fishing parties included Ralph Bacon, Vic Davis, Joe White, George Stearns, Steve Bernard, Jack Conking, Tim Reeves, and Jerry O'Brien.

LUXE of the spotlight. "He had a good-paying job in charge of a ride, but now he's letting 'em show him out of the cannon."

QUEERS at a home-coming party in Los Banos, Calif., tendered them by Mr. and Mrs. Bancher while West Coast Circus Shows were playing in the city were Mr. and Mrs. Harry Myers, Mr. and Mrs. John Weiss, Mr. and Mrs. Les Dobbs, and Mr. and Mrs. Al Rodin.

C. L. (TWEET) MCCORMACK has signed an assistant manager on R. E. (Dick) Beata Big Show on Royal American Shows, he came from St. Louis. McCormack plans to remain in that capacity until September, when he will go to Hawaii with E. K. Fernandez.

DECORATION DAY is not what it used to be. Labor Day is after a red sea—and fourth of July is just what you make it!—Cat Back Anax.

FORMERLY with James E. Strates, Hingey & Gentsch, and West Coast Circus Shows, Private Edward (60th) Field letters that he is in Ward No. 3, Station Hospital, Fort Stevens, Ore., but soon will be discharged. He says he'd like to read letters from friends.

CONCESSIONAIRE with the Bunting-Barnum Circus and president of Coastal Trading Corporation, Frank Miller visited Mr. and Mrs. I. Getlin, Mr. and Mrs. John W. Wilson, and Advance Agent E. K. Johnson, of Getlin & Wilson Shows, in Baltimore, Md.

"A meteor is a ball of fire," said the teacher. Smartest Son of Carnival Owner—"No, teacher; that's what my pa says Joe Blow's show is."

EDDIE PATRICK, who joined Patrick's Greater Shows in La Grande, Ore., is framing a small animal show.

AMONG additions to Frisk Greater Shows in Ottumwa, Ia., were Mr. and Mrs. Paul A. Reisinger and daughter, Betty; with their ball game and cigarette shooting gallery.

FORMER trouper Mr. and Mrs. Dale Hall were hoos at a chop suey supper to Mr. and Mrs. Joe Gallier, Mrs. Gertrude Brown, and Jack Oliver during Buckeye State Shows stand at the Cotton Makers' Jubilee in Memphis, Tenn. Hall is now connected with a Memphis motor car company.

STILL waiting to hear of the assistant manager who (when the boss asks, "Ain't that right, BHP?") will say, "No."—Colonel Patch.

ALTHO his organization successfully opened the season in Hamilton, Ont., J. W. (Patty) Conklin, president of Conklin Shows, is still at winter quarters directing building of four more shows for the Western Canada Class A fair and the reconditioning of some other equipment.

W. M. PAYNE, carnival agent and clown, is requested to contact Capt. Beatrice Perkins, Good Samaritan Home, 218 East Main Street, Knoxville, Tenn. Immediately, Captain Perkins reports that Payne's wife, who is seriously ill and his daughter, Fay, are in her care there and are anxious to contact him.

A former ride man and convalescer of long experience said he could have gotten back on the road this season if he had known how to drive a semi.—Oscar the Ham.

Dependable Investment

David Gilliam, Ocala, Fla., says: "I am a former showman and I know what a dependable investment is. I have invested in the Eli Bridge Company and I can tell you that it is a very little money in comparison to the amount of money that it will bring you. I have been in the business for many years and I can tell you that it is a very little money in comparison to the amount of money that it will bring you. I have been in the business for many years and I can tell you that it is a very little money in comparison to the amount of money that it will bring you."



ELI BRIDGE COMPANY
Builders of Dependable Products
300 Oak Avenue, JACKSONVILLE, FLA.

PENNY PITCH GAMES
Size 48x48", Price \$20.00, Size 48x48", Price \$15.00, Size 48x48", Price \$10.00, Size 48x48", Price \$5.00, Size 48x48", Price \$3.00, Size 48x48", Price \$2.00, Size 48x48", Price \$1.00, Size 48x48", Price \$0.50, Size 48x48", Price \$0.25, Size 48x48", Price \$0.10, Size 48x48", Price \$0.05, Size 48x48", Price \$0.02, Size 48x48", Price \$0.01.

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted, We carry in stock 15-19-23-25-28 and 32 number wheels. Price \$12.00.

BINGO GAMES
15-Player Complete \$5.00
100-Player Complete \$2.25

SEND FOR CATALOGUE
Full of New Games, Blankets, Bath Linens, Aluminum Ware, Games, etc.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

1941 ASTRO READINGS ALL COMPLETE

Single Shows, 8 to 12, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100, 105, 110, 115, 120, 125, 130, 135, 140, 145, 150, 155, 160, 165, 170, 175, 180, 185, 190, 195, 200, 205, 210, 215, 220, 225, 230, 235, 240, 245, 250, 255, 260, 265, 270, 275, 280, 285, 290, 295, 300, 305, 310, 315, 320, 325, 330, 335, 340, 345, 350, 355, 360, 365, 370, 375, 380, 385, 390, 395, 400, 405, 410, 415, 420, 425, 430, 435, 440, 445, 450, 455, 460, 465, 470, 475, 480, 485, 490, 495, 500, 505, 510, 515, 520, 525, 530, 535, 540, 545, 550, 555, 560, 565, 570, 575, 580, 585, 590, 595, 600, 605, 610, 615, 620, 625, 630, 635, 640, 645, 650, 655, 660, 665, 670, 675, 680, 685, 690, 695, 700, 705, 710, 715, 720, 725, 730, 735, 740, 745, 750, 755, 760, 765, 770, 775, 780, 785, 790, 795, 800, 805, 810, 815, 820, 825, 830, 835, 840, 845, 850, 855, 860, 865, 870, 875, 880, 885, 890, 895, 900, 905, 910, 915, 920, 925, 930, 935, 940, 945, 950, 955, 960, 965, 970, 975, 980, 985, 990, 995, 1000, 1005, 1010, 1015, 1020, 1025, 1030, 1035, 1040, 1045, 1050, 1055, 1060, 1065, 1070, 1075, 1080, 1085, 1090, 1095, 1100, 1105, 1110, 1115, 1120, 1125, 1130, 1135, 1140, 1145, 1150, 1155, 1160, 1165, 1170, 1175, 1180, 1185, 1190, 1195, 1200, 1205, 1210, 1215, 1220, 1225, 1230, 1235, 1240, 1245, 1250, 1255, 1260, 1265, 1270, 1275, 1280, 1285, 1290, 1295, 1300, 1305, 1310, 1315, 1320, 1325, 1330, 1335, 1340, 1345, 1350, 1355, 1360, 1365, 1370, 1375, 1380, 1385, 1390, 1395, 1400, 1405, 1410, 1415, 1420, 1425, 1430, 1435, 1440, 1445, 1450, 1455, 1460, 1465, 1470, 1475, 1480, 1485, 1490, 1495, 1500, 1505, 1510, 1515, 1520, 1525, 1530, 1535, 1540, 1545, 1550, 1555, 1560, 1565, 1570, 1575, 1580, 1585, 1590, 1595, 1600, 1605, 1610, 1615, 1620, 1625, 1630, 1635, 1640, 1645, 1650, 1655, 1660, 1665, 1670, 1675, 1680, 1685, 1690, 1695, 1700, 1705, 1710, 1715, 1720, 1725, 1730, 1735, 1740, 1745, 1750, 1755, 1760, 1765, 1770, 1775, 1780, 1785, 1790, 1795, 1800, 1805, 1810, 1815, 1820, 1825, 1830, 1835, 1840, 1845, 1850, 1855, 1860, 1865, 1870, 1875, 1880, 1885, 1890, 1895, 1900, 1905, 1910, 1915, 1920, 1925, 1930, 1935, 1940, 1945, 1950, 1955, 1960, 1965, 1970, 1975, 1980, 1985, 1990, 1995, 2000, 2005, 2010, 2015, 2020, 2025, 2030, 2035, 2040, 2045, 2050, 2055, 2060, 2065, 2070, 2075, 2080, 2085, 2090, 2095, 2100, 2105, 2110, 2115, 2120, 2125, 2130, 2135, 2140, 2145, 2150, 2155, 2160, 2165, 2170, 2175, 2180, 2185, 2190, 2195, 2200, 2205, 2210, 2215, 2220, 2225, 2230, 2235, 2240, 2245, 2250, 2255, 2260, 2265, 2270, 2275, 2280, 2285, 2290, 2295, 2300, 2305, 2310, 2315, 2320, 2325, 2330, 2335, 2340, 2345, 2350, 2355, 2360, 2365, 2370, 2375, 2380, 2385, 2390, 2395, 2400, 2405, 2410, 2415, 2420, 2425, 2430, 2435, 2440, 2445, 2450, 2455, 2460, 2465, 2470, 2475, 2480, 2485, 2490, 2495, 2500, 2505, 2510, 2515, 2520, 2525, 2530, 2535, 2540, 2545, 2550, 2555, 2560, 2565, 2570, 2575, 2580, 2585, 2590, 2595, 2600, 2605, 2610, 2615, 2620, 2625, 2630, 2635, 2640, 2645, 2650, 2655, 2660, 2665, 2670, 2675, 2680, 2685, 2690, 2695, 2700, 2705, 2710, 2715, 2720, 2725, 2730, 2735, 2740, 2745, 2750, 2755, 2760, 2765, 2770, 2775, 2780, 2785, 2790, 2795, 2800, 2805, 2810, 2815, 2820, 2825, 2830, 2835, 2840, 2845, 2850, 2855, 2860, 2865, 2870, 2875, 2880, 2885, 2890, 2895, 2900, 2905, 2910, 2915, 2920, 2925, 2930, 2935, 2940, 2945, 2950, 2955, 2960, 2965, 2970, 2975, 2980, 2985, 2990, 2995, 3000, 3005, 3010, 3015, 3020, 3025, 3030, 3035, 3040, 3045, 3050, 3055, 3060, 3065, 3070, 3075, 3080, 3085, 3090, 3095, 3100, 3105, 3110, 3115, 3120, 3125, 3130, 3135, 3140, 3145, 3150, 3155, 3160, 3165, 3170, 3175, 3180, 3185, 3190, 3195, 3200, 3205, 3210, 3215, 3220, 3225, 3230, 3235, 3240, 3245, 3250, 3255, 3260, 3265, 3270, 3275, 3280, 3285, 3290, 3295, 3300, 3305, 3310, 3315, 3320, 3325, 3330, 3335, 3340, 3345, 3350, 3355, 3360, 3365, 3370, 3375, 3380, 3385, 3390, 3395, 3400, 3405, 3410, 3415, 3420, 3425, 3430, 3435, 3440, 3445, 3450, 3455, 3460, 3465, 3470, 3475, 3480, 3485, 3490, 3495, 3500, 3505, 3510, 3515, 3520, 3525, 3530, 3535, 3540, 3545, 3550, 3555, 3560, 3565, 3570, 3575, 3580, 3585, 3590, 3595, 3600, 3605, 3610, 3615, 3620, 3625, 3630, 3635, 3640, 3645, 3650, 3655, 3660, 3665, 3670, 3675, 3680, 3685, 3690, 3695, 3700, 3705, 3710, 3715, 3720, 3725, 3730, 3735, 3740, 3745, 3750, 3755, 3760, 3765, 3770, 3775, 3780, 3785, 3790, 3795, 3800, 3805, 3810, 3815, 3820, 3825, 3830, 3835, 3840, 3845, 3850, 3855, 3860, 3865, 3870, 3875, 3880, 3885, 3890, 3895, 3900, 3905, 3910, 3915, 3920, 3925, 3930, 3935, 3940, 3945, 3950, 3955, 3960, 3965, 3970, 3975, 3980, 3985, 3990, 3995, 4000, 4005, 4010, 4015, 4020, 4025, 4030, 4035, 4040, 4045, 4050, 4055, 4060, 4065, 4070, 4075, 4080, 4085, 4090, 4095, 4100, 4105, 4110, 4115, 4120, 4125, 4130, 4135, 4140, 4145, 4150, 4155, 4160, 4165, 4170, 4175, 4180, 4185, 4190, 4195, 4200, 4205, 4210, 4215, 4220, 4225, 4230, 4235, 4240, 4245, 4250, 4255, 4260, 4265, 4270, 4275, 4280, 4285, 4290, 4295, 4300, 4305, 4310, 4315, 4320, 4325, 4330, 4335, 4340, 4345, 4350, 4355, 4360, 4365, 4370, 4375, 4380, 4385, 4390, 4395, 4400, 4405, 4410, 4415, 4420, 4425, 4430, 4435, 4440, 4445, 4450, 4455, 4460, 4465, 4470, 4475, 4480, 4485, 4490, 4495, 4500, 4505, 4510, 4515, 4520, 4525, 4530, 4535, 4540, 4545, 4550, 4555, 4560, 4565, 4570, 4575, 4580, 4585, 4590, 4595, 4600, 4605, 4610, 4615, 4620, 4625, 4630, 4635, 4640, 4645, 4650, 4655, 4660, 4665, 4670, 4675, 4680, 4685, 4690, 4695, 4700, 4705, 4710, 4715, 4720, 4725, 4730, 4735, 4740, 4745, 4750, 4755, 4760, 4765, 4770, 4775, 4780, 4785, 4790, 4795, 4800, 4805, 4810, 4815, 4820, 4825, 4830, 4835, 4840, 4845, 4850, 4855, 4860, 4865, 4870, 4875, 4880, 4885, 4890, 4895, 4900, 4905, 4910, 4915, 4920, 4925, 4930, 4935, 4940, 4945, 4950, 4955, 4960, 4965, 4970, 4975, 4980, 4985, 4990, 4995, 5000, 5005, 5010, 5015, 5020, 5025, 5030, 5035, 5040, 5045, 5050, 5055, 5060, 5065, 5070, 5075, 5080, 5085, 5090, 5095, 5100, 5105, 5110, 5115, 5120, 5125, 5130, 5135, 5140, 5145, 5150, 5155, 5160, 5165, 5170, 5175, 5180, 5185, 5190, 5195, 5200, 5205, 5210, 5215, 5220, 5225, 5230, 5235, 5240, 5245, 5250, 5255, 5260, 5265, 5270, 5275, 5280, 5285, 5290, 5295, 5300, 5305, 5310, 5315, 5320, 5325, 5330, 5335, 5340, 5345, 5350, 5355, 5360, 5365, 5370, 5375, 5380, 5385, 5390, 5395, 5400, 5405, 5410, 5415, 5420, 5425, 5430, 5435, 5440, 5445, 5450, 5455, 5460, 5465, 5470, 5475, 5480, 5485, 5490, 5495, 5500, 5505, 5510, 5515, 5520, 5525, 5530, 5535, 5540, 5545, 5550, 5555, 5560, 5565, 5570, 5575, 5580, 5585, 5590, 5595, 5600, 5605, 5610, 5615, 5620, 5625, 5630, 5635, 5640, 5645, 5650, 5655, 5660, 5665, 5670, 5675, 5680, 5685, 5690, 5695, 5700, 5705, 5710, 5715, 5720, 5725, 5730, 5735, 5740, 5745, 5750, 5755, 5760, 5765, 5770, 5775, 5780, 5785, 5790, 5795, 5800, 5805, 5810, 5815, 5820, 5825, 5830, 5835, 5840, 5845, 5850, 5855, 5860, 5865, 5870, 5875, 5880, 5885, 5890, 5895, 5900, 5905, 5910, 5915, 5920, 5925, 5930, 5935, 5940, 5945, 5950, 5955, 5960, 5965, 5970, 5975, 5980, 5985, 5990, 5995, 6000, 6005, 6010, 6015, 6020, 6025, 6030, 6035, 6040, 6045, 6050, 6055, 6060, 6065, 6070, 6075, 6080, 6085, 6090, 6095, 6100, 6105, 6110, 6115, 6120, 6125, 6130, 6135, 6140, 6145, 615

CLEON HANNAN letters from Kinston, Pa.: "Among members of Belle Isle Attractions are Charlie Brown, Feris Wheel, Shorty Woods, second man, Bob Benny, Chairplane, Kidie building, second man, John Crowley, Mrs. Crowley, candy floss, and Mike Clark, bingo caller. Show is operating with a free gate."

PROVING popular with patrons of the Johnny J. Jones Exposition and obtaining successful results for the organization are the free-gate matinee tickets being passed out to school children by Floyd (Whitney) Newell, press representative, who has been arranging kids' days tie-ups with local firms in the various towns made by the shows.

COOKHOUSE savedrooping: "Their lot looked like it had been laid out by the blacksmith and their wagon must've been turned out by the hot sun."

FORMER trouper William Callis is still in Norfolk, Va., where he has been operating his long-range shooting gallery more than a year. He reports he will not return to the road this season. He was with West's World's Wonder, Sam Exposition, Max Grubberg's World's Famous, World of Mirth, and other shows.

HILL'S concessions chalked up another good week with the Palmetto Shows in Norfolk, N. C., Herbert Sienens reports from Warsaw, Va. "All stands are being repaired before unit begins a string of firemen's celebrations in Maryland. A new marquee has been completed and Electrician Swede is working on two light towers for the midway."

HAS the general agent been back on the show lately? "No, not for three weeks. We just played three had ones. But he's on in the next spot, as it ought to be so."

TICKETS from Ohio Valley Shows from Charlestown, Ind., as reported by an executive of the shows: "Fairly weak here was a good one. Concessions reported successful results. Mr. and Mrs. H. H. Johnson arrived from Atlanta with their new cookhouse. Mr. and Mrs. W. E. Reese joined with their pan game. Mrs. Siskela completed work on her new short-range lead gallery. Charles E. Scott is expected to join soon."

COUCH'S UNITED SHOWS' notes from quarters in Stuart, Va., by B. M. Yeager: "Work is shaping nicely toward a swell opening this year. The writer recently added a dramatic show under a 40 x 80-foot top. With it again this year in their former capacities are Beaman Richmond, Percy McManis, James Paige, and Hank Reese. Al Merriam, owner-manager Heriam Hides, visited Owner Couch. J. Stark Robinson is expected soon to direct and produce the dramatic show."

THIS should be a good season for stock items. With more of them on midway there would be a lot fewer slow summers.—Gusle Peleg.



PRIVATE, first class, and a member of the Military Police is the rank of George Redinger, former trouper, of Headquarters Detachment, Chemical Warfare Service, Edgewood Arsenal, Md. Prior to enlisting on October 18 for three years, he was an operator for Earl Henning, well-known concessionaire, with Krauss Greater, Sam Lawrence, Penn Premier, Clyde's United, and Thompson Bros' Shows and Central Amusement Company. Redinger says he has met several other trouper prospects at camp, chief among whom is his sidekick and brother Mr. Frank Trusley, who was formerly with Heller's Amusement Shows.



FORMERLY a ride operator for Charles Founds on Mighty Sheeley Midway, Gordon Compton is now stationed at Camp Robinson, Little Rock, Ark., with the Medical Detachment, 124th Infantry. Compton soon will be transferred to Hawaii. Photo was taken during a recent visit to Ketting's Motorcade on Goodman Wonder Shows at Fair Park Zoo, Little Rock.

THOMAS D. HART, circus agent and talker, the past winter general representative of the New York World's Fair Museum, is rapidly recovering at his sister's home in Little Rock, Ark., from injuries sustained in an auto accident near Waterboro, S. C., April 1. Tom's sister, Mary, advises that most of his teeth on the right side of his mouth have been extracted, but that his doctor reports it will be about two months before he will be able to be about again.

MEMBERS of Crystal Exposition Shows held a benefit performance in the Minirel Show top on May 7 at Mount Airy, N. C., for Sam Pettrill, wrestler with the organization, who was injured at Kannapolis, N. C., and is in a hospital at Concord, N. C. R. O. (Doc) Palmer was winner and performance netted \$50. All Minirel Show members participated in the show, as did Mr. and Mrs. Mat Crown and son Arthur Corver and Frankenstein's double of the Side Show. Event was well received.

STOCK was about the best advertising midway had during the last boom period. Folks carried it off the lots by the handful and were back after more with more folks the next night. Remember?

WHILE moving from LaPoyette and Ashburn streets in Baltimore, Md., to Port Avenue and Woodard Street in the same city, two members of Ceilin & Wilson Shows sustained injuries. Lew Hayford, talker on Lauther's Two-Star Beach Show, fell from a second story of the picture gallery while dismantling it and was taken to West Baltimore Hospital, where three stitches were required to close a head wound. Keith Sutton, of Bud Cross's Octopus, was hurt while dismantling the ride.

AMONG MEMBERS of Ceilin & Wilson Shows who visited the Ringling-Barnum Circus in Baltimore, Md., were Mr. and Mrs. John W. Wilson, Mr. and Mrs. I. Ceilner, Jimmy Coffman, secretary Capt. Billy Reid, animal trainer of Delmar's Fighting Lions, Rummie Bremer, Six Queens of the Sky; Mrs. Mary McLane, secretary to Messrs. Ceilin and Wilson; Mr. and Mrs. Carl J. Lauther, side-show operators; Mr. and Mrs. Woodrow Olson, Perella, monkey girl Ethel, alligator-skin boy; Claudette, and sister, Kay.

CAN'T see why there aren't more elephant rides on midways. They're a pipe; no tear-down or set-up money required—and the ride will walk on and off the lot.—Duck Woodcock.

NOTES from Fred Allen Shows' quarters in Syracuse, N. Y., by Leo Oranzy: "Work is almost completed and finishing touches are being applied by the decorators. Ride motors have been overhauled and the fleet of trucks is in perfect condition mechanically. Trucks are now being painted and lettered. Louis E. Mason returned here after being called home because of illness in his family. Ray LaPountain has been signed to han-

dle the Loop-o-Plano. Mr. and Mrs. George P. Oray booked their photo gallery, while Mr. and Mrs. E. C. Bolton came on with their duckpond. Recent visitors included John R. Van Arman, Leo Newman, and Steve Emandel.

LINE-UP of Lew Alter's Congress of Living Wonders includes Gussie, iron-skin man; Donald, duck boy; Stella, three-armed girl; Baby Marie, fat girl; Hammy Sanny, magician; Bartley Rob, lecturer; Mrs. Judy Parkway, dagger of death; Gladys Haul, big snaker; Teletio, human knot; Theragey, escapes; Prof. and Mrs. Harry Moore, mentalists; Duke May, and Steve Fountain, front: Deke Graham, first opening. Show recently received a new chimp, which was named Alice.

WHEN handed a mitt full of brass on pay day, a colored laborer said, "Boss, I've been in America all my life, born and reared here. 'Well, what has that got to do with your payoff?' asked his employer. "Not much," was the reply, "only I thought maybe you thought that I just came over from Africa where they used trinkets in trade."

NOTES from J. J. Colley's Shows from Perry, Okla., by Mrs. Joan Wilson: Shows encountered a heavy rain here on opening night, but the week as a whole was good. A whale exhibit next to the shows drew a good crowd on Wednesday night and helped shows' attendance figures. Otto Gray, who formerly had the Gray Oklahoma Cowboy Band, visited. A crew is remodeling and painting the office and Jimmy Wilson is redecorating his house trailer. The writer's children are still in school. Owner J. J. Colley made a trip to Iowa and on route back he visited several shows. Mr. Dickson added a Pushhouse. He also operates and owns the Kiddie Hides. Mr. and Mrs. Opinski's peanut and popcorn stands are opening.

SECRETARY (to owner of Great Sweet Potato Shows):—"Boss, don't you think 10 bucks a week is too much dough to pay those ticket sellers?" Boss—Well, let's see. We'll charge 'em \$4 a week for a berth and \$4 a week for a meat ticket. Taxi back and forth from the train, a bucket, two hits for the animal, two hits for mail, two hits for the doctor, and a two-bit tip for the porter. Add that up and that's our \$10 right back." Secretary—"But, boss, wouldn't it gonna pay their damn Social Security tax?"—Home Brew Dick.

AFTER a successful 25-week winter tour of the Middle West with his museum, Harry Lewiston and his personnel laid off a week in Akron, O., to prepare the unit for its summer tour with Rappynand Shows, with which they have since opened to good business. Lewiston recently purchased new canvas, and his side-show tent measures 160 by 30 feet and is trimmed in red and blue. Unit carries a 200-foot banner line and show is presented on elevated platforms. In the line-up are Dick Disco, modernistic Punch and Judy; Bob Smith, wrestling monster python; Kiki and Bobo, white punheads, presented by Bob Sheehan; Dick and Stella Flaggins, midgets; Christ George Eagle Eye; Expose of Headless Illusion; Geraldine Shaver, alligator-skin girl; Spido, electrical robot; Popeye Perry; Rose Jindra, mentalist; Joe Allen,

human ockrow; Charlie Potter, man turning to stone; Moseell and his dummy; Pat Mulline; Flo Jones, Amazon gigante; Vivian Dunning; sword and neon tube swallower; Ducky Wosky, comedy magician, and Irene Farrell, human enigma. Staff has Rose Lewiston, general manager; Harry Lewiston, front; Bob Smythe, general superintendent; Ruth Edwards, cook, assisted by Shorty Joel; James Murray, Durney Lockley, and Clarence Ostermer, tickets; Ned Berman, Ted Knute, concessions; Ourn Weston, electrician and sound man.

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A Sensational Money-Maker! Popular Flashy Fast!

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WHEELS OF ALL KINDS!
Merchandise Wheels, Paddle Wheels, Horse Race Wheels, etc. Shooting Galleries, and everything for the Midway, Shows, and Free Shows.

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Start a business of your own, make real money at home by the use of our new and improved CANDY FLOSS machine. No experience necessary to operate. We will send you the machine to choose from, starting at \$10.00, with complete instructions and all the tools you need.

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CALLOPE RECORDS

All the zest, color, brilliance and appeal of the callope faithfully reproduced on records.

<p>151 HERE COMES THE SHOW BOAT ON BY JINGO!</p> <p>152 WAITING FOR THE ROBERT E. LEE CALLOPE JAKE</p> <p>153 THERE'LL BE SOME CHANGES MADE THE WISE OLD OWL</p> <p>154 YES, MY DARLING DAUGHTER SWEETIE ME, NAMA, WITH A GOODIE BEAT</p> <p>155 MACHAMARA'S BAND ANAPOLA</p>	<p>156 ALEXANDER'S RAGTIME BAND HINDURTON</p> <p>157 ROLL ON, MISSISSIPPI, ROLL ON THE MERRY GO-ROUND BROKE DOWN</p> <p>158 HAPPY DAYS ARE HERE AGAIN</p> <p>159 THE MAN ON THE FLYING TRAPEZE MEDLEY—THE BAND PLAYED ON—</p> <p>160 OVER THE WAVES MEDLEY—GOOD OLD BURNER TIME—THE BOWERY</p>
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Real circus or carnival atmosphere for your show.
Records, \$1.00 each, plus postage; 5 records, \$4.50, plus postage.
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best among shows, while Tilt-a-Whirl and Ferris Wheel led times. A novel contest with a \$10 award for the ride crew showing the biggest percentage for the week proved interesting, and Ferris wheels and Tilt-a-Whirl crews divided the take. Another stork shower, this time for Mrs. Esther Biles, was held on Friday night. She received many beautiful gifts. Panny Weil, daughter of Mr. and Mrs. J. B. Kelly, joined her parents here. Fred Meyers also joined here. Kiddie machines are still going strong. Mr. and Mrs. Ralph Moore have a new living trailer, while Mr. and Mrs. Bruce Galt purchased a new panel job. Red Miller is doing a good job with electric plants.

Bee's Old Reliable

Frankfort, Ky. Week ended May 10, business good. Weather, variable. Pay rate, 10 cents.

Shows played to good crowds nightly, as did all concessions and rides. Doc White is making preparations to add a Ten-in-One Show. Mr. and Mrs. Blackie Jett purchased a new house trailer here. E. Buford Van Arsdale, John S. Hunter, T. C. Coleman, and Tom Squifflet, executive staff of the Mercer County Fair and Horse Show, were guests of the management on Friday. Frank White and joined as special agent and is doing a good job.

Motor City

Lima, O. Week ended May 10, business, very good. Weather, fair.

Move from Mansfield, O. was made in opening Monday. Attendance the first night was good, and it increased nightly. Saturday night's attendance totaled 3,700. Thursday night was lost to rain, the first since opening in April. Shows have played four spots so far and each spot proved successful. Two 30-minute remote control broadcasts over the local radio station were used in addition to regular spot announcements. Speaks Groscurth was emcee. W. Lake reports good business with his Penny Arcade. College Boy Miller, in charge of the bingo stand, reports swell business. Oscar Mallory's Midway Cafe is proving popular. Capt. Billy Sella, whose lion act is one of the free attractions, had a narrow escape when a strong wind hit circus Tuesday night while he was presenting his act. Two of the lions got out of control, but he subdued them. Ed Davis's Hawaiian Village and Ten-in-One vied for top show honors. Manager Vic Bennett was notified by the highway patrol that the new tractor stolen at the opening stand has been recovered. Elmer Perkins and son, James, billposters, are doing a good job ahead. D. Rex Barnes added some animals here.

Crystal Expo

Mount Airy, N. C. Week ended May 10. Location, Highway 52, at city limits. Auspices, Boy Scout Troop. Business, fair. Weather, cold and rainy.

Committee co-operated and Mal Craven's Expose Show got top money. Minstrel Show was second. Murphy's Midget Show did well. Doc Moore's Snake Show was popular, as was the Side Show. All rides reported fair business on Friday and Saturday. H. (Doc) Allen closed here. Despite inclement weather, Owner and Mrs. W. J. Buntz continue optimistic over the season. C. C. Leasure joined as special agent and billposter and did a good job of selling. Mr. and Mrs. Johnnie Brantz entertained many friends here. He could be found almost daily golfing with Docie Smith and Judge Lewellyn, of Mount Airy. Manager Buntz purchased a new truck here.

Alamo Expo

Plainsville, Tex. Week May 6-10, Auspices, Plainsville and Plains Dairy Show. Business, good. Weather, good.

Local stand proved a winner, and the media justified the efforts put forth by Pete Smith, director. Shows chalked up a big gross and were given good co-operation by press and public. Papers also were liberal with space and the Flying Millers were the subject of one feature story. Don Brasher and Brownie Miller managed the midway. A soggy lot greeted shows on arrival, but swell co-operation of personnel, particularly Bob Mays, made it possible for shows to open on schedule on Monday. A borrowed division of the U. S. Army on

display here proved a big draw. At night the soldiers were on the midway and maintained all attractions. The army parade downtown on Thursday proved a good draw. Children's Day, Friday, was successful. Owner Jack Huback played host to officials at a steak dinner in Graves Cookhouse.

O. C. Buck

Cohoes, N. Y. Week ended May 10, Auspices, Cohoes Irish-Americans. Business, good. Weather, good. Pay rate, 10 cents.

Greeted again by good weather, shows did big business daily here. Station WTRV, Troy, N. Y., gave each showman five minutes a day to extol his attraction on the air. Dr. Joseph Itzmo, Dermatologist of Albany, N. Y. was the pianist of the show all week. He is well known in outdoor show business. Walter Neiland's mother was a guest and was extended every courtesy. Mr. and Mrs. King Held and a party from King Held Shows visited with Owner Buck. Bob Mallett spent the week here readying shows' public address system. Emergency John Kelly was busy all week. Frank McConnellville, John Bass, and Tom Brothers were Owner Buck's guests.

Frisk Greater

Ottumwa, Ia. Week ended May 2, Auspices, YFV Post. Business, good. Weather, good. Pay rate, 10 cents.

Sponsoring committee co-operated and all rides did good business, with the Tilt-a-Whirl taking top money. Concessions had a good weekly work, and shows were up there last week since opening. Mr. and Mrs. Harvey Williams' Midget Show took top honors. Mr. and Mrs. Cliff Barnhart and daughter, Lucille, joined with their cookhouse. Visitors included Mr. and Mrs. Bill Chalka, Bremer Shows; Mr. and Mrs. Bob Robinson, carn game operators of Clear Lake, Ia. Mrs. Cliff Coleman is improving and expected to return soon, as is Lee Moss. A. O. Hillman joined with 10 ponies.

Buckeye State

Jackson, Miss. Week ended May 10, Location, Colored Hill Park. Business, fair. Weather, good.

This stand wound up shows' tour of Mississippi, which proved a successful one. L. E. Bennett, superintendent of Jackson Municipal Zoo, and Mr. and Mrs. Roy Littleton, former carnival folk, visited. Mrs. John Willender, of the free act, was stricken seriously ill here, and was attended by a local physician during the week. The writer sustained a severely sprained ankle during the engagement. Mrs. Josephine Guller has been ill the last few weeks, but is much improved now. Dale Curtis's Minstrel Show has been doing well, as has Billy King's Circus Side Show.

Prell's World's Fair

Baltimore, Md. Three weeks ended May 10, Location, Baltimore and Catherine streets lot, Hudson and Pagley streets showgrounds, and Federal and Luzerne streets lot, Auspices, Wink and 26th Wards Republican Club. Business, good. Weather, good.

Shows wound up the last of a successful three-week stand here on May 10. First week at the Baltimore and Catherine streets lot gave good grosses. Because lot was small some of the shows were spotted on a street. All rides showed gratifying returns. Cash Miller's Ten-in-One Side Show led shows. A group of new semis were delivered here, bringing the fleet up to 32 units. Committee, headed by City Fire Commissioner Edward Bell, co-operated. A fast move was made across town for the date at Federal and Luzerne streets and shows were erected on Sunday. Local folk turned out in droves and Lot Manager Harry Ward had his hands full maintaining order. Monday night opened to one of the largest gates since the season's start. George T. Chestnut's billing crew did a good job, and Sammy Curran made daily trips through the district with the show's sound truck. Busi-

ness was satisfactory. Newspapers were lukewarm. Marjorie Ellis's Londoner has been doing well, as has Gerrie Miller's Chief Payne Show. Monkey Spew-day, under direction of Abe Wolf, is holding its own. Committee, under Walter McClean, co-operated. Shows were greeted by good weather and business at the Hudson and Pagley streets showgrounds the final week. Committee, headed by Judge Mueller, co-operated, and the date as a whole proved to be one of the shows' best in the city. Bull Martin and his Athletic Show closing, but Cash Miller's Ten-in-One Show held on to first place. Toby Knosland, painter, completed his work during this stand and departed. Jack King, vet Posting Show manager, assumed management of the Garden of Eden Show.

Patrick's Greater

La Grande, Ore. Week ended May 10, Auspices, American Legion Post. Business, good. Weather, good. Pay rate, 10 cents.

Owner Patrick allowed two days for the first long move, which was made in good time, and shows opened Tuesday night to the largest crowd of the season so far. Wednesday was slow because of rain, but on Thursday with a good matinee, business picked up and continued thru the week. Billet's Troupe, free act, is proving popular, and Major John's Ten-in-One topped the shows. Cecil and Fred Beady's Artistic Minstrel Show did well, as did Tommy and Peggy Bailey with the Girl Revue. Chet Sanders, scenic artist, is planning to add a Snake Show soon. Don Meredith returned here, as did Fritz Henkle, after a three-day visit with his wife in Seattle, Wash. Harry Gordon closed here. A new first ride has been ordered and is expected to arrive soon. While adjusting the clutch on the Ferris Wheel, Ted Omett caught his coat in the drive

cable and sustained a broken arm. Mickey Wilson took two of his staves to Genesee, Idaho, for a two-day celebration over the week-end. Mr. and Mrs. Patrick, Elma Trenaman, and Fred Henkle were guests of Mr. and Mrs. Bill Clark at Mrs. Bingham's home for an old-fashioned chicken dinner. Mrs. Bingham is Mrs. Clark's mother.

Elite Expo

Salina, Kan. Week ended May 10, Location, Beverly Showgrounds. Business, good. Weather, fair; cool at nights.

With the aid of almost all on the show, trucks were moved from a muddy lot and run here well made without mishap. John, the Stone Man, did well, as did Captain Evertson's Monkeyland, with Jack Ballard on the front. Finlay's pony ride joined. The Bozo Fishing Club was organized here by those members: Dutch Lash, Harry Bauers, Bill Parsons, Keith Chapman, and Marshall Bailey. Bonors for the biggest catch so far go to Keith Chapman. Keith's new tops for the Penny Arcade and card game were used here for the first time.

West Coast

Los Banos, Calif. Seven days ended May 4, Location, City Park. Auspices, celebration committee. Business, excellent. Weather, ideal.

For the fifth year, shows ended this date with a steady increase in receipts. Business was 80 per cent ahead of last year. Charles Walpert returned from a business trip to Los Angeles. Manager Krekos took some rides and a few concessions to Lodi, Calif., for the annual fair there and reported good business. Jack Joyce, operator of the circus unit, entertained many visitors. Los Banos is the home town of Louis Leos, sturdier, and many dinner parties were held at

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Can place one or two Shows of merit. This Show is booked solid thru New England territories. All spots first show in. Can place Cuttard, Pitch Tilt You Win, Long and Short Range Gallery, Series, Cleanest Gallery, Diggers, and Penny Arcade. No Wheels or Cowan Shows. Can place Roll-a-Plane. This week, May 19-24, Kingston, N. Y.; next week, May 26-31, Fort Edward, N. Y. Address:

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Big Dazzling Day, American Legion and Fire-
men's Celebration, New Martinsville, W. Va.
From the Central West Virginia University
Festival at Buckhannon, W. Va. Will book
Merry-Go-Round, Lion, Horse or Ring-Of-Fire,
Ward-wide Show with or without sea-ottles,
Comedian—Lead Gallery, Long and Short
Jumps. Here opening for a few legitimate
Concessions and something. Have surrounding
mile of been this Fair and Celebration. All
advice: **JACOB PRYOR, Parkersburg, W. Va.**

WANTED
Mechanics for Band, especially strong Trompet. Can
use two good Trumpets and Cornetist that
can handle and do acts. Terms will vary
with experience.
Geo. HARRIS, E. J. Herb Show, Frankfurt, Ky.

Octopus Foreman Wanted
Expert at work. Can also use some more Inflatable
Concessions and Shows with own equipment. Also
Atlantic Horse Menager. This week, Virginia, Ill.

WILSON SHOWS
Experienced Help Wanted
In Merry-Go-Round, Ferris Wheel, Chair-Or-Plane,
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Persons for 200-Wheel and Teller for Midway
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"B" CIRCUIT OF WESTERN CANADIAN FAIRS START AT
EASTERN SASKATCHEWAN, JUNE 19

Want on account of disappointment, Managers, Talkers and Acts for Circuit
Side Show or complete unit. Highest salaries paid. Week of May 19,
Chatham, Ontario; week of May 26, St. Thomas, Ontario; week of June 2,
Hamilton, Ontario. Everyone address J. P. SULLIVAN, per route.

BRITISH WAR RELIEF
MANCHESTER, CONN., MAY 26 TO 31 INCLUSIVE
Two Free Acts, Legitimate Concessions—Lead or Short Range Gallery, Pitch-This-Ya-Win,
Fish Pond, Game Book, Hoops, Soccer, Dishes, Photo Gallery, Privilege reasonable. Followed by
Waltz, Glee, June 2nd to 3rd, St. Joseph's, New Britain, Conn.; 3rd to 4th, The King Church,
Watford, Conn.; 4th to 5th, Concession Help, Picnic, Dishes, Ride Help for Chair-Or-Plane and
Wagon Ride, Free Leaflets, contact immediately, or by A.V. Elmer Machine for Broad-Range Game
Gone. Everybody else, don't write. Answer to
FRANCIS KELLY, Row Den Hotel, Hartford, Conn. Thinking you.

**Chanos' Portland
Beginner Is Fair**

PORTLAND, Ind., May 17.—Altho
aided by good weather, business at in-
augural stand here for Jimmie Chanos
Shows was only fair. Mrs. Christine
Nation reported. Staff includes Jimmie
Chanos, owner-manager; Mrs. Chanos,
secretary-treasurer; Red Minger, elec-
trician and lot superintendent; Jack H.
Nation, general agent.
Rides here were Merry-Go-Round,
Ferris Wheel, and Chairplane. Two Kiddie
Rides will be added at the next stand.
Shows are Girl Revue and Posing Shows.
Mrs. Christine Nation, manager, Athletic.
Jimmie Chanos, manager, Dog and Pony.
Captain Henderson, manager, Hillbilly.
Happy Phillips, manager.
Concessions totaled 15, but five more
are to be added. Dave Sewell is op-
erating five. Following this stand shows
will have a 3-cent gate, with Captain
Henderson's Circus as free attraction.
Mrs. Nation is The Billboard sales agent.

**Monterey, Calif., Gives
Corey Bros. Good Results**

MONTEREY, Calif., May 17.—Corey
Bros. Shows' opening stand here re-
cently drew unusually good crowds and
business was above par. Shows, rides,
and concessions reported fair show.
Featured with the circus attraction are
the Killyng Boys, Lipham Tumbler, and
the Thunderbirds. Two new acts are to
be added soon. George Malone reports.
Eva Perry has her Girl Show with it,
with Joe Richards as talker. Betty Corey
maintained a broken back recently when
she fell from a ladder while on a visit
with her mother. She's a student in a
Tucson, Ariz., school.

Want To Buy, Book or Lease
In Wheel, Trip-Around, Merry-Go-Round, Chair-
Or-Plane and other rides for classic second-hand
fair stands in July.
M. S. ROGERS
PHILADELPHIA, PA.

CARNIVAL BOOTHS, RIDES
Will rent complete unit, consisting of Ferris Wheel,
Chair-Or-Plane, Kiddie Ride, 2 Booths (one animal),
24x6, including Hoops, Ball Game, Substantive
Stand, Wheel, Electric Equipment, Dancers.
Will set up, take down and haul. General Wheel
and Game of every description. **SHAW-FAUST,**
1526 Chestnut St., Philadelphia, Pa. Ph. LO-1152.

RIDES WANTED
Ferris Wheel, Carnival, Kiddie Ride, Loop-Or-Plane.
Will buy, rent or book for the full season. Also run
on Free Act. Must be high and seasonal.
SHOWMEN'S EXCHANGE, INC.
707 6th Street, N. W. Washington, D. C.

GOLDEN BELT SHOWS
Can place Girl Shows with not less than two Girls—
also Shows of all kinds. Consistent of all kinds
except sea. We have the No. 1728 80' cages at
Chicago, N.Y., standing June 10. Address this
week, Atlantic, 1047-1048 West, Glenwood, Iowa.

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18 — FAIRS AND CELEBRATIONS — 18

—RIDES—
Can Place
ROLL-O-PLANE, OCTOPUS, RIDE-O-
TILT, A-WHIRL OR SPEEDWAY.
Competent Showman to operate fully equipped ILLUSION SHOW.
—SHOWS—
WANT Monkey Show, organized Min-
strel, Platform Attractions (will furnish
equipment), Fun House, Mechanical
and Snake Show.
Can place Peanut, Popcorn and Candy Floss (Blacky Gold-
stone, wire). Also Scales, Koopla, Novelties.
Must be sober and experienced and drive truck. (We pay in
cash each night. No brass.)
WIRE J. GEORGE LOOS, WEEK MAY 19, SAN ANGELO, TEXAS

HOFFNER AMUSEMENT COMPANY WANTS

FOR LA SALLE, ILL., American Legion 2nd Division Convention and Celebration, open June 10
to 16, with the Convention 10-14-16. Wants the following Concessions for same: Lead Gallery,
Cigarette Shooting Gallery, Balloons, American Pawlitz, 2 Picture Machines, Game Book, Hoop-La,
Pitch-Till-You-Win, Darts, Bumper, Cat Back Ball Game, Milk Bottle Ball Game, Jewelry Game, Glass
Your Age, Novelties, Candy Floss, Fun House, Candy Apple, Peasants, or an 1-2 Cornet Corp.
Pop Corn, Penny Arcade, 10-in-1, Animal Show, Mechanical Show, or any good Show, Ferry Ride,
Postally or Girl Show or Horse Show. Everything must work for stock and 10 cents. Will accept
only 1 or 2 Corn Games. Must be buy a Milk Bottle Ball Game, 12 or 14 in., available. Must
be in good shape. Want a good Ferris Wheel Operator and Merry-Go-Round Help, \$20.00 a week
and bonus. No seasons. Must be reliable or don't answer. For show—2-Armist Little Beauty Animal
Herschel Merry-Go-Round, must stay on Show the season, \$25.00. Operator, Ill., July 8-8-8.
Following Concessions wanted for the Exposition, Or. Fair, held in Taylor Park, Eugene, Ill.,
Sept. 10-14, except Corn Game and Cornet Corp. Will receive help on a Cook House (245 seats
seats to accommodate 500, P. F. of A. Exhibits and their parents and friends included, held on
Wednesday night, Thursday, Friday. On Saturday the 5th Old Exhibits and the Farmers' Picnic.
Have Show in Saturday and Sunday. Also help on two other Concessions (245 seats roads). Must be
clean and up-to-date Cook House. This is the largest Fair held in Northern Illinois and expect
20,000 people. Will **HOFFNER AMUSEMENT COMPANY, 412 E. Dixon St., Peoria, Ill.** until
June 31; after that General Delivery, La Salle, Ill.

Rides and Concessions Wanted

MAY 24TH TO 16 WEEKS
SEPT. 15TH GARY, INDIANA SEASON OF 1941
We have Hay-Dee, Merry-Go-Round, Ferris Wheel, Octopus, Flying Scooters, Mechanical
Horses, Minstrel R. R. and Live Ponies. CAN USE ANY OTHER RIDES AND CON-
CESSIONS. Wire or Write
20TH CENTURY ENG. CO.
Room 1431, 10 So. La Salle St., Chicago, Ill. Phone: Randolph 0066

FIDLER'S UNITED SHOWS

Can place legitimate Concessions of all kinds operating for 10¢ only, especially Duck Pond, Fish Pond,
Scales, Guess Your Age, High Striker, String Game, Backer Ball, Bumper, etc. Have opening for good
Book House. Want Side Show Manager that has something to put in new 130' top top animals.
Want Manager for Athletic Show, also Man for Snake Show. Will book Shows with or without own
equipment, especially Hoops, Umbros, Game Show or any other attraction that does not require
123rd St. in. National, General, Park, Ill. this week, Harvey, Ill., next.
SAM FIDLER, 123rd St. in. National, General, Park, Ill.

Knights of Columbus Annual Decoration Fair

PRINCETON, N. J.—10 DAYS—MAY 28 TO JUNE 7
FIRST SHOW IN SEVEN YEARS. IDEAL LOCATION.
Want Shows (Johnny Eck, Blood Mary, Life Awaiting), contact and clean Concessions. Will book or
Lions Beauty or any other Merry-Go-Round. Can place Fish Pond, Duck Pond, Dart Game,
Dart's Bowling Alley, Cigarette Gallery, Game or Knife Race, or what have you! Ride Help, contact.
Address: R. H. MINER JR., 20 Hickman St., Phillipsburg, N. J.

PENN PREMIER SHOWS

Can place Merry-Go-Round, or other Rides wanted. Can place Lead Range or Short Gallery,
Scales, American Pawlitz, High Striker, or Hoops. Want outstanding Frocks, highest salaries
paid. Will furnish fronts and tops for world-wide attractions not conflicting. This week,
Shamokin, Pa.; next week, Decoration Day Celebration, Thompa, Pa. Playing only minor
territory. Address: all mail **LOYD D. KEFFAUB, Gen. Manager,**
P. S. Rice wants Men for all departments, Capt. Lewis, with.

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, May 17.—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

Albini, James	Hart, Roy Ours	Oakley, Julius Leroy
Abravado, Tom	Kayser, John Wm	O'Brien, Jas. Pat
Anderson, Ovas Franklin	Kelkman, David E.	O'Brien, Michael
Arava, Anthony R.	Kelner, Frank	Olsen, James A.
Aschopow, James M.	Nelson, Herman	Orrville, Joe Omer
Bakula, Joe. Victor	Nemick, Eugene W.	O'Day, Stewart Coleman
Ballew, John Brown	Nemoy, Frank Wm.	O'Driscoll, George (18)
Baldwin, Rud M.	Henry, Chaspe	Palmer, Robt. Stanley
Beaman, Geo. B. E.	Henry, Robt. Lee	Palmer, James
Beater, Clarence C.	Hicks, Herman	Parke, George
Beggs, J. Francis	Hicks, George Clay	PARKE, Theodore Roosevelt
Beggs, Roger Emerson	Kellingsworth, Howard H.	Parke, Wm.
Bilgot, Herman	Kerrary, Halcy	Parke, James H.
Bingham, Elmer	Kugel, William C.	Payne, Raymond Lee
Black, Harold H.	Kuiter, James Thomas	Payne, Wm. Grace
Black, Delbert Sam	Kuster, Roy	Pease, Charles Emanuel
Black, Theo. Roosevelt	Ingraffo, Ned Wesley	Peters, Benjamin Earl
Blackburn, Walter	Jones, Henry Wm.	Peters, Razer Ray
Blackwell, Curtis Ross	Jackson, Ralph	Peterson, James
Black, Robt. Bradley	Jacobs, Wesley LeRoy	Polomont, Anthony
Brand, Floyd C.	Jenkins, Benj.	Polomont, Arthur C.
Brown, Horace Jas.	Jones, Ralph Palmer	Porter, Earl C.
Bright, James Harvey	John, Frank E.	Preddy, Arthur DeLam
Brown, Roland G.	Johnson, Jerryl F.	Price, Jesse Clarence
Browning, James J.	Johnson, Pete Martin	Price, Phillip Thomas
Brown, Joseph Steve	Jones, Arthur Otis	Ramer, Wm. Ota
Buck, Wm. Orville	Jones, Arthur Ota	Randger, Geo. H.
Burke, Wm. Francis	Jones, Douglas Arnold	Randger, Clifford H.
Burnett, Lyman Wm.	Jones, Eugene Anthony	Riehl, Louis
Burns, Ed	Jones, Fredrick William	Roberts, Gerald H.
Bush, John	Jones, John Wm.	Roberts, Raymond
Bush, Donald	Jones, Kenneth McLain	Rogers, Ernest LeGrand
Byrd, Frank Albert	Jones, Roger Lee	Rogers, Raymond Arthur
Cameron, Steve A.	Kaizer, Volney C.	Ryan, Joseph P.
Cameron, Louis Chas.	Kelley, John Linton	Sabel, Charles
Carey, Thomas C.	Kelley, Allan H.	Sampson, Charles Elmo
Carter, Andrew S.	Kenny, Henry P.	Schabasy, J. Joe
Carroll, William	Kern, Richard David	Schiller, Walter Henry
Casey, Virgil J.	Kerry, James Joe	Schiller, Harold Earl
Casey, Vernon Harold	Kessler, Leander Henry	Sharn, T. J.
Cassano, Francis B.	Knight, Delia C.	Shelton, Marvin
Cole, Creston E. (200)	Kilham, Walter E.	Shelton, Bailey
Cole, Winston Malcolm	Lajzer, Wm. Watson	Shelton, Cass John
Conli, Richard H.	Lane, Clarence Roosevelt	Shelton, Guy Wm.
Conroy, Harold Ben Island	Laser, Benjamin Vernon	Smith, Edward Francis
Corey, Bernard Joe	Leach, John Matthew	Shelton, Leonard E.
Corn, Kenneth B.	Lee, Joe Ellison	Smith, Willis C.
Cotter, Jack	Lento, Anthony	Smith, J. Geo. Edward
Crough, Paul D.	Leath, Roosevelt	Smith, Thomas J.
Coff, John Joe	Leath, Edward	Smith, Michael J. (20)
Cunningham, James D.	LeVine, Victor Dean	Shufford, Charles
Cupper, Robert Paul	LeVine, Victor Dean	Shufford, Charles W.
Curtis, Francis Joe	LeVine, Victor Dean	Shufford, Charles W.
Daniel, Norman L.	LeVine, Victor Dean	Shufford, Charles W.
Daniels, Raymond	LeVine, Victor Dean	Shufford, Charles W.
Davis, John C.	LeVine, Victor Dean	Shufford, Charles W.
Davis, Wm. Joe	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Ed	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Harvey E.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Hottel Lewis	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Frederick J.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Ray	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Charles A.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Alvah A.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Roy	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Wayne Albert	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Clarence E.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Erwin W.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Henry W.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Louis Gaden	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Gled Wesley	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Danny	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Norman Douglas	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Frank J.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Lewis Eric	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Herman	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Jack Mitchell	LeVine, Victor Dean	Shufford, Charles W.
DeLo, James H.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Harry	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Calvin	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Herbert A.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Henry	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Carmelo	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Eugene B.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Fredrick	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Frank Charles	LeVine, Victor Dean	Shufford, Charles W.
DeLo, P. W.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Harry Lee	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Wm. Francis	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Clifford	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Michael	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Lewis	LeVine, Victor Dean	Shufford, Charles W.
DeLo, James M.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Curtis A.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Walter	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Weldon Cummings	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Albert Clarence	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Raymond Louis	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Carl E.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, W. T.	LeVine, Victor Dean	Shufford, Charles W.
DeLo, John Doral	LeVine, Victor Dean	Shufford, Charles W.
DeLo, Paul Wesley	LeVine, Victor Dean	Shufford, Charles W.

ST. LOUIS OFFICE, 390 ARCADE BLDG.

Adams, Ira F.	Hall, Richard Lee Boy	Beals, George Wee
Adams, Bruce Elmer	Hughes, James	Payne, Raymond Lee
Bray, Albert W.	Kim, Lee Roy	Priddy, Earl Vernon
Brockhart, Curt H.	Local, James Lee	Stark, Mills
Brownwood, Raymond George	McClelland, Joe Collins	Stark, Ralph Lee
Brown, Robert E.	McClelland, Wm. L.	Tyler, Ota Edward
Brown, John M.	Mason, Harry E.	Wells, Earl
Brown, John Stanley	Miller, Maurine Everett	Wells, O. Linton
Brown, Herbert Curtis	Moore, Russell Lee	

NEW YORK OFFICE, 1564 BROADWAY

Bevans, Joe (1870)	Kinn, Frank Harold	McIntyre, George William
Benson, Charles Richard	Kopp, Jay	Padrona, Ray
Baker, John F.	Lake, John Joseph	Yacchia, Edward
Bale, Henry Albert	McClelland, Harry Lawrence	
Baker, George Franklin	McCluskey, Dietrich	

CHICAGO OFFICE, 155 NORTH CLARK STREET

Averil, William George	Teak, Stephen Leonard Alvin	Levard, Russell P. B.
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Curl on Right Side At Madison Opening

MADISON, Ind., May 17.—W. B. Curl Greater Shows concluded the first week of their 1941 tour here last Saturday night to successful business. May 2 opening drew good crowds and business, as did the second day, with good weather a big help. Three days were hampered by rain and cold weather, but rides and shows wound up on the right side the last two days despite the elements.

Shows are carrying six rides, including the Merry-Go-Round, Ferris Wheel, Middle Loop, Chairplane, Tilt-a-Whirl, and Double Loop-o-Plane. Concessions total 20. Shows are under the management of W. S. Curl, with William E. Lamb as general representative.

JONES EXPO-AGVA

(Continued from page 29)
specific individual performer, said performer shall receive not less than 400 weekly, or percentages which shall not fall below that.

Girl Shows or Missions Shows—Principals, 400; understudies, 320; all-time and daily people, 140; chorus, 120; models or posing girls, same as chorus girls.

Vandeville and Deems Shows—Principals, 400; understudies doing specialties, 320-300; all-time and daily, 140.

Five Acts—400 net.

Other provisions are:

Minimums shall apply on a run-off-show contract on all days only; when playing under stipend of a fair, all performers as classified in foregoing shall receive 10 per cent of their weekly address order and above the still-date minimums.

Employer shall furnish all chorus costumes, including shoes.

Not less than 30 minutes at proper times shall be allowed for lunch and dinner.

In the event employer furnishes board for artists or performers, he will deduct not more than \$7 per week for three full meals a day for seven days a week. Deductions of not more than \$4 double per week for a lower berth and \$6 single for lower berth; \$4 charge per person for an upper berth may be made.

WITH THE LADIES

(Continued from page 29)

doing satisfactory business. Peggy Reynolds entertained us in her homelike trailer and showed me her unusual two pot collection. When I remarked about the many dogs I saw at the shows, Lesz Wills told me he had heard of and seen 40-car shows, but that was the first 40-dog show he knew of. While we were on the lot Mrs. Vaughn motored in with Mr. and Mrs. Whitley Elliot. The Elliots drove on to Kansas City, Kan., with us, as Mel was going to his next spot to lay out the lot. Whitley had traded and sold his cars on the various shows he had been on and they were without transportation until they arrived in Kansas City, Kan. The shows were on a downtown lot at Junction City and we visited there with Mr. and Mrs. Keith Chapman long enough to have a cup of good cookhouse coffee with Mrs. Younger, who has the cookhouse on the show. Peggy Landis Chapman looks fine and reports she is doing well.

At Kansas City, Mo., we visited with Ruth Ann and Chester Levin and took in the two shows playing city lots. Ruth Ann's collection of names is growing so that she had to add a new cabinet in the living room for them. She presented me with one of the new washable decks of cards and gave Abner a new lighter with the wigs emblem that he is now entitled to wear. Tony Martone's Rides were on the 18th Street lot and, altho a driving rain prevailed, there was a crowd under the awnings and ready to come out between showers. Ruth was busy with her cigarette shooting gallery, Extreme Main Road and son was on the lot. The boy is growing fast and soon will be able to help Archie with his work. Snopy Greater Shows were on a new lot at 31st and Summit streets and had been doing very well, but Saturday when we visited it rained just enough to keep us in Doll Snapp's new trailer, where we sampled her cocktails, she has a novel and useful collection of cocktail glasses and knows how to use them all.

We spent Saturday night in Kansas City and then briefly visited the next morning with Art and Bird Bradford. We also saw Dave Stevens and George Ross at the Reid Hotel and they invited us to the big dance and party at the Reid Hotel for the showfolk in the vicinity by the Heart of America Showmen's Club.

We regretted that we had to miss it. There are so many shows in and near St. Louis that we will stay here for a while and see them all if we can. I had lunch and an enjoyable visit with Nell Allen at the American Hotel and visited the Royal American Shows May 4. Ruby Velars entertained us in the office, and Margaret and Rosalee Henry, Grace Ooss, Norma Lang, and I took in the shows and thoroughly enjoyed them.

BIZ OF BAZINET

(Continued from page 29)

successful results. New cookhouse, operated by Jack Gallagher, proved popular with showfolk all matters. Merry-Go-Round is attractive in a new top and has been repainted. New-style panel fronts are on the Girl and Life shows.

Rides include Merry-Go-Round, Ferris Wheel, Octopus, Middle Circle, Kiddie Plane, Tilt-a-Whirl, and Loop-o-Plane. All have been repainted and redecorated. Ringo and cookhouse are leading concessions, with Tilt-a-Whirl and Merry-Go-Round topping rides. Cliff Patton's Train-On is best among shows so far.

BEATY PLUG HEAVY

(Continued from page 29)

matinee growing. Getting customers in rain for advertising alternating with openings, this phase of operation being under the direction of Sterling (Duke) DeWenbrook, veteran manager of side shows. They don't come any better than the Duke on frontal action and they don't make friends themselves any better than the white-bird and neonized 99-footer, with a few more sections scheduled to be added to the 100-foot, 100-foot facade, properly booked up with speakers to give out the burbs.

New Canvas Coming

On each side of the front is a huge painting of Beatty and the animals in action, the frames being bordered with red neon. The insets of Beatty are also on the carnival's front gate. An old top was used here, but due to its new canvas, a 100 or 110-footer with two 30-foot midlines, which will give a capacity of about 1,000. Front's location here was right side of back end but future spottings will be in dead center of back, usually about 1,400 feet from gate.

Sequenced in the one-line layout are Kinko, clown custodian; Jean Fress, web and iron with music grind; Hattie Beatty, tiger riding; signifier howdah; Albert Fess's performing chimp, Mimmie and Mickey; Al ("Pretty good, sir") Fress, working comedy act; pug starting dog with Chicks, the first performing dog in the world; three elephants, worked by Jean Evans and Eugene Scott; and Beatty himself, presented in a cage adjoining the curb with its lions and tigers, including a pair of rollover and spinning tigers.

Shore runs about 80 minutes. Music is recorded. Flanking the cage in the back are four cage work with the wild animal stock. These, with the elephants, a camel, and a buffalo, make an all right menagerie.

Klara K. Knecht has the press and radio and is announcing show until a male voice comes on. Jones's press agent is Floyd (Whitley) Newell. Other personnel are: Ernest Ryland, signifier; Dan Cook, canvas; Eugene Scott, animals; Martin Cramer, head stuffer; John Wall, sound car ahead; Anthony Beuss, Joe Cook, Joe Taylor, and George Snubury, cage boys, and George Eckerson, trucks.

If Beatty's sheer genius as a subjugator of beasts doesn't draw them in, nothing will. LEONARD TRAUER

QUEEN CITY STARTER

(Continued from page 29)

up here included nine rides. At least two more will be added at the Franklin, N. H., stand, beginning May 19. Cool, windy weather most of the first two weeks was a handicap, but Manager Decker reported fair business.

Top rides are McNally's Rocket and Whip. These are closely followed by the Octopus, Merry-Go-Round, Airplane, Loop-o-Plane, and Ferris Wheel. Also doing well are Jack Lally's Monkey Speedway and two ball games, Leo Lynch's ball game, Merrill Anderson's Whigga Show, Frankie Silverman's short-throw shooting gallery, and Harry White's long-range gallery, and Dave White's two concessions. Mrs. Kilonis is operating a refreshment concession.

Shows' canvas will be replaced soon. Management reports shows will play New Hampshire, Massachusetts, and Vermont territory this year.

**WANTED
OUTDOOR ACTS**
For
Interstate Laurel Festival
Wellborn, Friday, June 20th
Write **GEORGE BODINE**, Chamber of Commerce, Wellborn, Pennsylvania. State lowest flat price.

**WANTED
SHOWS, ACTS, CONCESSIONS**
Buckton, Missouri
Under Commercial Club
**ANNUAL FOURTH OF JULY CELEBRATION
JULY 3-4-5**
This is the 70th annual celebration. Write or wire **SECRETARY, COMMERCIAL CLUB**

**WANTED
FOR INDIANA'S GREATEST CELEBRATION
JULY 4-5-6**
Friday, Saturday and Sunday, Day and Night, 1941. Shows and Concessions or would book an attraction. Contact: **ONE FIFTH ST., Indianapolis, Ind.** 29 acres beautiful timber. 25,000 acres in tree attractions. 60 acre parking space. Write or wire
CHARLEY GREGG
Meridian Street, Indianapolis, Ind.

**EIGHTH ANNUAL
JULY 4th CELEBRATION
AND
JULY 3rd Preview
STREATOR, ILLINOIS**
FREE ACTS, BALLROOM ENTERTAINMENT, FIREWORKS, STREET CONCESSIONS.
For Booking Write
E. J. BARRETT, Gen. Chairman, Streator, Ill.

**WANTED CARNIVAL
For Fun Festival
HELD IN THE BUSINESS DISTRICT
August 27th-September 1st, Inclusive
Write **GREATER FORT MADISON ASSOCIATION**, Fort Madison, Iowa.**

**AMERICAN LEGION
CELEBRATION**
Peele, Indiana, July 14 to 19, 1941.
Shows and Concessions wanted.
S. E. MCINTOSH, Chairman

**WANTED
FOR MIDDLE OF AUGUST—CARNIVAL, ETC.**
For Two Days
Write **COMMERCIAL CLUB**, Platte Center, Neb.

WANTED
Rides and Free Acts for Homeowners' 2nd Annual Homecoming and Road-Opening Contest. The largest celebration in South Cook County, to be held July 2-4-5; 20,000 people last year. Sponsored by Homeowners' Association. Write
JACK KURTZ SR., Homewood, Illinois

**CARNIVAL WANTED
FOR FALL FESTIVAL**
RIDES, CONCESSIONS, SHOWS
Sept. 8-13, 1941
Write **E. H. BEAUCHAMP, Pres.**, Arcadia Valley Junior Chamber of Commerce, Ironton, Mo.

WANTED
Ferry Wheel, Chairlifts, Kiddie Rides, etc. for the largest 4-day 5-night Festival, sponsored by the Original Pine Cone Zone No. 1. To be held at the Carnival Grounds of the Love Station Pine Company, Aug. 28-30-31-Sept. 1, 1941.
KARL P. HEFFNER, Sec., Flintwood, Pa.

**Morrisonville, Illinois
Picnic and Homecoming**
Ninth-Anniversary Annual
Two Days, Wednesday and Thursday, July 30 and 31, 1941. Concessions, Shows, Rides, etc. wanted. Contact **WINOR DOWIN**, Commission Manager.

**WANTED
FOR
AMERICAN LEGION 4TH OF JULY CELEBRATION**
to 22nd Year
Legionnaires Concessions, Ball Games, Football, Golf, etc. Shows, Games, Street Rides and Traps, etc. Write **W. J. JOHNSON**, Hopewell, Illinois

Sponsored Events
Veteran, Lodge and Other Organization Festivities
Conducted by **CLAUDE R. ELLIS**
(Communications to 25 Opera Place, Cincinnati, O.)

Spec and Royal American Shows for Dayton Centen

DAYTON, O., May 17.—When Dayton celebrates the 100th anniversary of granting of its charter with the Dayton Centennial-Miami Valley Celebration 19 counties are expected to participate, and State and national figures have promised to co-operate. A spec, *Frontiers of Freedom*, will be staged nightly on the fairgrounds by John B. Rogers Company on a stage 600 by 150 feet, with a cast of 2,500. Our American Girl, Miss Miami Valley, and Miss Dayton are being selected by votes throughout the 19 counties. Numerous industrial and historical exhibits will be set up on the fairgrounds and name bands will play for dancing nightly. Several parades are scheduled. Royal American Shows will set up on the fairgrounds. Frank Inelan is general chairman and numerous organizations and individuals are co-operating. Capt. Elliot Roosevelt, while stationed at Wright Field here, started the plan for movie stars and leading artists to be here.

Attractions Budget Raised For Ill. Event; 3 Acts Set

EAST MOLINE, Ill., May 17.—Completed plans for the American Legion Post Independence Celebration in Municipal Stadium here call for an increase of several hundred dollars in fireworks and stage show budget, reported Don Sweet, magician and booker, who has handled the show, its publicity, and midway for the past four years. At least 15,000 are expected to attend. Illinois Fireworks Company has again been contracted to furnish displays. Acts booked to date for the one-hour stage show include Aerial Dukes, high pole, Dale and Meyers, equilibrista, and James Valdivia, comedy cyclist. There will also be a parade and picnic in the park adjoining the stadium.

Pa. Jubilee Plans Moving

EMPORIUM, Pa., May 17.—M. Frank Egan, general chairman of Emporium's six-day Diamond Jubilee under auspices of American Legion Post, Fire Department, and Band Association, reported conflicting aerial ballet thru the Frank With office for two performances daily and Ernest Briggs' grotesque balloons for an American Legion Post parade. There will be a fireman's parade and Boy Scout campore. Prizes will be awarded for parades and contests. Male citizens have been asked to grow bands in connection with the event.

Program Set for N. C. Fete

WALLACE, N. C., May 17.—Agricultural and civic features having been set for the annual five-day Strawberry Festival here, Manager Norman V. Chambliss announced booking of the entertainment bill for daily presentation. Attractions were obtained thru George A. Hamid and include Nelson's Broadway Scandals, balloon ascension by Allen, and music by orchestra of Jimmy Livingston, Don Gregory, and Joe Lighton and the Coquette, 12-piece band.

**CARNIVAL WANTED
Big American Legion 4th of July Celebration**

Only Celebration in South West Missouri.
Write **W. A. OGLEBEE**, Aversa, Mo.

**WANTED
LEGITIMATE CONCESSION FOR
AMERICAN LEGION
STREET FAIR**

Aug. 14-15-16
Write **RAY W. DAVIS**, East Polatonia, Ohio.
59th ANNUAL CELEBRATION
Jerico Springs, Mo.
3 Big Days—August 12, 13 and 14.
Shows and Concessions wanted. Rides and Corn Game booked.
F. M. DAVIS, Secy.

Texas Home Show Plans Set

CORPUS CHRISTI, Tex., May 17.—Plans have been announced by the Real Estate Board here for its second annual National Home Show, reported Secretary Carroll Wakefield. Edwin N. Williams, Federal Production Company, was directed last year's event, has again been engaged to manage the show. It will be in a circus tent and there will be an amusement area. There will also be a five-room model house.

Shorts

MIDWAY, free acts, and parade will again be features of annual six-day Chester (W. Va.) Volunteer Firemen's Street Fair. Lawrence Cline is general chairman.

LARRY FALLON will have charge of concessions on the midway of the annual two-day Columbiana (O.) Street Fair under auspices of the American Legion Post.

ADAMS Rodeo Company has again been booked to stage a three-day show in the American Legion Post Ball Park, Wheeling, W. Va., for the Paternal Order of Police.

RIDER, shows, concessions, free acts, fireworks, and merchandise awards are planned for a three-day Independence Celebration in Belle Plaine, Ind., under auspices of Commerce Club and American Legion Post, reported Club Secretary Lyle G. Woods.

JOLLY'S Seacatum Park rides, Penny Arcade, and pony track have been contracted by J. W. Nedrow, managing director of the four-day Elm's Band Spring Frolic in New Philadelphia, O. (See SHORTS on page 61)

**WANTED
COMPLETE CARNIVAL**
or Rides, Shows, Concessions
July 3, 4, and 5
Commerce Club and American Legion co-operating to make this the biggest event of the year. Large fireworks display, free acts, and other entertainment features. Entire setup to be in the main business district. Communicate at once with
J. A. HERRING, Chairman
Commerce Club
Belle Plaine, Iowa

**Fourth of July Celebration
Casey, Ill.,
July 2, 3, 4**
Concessions, Free Acts and Shows wanted.
Rides and Corn Game booked.
H. C. HALLSTEIN, Chairman

**WANTED FOR
MOMENT, ILL., GLADIOLA FESTIVAL**
Aug. 6 to 9
Concessions and Shows of all kinds. One of the biggest and best Festivals in the State of Illinois. Also plans for other good acts in Illinois and Indiana.
TOMMY SACCO THEATRICAL MART
162 No. State St. CHICAGO, ILL.

WANTED
Chain Concessions and Rides for
FALL FESTIVAL
August 13-14-15-16, 1941
Write **C. A. RIVIE**, General Chairman
Piquette, Ill.

Shows--Carnivals--Rodeos
Lot, Lenses and Water Furnished. Contact
AMERICAN LEGION
Charleston, Missouri

SIX COUNTY FIREMEN'S CONVENTION
SHAMOKIN, PA., JUNE 16, 17, 18, 19, 1941
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For Legion Festivals
Week of May 27 to May 31 Inclusive, and
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LEONARD Y. CRIFE, Chairman, Oshon, Indiana

Records for Polack Are Broken In San Francisco With 147,800; Show Re-Engaged Next 5 Years

SAN FRANCISCO, May 17.—Polack Bros' Circus exhibited here under auspices of the Islam Temple May 6-13 and broke previous attendance records for this show. Total attendance for 13 performances was 147,800. Their a perfect tie-up with The San Francisco Examiner and the public schools over 60,000 school children attended matinee performances. Schools throughout the city were divided into districts and each afternoon schools in these districts were dismissed, permitting children to attend the circus. In addition to this over 10,000 orphans and underprivileged children attended free as guests of Shriners and other public-spirited firms and individuals.

As a result of the success of this engagement officers of Islam Temple have completed negotiations with Irving J. Polack, taking up an option whereby Polack Brothers will exhibit here annually for the next five years under Islam auspices.

While the advance sale by members of the Shrine is not completely tallied it is officially stated that the sale will amount to \$20,000 to \$25,000.

Through the engagement here the four daily co-operating 100 per cent devoting columns of space for photographs and stories. Cliff McDougall, with the circus, and James Adam of Islam Temple, had every edition jammed with press releases.

May 11 Judy, 14-month-old lion of Noble Hamster's wild animal act, gave birth to quadruplets. This a tie-up between Vernon L. McLeavy of the circus and Bob Wilson of the San Francisco photo division of The Associated Press. A photograph of the cubs was syndicated from Coast-to-Coast, captioned: World's Youngest Wild Animal Mother

Dailey's 10 Weeks In Texas in Black

BEESON, Kan., May 17.—Dailey Bros' Circus, which opened the season in February in Bourbon, Texas, has just left that state after spending 10 weeks there. Some cold and wet weather was encountered, but business was uniformly profitable. Three days of the 10 weeks were lost.

Butch Conn is again treasurer of the show and in the ticket wagon. Two new semi-trailer trucks have been added, one for the additional big elephants and the other to help transport the side show. The big top is now a four-pole top, the third 40-foot middle piece having been installed recently. Several lengths of seats have been added since the show opened.

The modern line-looking horse ears with the show help to make a favorable impression. The management is very proud of the group of beautiful feminine stars in the dressing room.

R. M. Harvey is now on his second season supervising the advance and setting the show. Harry Dunbar, a young man of wide and varied circus experience, is in charge of the billing brigade.

Admires in Quod

CINCINNATI, May 17.—Mr. and Mrs. J. C. Admire are in jail at Clayton, N. M., charged with fraudulently obtaining money in connection with their work as advance agents for Barnes Bros' Circus which closed cheaply at Morrow, N. M., April 8, according to Kate Bond, their attorney. The show was booked to play Clayton April 11.

"Joe Levine operated the circus at the time it closed," Bond writes The Billboard, "and could probably help them, but they do not know where he is and we would like to find him. If you could help us in this respect I would appreciate it and know they would."

PAUL W. DRAKE worked banners at the Disabled American Veterans' indoor show in Zanesville, O., and Bill Owens, Herbert Washburn, and J. B. Holt, Brown acted as emcee. Drake saw Charlie Katz was also on the job there. Drake also met Mr. and Mrs. Charles Poplin and Harry Miller when Wallace Bros' Circus was in Zanesville recently.

has Quadruplets at San Francisco Shrine Circus.

Several outstanding feature thrill acts were added for this engagement, including the Four Apollons, acrobats, who will continue with the show.

Vernon L. McLeavy handled all the promotional details here, and Mrs. McLeavy handled the membership ticket sale.

Two well-known circus personalities, formerly with the A. O. Barnes Circus, joined here. They are Tom Heavy, in charge of the back door, and Chet Reed, with the advance in charge of billing. The advance brigade is now billing Reno, Nev., where the show will open its outdoor season under the new title announced last week, but which has been slightly changed. It is Polack Bros' Big Three Circus, Wild Animal, and Thrill Show, the management having decided not to include a rodeo for the present. If later on Wild West acts are added, they will be used as a concert feature.

Wind Hits Russell Show; Animal Tent Blown Down

KNOXVIE, Tenn., May 17.—A strong wind and rainstorm cut short the evening performance of the Russell Bros' Circus here May 7. The animal tent was blown down but no serious injury to either persons or animals was reported. One of the wagons was overturned by the strong wind, which caused heavy damage to surrounding property.

RB as Streamlined Under Tops As When Indoors; Side Show Appears To Be Heaviest Unit

BALTIMORE, May 17.—The Ringling show, caught here at Monday afternoon performance, first canvas stand of the season, looks as streamlined under tops as it did in the building engagements, but for assembling and dismantling purposes it is also a show with plenty of physical weight. Veterans, attached and unattached, would be expected to put in the knocks from this angle, but when the huge layout starts on the one-day stands that will be time to judge whether this seemingly overabundant weight represents a definite handicap to fast setting up and bearing down. On the surface it would seem as if streamlining has not bridged the shortest distance between two points, but such judgment may be due to the fact that the Big Show, like majority of other outdoor projects, is suffering from a lack of enough laboring hands in virtually

Banker-Cloven

GREENSBURG, Pa., May 17.—Wylie Owen, treasurer of the Mount Pleasant State Bank here, spends his summer vacation working as a clown with one of the traveling circuses. This week he was elected president of the Westmoreland County Bankers' Association.

HM Pulls 100,000 In Montreal and Grosses \$27,000

MONTREAL, May 17.—Hamid-Morton Circus, with many new acts and an operatic soprano in the person of Doris Reed, played to more than 100,000 patrons in the Forum here in 10 performances May 9-18. About 1,000 were turned away on each of the Saturday matinees. Attendance figures ran about 20 per cent above last year and the gross was about \$27,000. Fine weather favored the circus for its entire stay in town.

Sponsors were the Montreal Shriners again this season and they were highly gratified as the returns which went towards their hospital for crippled children. Local papers devoted much space to the show and a boost to the advertising of the show resulted from a performance given on the grounds of the Shriners' Hospital for Crippled Children and one at the Children's Memorial Hospital.

Most pleasing of the season's additions is Keris Reed, formerly with the Chicago Circle Opera. Her singing accompanied music to several of the performance acts, particularly trapeze and high wire, made for acts that brought keen response from the spectators.

every department of operation.

Heaviest unit per square foot seems to be the side show, which took more than a full working day to assemble and was still unfinished even tho the whole works arrived in separately in the middle of last week. Quibble has six steel pylons, done in red and rising 37 feet in the air. They are about 1,000 pounds apiece in weight and support 16 aluminum-like panels with sketches of acts which are really mild caricatures, a new twist or reverse English idea which is supposed to take the self-styled colonialism out of his shows. These were done by the Hilson Leach Studio, presumably under direction of designer Norman Bel Geddes and the approval at Brothers North. Each of four wagons spotted in the back supports four pictorials which are of the fold-up type (See RINGLING-BARNUM on page 67)

Cincy Biz Heavy For Cole; Capacity Nights Continue

CINCINNATI, May 17.—Continued capacity crowds at night have been the lot of Cole Bros' Circus, with many full matinee houses included. The show had ideal weather here Saturday and Sunday, May 10 and 11, and did excellent business, drawing a half-house at the Saturday matinee and a full house at night, with a straw bustle Sunday afternoon, and a full house at night. The races on the hippodrome track were omitted at the Sunday matinee due to the straw bustle.

Despite a heavy shower in Dayton, O., May 8 shortly before the big show, a straw bustle turned out. Clouded skies apparently held down the matinee attendance, which was only fair. In Middletown, O., the following day business was also big, with patrons on the straw at night. The concert, featuring Senor Juan Lobo, has been doing satisfactory business, and the side show has also been getting fair play.

Press Agent Cox' O. Parko procured a great amount of publicity for the show in Cincinnati, landing considerable space in the way of stories and art in the three dailies. Harry Thomas also publicized the show with radio broadcasts. The blue big top, with the stars and stripes at its top running from one end to the other, merited much favorable comment here by the press and among fans.

The show was one of the best straight circus programs Zack Terrell ever presented in the Queen City and Cincinnati fans gave it hearty approval.

Gainesville Show Continues Big Biz

GAINESVILLE, Tex., May 17.—Gainesville Community Circus continued its record-breaking start in the home town by playing to two full houses in Denton, Tex., May 1 and 2 under auspices of St. Luke's Episcopal Church, which realized a profit of better than \$1,200 from the engagement.

In four of the first five performances this season the show has had a sellout, and a two-thirds house in the other.

Performance is down to regular running time of one hour and 35 minutes with 21 displays, and all performers are back in the line-up except James Smith, whose broken ankle has not healed. Gerry Maxwell and Verne Brewer, tight-wire artists, and the Coon Sisters and Burch Spores, roman ladder, participated in a Coorshow headed by Jimmy Jeffrey, Dallas radio emcee, at the annual district Rotary convention in Sherman May 5.

Show's next scheduled engagement is at Irving, Tex., June 6. Contract has been signed for appearance in Dallas for two performances, September 1, Labor Day, under auspices of the Variety Club.

Judge Reserves Decision In "Lone Ranger" Trial

SPARTANBURG, S. C., May 17.—Trial of the \$250,000 suit, brought by Lone Ranger, Inc., a Michigan corporation, against O. C. Cox, lesser of Wallace Bros' Circus, and Leo Powell, individually and jointly, was completed May 11 in United States District Court here.

The presiding jurist, Federal Judge Cecil G. Wynes, of Spartanburg, reserved his decision in the case, which was tried without a jury, "until briefs have been filed by counsel for both the plaintiff and defense."

Lone Ranger, Inc., sponsor of a radio serial known as The Lone Ranger, sought to restrain the defendants from infringing on the radio program by using the title and the call of "Hi Yo Silver."

Leo Powell, who starred in a serial movie of the same name, informed the court that "in advertising myself as the Lone Ranger I qualified the fact that I was the original Lone Ranger of talking pictures."

FRANK MYERS, of Peoria, Ill., drove to Indianapolis May 4 to catch the Cole show. He says it sure was Peru (Ind.) day, as he was a good many persons from there. He also saw Arthur Lawson's miniature circus at the Kawana (Ill.) Hobby Show. At Peru, Myers visited with P. A. Bonner.



PROMINENTS at the dedication of the "Col. Linard Jones" monument in Glendale Cemetery, Unadilla, Fla., April 28. Left to right, George H. Luz, of the Erie (Pa.) Lithograph & Printing Company, who was entrusted with the raising of funds for the monument; Rev. L. B. Johnson, of Leesburg, Fla.; J. Edwin Baker, superintendent of the Harry-Anna Crippled Children's Home, Rustie, Fla., and Col. Harold Hippler, of that city, who delivered an address.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

NELLIE DUTTON and William McK. Rutman were due in New York on the S. E. Robin Gray from Africa May 19.

JACK SWEETMAN, former vaudeville drummer and circus bannerman, is in the Soldiers' Home Hospital, Dayton, O.

AL FITCHER, the frog man, is slowly recovering from a lingering illness at his home in Chicago, N. Y.

FOUR STOKER BROTHERS, comedy acrobats, have signed for the season with Spartan Bros.' Circus.

ED HILSE advises that he has not joined the Hamble Bros.' Circus but is still with Ken Maynard.

CHARLES O'CONNOR caught Kay Bros. Circus at Greenville, Ill., and had dinner in the canteen, which is operated by Cy Murray.

BETSY KING ROSS, motion picture player, formerly with Lewis Bros., Bud E. Anderson, Gosman Bros. and other shows, is attending college in Santa Monica, Calif.

TOM PARKINSON, of Decatur, Ill., saw the opening of Kay Bros.' Circus at Taylorville, Ill., May 7. Business was good, and Tom says the equipment is very clean.

"BLONDY" MORRIS, with Cole Bros. Circus the last three seasons, underwent his fourth major operation May 11 in Jefferson Davis Hospital, Houston, Tex. He would like to hear from friends.

MRS. AL RINGLING, widow of Al Ringling of circus fame, celebrated her 63rd birthday at Baraboo, Wis., May 12. Her health prevented more than a small celebration.

CHARLES McMAHAN, former agent and bannerman with various circuses and son of the former owner of McMahan Bros. Circus, is located in Portland, Ore., with a notice concern.

MANY persons do not consider whether danger (strangling) in the circus are for the good of the circus, but deny them this practice.

SAM J. BANKS, former circus publicity man, paid a recent visit to Lee Angeles. He is lecturing in schools and before civic clubs. Many of his talks are on his experiences with the circus.

AFTER a three-year lapse, it appears the Ringling-Barnum show will return to Wilkes-Barre, Pa., this season. The proposed location is directly in back of Artillery Park there.

ROOSE LUDY and three city officials of Portland, Ind., visited Cole Bros. Circus at Richmond, Ind., May 4 and had an enjoyable time with Ira Watta, who showed them around.

RAY HARRIS, formerly with the Ringling show, who last year took out a six-vault tent show, plans to enlarge the show and make it into a small circus this season. His quarters are in Pasadena, Calif.

HARRY MAISON, old-time showman, formerly with the Buffalo Bill Wild West Show, Hartman & Haller, Adams Park and Sells Bros. circuses, is ill at his home in Atlantic City, reports Frank B. Rubin.

RINGLING-BARNUM will exhibit in Allentown, Pa., June 26 on the Irving Street and Union Boulevard lot. Robert H. Good assisted William Carr, contracting agent for the show, in making arrangements for the show there.

OLGA CHESTER, well-known wild animal trainer, will soon start work in a new movie, *Jungle Book*. Film will be directed by Alexander Korda and released thru United Artists. Her assistant, Luigi Maestro, recently went into the army.

MR. AND MRS. HENRY HAAG, formerly of Rang Bros. Circus, gave a party at their night club in Dearborn, Mich., recently for Helen Metz, Mr. and Mrs. Scheuster, and Ted Rea, members of the W. G. Wade Shows.

MR. AND MRS. FRENCHIE MOORE

are resting in Biddford, Me., with Frenchie's folks before hitting the road. They recently visited with Mrs. Moore's mother in Philadelphia. Mrs. Moore is the former Phyllis Darling.

SINON D. J. COLLINS is working the Pioneer Days Celebration at Lewistown, Kan., after successful engagement at the St. Louis Police Circus. He returns to St. Louis in June at Loew's State Theater.

WHEN Advertising Car No. 1 of Cole Bros. Circus was in Canton, O., recently, Ted Deppish, photographer of the Charles Segriet Showmen's Club, took movies of the car and its personnel, which will be added to his library of circus films.

MOST of the buildings formerly used by circuses wintering in Central City Park, Macon, Ga., are being used for WPA and other federal and State activities. It is understood, however, that the Macon city council would make room if another circus decided to winter there.

STELLA HAMILTON, who before her marriage to Bill Hamilton was Stella Cronin, well-known circus performer, is now living in Long Beach, Calif. Bill was formerly associated with several circuses as both owner and manager. The Hamiltons own and manage Cedar Arms, an apartment house, on the Pacific.

THE CIRCUSE seems to be as much as indoor show as it is an outdoor show. At any rate, the outdoor shows will have to go some if they do as good business as the indoor shows have done this last winter and spring.

SILVERIA JOHNSON, after closing 12 weeks of indoor dates with Hamid-Merton, is visiting C. A. Klein in New Waterford, O. He will leave soon for Newark, O. to get his car and props repaired for the opening at Cumberland, Md., again with Hamid-Merton. He begins his fair season July 1 for One Sun.

WILD WEST contingent of Wallace Bros. Circus, which gives the afternoon, includes Lee Powell, Texas Ted Lewis, Midge Dever, Dorothy Lewis, Charles Plavin, Jewel Poplin, Swede Johnson, Peggy and Ray Bancroft, "Buckskin" Betty, Colorado Fred, and Baron Nowak, midget, is an added feature.

AL DEAN, for many years with the Cole Bros. Circus, has the cookhouse with the Wallace show this season. He has a crew of 10 men and two trucks. He has the cookhouse moving each night at the conclusion of the evening meal. He says about 250 persons are being fed each day.

DOC WADDELL, with W. K. Higgins, former big top trouper; the underwriter who buried the late circus owner, Dode Plak, and Bud Wagner, another extroper, now chief auto driver for Doc's dry cleaning company, had front seats at Cole Bros. Circus in Columbus, O. Rain spoiled the day's business, says Doc.

THE COLE SHOW has a good bunch of clowns and they work hard. The burlesque boxing bout between Otto Orshling and Freddie Freeman is a wow. Emmett Kelly, Arthur Borella, Horace Laird, Danny McAvey, Jack Kippel, Toby Tyler, and the other funsters have some clever numbers.

J. W. (BILL) LLOYD was a daily visitor at the Big Show again this year at Madison Square Garden. He has not missed its opening in many years. He will not troupe this season, but will be in charge of one of the Merry-Go-Rounds at Coney Island, New York. The past winter he worked a while as room clerk at the Hotel New Yorker.

DON SMITH, president of the Circus Historical Society, and Walter Pitzschman have had circus photos accepted for the fourth year of the Chrysler Camera Club exhibit in Detroit. Don has also completed a model of Ringling Bros. steam calliope at 1903 and has it hooked on a number of hobby shows in the vicinity of Detroit.

W. J. LESTER, of Cole Bros. Circus, was in Concord, N. H., May 18, visiting his friend, Paul M. Sullivan. Lester has been prospecting New England for the Cole show. Eddie Jackson, formerly of Sparta Circus and now at Benson's Wild

Photos of Troupers in Military Training Wanted

Showfolk who are in military training in any branch of the U. S. or Canadian forces are invited to send photographs of themselves in uniform to The Billboard, addressing them to 25-27 Opera Place, Cincinnati, O. When mailing pictures please give full details as to rank, branch, location, date of entry, etc., also mention briefly your show connections and capacities of late years.

Animal Farm, visited Sullivan recently. Bob Lester and Jackson report excellent business with their shows.

BILL BLOSS and B. G. Burnett, of the Seventh Corps Area Training Center, Fort Leonard Wood, Mo., were overwhelmed with hospitality by Mr. and Mrs. C. W. Webb, owners of Russell Bros. Circus, when they visited the show in Fort Leonard Wood. Bloss says as long as the circus produces such performances as the Russell show has this year the circus will never die.

A REAL BOOSTER for the circus is the 10,000 Sioux Citizens, Inc., which organization will again sponsor the Summer Circus, a good-will show given free to thousands in Sioux City's (Ia.) trade territory. Last year the show played to over 200,000.

S. H. HODGSON, of Emporia, Kan., says that Mrs. Jackie D. Wilcox, of Bud E. Anderson Circus, is the first lady advance agent ever to sign a contract with him for the use of the AMET show grounds in Emporia, where the Anderson show opened May 2. He checked the record of shows that have booked the MNT lot as far back as 1913 and says that Mrs. Wilcox is the only lady advance agent listed during these years.

POSTERS appearing on Railway Express trucks and wait banner hits in many parts of Youngstown (O.) downtown section say Ringling-Barnum will appear here June 21, since no one at all knows anything about it, officially. The city council in the near future is to consider a resolution which will assure a permit for the Big Show if its agents decide to select a site within the Youngstown city limits.

MRS. LINDA JEAL JULIAN, once billed as "Queen of the Flaming Circle," celebrated her 49th birthday May 9 in Springfield, Ill. The *Illinois State Journal* there carried a three-column picture of her holding a copy of *The Billboard* and remaining over circus days. She was one of the greatest questionnaires and had been with Barnum & Bailey Circus. She began her circus career at 16.

ART LIND says that thru the efforts of the Theater Authority, New York, and the AGVA in Cincinnati, arrangements were made for him to enter the Jewish Consumptive Relief Society, Spink, Colo., May 18. Art also informs that Dr. O. C. Schick, old-time showman and director of the Oak Forest Sanitarium, Cook County, Illinois, has entered Dolly Lind into that institution. Dolly was in Bethesda Hospital, Cincinnati, recently for six weeks.

SAM CROWELL, who with Harry Nelson and Adolph Crowell headed the company operating all concessions with Doyne Bros. Circus in 1938-39, will enter a new field this season. While visiting Paul M. Conway and Charles Sparks in Macon, Ga., on route from his winter home in Miami to see the Big Show in New York, he reported he had bought a new Spiritus riding device, which will be booked with the Ben Williams Shows. Crowell and his wife were motoring to New York.

BLACK-OUTS have hit the circus: Professor George I. Keller, who will start on tour with his four-buck circus just as soon as Bloomsburg (Pa.) State Teachers College closes for the summer, is planning a novel climax to his fun act. He says he will close this year's show with a three-minute black-out, with him and the cats in a cage. Keller works two African lions, two mountain lions, a pair of leopards, a panther, and a tiger at the same time.

RALPH (SPECKS) CAUTIN is superintendent of tickets with Wallace Bros. Circus again this season. His assistants are Walter H. Cohn and Harry Miller, both working the track in the Wallace (See Under the Marquee on page 65)

Ohio Stands Good For Wallace Bros.

CANTON, O., May 17.—Better than two weeks of Ohio territory, confined largely to industrial towns where major factories are busy on defense contracts, gave Wallace Bros.' Circus constant good business, with good weather a contributing factor. Final week in the Buckeye State saw capacity at nearly all houses in six of the Upper Ohio Valley and Eastern Ohio cities. At East Liverpool, O., May 6, the show had the second best day in the 10 years it has appeared there. Sharon, Pa., the next day registered good grosses, and Warren followed with a straw mattress and near capacity at night. Ravenna, O., proved the most disappointing stand of the season. Cold and rainy weather held the crowd down and few of the thousands of laborers engaged in building a huge gun plant there evidenced any interest in the circus.

Last stand in Ohio, North Canton, a village of 3,000, proved an ideal Saturday town for the show. The Boosters' Club of that city purchased the show for the two performances, and more than 300 members of the club hustled the tickets a week in advance. More than 2,500 paid to see the matinee, and the big top was filled to near-capacity at night. It was the smallest town the show has played in its many years of touring the country, officials said. Committee in charge of the exploitation and tickets did a fine job, selling to executives of the Hoover Suction Sweeper Company 1,500 children's tickets, which were distributed to orphanage and welfare groups. About 100 English evacuees, making their homes in the village during the war, were guests of H. W. Hoover, of the Hoover company. The concert followed the matinee and patrons saw it at no additional charge. At night the show management retained the concert. F. K. Schaefer, a Hoover company executive and an officer of the Booster Club, worked untrillingly for the success of the engagement.

Harry Winslow, veteran agent, formerly of the Jack Hoole and Lewis Bros. circuses and other shows, joined here to do (See WALLACE BROS. on page 65)

USED TENT BARGAIN

We must reduce our stock of used tents before we move to our new location. Here is one of our sensational removal sale bargains.

No. 7-60—2-1/2-Post Round Top with two 50' x 50' Middle, Top 3 1/2' wide drill trimmed in white, roped, raised seam. Wall pole fourth seam. Ball ring style. Walls 10' high, 6 1/2' x 6 1/2' white drill with hand in center. 3-piece top, fair to good, dark in color, top and walls. \$495.

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With the Circus Fans

By THE RINGMASTER

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W. M. BUCHINGHAM
P. O. Box 4
Columbia, Md.

Consulting Editor
WALTER ROSENBERG, Editor
"The Wacky Tapes," see Rosenbergs' Printing Company, Rochelle, Ill.

ROCHELLE, Ill., May 17.—President William H. Judd, of New Britain, Conn., recently shot movies of the high acts being framed at the training quarters of Crash Durigan in that city. Arts feature Ira Millette, his son Jimmy, and daughter. These acts work under the Four Bombshells, said to be the highest in the biz, being presented at 150 feet and featuring Jimmy Millette in head balancing; Marvoleon Millette, and Aerial Madcaps. The Millettes feature Ira Millette and his daughter in head balancing. The Madcaps use a 110-foot single ladder-high trapeze, climaxing with a 500-foot slide for life.

Harry D. Baught, of Durham, N. C., former circus trouper, now connected with the Washington Duke Hotel in Durham, recently vacationed in New York and also visited his old friend, Hal Boggs, in Stafford Springs, Conn.

Art Stansard, CPA of North Platte, Neb., recently took a motor jaunt of 1,200 miles to find a circus. In North Kansas City, Mo., he found Bud Anderson setting up, but his close schedule prevented his making the show. Art has quite a few potential CPA members lined up in North Platte.

Fred Schlotzhauer, of Oquawka, Ill., caught both performances of Russell Beas' Circus at Burlington, Ia., and Monmouth, Ill. A. T. Sawyer, of Monmouth, Ill., caught the night show in Burlington and when the circus showed Monmouth, he bought 250 tickets for the employees of the Illinois Bankers' Life Insurance Company. They attended the night show and received a swell announcement.

Francis Hohenadel, of Rochelle, spent a week's vacation in Washington, and while there had pleasant visits with Melvin D. Hildebrt, past president of the CPA, and Dr. William Mann, head of the National Zoo. He also met Bimpy Anthony, who is running a novelty stand at the zoo. He made the trip with Dr. Mann and Hildebrt to Baltimore to see the Big Show circus on the lot before the opening.

Director Jim Tomlinson and Mrs. Tomlinson, circus folk from the East, made the Big One often in Madison Square Garden. Following the close of the show there they went to Washington to await the first ratnas date in Baltimore, where they caught it several times, and then again in Washington, where it opened May 15.

Homer H. Harris, CPA of Denver, State chairman for Colorado and formerly of Iowa, was a recent caller on Jacob A. Wagner, Des Moines.

F. E. Lendley attended the Big Show at the Boston Garden May 15. He says there was standing room only at both performances.

Francis Graham, CPA of Dixon, Ill., entered the army April 29, and after spending two days at Fort Sheridan, Chicago, was sent to Camp Forrest, Tullahoma, Tenn. While in Chicago he caught the Greater Olympia Circus and met Terrell Jacobs.

Following his election to the presidency of the Bush Landolf Tent of Hartford, Conn., Jeff Phelps IV attended the Knights of Columbus Circus in New Haven, where he was the guest of Frank Wirth. He also visited clown alley and renewed acquaintances with Rip Raymond. The next day, accompanied by Mrs. Phelps and their daughter, Joan, he motored to Boston and caught the matinee of the Big One. They visited with Fred Bradna, equestrian director; Bush Landolf and Bob Nelson, of clown alley, and Mr. Springer, announcer.

George B. Freeman, CPA of Peoria, Ill., left May 13 for a fishing trip in Minnesota.

Walter B. Hohenadel and Everett Hansen, of Rochelle, Ill., attended the night performance of Russell Beas' Circus in Dixon May 13. They state that the show had a packed house and was well received. Earl Chapin May, who is making his home in Rochelle, caught the matinee and visited with Edna Wockester.

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.

Circus Model Builders and Owners' Association

By RUSS T. WARNER
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., May 17.—There was a time when almost every hobby show was complete if it had a miniature railroad, stamp collection, and an assembly of ships and other knickknacks, but today it seems that everyone, when he goes to such a show, at once looks around for a model arena. In more and more instances the CEMBOA is satisfying the public's wants and is letting it see just what a model circus looks like. One of our latest lucky exhibitors was none other than Arthur B. Larson, of Canton, Ill., who walked away with the grand prize for his model circus at the May fair at Knoxville, Ill., week of April 24.

Jim (Bill) Barrett, of Easton, Pa., has undertaken another big step in the construction of his large layout. He is working on a parade in motion. This will cover a length of 80 feet with loudspeakers concealed in hand wagons and calliope. The rumbling of the wagon wheels will also be heard by the attachment of speakers and sound-effect records beneath the roadway. Barrett is another one of those fellows who finds that when the house gets too small for the circus, you don't throw the circus out, you move to a larger house. He expects to move to a larger home in the near future, after which he wants the Model Builders to pay him a visit.

Ted Hardesty, of Portland, Ore., has several hobby shows lined up at which he will show his circus while waiting for the big shows to come his way. The newest edition is a "Cole Bros." wardrobe wagon, which is now in the paint shop.

J. A. Eshwald, writer of the fine trio he had with John Shepard and Charles Bennett when they visited with Model Builder Terrell Jacobs at the Greater Olympia Circus in Chicago. The fellows took Terrell to the Brookfield Zoo and then had a fine lunch at Bennett's home, prepared by that good woman, the Charles' cookhouse, Mrs. Bennett. It is interesting to note that Charlie is returning to the good old baggage horses for motive power, having just purchased a fine eight-horse hitch from Gordon Fetter, Potter, who is of St. Joseph, Mich., visited with Terrell Jacobs and Mrs. (Dolly) Jacobs, Charles Fowler, and Bennett. They all had a fine time when Bennett put up his show for the day and placed his new monkey cage on display for the first time.

Schumann Circus in Sweden

NEW YORK, May 17.—Delayed messages from Sweden report that the Schumann Circus opened its season (indoor) at Gottenberg on March 8, where it remained for 10 days, after which it opened in Stockholm March 22 for an indefinite run. Apparently the Schumanns, like the French showman, Jean Boische, have been able to get their horses out of Denmark.

Schumann program, due to scarcity of available talent, is set up to usual standard and several sets double. First half has Max Schumann, cowboy riding; Four Lustrous Adagio dancers; Rosem Bros., acrobats; Albert and Max Schumann with Lillian Claer, equestrienne; Neo and Alex, clowns; Johnny Wald, serial; Seven Helen Blenner Girls, ballet; Adams and Arvings Company, cyclists; Albert Schumann, Liberty horses; Gordon and Lester (Nick and Alex), springboard; Northern Artist Opentime, a spec. presented in a ring and on a stage, with Ch. Marchionni, acrobat; Fred and Al (Roman Bros.), jugglers; Adams and Arvings, basketball on cyrils; Blenner

Ryan Show Draws 40,000; Second Week Is Canceled

DETROIT, May 17.—Dick Ryan's Omnibled Rodeo and Hollywood Thrill Show closed Sunday night, (11) at the Michigan State Fair Coliseum here, instead of continuing for a second week as originally announced. Total attendance for the 16 performances was 40,000, according to Ryan, with a total gross of about \$14,000.

Show was sponsored by Dodge Local No. 3, United Automobile Workers (CIO), and received considerable support from active promotion by that organization. An unfavorable factor was the warm weather, better suited for outdoor shows during a large part of the week. Another factor that kept attendance down was the fact that some seven acts were not in town for the first two days of the show, although presentation was made of top-ranking outdoor acts, including the Rudyman's, Repenskie, Christiansen's Liberty horses, and Ella Carver, fire-eater. There was also an unpopular reaction because the show was somewhat minor in character, combining a thrill show, a rodeo, and after-show dancing with George Olsen's orchestra. Detroiters in the past have generally preferred their entertainment unmixed, with just one type of show at a time.

Dressing Room Gossip

COLE BROS.—Cincinnati gave us two very good days and ideal weather. Visitors included the Robinsons, who came in a body; Ed Van Wyke, the reigning builder; Larry Sloan, Jack Baker, Walter Harrod, Mr. and Mrs. Jay Marsh Brydon, see Therman Atkins. A new addition to the program is the Morosky Trio, comedy acrobats, featuring high and lofty roll overs in a trampoline bed. Jester Sutton and Boots Knowlton are readying some new and novel tricks. Clubs are going full blast on the ladies' side. Members of the Seven Bitters' Club are Dorothy Herbert, president; Ethel Freeman, secretary; Mama Riefensch, purchasing agent; Betty Riefensch, official snapper; Rose Bruce, emcee; Betty Rich, in charge of chairs, buckets, and what have you; Maryln Rich, coffee girl. We have a club on our side called the Blue Shooters, with Gary Braun and Paul Nelson as head Sharp Shooters. It's more than your life is worth to go to your trunk without a cowboy.

Among the new faces I forgot to mention our very charming prima donna, Florence Tennyson, with a voice that is very soothing, and a good accent with it; also Fred Wenzell in clown alley, and the Arthur Borrella Trio. Rex de Rossett has certainly produced a fine cupling open and the closing spec is a masterpiece. The Cookhouse this season is an actor's dream, thanks to Mitt Carl and his staff. The way we are going, it will be a top-up who gets the flag between Jimmy Riefensch, Mickey Freeman, and Russ Bruce. I see all right, too.

Bobby E. Nelson left show at Columbus, Ia., after receiving news of his father's passing. He has since returned. Toby Tyler is getting a lot of laughs out of his high stilt. He does the best drunk on stilts this writer has ever seen. The way he gets around the track, you would think he was on terra firma.

The show put a new asterisk at Fort Wayne, Ind. It moves around the lot like a race horse. Helen and Win Partello and Mrs. Brennan were overnight guests at the Rick Carter Villa, Carterville, Ind. Marion, Ind., just 30 miles from Fort, was a big day for showfolks, with lots of visitors all day. Rita Hodgkin, Mr. and Mrs. Fred Young, Nick and Dorothy Carter, Ma and Pop Johnson, George Valentine, the Keys brothers, Harry Taylor, and Jimmy McCloud and wife, Mr. and Mrs. H. McFarlan were with me. Mrs. Brennan was overnight guest from Rochester and a host of others. Al Main caught up with the show at Cincinnati, and is frene happy. Jimmy Riefensch is back in harness after suffering a nasty bustle in Louisville the second day there. Flash John Smith, known to friends as Little Ben Smith, beat T. P. Lewis to the lot the other day. It will never happen again.

FREDDIE FREEMAN.

Girls and Ten Wilma, serial.
So far no tent circuses have been announced, but probably Schumanns and others will go on tour.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

MONTIE MONTANA is at his quarters in Los Angeles and working in a new motion picture in Hollywood.

OFFICERS of the Curmanagay, Alta., Stampede Association are J. A. Hulka, president; Ivan Oiler, vice-president; and James Davey Jr., secretary-treasurer.

CLARE LUSD will be arena director of this year's Raymont, Alta., Stampede. Organization will be headed by L. D. King, member of the board of directors for a number of years. He succeeds J. W. Evans.

ABOUT 25,000 hangers bearing a picture of the noted chuckwagon race are in the mails to advertise the Calgary Exhibition and Stampede. Event, which usually has had an extra day of horse racing, will only present six days of racing this year because the train carrying the horses will not arrive in Calgary from the Winnipeg race meet in time.

Autry Buys Greer Stock

GENE AUTRY has purchased 35 shares bull, 30 saddle horses, and 30 bucking horses from Sherbit Joe Greer's Rodeo and Wild West Show in Lancaster, Wis., on May 12. Autry plans to open his show, for which he is now purchasing equipment, next fall or early winter with Greer as manager. The show's sheriff, Harry, will do trunk riding for Autry and other members of Greer's troupe are expected to appear with the new organization. During his three-hour visit in Lancaster with Greer, Autry became a Grant County deputy sheriff and was appointed an honorary colonel on Governor's Hill's staff.

RECENTLY MICHIGAN Chasity Hamner's Rodeo and Flash Williams' Thrill Detrolva were ready for their opening stand of the season at the Municipal Stadium, Davenport, Ia., on May 16-18, but it took two star chamber sessions of city officials before a permit was granted. It wasn't because city fathers questioned the type of entertainment, but Davenport has an ordinance prohibiting the showing of carnivals, tent shows, and similar exhibitions before June 1 of each year. However, carnivals are not prohibited under the regulation. It was only after the Levee Improvement Commission, which has control of the municipal stadium was assured by Hamner and French that the baseball diamond at the stadium would not be damaged by the rodeo and thrill show, that the committee agreed to rent the ball park for the event.

SLEETER'S RANCH, near Blackwood, N. J., attracted several thousand May 11 for the season's first rodeo in South Jersey. Representatives from practically all ranches and rodeos in the territory participated. They included Dick Green's Rodeo, Westcott's Circle W. Dude Ranch, Hinkson's Dude Ranch, Wagon's Dude Ranch, B. Bar, W. Dude Ranch and Silver Spur Dude Ranch. Bob McMurtry, old-time rodeo announcer, handled the program and music was provided by Curtis Lee and the Four Texans. Jack Westcott presented his high school horses and the Betty Brothers offered trick riding Bronks were ridden by Jack Hill and Red Holden. Two youngsters, Winny Sleeter, 9 years old, rode calves, and his brother, Benny, 12, did trick riding. Judges in the steer and break riding events were Buck Kennedy and Pat O'Rourke. All events were contested according to Rodeo Association of America rules. Other participants included Albert Bromely, Robert McBurney Jr., William McBurney, William Kirby, and Frank Spring.

Mother Lode Draws 10,000

AN ESTIMATED 10,000 patrons turned out for the annual Mother Lode Rodeo at Bakersfield, Calif., on May 10-11. Harry Rowley provided the stock and directed the arena. Other officials included Al (See CORRAL on page 63)

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Tight Pay Gate To Curb Deficit

Whopping attendance thru Annie Oakleys brings little revenue, say officials

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The move to shutoff passes came when State officials sought a means to reduce the deficit under which the fair has operated for the past several seasons. In 1939, with attendance estimated at 612,000, there were only 8,954 paid admissions.

Fair Manager William V. Ward, commenting on the change in policy, said, "Last year the State received only \$2,236 in admissions out of a possible \$28,800. The fair in 1940 paid out \$281,000. Under the plan of 'everybody pays' the deficit will be reduced."

There is a bill pending in the agricultural committee of the General Assembly to adopt a free gate at the fair, but it is expected to "die in committee," as similar bills have in previous years.

Wirth Has Tampa Show for 2d Year

NEW YORK, May 17.—Grandstand attraction of Florida State Fair, Tampa, for 1942 have been awarded to the Frank Wirth Booking Association, making the second straight year that this office has booked them exclusively. Before 1941 such bookings were made independently. In making the announcement Wirth indicated a long-term contract is being arranged with F. T. Strider, general manager, and directors.

Office will supply its *Thrills Up* revue for nights and a *Parade* spec for afternoons, in addition to individual acts. Improvements are planned by fair in grandstand construction and entrances.

Sellers Chairman of New N. M. Board of Five Men

ALBUQUERQUE, N. M., May 17.—Hercule B. Sellers, vice-president of University Heights Development Company, was named chairman of the State Fair Commission by Governor John E. Miles. He succeeds Frank Shuffelbarger, Albuquerque contractor, resigned.

Governor Miles increased the board to a five-man group, appointing C. W. Jackson, Ian Yeas, and Nick Kravenshiller, Escondido, to two newly created posts for cattlemen and sheepmen. Jackson is former president of New Mexico Cattle Growers' Association.

Highway members are Nathan Salmon, Santa Fe, and James Murray, former lieutenant governor.

S. A. Expo Opened May 15

RIO DE JANEIRO, Brazil, May 15.—Brazilian Industrial Exposition in Montevideo, Uruguay, will open on May 15. Government sponsorship by the ministry of labor, industry, and commerce is in connection with Brazil's program of expansion within the other countries of America. Abel Ribeiro Filho, chief of staff in the ministry of labor, left by plane for Montevideo to put on the finishing touches. A Brazilian building will be opened in the central part of Montevideo.

MCA Contracts Sally Band For Great Falls Grandstand

CHICAGO, May 17.—Hogan Hancock, of the Music Corporation of America, announced this week that Sally Band had been booked for two days at North Mountain State Fair, Great Falls, as an added attraction to the grandstand show. Hancock also has set Sally for two days at Clark Empire District Fair, Springfield, Mo.



ELMER A. BEAMER, retiring Michigan State commissioner of agriculture, whose death on May 15 came on the same day on which his successor, Leo V. Card, Hillsdale, assumed the post after appointment by the governor and delayed confirmation by the State Senate. The office of commissioner carries with it the supervision of all fairs in the State. Beamer had been active for fairs since 1916 and was widely known as a stock breeder and exhibitor.

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DETROIT, May 17.—A new rule requiring a guarantee from any show playing the Coliseum on Michigan State Fairgrounds here was announced this week by Bernard J. Youngblood, fair manager, and Jack Jones, manager of the Coliseum.

The new rule requires any promoter coming into the spot to put up a cash bond to guarantee payoff, particularly for acts which will be employed, and other help.

Manager Youngblood bought a Palomino saddle horse on Sunday, with the advice of Rudy Rustinoff, circus equestrian, which he will use around the grounds this season, making him a real "manager on horseback."

Around the Grounds

MADISON, Wis.—The Young Mill, which would have authorized the State department of agriculture, with approval of the governor, to purchase land to the north of State Fair Park, West Allis, for expansion, was killed by the State Senate.

JACKSONVILLE, Tex.—Staley W. Mims, four years manager of Crockett (Tex.) Chamber of Commerce and Houston County Fair there, was named manager of the Chamber of Commerce and Tomato Festival here, succeeding M. G. Taylor, who goes to Sulphur Springs, Tex. Mims is a graduate civil engineer. Before his Crockett connections he served two years as a university instructor and later as an engineer with the State Highway Department.

PITTSBURGH.—Commercial exhibitors will be charged rental space at the 1941 Allegheny County Fair here for the first time, county commissioners announced. Farm exhibitors will be given space free as before. Auto parking fees will be charged for the first time on the grounds, accommodating 8,000 cars. Space for 20,000 cars outside grounds will still be free.

WAUPACA, Wis.—Waupaca County Board voted to purchase immediately the Weyanoke (Wis.) Fairgrounds. Board agreed on May 4, 1938, to purchase the grounds at \$6,000, payable at \$1,000 a year until paid. With \$3,000 already paid, an opportunity presented itself

Card Takes Ag Post for Mich. As Beamer Dies

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A rumor in official circles was that the governor had hoped for a rejection from the Senate to allow him to appoint John B. Strang, Grand Ledge, and this was said to have been a factor in the early Senator James Hurst, Democratic floor leader, declared in a speech that Card was the governor's first choice.

Beamer died of a heart attack at his home three miles south of Hillsdale. He was appointed commissioner in 1939 by the late Gov. Frank D. Fitzgerald. He had served as a director of the Lenawee County Fair since 1916. His entries had been prize winners and grand champions in fat cattle divisions at Michigan State Fair, Detroit, and Buffalo Fat Stock Shows.

Test Demanded on Civil Service Rights of Mich. State Org

DETROIT, May 17.—Suit to test rights of civil service employees in the Michigan State Fair organization here was brought this week in Wayne County Circuit Court by Melvin C. Avera, comptroller of the fair. He was asked for his resignation by Bernard J. Youngblood, State Fair manager, who took office about two months ago, and Avera asked for a hearing before the civil service commission.

This is the first time civil service has been invoked in connection with a fair in this State. The civil service set-up was extended to practically all State (See *Mich. Civil Service* on opp. page)

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The tax collector will take 3 per cent of profits from pari-mutuel betting if a bill released for debate on the floor of the House of Representatives on May 14 becomes effective. Mechanical devices to compute odds of betting will also be required. It will permit Detroit Racing Association to take 10 per cent of placed bets, a raise from the present 7 1/2 per cent.

Marshalltown Preps for '41

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Ben Williams Shows, booked for second year on the midway, will be spotted in center of exhibition area. Fair president J. Alfred Vancura said that adjacent sites here been leased to prevent appearance of equestrians immediately outside grounds. He also announced that demands for exhibit space indicate increased scope in all departments.

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whereby all claims against the property in mortgage bonds amounting to \$1,671 could be settled for \$3,900, which is the balance of the amounts originally appropriated. Resolution ordered the amount to be taken from the contingent fund as soon as a clear title deed could be arranged. Grounds will thereafter be leased to Waupaca County Agricultural Association for one year at \$1 a year.

WACO, Tex.—Jelks F. Castellaw, Waco, has been named executive secretary to the Dirt Farmers' Congress. He has been active in Texas agricultural work for years. He was a successful manager of this County Fair here several years and is a past president of Texas Association of Fairs.

DANBURY, Conn.—Danbury fairgrounds has been opened for midget racing, with Cappy Lane directing race program, and C. Stuart McLean as operator. The \$100,000 grandstand has seating capacity of 7,500.

LONDON, England.—Subject to blackout and noise restrictions, equestrian fairs were held at Easter time on all London County Council sites except Hampstead where, although permission was granted, no applications were made by showmen. This was attributed to the usual obstructions suffering from labor troubles and having their road lanes and torries engaged in war work. In several badly bombed areas authorized (See FAIR GROUNDS on opposite page)

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Premium Facts

Data collected from lists received by **The Billboard**

MOOSE JAW, Sask.—Moose Jaw Exhibition, sixth annual, June 25-28. 84 pages. Officers: W. H. Johnstone, president; A. C. Alexander, F. H. Jones, vice-presidents; George D. Mackie, secretary-treasurer-manager. Attractions: Grandstand; Barnes-Carruthers Canada Swings, rodeo, horse show. Midway; Wallace Bros. Shows of Canada.

CHIPPewa FALLS, Wis.—Northern Wisconsin District Fair, August 5-10. 138 pages. Officers: L. J. Vaudreuil, president; H. A. White, vice-president; G. E. Hill, treasurer; A. L. Putnam, secretary-manager. Admissions: 25 cents; children under 12, free; grandstand, afternoon and night, 50 cents; children 12-16, afternoon and night, 25 cents; children under 12, afternoon and night, 10 cents. Attractions: Grandstand, Lorenzo and Vicki, Great Carion Troupe, fireworks; *Belles of Liberty*, with Alexander Santos and Company, Night Grenadiers, Dorris Carol, Larimer and Hutson. All-night dancers; WOCO show, with Harry Habata and Cedric Adams. Midway; Hennes Bros. Shows.

MISSOULA, Mont.—Western Montana Fair and Rodeo, August 20-23. 76 pages. Officers: John Stahl, president; Floyd Day, secretary-manager. Admissions: 50 cents; children 6-16, 25 cents; children under 6, free; night, 25 cents; children 6-16, 15 cents; grandstand and bleachers, 25 and 50 cents; night 25 cents to \$1. Attractions: Grandstand, Tim Bernard Rodeo, horse races.

Grandstand Shows

LOU CAMPBELL, who has booked the Flying Bebees for a week at the Lady of Borrow Church carnival, Hartford, Conn., reported he will also book acts for the Waterbury Eka Carnival, North End Community Club Carnival, Torrington, and Haverston Fair, all Connecticut dates. He has arranged for the Casting Campbells, Jimmie Campbell, manager, to play parks and carnivals this year. Pearlens Campbells, high-casting act, will play fairs for Barnes-Carruthers.

ONEIDA County Fair Association, Rhineclauder, Wis., booked Russell Bros. Circus for the 1941 fair.

KARL L. KING'S band, booked for Clay County Fair, Spencer, Ia., will play before the grandstand on a portable stand which will supplant the old stand now being dismantled. King will give afternoon and night concerts and will furnish music for hippodrome acts.

Fair Elections

RIVERHEAD, L. I. N. Y.—Suffolk County Fair Association elected John O. Dewna, president; W. Kingston Macy, vice-president; Ella T. Terry, treasurer; Carl R. Hincken, secretary-treasurer.

SPARTA, N. C.—Alleghany County Fair Association re-elected R. E. Black, president; H. H. Higgins, secretary, and named L. K. Boyer, vice-president.

CLARK FORK, W. Va.—Benner County Fair Board elected H. E. Knight, chairman; Alex T. Russell, vice-chairman; Walter Thomas, secretary-treasurer.

HUMBOLDT, Sask.—Humboldt Agricultural Society elected: President, W. Omsibnan; vice-presidents, A. Klober, J. G. Younger.

GLENBUSH, Sask.—J. C. Grant was elected president of Glenbush Agricultural Society, replacing the late George Gordon. It was decided not to hold a 1941 fair but to meet in October to plan for a 1942 fair.

BRIDGEWATER, N. S.—Bridgewater Exhibition Commission re-elected Mayor H. M. Eweeney, president; W. J. Crouse, secretary-treasurer, and named H. Wilo, vice-president.

Riverhead Seeks Expansion

RIVERHEAD, L. I. N. Y., May 17.—A Suffolk County Fair Association meeting here on May 10 it was decided to disband the board of managers for the 1941 99th annual and turn management over to one man in the interest of more efficient operation and to build in scope, reported Carl R. Hincken, who was named secretary-manager. Big attendance is expected because of proximity of Camp Upton, where about 13,000 soldiers are expected to be stationed by fair time, and the fact that the county has population of 197,000 and is called "meatland in the State. New departments are to be created and premium book revised.

FAIR GROUNDS

(Continued from opposite page) time are making good use of showman's heavy road lozes for clearance of debris.

TALLAHASSEE, Fla.—A bill to prohibit bookmaking and pool selling, introduced in the House here by Representative Overstreet, Miami, exempt any person, association, or corporation selling pari-mutuel pools within the enclosure of a race meeting pursuant to authority granted by the State Racing Commission.

ANGLETON, Tex.—Brazos County Fair, Stock and Fair Association has named Richard J. Higgins paid manager of its fair here. Construction of another building on the grounds is being considered.

REGINA, Sask.—A director of Regina Exhibition, Charles M. Learmonth, warden of Regina jail many years, has been transferred to Prince Albert, Sask., where he will be warden of the penitentiary.

PALESTINE, Tex.—C. G. Miller Jr., manager of Texas Fruit Palace here, has joined Texas Association of Fairs.

BRIDGEWATER, N. S.—Bridgewater Exhibition Commission reported cost of

remodeling the main exhibition building for a rink was \$0,000. For this \$0,000 was received from town council. Commission is holding the town responsible for the \$4,000 balance since it was on request of council that the work was done. Deficit of \$3,088 was reported on commission operations for 1940. Of this \$1,338 was from the race track.

BOG HARBOR CITY, N. J.—A balanced amusement program will again mark the 1941 Atlantic County Fair here, it was decided at a meeting of the fair committee, with Manager Anthony G. Vautrinot presiding. There was also discussion about increasing livestock displays.

GAINEVILLE, Tex.—Cooke County Fair Association here has under way a \$5,000 NTA improvement program. Grandstand is being enlarged and a rock wall is being constructed at its rear. Also under way are shuffleboard and croquet courts, landscape work and erection of rock seats thru grounds.

REGINA, Sask.—Directors of Regina Exhibition have authorized expenditure of \$1,900 to build 400 benches to seat 3,200 for the area in front of the grandstand, \$1,200 to build a new floor in a section of the stadium, \$150 for direction signs on the grounds, \$600 to renovate sheep pens, \$200 to renovate dairy building, \$600 to repair pavements, and \$1,000 for general repairs.

MICH. CIVIL SERVICE

(Continued from opposite page) employees by an amendment adopted by referendum last year, and this is to be tested to be the first test case brought under it.

Youngblood has said he does not challenge Avers' contention that the post is under civil service, but that he had "cause" for dismissal which would be defended in a hearing before the commission. The case is primarily to seek an injunction restraining action prejudicial to Avers, such as dismissal from office or holding up of salary before the hearing.

Definite organization of the State Fair office for the 1941 fair took shape this week, organization of several departments being completed. Appointment of a new director of publicity for the fair is planned, with several prospects being interviewed this week.

Two name bands will be used in the new outdoor pavilion, erected last year, to play for dancing, splitting the 10 days of the fair between them.

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Wallace S. Downman, Supt. Concessions

COLUMBUS, INDIANA—JULY 13-14-15-16-17-18
Ed Redman, Supt. Concessions

NORTH VERNON, INDIANA—JULY 21-22-23-24-25
S. B. Bokshiro, Supt. Concessions

OSGOD, INDIANA—JULY 29-30-31, AUG. 1-2
J. C. Eckert, Supt. Concessions

SHELBYVILLE, INDIANA—AUG. 3-4-5-6-7-8
Otto Harris, Supt. Concessions

CONNERSVILLE, INDIANA—AUG. 11-12-13-14-15
J. H. Mount, Supt. Concessions

CORYDON, INDIANA—AUG. 18-19-20-21-22
Dr. L. B. Wolfe, Supt. Concessions

CONVERSE, INDIANA—AUG. 19-20-21-22-23
E. L. Kling, Supt. Concessions

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CALLIOPE RECORDS
See All on Page 37

O. Ops To Offset Outing Drop

Pep Programs To Up Spending

See minimum of industrial picnics during defense activity—adding free acts

CANTON, O., May 17.—Encouraged by good weather, in contrast to rain and cold in the early part of last season, and by greatly improved industrial conditions, Eastern Ohio park operators anticipate a profitable season. Majority will go on full schedule on May 24 or on Decoration Day. While most operators admit the outlook is very encouraging, they also are aware that certain angles must be considered if the season is to return a better-than-average profit.

One paramount worry, they said, is the likelihood that there will be a minimum of industrial outings, on which most of the major spots depend for some of their biggest days. So busy are the majority of industrial concerns on defense contracts that few will be able to give employees time off for vacations. Most of the larger plants will pay employees for vacations and keep them on the job. Many plants are working three shifts. Some smaller plants, including those not engaged in defense production, will use usual plant outings, which parks are now flitting.

While most of the parks finished last season in the black, even after the disastrous first half, few are planning any major contracts. Operators are proceeding with caution, deciding to forego extensive building until it may be determined how long the industrial boom will continue.

Operators believe that spending will be better this year, basing this on the fact that (See OHIO OPERATORS on page 47)

Playland Bows With Nickel Day Bargain

RYE, N. Y., May 17.—As Playland got off for its 14th season today the magnet feature was a bargain buy for all age groups in which most attractions went "on the block" for a nickel. Put into force by Playland Authority, which operates the spot for Westchester County, trimmed lists prevailed throughout the afternoon, just 7 o'clock.

Special tie-up with international angle marked the opening when a big group of British evacuee children accompanied by orphans and business paid the playground a visit by motorcade under the banner of British-American Ambulance Corps, with fireworks a highlight. A "Friendship Bridge" program was short-winded to England from Playland's mail, sponsored by the corps and supervised by Bob Emery, with the kids talking to their parents and friends abroad. Instead of the customary tape being cut to signalize park's bow, the son of a Royal Air Force flier fastened together a U. S. and British flag to symbolize the tie between the two nations.

Free act schedule, with weekly change, begins tomorrow, first attractions to be Ullaine Malloy, trapeze, and Ketch Brothers comedy acts. These are given twice daily in the arena. Casino management booked as initial band, Duke Dally and His Gentlemen of Rhythm, beginning today. They are to broadcast daily over Mutual network.

Previews for Le Sourdsville

MIDDLETOWN, O., May 17.—Opening of the premier season at Le Sourdsville Lake near here is slated for May 18, with opening of the park's 30th season set for May 30. Swimming area will be in operation daily thru the preview period. New high-pressure system has been installed to control water temperature. New this year will be a Whip and Ferris Wheel. There will be dancing in the enlarged and decorated ballroom on May 18, 24, and 25 to the music of Eddie-Rudie's orchestra. Following a special Decoration Day dance the pavilion will be open Tuesday, Thursday, Saturday, and Sunday nights.



NEW CONCESSION ROW at Lake Winnepesaukee, Chautauog's amusement park, near Rossville, Ga., was ready for the official opening on May 4 when 15,000 visitors turned out. The new building houses a new archery game, Evans bowling alley, shooting gallery, ball game, and ice cream stand. Mrs. Minette Dixon, owner, reported spending much heavier than last year and has the spot set for a big season.

Detroit Biz Steady; Chicago Riverview Strike Factor Hurts

DETROIT, May 17.—Business in Detroit parks continued steady the past week, not showing the increase anticipated with each week-end at this season, because of cool weather. Business was notably steady in Eastwood Park, largest of locals, according to Manager Henry Wagner.

At Walked Lake Park, typical of the outlying spots in the resort area, business has not really gotten into its stride, altho the ballroom, operated by Mrs. Louis Yellman, has been reporting big night trade, with bands in the nearness class booked in weekly. Fred W. Pokore, general manager, was away for the week, visiting his Kheelster (Minn.) Park.

Edgewater Park is about 30 per cent ahead of the corresponding period of 1940, said General Manager B. P. McNam. One uncertain factor holding back business here, as in other Detroit parks, is the rash of labor strikes that have developed within the past few weeks.

A building strike is holding up construction in Edgewater, where a sizable program is still under way. Delivery of material is delayed or stopped in many instances and the strike itself means some considerable loss of patronage. Next major ride change in Edgewater will be building of a Rocket Ship ride, which will use the basic structure of the present six-car Airplane ride and is scheduled for completion the week before Decoration Day.

WESPORT, Conn.—Plans for reopening of town-owned Compo Beach here on Decoration Day are complete, said Frank Dayton, superintendent of the beach. Concessions have not been awarded. Workmen have finished renovating the concession pavilion.

Ciney Coney Clicks With First Preview; Lost River New Front

CINCINNATI, May 17.—First of two week-end previews of Coney Island here on May 19 and 21 drew crowds that measured up to best records of similar occasions in the past, reported President and General Manager Edward L. Bennett. Saturday attendance of 2,000 was considered light, but a bang-up crowd of more than 4,000 turned out on Sunday and excellent business was reported for attractions and concessions.

Most remarkable feature of the week-end was a record turnout of 4,491 dancers in Maxville Ballroom Sunday night in host Tommy Dorey's orchestra. He broke the mark of 4,290 established by Guy Lombardo's band in 1936. Marvin Dale and his orchestra played the ball-

Chicago Riverview Opens in Usual Rain

CHICAGO, May 17.—Riverview Park received its usual baptism of rain on opening day last Wednesday. Rain fell during most of the afternoon and a high wind scattered small tree branches about the midway. With evening came promise of clearing skies, but threatening clouds kept people away and only a few hundred dotted the grounds. No concessions except a few juice and grab stands were open during the day, but by evening most of them were in operation, the getting little play.

Most of the more than 25 rides were in operation and picked up a few dollars. Pair-of-Clutes curried a sign, "This ride cannot operate because of high wind."

An aggressive publicity campaign is being conducted, advertising extending to towns within a 100-mile radius. Park has built up a huge mailing list, which is systematically circulated. Many special days have been arranged and numerous picnics are scheduled for June, July, and August.

Harriman Publicity Head For Summit Beach, Akron

AKRON, O., May 17.—Jerome T. Harriman, well-known circus advance executive, last season with the Ringling show and formerly with numerous other circuses, has been named director of public relations for Summit Beach Park here.

He succeeds the late Ben H. Viorhala, who headed this department at the park last season until illness forced him to retire.

room Saturday night to fair business.

Officials were gratified over the reception given Lost River, a revised edition of the Cascades. It front was redesigned with the aid of Herbert P. Schneck, Philadelphia Toboggan Company, and his staff of engineers. Within are an assortment of new animated figures. Another attraction that did business was the Wildcat. Booked for May 17 and 18 is Ted Wernz's band.

Ravoy-Sisters, vocalists who have appeared with a band in the clubhouse in recent years, have organized an orchestra and are set for the season in the spot. They will bow on May 24, opening date of the regular season.

Season Will See Doubled Population In Tidewater Va.

NORFOLK, Va., May 17.—Decoration Day will inaugurate what most resort operators in the Norfolk and Tidewater Virginia area confidently expect to be the biggest season in history. Vast expansion of military and naval establishments, plus influx of an army of workers for shipbuilding and other defense industries, has boosted the population to a figure estimated at double what it was a little over a year ago.

General expansion at Virginia Beach has added hundreds of new rooms to a dozen of the principal hotels and many more smaller ones. Seaside Park Casino, main amusement pavilion, has been rebuilt following a fire which destroyed a large portion of it early this spring, and many new devices have been installed.

A \$40,000 improvement and expansion program has been undertaken at Ocean View Amusement Park, according to Manager Cecil T. Duffee. Housing accommodations are being enlarged, and with week-end reservations already indicating capacity business, a plan of mid-week excursions is being promoted to spread out expected congestion.

Chief cause of concern to operators appears to be transportation. General belief is that, with thousands of soldiers and sailors adding to the heavy week-end civilian traffic, a terrific jam may result.

Winnepesaukee Has 15,000 Out at Opener

ROSELAND, O., May 17.—About 15,000 attended official opening of Lake Winnepesaukee on May 4. The new concession houses an archery game, new Evans bowling alley, shooting gallery, ball game, and ice cream stand.

Hal Wilson and Raymond Arnold opened their new Lunas Auto Soxier and, according to first day's receipts, they have picked another winner. They made their debut last year with a Ferris Wheel, which has been a consistent money-maker. Mr. and Mrs. Charles White had their modern dining hall ready with a large force that was kept (See WINNEPESAUKEE on page 41)

Idora's High School Day Reopening Has Over 10,000

YOUNGSTOWN, O., May 17.—Over 10,000 students attended reopening of Idora Park here on May 10 at The Visitor's 10th annual High School Day and the park's 46th Inaugural. Manager Charles Deibel and assistant, Max Rindin, co-operated with Harold Paulson, Youngstown circulating manager, and Milton C. Johnson, YMCA boys' secretary. Special tickets were distributed to students and prizes were awarded winners of contests.

Park has added a new ride, the Black-out, a Ferris Wheel, new Bug, and new Klondike. Ballroom policy will be name bands weekly. George Hall playing for opening week. Monday nights will be Bargain Nights at 30 cents for social plan dancing, and Thursday nights will be Thrift Nights, with social plan dancing at 40 cents. Other nights will be on the plan at 5 cents a dance.

Hedberg's Gardens will maintain a One-and-dance policy, with music nightly except Monday. Open-air roller rink is in operation. Salt water pool will open as weather permits. More frequent fireworks displays are planned.

Gate Free at Des Moines

DES MOINES, Ia., May 17.—Gate will be free at Riverview Park here, which opens on May 20, said Manager Bob Reichardt. Last year the park experimented with a 10-cent gate ticket, good for anything inside the park. A Roll-up and Flying Scooter have been installed and several other new rides are expected. Riviera Ballroom will have a change of policy, with eight weeks of local bands and some territorial and name bands. Bob McGrew will open the first week.

ATLANTIC CITY.—Members of the beach patrol will be in the patriotic trend this summer with new swim suits of red, white, and blue. Trunks are blue with red and white bars along the side and jergers are red with white and blue markings.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Long Eye-Ling It

Your correspondent took a one-day excursion last week, visiting all Long Island open-air plunges. Accompanied by Mack Root, president of New York Pool Owners' Association, and Syd Panzer, promotion manager of The New York Daily Mirror, who is in charge of its swim club, I didn't miss a tank. First squadrons we hit was Sunnyside (L. I.), owned by the estate of Samuel Peller and operated by Frank Fiescher, former boss of Riverside Cascades pool, New York City. He revealed an unusual condition at Sunnyside which should interest other pool operators. Monday there is ordinarily one of the biggest days of week. Now, we all know that Monday, as a rule, is the worst day for all amusements, but in this case that doesn't seem to hold true. Sunnyside lifted its admission for kids on Saturdays and Sundays a few years ago, a policy designed to discourage children's patronage over week ends so as to leave the sun of the place to adults. Result is that youngsters flock to this naturatorium on Mondays in droves. Fiescher has discovered that his grown-up swimmers enjoy having the tank to themselves on Saturdays and Sundays, and the boost for Monday attendance bears out the success of his plan.

Whitestone Patronage Near

Whitestone pool on Flushing Bay is run by Guy Weight as owner-operator. Tank is open to public, and he also runs the adjacent Beachview club and beach, a private proposition. He revealed that he had discovered that his extensive advertising and publicity in the past five years has not paid for the simple reason that his patronage is exclusively a near-by family one. So he is concentrating on

hyping session locker his and is ignoring transient excitement. His public and private squadrons are on the bay front and provide relaxing surroundings.

At Jamaica's naturatorium, not far from the center of Jamaica, Bill McGrath is head. Plunge is constructed in the shape of the letter L, with diving confined to one section. This spot has blossomed out in an array of World's Fair colors, blue and orange, which seem to be popular with so many outdoor pools this season. Jamaica, too, is making a play for season trade, offering special rates to all who purchase lockers before the tank opens.

Wall-Cliffe pool is in Elmont, a multi-ticket throw from Belmont race track (if the wind isn't blowing). Bert Hincobell runs the H-2-Orion with his brother, Mill. The latter is on a vacation prior to opening. Hincobell's Wall-Cliffe pool appears in the best condition of any tank visited by this writer in the past few months—all over the East coast, not only on Long Island. It is immaculate and nary a crack exists in pool floor or on sidewalks, which is noteworthy when you consider that this is not a new plunge but one that has been up for over 10 years. Hincobell's fence has branched out into roller skating operation and have one of the most successful rinks on the Island. They are plotting Sunday water shows, similar to those popular in Florida, and plan draw from near-by townships. One drawback for this pool is its location, which is quite a distance from the main thoroughfare and nearest communities. Three buses are maintained by the Hincobells to bring 'em in.

Moses' Belt Joins Pools

Fishing pool and Oxford baths, Far Rockaway, are run this season by the vet, Charlie Keane, for bank interests. In addition to his managerial duties at Ravenhall, Coney Island, N. Y. As a result of Park Commissioner Moses' work in creating the new Belt Parkway we also were able to visit some Brooklyn tanks, such as Farragut, Steeplechase, Ravenhall, and Luna, about which this department will have much to discuss later. Moses, whose labors in the New York City park department in building many municipals, resulted in the demise of many commercial tanks, has been able to bridge together many pools by virtue of his new Belt Parkway.

MADISON, Wis.—Two animals, born in Vilas Park Zoo here, are reported by Director Fred Winkelmann to be doing well.

Palisades, N. J.

By CLEM WHITE

The often mentioned "Palisades Luck" has been even more evident thus far. This year, as everywhere, operators were expecting the inevitable bad days due to temperatures. But important week-ends have been everything that could be desired. Regular afternoon turnouts are just about par, contrasting greatly with the night influx. Early indications continue to promise the biggest run in years.

Doo Morris has his picnic season almost up to capacity, main trouble now being to find enough dates. Plato Outlines seems to have hit the proper chord with parachute jumpers as targets in his shooting galleries. A military influence that began when Joe Gaas was inducted into service has spread to the office staff. Manager Ann Halpin has designated Bobby Paulson as top sergeant, with Johnny Rappardoff battling hard to deserve additional chevrons. Last week saw opening of the Wolf five-times-weekly broadcast, featuring name bands thrice and the popular Uncle Don twice weekly. Five spots may be augmented over Mutual Broadcasting to fill the entire week.

Bunny Herrigan trumpeted to a nice reception as band attraction at the Grand set stage last week, topped with Miss Bernice, swaying pole attraction, whose routine is regarded as out of the ordinary. Harry Sheppard, guiding hand at the Casino, is evolving the way dancing is reviving in this territory. Could be that Henry Day and his ock, combined with widely publicized banda, might be the explanation.

Personnel

Hides and other attractions:

Glass House, Dennis Hafer; Snapper, John Doran; Zeppelin, Harry Hildid; Spider, Henry Stoeckel; Flyer and Loop-o-Plane, Joe Salarno; Rocket, Leo Jordan; KiddieLand, Don Rose; Funhouse, Roscoe Schwartz; Carousel, John DiMatteo; Bug, Eddie Gore; Flying Scooter, J. Hanson; Swan Ride, A. Benschick; Bob Head, Joe McKee; Virginia Reel, Louis Decker; Sky Rocket, Harry Franzen; Scenic Railway, John Windler; Auto Scooter, Joe Rinaldi; Auto Speedway, George Baiser; Bubble Bougie, John Thiel; Whip, Bill Hoffenbach; Water Scooter, Ralph Pettitt; Archery and Min-

Coney Island, N. Y.

By UNO

A new Coney Island will confront visitors this summer. Credit Park Commissioner Robert Moses with his million-dollar streamlining plans to enlarge the beach, adding 1,400 feet to the Boardwalk and transforming the sand from a dirty brown to a glistening white, two inches thick, pumped from the ocean floor. New section of the Walk is only 50 feet wide instead of standard 80. This, together with another million dollar worth of equipment from the Flushing Fair and many gallons of paint deftly administered to spots that sorely needed it, tends to emphasize a real new 1941 Coney Isle and to substantiate the prediction that it will be a golden season for the ops.

Steeplechase Hums

Steeplechase goes on daily schedule May 24 after a few previous week-ends. This is the park's 45th year. The Tilyou—George, Ed, and Frank—have rebuilt the bicycle ride destroyed by fire last season after 35 years of operation. The old Ferris Wheel has been oiled up and remodeled. This is the wheel that George C. Tilyou, founder of the park, brought over from the Buffalo exposition. Parachute Jump, brought over from the World's Fair, is located on the beach front and may be seen from Staten Island, from far at sea, and from the Battery. It's about 300 feet above ground. The four 113-foot wheat poles that stood at the Ocean-Cote building at the fair will be an optical feature. There's also a new streamlined Rocket Ship and a new Whip here. The ballroom which opened May 13, park's second Sunday, has Harry Shell and the Steeplechase Red Backs, that has been functioning for the Jitterbugs twice a season in season.

C. of C. Elects

Charles J. Kohn is the newly elected president of the Coney Island Chamber

of Commerce. A director of Ravenhall Baths, he replaced Captain C. J. Hilbert, now at Fort Dix. Also elected were one-year honorary presidents, Edward F. Tilyou, Dr. Philip I. Nash, Geo. P. Kaster, I. H. Klein, Walter E. Burgess, and C. J. Hilbert; first vice-president, Frank B. Tilyou; second vice-president, Max Goren; third vice-president, William C. Seeger; fourth vice-president, Allan P. Kramer; and fifth vice-president, William F. Billhars; treasurer, Daniel Schmetzler; assistant, John G. Ward, and secretary, Charles A. Feldman. Directors for three years, Philip Calomeres, William Dan, Mary E. Dillon, Alfred Perlman, Benjamin Lender, William F. Mangels, David J. Martin, Nathan Hancock, Harry C. Munch, and James Mastimore; for year ending 1942, Mrs. Henry Adler, Walter Cleary, Paul E. Fulton, Mrs. H. E. Steers, Thomas H. Tesaro, Julia Berkovitz, Kenneth P. Sutherland, I. Kraus, and James Kyrmas.

Rosen's and Wagner's

Dave Rosen's girl show on Surf Avenue has been packing 'em in the last few week-ends. This year's talent and house personnel includes Donna Rogers, Trixie LaMonta, Sue Lou, Juanita, Rita Greene, and Mary Blaine on stage; Olga, headliner girl, with Mary Wagner as nurse, on the bally. Murray Sprack and a five-piece orchestra. Charles Burns and Bert Kay, talkers; Ike Warner, tickets; Charlie Steinbecker, doorman; Bill Kikenny and Bryant Joe, door men. Julius Kuehnert is back for another exciting big summer's business at Wagner's World Circus Side Show where he has Sueie, "sex miracle girl"; a headless expose; two midgets of the real tiny variety; Jennie and Johnnie, and Tanager, illusion for the bally. Also a candy pitch with partner J. Hurd. Kuehnert is also providing over Leo Singer's midgets coming into Luna.

ature Golf, Fater, North, Bouncing, "Brigham Young," Caterpillar, Sam Grimsdale, Jitterbug, Bill Toida; Miniature Railway, T. Lanahan; swimming pool, Phil Smith.

Concessionaires:

A. Stenberger, Midway, Beachview, and Grandview restaurants; H. Neireinstein, palmistry, scales (3); handwriting, saxophone; Jersey City Tobacco Company, cigarettes (2); Frankel & Williams, badminton (3), bottle, doll (2), girl, newspaper, cat, Jap gun, barrel, basketball, R. & B. Amusement, mousetrap, E. Brodie and J. Corcoran, cig game (2); grocery, dog; T. Ganim, waffle, potato (2); Creamer & Dyer, frankfurters, etc. (2); Murray Goldberg, guess your age (2); Nehaus & Palian, roast beef and birch beer; Port Morris Machine, front custard (5); R. Bennett, bird; R. Guttenmacher, photo (3); A. Parker, hamburger, 2 Jennings, high pitcher, E. B. Amusement, stocking, penny pitch; Berni & Mazzocco, Pennsylvania, Poker Box; Mittal Manna, malted; Saded Harris, bottle; X. C. Moler, sportland; J. Strick, beer; H. C. Amusement, shooting gallery (2); J. Pictorinus, roast beef (2); Ganim & Hovey, souvenir; Komo Kamatani, string; J. Donobun, candy.

Office assistants, Bobby Paulson, Johnny Burnett, Estelle Park, Edna O'Rourke (2), Nina McGuire, accountant, Ludwig Breaner, messengers, Phil Coppetta, Pats Liguori; switchboard relief, Agnes Howe.

Haynes Hurt in Auto Crash

GRAND HAVEN, Mich., May 17.—Robert W. (Kustling) Haynes, proprietor of Myland Gardens Park, is recovering in his home here from a broken back sustained in an auto accident near Melbourne, Fla., on April 21. He and Mrs. Haynes had been visiting friends in Florida and were en route home. Traffic was stopped at a culvert and a car traveling at high speed crashed into the Haynes car, causing it to catch on fire. According to Melbourne hospital officials Haynes sustained a compressed fracture of vertebrae. The 1,100-mile trip home was made in five ambulances and two trains; the Hayneses stopping in Cincinnati for treatment on April 20 and leaving a few days later for home. He expects to be sitting up by June 8 and to take active charge of the park by July 4.

Lake Lansing Sets 3 Rides; Spots' May 3 Debut Earliest

LANSING, Mich., May 17.—Favored by warm weather, Lake Lansing Park made its pre-season bow on May 3, earliest opening in history of the park. Managers W. A. and R. E. Sprague plan to open May 26 for six days a week with free acts booked thru the One Sun Agency. Until that time they will operate over week-ends and after that they close on Mondays.

Delivery of a new Fly-o-Plane by Egan's Aircraft Corporation is awaited. Two Hydro-dive Loop-o-Plane from Batavia Park, Grand Rapids and a Caterpillar from Edgewater Park, Detroit, have been added, making a total of eight, exclusive of the speedboat. There are 17 concessions. Fred Ghonas has taken over the shooting gallery from Clarence Huber and the hamburger stand from Harry Burger, owner of the Maynor, Lake Lansing night club. A flashlight has set up a Penny Arcade for his father, who has the Edgewater Park Arcade and will set one up at Brydon's Base Beach near Knap, Ind., to open on May 24.

Acts Again at Swedish Spot

GOTHENBERG, Sweden, May 10.—Lieberberg Amusement Park opened its season on May 1, policy of free open-air circus continuing. Opening bill featured Five Elatamachs, cygnets, and Three Glassmarrs, bar act. Cabaret Hall, with a vaude show, opens on May 16.

SPOKANE, Wash.—Naturatorium Park here opened the week-end of May 10 and 11 to a crowd of 3,000, only one per cent of the attendance according to General Louis de Voss. Weather was nearly as warm as in 1939, when 11,000 persons were drawn. Rides and concessions took in about 35 per cent less revenue than last year. Two new rides, Acroplane and Kiddie Speedway, proved popular. Plunge drew fairly well. Dance pavilion, with the Gay Jones orchestra, drew poorly Saturday night. Midget auto races opened Monday (12) in a 300-ft. arena at 100 to 50 cents per admission. Park has a free gate. Orest Vogel is beginning his 3rd year here.

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INTERNATIONAL MUTOSCOPE REEL COMPANY, INC.
44-01 Eleventh St., Long Island City, New York

WANTED

Locations Wanted for "The Annual Fireworks" July 7th to 12th. Send for application form to 400, Park Boulevard, New York City.

SEND VOLUNTEER FIRE DEPARTMENT

Dr. Black, 1000, Reno, Virginia City, Nev.

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Forms Close in Cincinnati
(25 Opera Place)
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Due to the expense of postage necessary for the forwarding of mail addressed to "bill" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS & DISTRIBUTORS

AGENTS — 300% PROFIT SELLING GOLD
LANTERN letters, offices. Free samples.
METALLIC LETTER CO., 459 N. Clark, Chi-
cago, Ill.

AGENTS — ATTACH FLASH LIGHT TO CAP
victor, hands free in the dark. Simple demon-
stration unit and 25 Victor Light Co., 1603
Traders Products, Traders Bldg., Wakefield,
Mass.

AGENTS — NEW MAGIC BOX PRODUCTS 738
thirty from one safety blade. Fast ad-
vertising. Big money maker. Sample \$3.00.
Write RAZOROLL, 1220B, Builders Bldg., Chi-
cago.

AGENTS — SELL \$1.00 PACKAGE LACTONIC
Concentrate (fruits, one pint). Dose:
\$1.00. Sample postpaid 10c. VERIBEST PRODU-
CTS, 4220 Eastern St., Louis, Mo.

AMAZING NEW AUTO "DRY" CLEANER —
Wash, don't rub, no steam! Ten-second
demonstration. Wash \$1.50 for dozen 50c each.
\$4.50. PROFESSIONAL PRODUCTS, Sit-
well, Cincinnati, O.

BO. MONEY APPLYING INITIALS ON AUTO-
mobiles. Easiest thing today. Free samples.
If you sell printing and advertising specialties
we have an excellent sideline featuring Decal-
comania. Name Plates in small quantities.
"ALCO." 727 Atlantic Ave., Boston, Mass.

BOY \$10-\$15 DAILY APPLYING BEAUTIFUL
pamphlet sign letters. Cost 1c. Sell for 25c.
Free samples. HURRY! MODERNISTIC, C-3000
(10th Ave.), Chicago.

EXCLUSIVE DISTRIBUTORS — SELL PRINCESS
Card White Silver Cleaner. Attractive 30-day
return, valuable silverware coupons. Greatest
concentration in 30 years. Display dozen post-
paid, 60c. VELTEX COMPANY, Birmingham,
Ala.

GET OUT OF THE RUT — SELL KOEHLER'S
Original 9x11" Store Signs. Changeables, Balloons, etc. Experience unnecessary. 335
Cort. St. Louis, Mo.

KEY CHECK STAMPING OUTFITS — BIG
profits stamping checks, Name Plates, Social
Security Plates. THE ART MFG. CO., 303 De-
guy St., Brooklyn, N. Y.

MIN-WOMEN SOLICITORS TO SELL FAST
selling new household article to homes.
Proven easy seller with good profits. For fur-
ther information write: SEATING CO., 1550 Henderson St., Chicago, Ill.

NOVELTY — YEAR'S GREATEST FUN PRO-
gram. Razz, Cushion, Sample 50c. Great
never fails. Laugh-Laugh HENRY JURGENS
CO., 100 Wadsworth, Kansas.

REBSTRUCTION PLANT — UNIQUE NOVELTY.
Miracle of Nature. Costs below 2c; sells for
25c. C. E. LOCKE, 7 Rio St., Mesilla, New
Mexico.

SALESMEN, DISTRIBUTORS, AGENTS, ETC.
Managers, territory open everywhere covering
Ranching Fabrics Air Coolers. Selling \$14.95,
\$20. 50-95 post office or cashier's check for
initial postpaid. Most unproved popular. Call
color for offices, homes, cafes, beauty and
latter shops, etc. Sample via parcel post,
\$6.95. Cash in on this big selling Cooler. Do
not miss! TURNER BROTHERS, 137 W. Main,
Alameda, Calif.

SELL BIG MONEY MAKER TO MEN AND
Women — Easy handwork makes fast-selling
novelty article. Sample free. SUNMADE CAS-
SANY, Dept. 20, Breckton, Mass.

WANTED — PERMANENT REPRESENTATIVE
for Hoover Uniforms, Shoes, Hats, Fracks,
Nurses' Uniforms, Uniforms. Smart-
est styles. Finest quality. Exceptional com-
missions. Line for HOOPER, 251 W. 109th St.,
Dept. 7K-4C, New York.

WANTED — PART-TIME REPRESENTATIVES
for fine quality Visting Cards not business
cards. Sell like wildfire to women and men
in employment. Box 100 Progress-Engineer,
New York, N. Y. 100-1000. Write for
letter for free selling outfit. FITZGERALD,
2 Chester Pike, Stirling Park, Pa.

WHERE TO BUY AT WHOLESALE 50,000
Articles. Free Director and other valuable
information. MAYWOOD & B. PUBLISHERS,
111 Broadway, New York.

SALESMEN WANTED

NEW SENSATIONAL BOOK MATCH LINE —
 Pays big daily profits. 5 color designs, low
 prices, other fast selling features. Also Adver-
 tising Type, Business Stationery, Business Cards.
 Experience unnecessary. Free Outfit. Write
 today. REGAL MATCH, 2124 Vanburner, Dept.
 55, Chicago.

FORMULAS & PLANS

\$15.00 HOME STUDY MANUFACTURING
 Course with one year's membership in the
 Home Manufacturers' Association, only \$1.00
 if you hurry. Checked full of the latest espe-
 cially formulas. A real buy. E. C. LASKER,
 Pres., Liberty, N.Y.

BUSINESS OPPORTUNITIES

ASTOUNDING OPPORTUNITY — NINE PRACTI-
 cal Money Making Ideas. Legitimate, local,
 mail, travel city, town. 10c coin. C. L. WILSON,
 4244 S. E. 88th Ave., Portland, Ore.

FOR LEASE — ADJOINING PLATT NATIONAL
 Park and Vendome Arterial West; site for
 skating rink, rides, concessions for present sea-
 son. Average over three hundred thousand
 visitors to park during year. Phone, write JOHN
 C. POWELL, Suburb, Okla.

FOR SALE — 50x75 DANCE HALL AND PARK
 on hard road 4 miles from city of 50,000.
 Defense orders. CLYDE E. BASTIAN, R. D.
 No. 1, Williamsport, Pa.

LOCATION FOR MOTHER OF PEARL WIRE
 Name, Rhinestone Ring and Engaging Mrs.
 GLASER'S Gift Shop, Boardwalk, Asbury Park,
 N. J.

MAKE ARTIFICIAL MARBLE — NOVELTIES,
 Floors, Pottery, Cement Sectors. Brilliant
 sample 3c. JOHN W. PAYN, 945 Grande Vista
 Ave., Los Angeles, Calif.

START ELECTRIC ENGRAVING BUSINESS —
 Engrave on keyrings, jewelry, mirrors, steel
 100%. Outstanding earnings guaranteed. Small
 investment. Details free. MOORE MANUFAC-
 TURING COMPANY, 651 South State, Chicago.

TRAVELERS — HERE IS WHAT WE'VE ALL
 wanted. No boss, no travel! Always work;
 new, unique ideas. Rush dime for samples.
 CHRISTIAN ART SERVICE, Box 204, Petersburg,
 W. Va.

WELL ESTABLISHED WHOLESALE AND RETAIL
 Novelty and Party Goods Business. Price,
 \$5,000.00 cash for immediate sale. Assets in
 excess of \$9,000.00. Handle premium prod-
 uces, decorations, holiday merchandise, con-
 ception merchandise, bingo supplies, salesboards,
 games, and coin machines. Specialize in
 serving church and lodge affairs. Business in
 sound condition financially and only reason for
 selling is that I never cannot devote time to it
 because of other interests. Chance to buy
 going business in excellent Cincinnati location
 at bargain price. BOX C-124, Billboard, Cin-
 cinnati.

INSTRUCTIONS BOOKS & CARTOONS

CARTOON BOOKLETS — NEW EDITION, 35
 pictures, clever novelties, stories. 24 Car-
 toon Books, \$1.00 100, \$3.50. STRALEY,
 1017 Mulberry, Springfield, O.

PERSONALS

INFORMATION DESIRED WHEREABOUTS WIL-
 liam Harmon Searle, of Searle & Kungut,
 Write Western Union collect. FRED BROUW,
 Box 71, University Station, Seattle, Wash.

MISCELLANEOUS

COLORADO BLUE SPRUCE TREES — 2 YEARS
 old, extra strong 25 prepaid for \$1.00.
 ROCKY MOUNTAIN EVERGREEN CO., Dept.
 A-2, Evergreen, Colo.

PRINTING

FLASHY WINDOW CARDS — 14x22" WHITE,
 7-color, large type, 100, \$3.45. Super
 Strip, 25, \$1.00. \$2.95 250, \$6.00; the
 one included. Quick service. SOLIDAYS,
 Knox, Ind.

WINDOW CARDS — 14x22, ONE COLOR, 100,
 \$2.50. 50% deposit balance C. O. D. plus
 shipping charges. THE BELL PRESS, Winton,
 Penn.

1,000 LETTERHEADS, \$2.50, 1,000 BLUP-
 pered \$1x1 1/2 Gilted, \$3.00. Unimproved
 ing, expert workmanship. Lowest prices. Will
 gladly estimate anything. EWAN, Wood-
 Ridge, N. J.

100 \$1/2x1 1/2 BOND LETTERHEADS, 100 \$1/2
velopes, both postpaid, \$1.00. 250 of each
\$1.00. SANOR PRINT, Box 373-B, Masters,
Ill.

125 \$1/2x1 1/2 BOND LETTERHEADS, 125 EN-
velopes, \$1.00 postpaid. Dolgers, Labels,
Heralds, Window Cards printed reasonable.
HUBBARD PRINTING CO., Recter, Ark.

1,000 BUSINESS CARDS, \$1.00; CUTS, VELLUM,
one day service. \$1.00 with order. DIXIE
BUSINESS CARD CO., 88 189 Jefferson, Mem-
phis, Tenn.

5,000 6x9 ASSORTED HANDBILLS, \$5.00
1,000, \$1.75. Cash with order. No C.O.D.
Prompt delivery. LIBERTY PRESS, Box 493,
Indianapolis, Ind.

COIN-OPERATED MACHINES, SECOND-HAND

Only advertisements of used machines
accepted for publication in this column.
Machines of recent manufacture and being
advised extensively in The Billboard by
manufacturers, distributors or others may
not be advertised as "used" in The Billboard.

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A BARGAIN — VEST POPPERS, \$25.00; 50-
100-25c Blue Fronts, Cherry Bells, Melon
Bells, Consoles and Jennings Gift, \$47.50;
Mills 25c Dice Game, \$50.00; Paces Races King,
over 5000 serial, \$95.00; Galloping Domino,
\$25.00; Cigarettes, \$75.00; Mercury, Sparks,
Gingers, 5c and 1c, \$17.45. All equipment in
excellent condition ready for locations. One-
third cash, balance C. O. D. EAGLE VENDING
CO., 205 Tampa St., Tampa, Fla.

ATTENTION, OPERATORS — 3 AIR RAIDERS.
\$99.50 each; 2 Bull's Eyes, \$19.50 each;
3 Eagle Eyes, \$25.00 each; 1 with marbled
cabinet, \$29.00; 1 Anti-Aircraft, marbled
cabinet, \$39.00; 3 Defenders, \$115.00; Baby-
Streamlined Hot Popcorn Vending Machine,
marbled finish, \$15.00 each. 1 Sky Fighter,
\$1.50. Deposit with order, the balance
C. O. D. or 5% down. If you are a
pioneer order, LEMKE COIN MACHINE CO., 31
W. Venor, Detroit, Mich.

BALL GUM, 1/2" FACTORY FRESH, 12c BOX;
Tob. Stick, Midget Chicks, every Vending
Coin. AMERICAN CHEWING, Mt. Pleasant,
Newark, N. J.

CASH FOR 700 AND 800—ALSO COUNTER
Phonograph. Ward Jennings Barrel Balls
also all types Legal Entertainment. Wire lower
MASSENHILL'S, Kingston, N. C.

EXHIBIT LEADER \$39.50; SEVEN UP, \$59.50;
Metro, \$49.50; Zombie, \$47.50; Exhibit Stars,
\$39.50; 1-3-3 P.P., \$27.50; Spoonway, \$29.50;
Sandway, \$34.50; Duplex, \$35.00; Do-Ro-Mi,
\$29.50; Varsity, \$32.50; 1-2-3-4, \$32.50;
\$39.50; Jumbo Parade, \$79.50; Sunbeam,
\$47.50; Big Chief, \$47.50; Dude Ranch, \$37.50;
Baby Progress, \$39.50; O. T., 1c play, \$27.50,
and Follies, \$27.50. WAYNE SERVICE COM-
PANY, 1330-32 W. Third St., Detroit, O.

FOR SALE IN TEXAS — COIN MACHINE BUSI-
ness, monthly deposits for big profits.
Crossed this year \$40,000. Business still
expanding. Must have \$25,000 cash, balance
terms. BOX C-107, The Billboard, Cincinnati,
Ohio.

FOR SALE — KEENEY ANTI-AIRCRAFT MA-
chine, Gun, Mack cabinet, \$120.00. Good
condition, no deposit, balance C. O. D. GEORGE
BUCHMAN, 630 N. W. 27th Ave., Miami, Fla.

FOR SALE — 31 MILLS AND CANDLE DROP
Picture Machines, ready for use, \$325.00 cash.
N. LEWIS, Point Pleasant, N. J.

FOR SALE — SLIGHTLY USED PENNY PHONES,
standard models, \$25.00 each. One-half cash,
balance C. O. D. VENDES SERVICE CO., 1817
W. 18th, Dayton, O.

FOR SALE — MILLS FREE PLAY MINT VEN-
dors, clear, A-1 condition. Some new; used
one month, \$100.00. 25% deposit with order,
balance C. O. D. PENN MINT SERVICE, 424
Foreland St., N. S., Pittsburgh, Pa.

FREE PLAYS — 5 BALLY SILVER SKATES,
\$29.50 each; 11 Stoner Aminals, \$34.50 each;
4 Gottlieb School Days, \$64.50 each; 1 Gonso
Snooper, \$64.50; 3 Majors, 2 Champions; and
2 Big Stars, \$15.00 each; 1 Seaburg Shoot-
the-Chutes with base, \$84.50; 1 Keeney Air Raiders
converted to Navy Bombers, 199.50 each. All
in excellent condition. One-third deposit with
order. W. E. EASTBURN, care Camp Exchange,
Camp Shelby, Miss.

SEEBURG RAY GUNS, \$35.00; HOLCOMB 6
Moke Butterick Pop Corn Machine (never
unrated), cost \$32.00. floor model; 295.00
takes it. Ready to plug in and operate for
years of profits. Anything with a coin slot.
Write, P. K. SALLS COMPANY, Cambridge, O.

SEND FOR BADGER'S 32-PAGE COIN MACHINE
Catalog. Over 1,000 recommended Machine
Bargains, Accessories, Parts, and Supplies.
BADGER NOVELTY, 2545 N. 30th, Milwaukee, Wis.

SPECIAL — 10 ROBINS 2-COLUMN NUT
Vendors, \$4.00; 25 View-A-Scores, \$32.50;
5 L. B. T. Guns, Red, White and Blue, \$14.00;
15 Prizes Machines, \$1.50. CANTO VEN-
DING, 402 W. 42nd, New York.

1-2-3 CASH PAY ANIMAL REELS, EXTRA
Fruit Reels, \$23.50; Rockets Azores Board,
cash pay, \$23.00; Mills QT, 5c play, \$21.50.
Deposits. Trade for Phonographs, Ray Guns,
WEST DIXIE AMUSEMENT CO., 820 S. Lisbon
Ave., Tampa, Fla.

3c VIEW-A-SCORES WITH THREE FILLS,
\$22.50; Has for \$100.00; Penny Duke Slot
Machines, \$17.50. Bargains galore. COLEMAN
NOVELTY, Rockford, Ill.

MODEL E DICERS, ERIBS, MERCHANTMEN,
Autoscopes, Arcade Machines, Hockies, Love
Testers, Victor Home Runs. NATIONAL, 4282
Market, Philadelphia, Pa.

10 RED WHITE, BLUE ART TARGETS, \$13.50;
75 Colored Personal Machines, \$60.00; A.
\$3.00. RICHARD INGE, 161 Glenwood, Mobila,
La.

25 HOLLY 1c GRIP SCALES, EXCELLENT CON-
dition, \$7.50 each; lots tan, \$6.20 each.
S. R. MONTCALM, 720 E. Cypress St., Boston,
La.

FOR SALE SECOND-HAND GOODS

ABOUT ALL DIFFERENT MAKES POPPER.
Twelve Quart Geared Popping Kettles, \$17.50
each.; CASABEL CORN EQUIPMENT, 122 S.
Halsted, Chicago, Ill.

ALL KINDS POPCORN MACHINES — BURCH,
Lionel Laking, Prestolite, guaranteed. Features
twelve quart geared aluminum Popping Kettles.
NORTHCOTE CO., Indiana, Iowa.

CORN POPPERS, GEARED KETTLES, CRIDDELS,
shovel, barfers, burners, tanks, tubing, re-
pairs. Lowest prices. IOWA LIGHT CO.,
111 Locust, Des Moines, Iowa.

METAL SKATING RINK—140x54, PORTABLE.
Year round. Maple Floor, Model B Ham-
moud, 2-800 Cabinets, 100 Watt Amplifier,
Cigarette Poppers, large Furnaces, Sander, Auto-
matic Pin Coaters, Cash or terms. Reason-
able. Operating daily. BOX C-130, The Bill-
board, Cincinnati, O.

MONEY RACER FOR SALE — THREE CARS,
Shokey Truck and Frame, good Tires, only
\$250.00. A real money-maker. J. R. A. SINK,
1601 Patterson Ave., Winston-Salem, N. C.

POP CORN MACHINE—POTATO CHIP OUTLET.
Dry Popper, Wet Popper. LONG EAKING,
1976 High St., Springfield, Ohio.

TEN YEAR ACCUMULATION OF STONES
removed from jewelry. Opals, Garnets, etc.
200 assorted, \$2.00. B. LOWE, Box 323, Chi-
cago, Ill.

USED RUNNING POCKET AND WHIST
Waltham, American and Swiss, our smart-
est, \$1.50. B. LOWE, Box 323, Chicago, Ill.

FOR SALE SECOND-HAND SHOW PROPERTY

ATTRACTIVE BALL-THROWING GAMES —
Bottles, Cans, Dials, Kicks, Topcans. Complete
portable outfits and supplies. LAMARNE, 782
Lafayette St., E. Atlanta, Ga.

BALLOON STAGE AND FREE ART LIGHTING
Crystal Showers, Spotlight, etc. NEWTON,
250 W. 149th St., New York, N. Y.

FOR SALE — SIXTEEN AND TWENTY-FOUR
"Seat Chair Flares, complete; Kiddie Auto
Blame and Chair Plane. CALVIN GRUBER,
Pineyville, Ill.

NEW LAUGHING MIRRORS FOR PARKS, CAR-
nivals, fairs, fun houses, museums, etc. etc. etc.
Small outfit; big returns. C. J. MURPHY,
Dyala, O.

TENT — THIRTY BY SIXTY KHAKI, PUSH
pole, flat back, seven foot wall, top and
wall. First \$80.00. Rice Ladders, Furniture, food
length, \$4.00 each. THOMPSON BROS. BAL-
LOON & PARACHUTE CO., Aurora, Ill.

TWENTY-EIGHT UNIVERSAL JUNGLE DOOG-
ers Electric Eye Pedestal Shooting Cabinet;
five Hollywood Electric Eye Ducks; floor cabinet.
Make offer for lot. Also five Miniature Auto
Cars, 1 1/2 Hr. Bridge and Shroffter Motor, heavy
Bumpers for truck use. Used one season. In per-
fect condition. Sacrifice \$125.00 each. Situated
Atlantic City, N. J. FRANK W. WHITE, 3690
Conrad Way, Miami, Fla.

WALKING CHARLIE (EVANS), 8 FIGURES,
25x40" Frame Tent, Attractive, ready for
use. \$450.00 cash. N. LEWIS, Point Pleasant,
N. J.

WILL TRADE KIDDE RIDE IRONY CYCLE
for a Motor Truck or Truck. BOX 240, The
Billboard, 1564 Broadway, New York.

15' MANGEL LONG RANGE SHOOTING GAL-
lery, fully equipped (6 guns), Winchester and
Remington; gallery has steel lined walls; moving
target gallery. 4000 lbs. for adding, American
park, comes. Write, Jack Varon, 410 Jersey
Ave., Gloucester City, N. J.

14 UNIT BALLOON RACER, \$1000.00 UNIT,
Will divide in half. CHAS. MILLER, 2224 N.
15th St., Philadelphia, Pa.

MOTION PICTURE FILMS & EQUIPMENT

Notice and display advertisements of in-
terest to motion-picture will be found in
The Billboard's new film department. Look
for "Non-Theatrical Films" in the index
on page 3.

NOTICE

News and display advertisements of in-
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The Billboard's new film department. Look
for "Non-Theatrical Films" in the index
on page 3.

A LARGE SHIPMENT OF '38 AND '39 RE-
mains in 35MM. Roadshow Attractions re-
ceived. Thriller, Mystery, Horror, Gangster,
Socials, and Comedies. Quickest sale.
only. BUSSA FILM EXCHANGE, Friendship, O.

ATTENTION, ROADSHOWMEN — GET OUR new list of Westerns, Slapstick Comedies, Action Dramas, 35MM, only \$7.95 AND A FILM SERVICE CHARLES W. VA. 167X

ATTENTION, ROADSHOWMEN — SAVE money on your 16MM film rentals. See for our latest Roadshowmen's Catalog and Handy Booking Guide today. INSTITUTIONAL CINEMA SERVICE, INC., 1560-A Broadway, New York.

ATTENTION, OPERATORS — MERCHANTS' FREE Movies. Biggest thing outdoor amusement world today. Talking Programs. Equipments rented. No. 603 Stroben Bldg., Chicago.

BARGAINS IN USED RESULT PROJECTORS, Sound Heads, Amplifiers, Speakers, Opera Chairs, Screens, Spotlights, Stereopticons, Reel-filers, Rewinds, Ticket Machines and Generators. Catalogue 3 free. MOVIE SUPPLY CO., 1518 Wabash, Chicago. my31x

BIG PROFITS 16MM. ROADSHOWS — THEA- hotels communities. Complete sound equipment; money-making film programs, rented weekly. Rich territories available. SOUTHERN VISUAL, Box 2404, Memphis, Tenn. ma31x

FOR SALE — ROADSHOW FEATURE FOR WEST Virginia. Good money maker. Late production. 35MM. Film. BOX C-122, care Billboard, Cincinnati, O. my31

FOR SALE — DUAL PORTABLE 35MM. SOUND Projectors. 2000' capacity. Year factory guarantee. Religious Film. RUSSELL SCHLICHT, 4512 N. Winchester, Chicago, Ill. 167X

MOTION PICTURES — 35MM. 16MM., ALL types, sell, rent. Projectors, Tents, Light Plant for sale. LONE STAR FILM COMPANY, Dallas, Tex.

SOUND FILMS — USED 16MM., 50 FS. FEAT- ures, \$32.50; Silent Shorts, \$4.75. Trades accepted. Invertalsents. Unisex Movie Camera \$4.95; Metal Projection Stands, \$4.95. Catalogues free. Twin 16MM. Western Electric Portable Sound. Outfits complete, \$425.00; slightly used, \$225.00. 16MM. RCA complete, \$99.00; 16MM. RCA complete, \$142.50. Extensive Film Rental Library. MOCULS, 59 W. 48th St., New York City. x

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ASK FOR LITERATURE ON THE NEW MARFOL Precision Enlarger-Reducer. Takes copy from 1 1/2 to 3 1/4. Enlarges up to 10x12. Portrait size or reduces to 3 1/2 inch. Nothing like it on the market. Send for free catalog. MARKS & FULLER, INC., Dept. B31, Rochester, N. Y. 167x

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FREE — BOOKLET "HOW TO TAKE BETTER Pictures." Try to get just clip this ad and send us trial roll with 25¢ in coin. Your booklet, developed negatives and eight double- coated Ray-Bene prints, together with a complete printing log and enlargements, will come postpaid by return mail. Money back guarantee. RAY'S PHOTO SERVICE, Dept. 39-CR, La Crosse, Wis. x

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25¢. Returns, 2¢ each. 100 of more, 1¢. 300 of more, 1¢. STUDIO, Unionville, Mo. my31x

4 FOR 10¢ SUPPLIES FOR LESS — NEW COM- bination Machine making 1 1/2x2 and 3x3 backs and full length. We carry all sizes Eastman Direct Positive Paper, 1 1/2x2, \$4.75 per roll. Class. Frames, Backdrops. Free catalog. HANLEY'S PHOTO COMPANY, 205 E. 12th St., Kansas City, Mo. my24x

COSTUMES, UNIFORMS, WARDROBES

A-1 EVERING GOWNE WRAPS, \$2.00; SHOES, 50¢. 100 for \$10.00. CONLEY, 310 W. 47th, New York.

MOVIE STARS' SLICELY USED CLOTHING — suits, Gowns, Dresses, Coats, Slacks. Large Mixed Bunch, \$5.00 and \$10.00. Seed size with money order. J. MOSS, 6115 Fountain Ave., Hollywood, Calif.

TEN RED BAND COATS, \$25.00; EIGHT Brown, \$14.00; beautiful Green Curtain (1 1/2x22), \$15.00; Orchestra Coats, \$2.00. WALLACE, 2414 N. Helms, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Routinely no disappointments. NEWMAN STUDIOS, 1238 S. 7th St., Chicago, Ill.

SCENERY, CYCLOGRAMS, DRAW CURTAINS, etc. Dressing Equipments—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O.

Show Family Album



ROY E. LUDINGTON, general manager of O. N. Crafts Enterprises on the West Coast, who modestly admits having been "the boy wonder and midway sheik of yesteryear," is shown at the left as he appeared in 1914. Photo was snapped in Richmond, Ind., during an exhibition of the Rice & Dore Water Carnival, with which Ludington trouped. The show went to Richmond from the Pacific Northwest. It played a few Southern dates before closing in Montgomery, Ala., and ceasing operation as a railroad attraction. Ludington trouped with Midwestern carnivals for a number of years before returning to the Coast.

At the right are Ed Camm (left) and George Siebert, members of the Martin Downs-Cole Bros.' Circus, snapped the season of 1909. Camm is now manager of The Union News Company, Asheville, N. C. Siebert is dead.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-37 Opera place, Cincinnati, O.



MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL- lem, Spirit Effects, Magic, Hocuscopes, Forecasts, Boddies, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 194-page illustrated catalogue, 35¢. NELSON ENTERPRISES, 136 E. High, Columbus, O. my24x

A LATEST 216-PAGE ILLUSTRATED PROFESSION- al's Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc. 25¢. KANTER'S, 8-1311 Walnut, Philadelphia, Pa. my24

TATTOOING SUPPLIES

TREMENDOUS TIMELY OPPORTUNITY — Start profitable Tattooing and Removing business. Full instructions included. Write TATTOOING SUPPLY COMPANY, 691 South State, Chicago. my31x

ANIMALS, BIRDS, REPTILES

ANIMALS, BIRDS AND SNAKES FOR SHOW Folks. Also Trained Wild Animal Acts for sale or lease. STRIKE KING, Brownsville, Tex. 1672x

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Spring Catalog, now ready. MEARS BROS. & WARD, Des Moines, Ia. Y.

CIRCUS MICE — ASSORTED COLORS, TEN dollars hundred. Waiters, four dollars dozen. Daily shipments. Half cent deposit. BUNNELL MOUSERY, Sarasota, Fla.

FOR SALE — A 2 1/2 MONTHS OLD AMERICAN Lion Saps. Highest bids. BEN VETTER, P. O. 2, Box 79, Iowa, Ia.

IMPORTED FROM CENTRAL AND SOUTH America. Softed Pacts, \$17.50; Agoutis, \$15.00; Capuchin Ringtail Monkeys, \$25.00; Three Blue Indigo Snakes, \$7.00; large assortment Chickens, King, Bull, Cowsheep, \$10.00 and \$15.00 per den. Chinese Dragons, nearly 6 feet, \$10.00. IMPORT PRODUCTS CO., Menck Corner, S. C.

HAIRLESS CALF — HEALTHY 6 MONTHS. Full brother to one exhibited New York World's Fair. Write BILLY E. COOPER, Neodesha, Kan.

PENNY SNAKES, DRAGONS, GILA MONSTERS, Iguanas, Boas, Amatelids, Terrapins, Horned Toads, Alligators, Monkeys, Pacts, Coatiimundi, Agoutis, Sloths, Kinkajou, Guinea Pigs, Prairie Dogs, Raccoons, Badgers, Rats, Kites, "Pacifier" Cuckoos, White Doves, Parakeets. Write OTTO MARTIN KOGEL, New Braunfels, Tex. 167

UP-SIDE-DOWN ANIMALS — SLOTHS, \$30.00 each; South American Ostriches, very large, \$150.00 pair; Monkeys, \$20.00 each. WHIP-POOR-WILL GAME FARM, Rockville, Md.

SPECIAL OFFER — GIANT COTTON-MOUTH Moccasins, 5 ft. long while they last, \$2.50 each. 5 ft. Moccasins, \$1.50 each. ROSS ALLEN, Ocala, Fla.

200 LB. TRAINED WRESTLING BEAR, COLLAR, Chain and Muzzle, \$25.00. Come and get her. HARRY O. CRICKET COLE, 608 1/2 E. Washington, Indianapolis, Ind.

HELP WANTED

BAR PERFORMER — STRAIGHT OR COMEDY. Good amateur, with hunting ability, considered. Opening June 23 to November. STEINER, 13802 Glenwood Ave., Detroit, Mich.

BAR PERFORMER AND TOP HAND TO HAND Balancer wanted. Write BOX C-103, care of The Billboard, Cincinnati, O.

FREE ACT WANTED AT WARNER PARK, Chattanooga, Tenn., for one week. State price, references, type of act in first reply.

CIRL ASSISTANT — MEDIUM BUILD, EXPER- ience not necessary. Steady work, good pay. MAGICIAN, Keller Shows, 129 Riverview, Dayton, O.

CUITAR MAN — SING IN TRIO. SINGLE. Must be able to transmute. M. C. A. unit. A. KORTAHL, 3410a Indiana, St. Louis, Mo.

MALE PIANIST AT ONCE — MEDICINE SHOW. State if play Accordion or do something else. Salary sure. JACK MOULAN, Bridgeton, N. J.

MEDICINE PERFORMERS — TEAM, FAST Blackface, Single Man, Magician or Dancer Give away. White E. V. WHITAKER, Box 504, Canton, O.

FIN BALL MECHANIC — WANT A GOOD one that knows what to do. SOUTHERN AMUSEMENT CO., 107 Charleston St., Mobile, Ala.

TALKER WITH WIFE AND CAR FOR BLACK and White Tents, World of Mouth Show, percentage. THOMAS KILPATRICK, Hotel Piccadilly, New York City.

TRUMPET, TROMBONE, PIANO, SAX PHO- nics, twelve piece band. Play Virginia Beach. Men, doubling preferred. MILTON MISTER, Central Delivery, Washington, D. C.

TWO YOUNG DRAMATIC TEAMS — DOUBLE Orchestra and Socialists. State age, size, salary. Boss Carvazman, Workman, MOSS, Box 181, Stuart, Ia.

VERSATILE MED TEAMS AND SINGLES — PLAY own music. Must drive car. State lowest salary for seasons. SATANIC MED. SHOW, Duqu, Ill.

WANT WRESTLER WHO CAN TALK IN front of athletic show. Good proposition for right man. MA GREENWALD, 15802 St. Clair, Cleveland, O.

WANT AGENTS — STOCK STORE, BALLGAME, Hoop-La, Snick, Wheel, Penny, Frick. Bill Swanson, come on. R. L. WADE, Zachari Bros., Show, Lancaster, Pa.

WANT USEFUL PEOPLE FOR VAUDEVILLE PICT- ure Tent Show. Write, tell all and lowest salary. Don't write. BERT RUSSELL, Hillsboro, N. C.

WANTED — LEAPER FOR CLARKSONS FLY- ing Return Act with Russell Bros.' Circus. Address as per route.

WANTED — HAMMOND ORGANIST FOR roller rink. State all first letter. With or without organ. GREEN, Bass Lake, Ind.

WANTED — SERVICE MAN EXPERIENCED ON music machines and pin games. Write BOX C-126, Billboard, Cincinnati, stating qualifications, references, desired salary.

WANTED TO BUY

BUY, CASH, LEASE OR PERCENTAGE FOR THE season, used Ferris Wheel or Flat Ride. Full details. J. C. HORTON, 211 Terryson, Altoona, Pa.

MODEL B HAMMOND ELECTRIC ORGAN FOR cash. A. KARST, Forest Park, Hanover, Pa.

SECOND HAND COOK HOUSE, PUBLIC AD- dressing System. Give full details and price first letter. WILLIAM J. DELANSKY, Ocean Mills, Pa. x

WANT GOOD USED RIDES — DOGEM, TILT- A-Whirl, What have you? W. C. BOWER, 395 Manor Rd., West New Brighton, Staten Island, N. Y.

WANTED — HERSHELL SPILLMAN TRACK Merry-Go-Round. State condition, power used, twentieth century or stake top, where it can be seen. Must be cheap for sale. DANIEL R. CLARK, 1110 Knapp Ave., Flint, Mich.

WANTED TO BUY — INDIAN HEAD PENNIE. Will pay premium on lots of 500 or more. Address F. O. Box 264, Mexico, Mo.

WILL PAY SPOT CASH FOR ALL TYPES OF surplus Sales, Groceries, Premium Goods, etc. Give full details, prices, quantities, etc. F. BRANCH, 8522 Washington, Chicago.

At Liberty Advertisements

Be a Word (First Line Large Light Letters)
Be a Word (First Line Small Light Letters)
Be a Word (First Line Small Light Letters)
Be a Word (First Line Small Light Letters)

MINIMUM 25¢ CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25¢ is necessary to cover this service. Therefore when figuring the cost of publishing your ads, please kindly add 25¢ for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

Personal Booking Manager or Press Representative for Motograms or speakers. Circle or fractional organizations accepted. Vincent J. Quinn, care of The Billboard, Atlantic City, N. J.

Brooklyn Publicity and Office Man — Write or person at Roper, Ad. Man. Manager. Available immediately. Write or person. Claude Sherman, 109 Montgomery St., Newburgh, N. Y.

AT LIBERTY BANDS AND ORCHESTRAS

A SIX PIECE STRING ORCHESTRA FOR HIRE — For particulars write R. L. MAULDIN, Box 704, Hemphill, Tex.

NOVEL TRIO — VIBRAPHONE, ACCORDION, String Bass, "The Three Letters," featuring "Straky," boy tenor. Novelty warband Hyman, Union, best references. AUGUST JUNE 7, CHRIS POWERS, Fourth St., Penn. Ill. my24

OUTSTANDING 6 PIECE WESTERN NOVELTY Band. Girl Vocalist, best warband, excellent references, 100 watt amplifier and sound track. Plenty money. Act features beautiful camp fire opening. Celebrations, carols, records. Tents, clubs in Central Pennsylvania. Write G. LOCKHART, Hummel's Wharf, Pa.

THREE TO FIVE PIECE ENSEMBLE — USING 2 Violins, Piano, Cello, Bass, Vibraphone, Accordion. Specializing in dinner music. "Hugon" Music. Write. Concerts and recordings. BRONX ENSEMBLE, 504 Perry, Vincennes, Ind.

WELL ORGANIZED SIX PIECE BAND AVAIL- able for hotel and club location. Must give notice on present location. Write BOX C-116, The Billboard, Cincinnati, O. my24

Mechandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

BINGO BUSINESS

By JOHN CARY

A STUDY of bingo games in Haverhill, Mass., is being made by Mayor Albert W. Glynn. It is hoped that the survey will lead to the correction of a few existing evils. "Protestal organizations sponsoring the games have been asked to submit their records to city hall so that the mayor may have a complete picture of the bingo situation. The Elks, the Hebrews, and the Eagles are now sponsoring bingo in Haverhill.

Mayor Glynn indicated he had no intention of stopping the game. "I do not intend," he said, "to eliminate license law in force." City hall circles said the investigation resulted from charges that welfare recipients were spending municipal funds at the game.

BINGO PARTIES in Cincinnati were fewer in April because of Holy Week, according to a report issued by William G. Adams, assistant police chief. Attendance was less than in any month since March, 1940. Daniel C. Laurence, chief of the Police Bureau of Records, announced. Although 238 parties were scheduled, only 202 were held. Attendance figures at the 238 parties totaled 284,176.

Attendance figures throughout the country also showed a considerable drop as a result of the Easter holiday. However, since there were three weeks during which games could be played, the particularly sharp drops in some localities can only be attributed to lack of enterprise on the part of operators. This is still further evidence of the lack of promotional interest by some operators. They are content to follow a hackneyed routine and are surprised when attendance figures drop.

BINGO OPERATORS need not worry about the effects of inflation, taxes, priorities, and other defense program impediments. Kenneth Collins, of Arthur Kutzler, Inc., New York advertising agency, speaking before the Boston Fashion Group, hit the nail square on the head when he said that average individuals for the first time in 10 years have money to spend freely. Not only "business as usual" but better than usual, may be confidently expected from now on, said Collins.

Collins asserted that the normal func-

887,000 Go Back To Work in March

NEW YORK, May 17.—National unemployment figures were cut 12.6 per cent as 887,000 persons returned to work in March, according to a report by the National Industrial Conference Board. The nation's unemployed figure is now reduced to 6,142,000. This is 3,000,000 below the board's figure for March, 1940, and the smallest March total recorded since 1939.

These figures are still further proof that merchandise buyers can expect an exceptionally good year. Employment has climbed to 48,313,000, the highest point since September, 1929, when 48,715,000 persons were working. The seasonal upswing in agriculture accounted for 337,000 of the March total.

The board estimated 2,827,000 workers in the WPA, CCC, and other federal emergency agencies. If these were deducted from the unemployment total, there would remain only 3,315,000 jobs out of a total labor supply of about 82,500,000.

Decoration Day Opener For Vacation Resorts

NEW YORK, May 17.—The \$4,000,000-600 vacation industry will get into full swing with the Decoration Day week-end. Concessionaires, pitchmen, bingo and salesboard operators, and other merchandise users are all set for a record-breaking season. The stage has been set at beach and mountain resorts with colorful merchandise acquired in anticipation of the big season ahead.

All indications point to the best season in years. Hundreds of thousands have gone back to work as a result of the defense program. Pay rolls are going up and more money is being circulated. Vacation travel this year is expected to break all previous records, with increased profits to all merchandise users. The wild spending sprees that marked the late '30s are absent. The trend today is toward economical entertainment. That is another fact working in favor of resort concessionaires and workers.

Decoration Day this year falls on a Friday and the shore and mountain resorts have made preparations for a banner three-day week-end. Coney Island, Jones Beach, Flamingo, Ashbury Park, Atlantic City, Seabright, and Seaside Heights in the East are all set for the holiday crowds. Resorts throughout the country have also made arrangements to take care of better-than-usual business.

Buildings and stands have been renovated, old equipment has been overhauled and improved new games and attractions have been prepared, and flashy displays have been designed.

Since this is admittedly going to be an exceptional vacation year, the accent is on vacation merchandise. Many items, old and new, are available. Picnicking, bathing, and campers will sell for fitted picnic cases, Bestleneare dishes, stainless steel cutlery, picnic bags, electric lanterns, cocktail shakers, personal kit cases, and sporting goods.

Interest in cameras continues to grow, chiefly as a result of the many contests which offer prizes for photos. Newspapers and magazines, particularly picture magazines, also welcome pictures from amateur photographers and pay for them. Therefore, the average vacationer usually has a camera at hand to snap salable subjects.

Demand for cameras is not confined

losing of business is the only way to meet the large taxes imposed on the nation by the defense program. People will still want things, and will seek relaxation, even though the emergency becomes acute.

An enormous expansion in sales of moderate priced home furnishings was predicted by Collins. Bingo operators can take advantage of this trend. Increased interest may be expected in lamps, diners, radios, and similar lines of merchandise.

PATRIOTIC ITEMS continue to be favored by the American public as a result of recent events abroad. Bingo operators in all sections report strong interest for all types of patriotic merchandise and novelties. Banners, lapel pins, and novelty jewelry, including clips and brooches, are in strong demand.

Many additional patriotic items have been added this year, with demand heavy for pictures and Selective Service certificates. Merchandise carrying the metal insignia of the army, navy, and air force is particularly popular at this time. Leather goods, shaving kits, stationery portfolios, kerchiefs, and other useful items are favored. As more draftees are inducted into the army each month the market for patriotic novelties and practical items continues to grow. Alert bingo operators are featuring outstanding merchandise of this type for prizes at this time.

to the cheapest types. Higher priced equipment is also in demand. Movie cameras, kamm, and kamm, are also popular.

Portable radios, particularly the new lightweight types offered in improved designs, will also appeal to bathers, campers, and hikers.

Patriotic merchandise is expected to steal top honors at resorts. Interest in these items has been unusually high, according to reports from all over the country. Patriotic novelties will be the star money-makers. The American people are wearing red, white, and blue lapel pins, rings, the chains, knickknacks, and most anything with a patriotic motif. Other items meeting strong demand have been blankets, clocks, electrical appliances, bedspreads, and lamps.

Mich. Solons Mull Sales Legislation

LANSING, Mich., May 17.—Swift action in a relatively slow Legislature has resulted in approval by the House of Representatives of an act authorizing township boards to license peddlers. The measure, which now goes to the Senate, would affect townships with more than 2,000 population, and the boards of township would be allowed to make their own regulations. They could assess a license fee of not more than \$25, formulate rules, and provide penalties up to \$100 fine or 90 days' imprisonment.

Another measure would specifically exempt from provisions of the Wage-Hour Bill salesmen from outside the State, persons having seasonal employment in Michigan for 90 days a year, and executives.

Drive On To Make N. Y. All-Year Holiday Spot

NEW YORK, May 17.—Robert K. Christenberry, president of the Broadway Association, has inaugurated a campaign to make New York an all-year vacation center. Christenberry delivered a pouch to Postmaster Albert Goldman containing the first of 2,000,000 letters which will be mailed within the next few weeks to persons living beyond the 50-mile postal zone. The official ceremony took place at the general post office, Eighth Avenue and 83d Street.

This promotion will undoubtedly bring tourists to the city, and merchandise users can expect a considerable share of the tourist dollars.

"Make New York Your Vacation City," is the association's slogan, appearing on each letter. Names of the 2,000,000 prospective guests were compiled by 190 member hotels of the Hotel Association of New York, department stores, travel agencies, railroads, and theaters.

Fluorescent Futurama Tours 16 Major Cities

CLEVELAND, May 17.—After a three-day stand in the Carter Hotel, the Fluorescent Futurama, exhibiting the latest and best in fluorescent lighting, is touring 16 major cities. Merchandisers can be able to see for themselves all the latest developments and fixtures available.

Sponsors and exhibitors are outstanding fluorescent fixture manufacturers. Each of the exhibitors will show a maximum of four fixtures, all tested and certified by Electrical Testing Laboratories.

The Cleveland unit will cover Cincinnati, Chicago, Minneapolis, Kansas City, Mo.; St. Louis, Milwaukee, and Detroit. A second unit will exhibit in Pittsburgh,

DEALS

A Column for OPERATORS • DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS

By BEN SMITH

OUT OF THE MAIL BAG.

T. G., Denver, writes:

"Have worked the salesboard business since 1918 in practically every State in the Union. Find your column very interesting and read it regularly. Have been using a ship lamp to excellent turnover and am now having a new item made up for me consisting of a three-piece leather set. "I am positive business will be better from now on. Most all the operators know me as Ted, of Denver."

Glad to hear from you, Ted, and agree that business should be better from now on. We all know the defense program is putting thousands of people back to work and extra billions of dollars into circulation. A good percentage of this cash should find its way into the pockets of operators.

We look forward to receiving letters like the above, but don't get enough of them. The operators as a group seem to take the attitude "let the other fellow do the selling," and as a result very few of the boys ever get around to writing anything. Yet operators are always anxious to learn what the other fellow is doing, how he is going about solving his local problems, what new deals he's working, and what new invention gags he's created. He can get this information if the boys generally see the light and kick thru with a few squibs now and then. How about it?

D. D., Greensboro, N. C., writes:

"I am a regular reader of your column and have gotten plenty of information from it. I have been working a snafu shot deal with good results and am now looking for a deal on a small end. I wonder if you would send me a list of firms that have such deals. Also please send me a copy of Salesboard A B C's."

A list of deal distributors was forwarded to D. D. and is available to anyone else interested. We are out of copies of Salesboard A B C's, but expect a new batch shortly.

In the past few weeks we have had many requests for lists of deal distributors and this is an open invitation to all merchandise dealers that have complete salesboard deals available to send their names along to us so that we can add them to our list. This offer obligates the distributor in no way. We were once a Boy Scout and still do our good turn daily.

Many States, particularly in the East and Middle Atlantic sections, have already opened their lakes and streams to trout fishermen. In other parts of the land anglers are getting their rods and reels out of closets and readying them for the beginning of the open season in their localities. Which is another way of saying the fishing season is here again and operators who have not yet succumbed to the profit possibilities of a good fishing tackle deal are missing out on some of that extra folding money.

HAPPY LANDING.

Buffalo, New York, Newark, N. J., Philadelphia, Baltimore, Md.; Charlotte, S. C., and Atlanta.

Metro's NEW YANKEE BINGO BLOWER

First in Quality, Beauty and Eye Appeal! MOST BEAUTIFUL ELECTRIC BINGO BLOWER EVER PRESENTED

- ★Changeable Light-Box Effects
- ★Trimmed with Beautiful Colored Plastic
- ★Portable Size, 42" high by 22" wide
- ★Adjustable Ball Return
- ★Foot-Proof Operation
- ★Anti-Cooled Blower Motor
- ★Unconditionally Guaranteed for One Year!



Jobbers write for confidential price list and illustrations. Headquarters for all Bingo Supplies.
METRO MFG CO. 20 W. 15 St. NEW YORK CITY

ROLY-POLY

A FLASH FOR FAIRS, CARNIVALS, PRIZES AND PREMIUMS.

- Made of heavy weight celluloid with humorous baby faces. Has a silk ribbon tied around the neck and a rattle in the baby's hand. May be had in either pink or blue color. Per Doz.
- No. 1 12x4-1/2" dia. 12 in cart. \$.80
 - No. 2 12x4-1/2" dia. 8 in cart. 1.00
 - No. 3 12x4-1/2" dia. each in box 4.50
 - No. 4 12x4-1/2" dia. each in box 5.00
- Write for retail-wholesale sales catalog. State your business. We do not sell retail. Prices less 2 1/2% cash. 25% deposit on all O. O. D. orders.

JOSEPH HAGN CO.
Wholesale Distributors Since 1911
217-223 W. MADISON ST., CHICAGO

LARGEST, BUSHIEST, GENUINE Fox Trails

men, Fair, Communist, Prison Worked! Here's this season's biggest get seller! The money-maker you can always count on! Fox Trails plus 2 strong cards for a \$100, motorcycle, bicycle, etc., with optional silk top, white & blue streamer, "come sailing" cards, Popular in every & back chain. 25% Bar. C.O.D. Write for FREE Catalog of novelty, suit for home. N.M.J. FUR CO., 180-W. 28th St., N.Y.C.

BINGO SPECIALS!

SEVEN - AND - TEN COLORS
ASK ABOUT BINGO BLOWER

MORRIS MANDELL
1125 BROADWAY - NEW YORK CITY

ELGIN, WALTHAM BULOVA, GRUEN

Famous make watches rebuilt by fine watchmakers. Every one GUARANTEED. Lowest wholesale prices. Write for FREE illustrated catalog.

KANE WATCH CO.
105 CANAL ST., NEW YORK

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Portable Radios

With 1941 showing big demand for three-way radios, a new line of portable sets has been announced. A seven-tube circuit recently developed is reported to have excellent tone and extreme sensitivity and selectivity. It operates on AC, DC, or battery. Aerials are built in smartly designed cases. Also offered is a shoulder-strap radio. It is battery operated. The aerial is contained in the shoulder strap. Set is enclosed in a rugged Tenite case. Products of Philco Corporation.

Parade Feature

Two double-bodied balloon figures, Dutch twins in boy and girl types, are new toys which are expected to become popular with concessionaires in 1941. They are offered in two sizes to retail at 1 and 5 cents. The small size is furnished without cardboard feet, but they may be purchased at a slight extra cost. Large feet and a glassine envelope accompany the big balloon. Santa Claus figures in the same sizes are available at the same prices. The manufacturer also carries a line of sponge-rubber merchandise. Products of Toycraft Rubber Company.

Electric-Demolisher

A new moth killing device that operates on AC or DC is on the market. When plugged in generated heat releases a pungent vapor from paradichloro-

ARMY RINGS

Indian Nickel or Gold Finish. Will not tarnish. Assorted sizes to each dozen. For All Branches of Service. Selling Very Fast. **DOZEN STERLING SILVER RINGS.** Finest Quality Made. 2 Grades. **DOZEN \$7.20 DOZEN \$11.00**

BENGOR PRODUCTS CO.
875 BROADWAY, NEW YORK, N. Y.

LADIES' WATCH

Very Flashy
WHITE GOLD COLOR chromium plated case with metal link bracelet to match. 10% light also. Guaranteed jeweled movement. Gift box color. **Wholesale same as above.**
\$2.25
\$2.50
400 Free Catalog Now Ready!

ROHDE-SPENCER
223 W. Madison Chicago

FREE! WHOLESALERS CATALOG

4000 OPPORTUNITIES
Household goods, display card boxes, washing machines, cosmetics, foods, jewelry and toys and a few of the thousands of articles always in this exciting catalog. For information, agents and dealers.
250 PAGES
Check-off of interesting money makers. Lists items that may increase your earnings \$2 to \$10 a day and thrilling volume sales. Each and every item sold under a money back guarantee. Get your copy by sending for it today.
SPORS CO., 341 8th St., La Crosse, Wis.

QUICK AS A SHOT YOU'RE OVER THE TOP WITH THESE NEW DYNAMIC PATRIOTIC SELLERS!



CONCESSIONAIRES, ATTENTION!

HERE'S YOUR FIRST LINE OF DEFENSE FOR BIG RESULTS!
These gorgeous Army-and-Navy Dolls are truly the most sensational specialties that ever made the public reach into its pockets INSTANTLY! 6 different styles... Soldier, Sailor, Soldicette, Sailorette, Red Cross Nurse and Miss U. S. A. (all illustrated except Nurse). All 25 inches tall—and ALL in FULL REGULATION UNIFORMS! So real they seem to breathe! You've never before seen anything so magnificent, SO TIMELY, so geared up to help you CASH IN QUICK—RIGHT NOW—on the patriotic feeling of every American! Packed 24 assorted to a master carton.
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benzene, which permeates textiles in
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Patriotic workers have been successful
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on the bottom of the card reads: "In
God We Trust To Save America." Item
is copyrighted and is offered by Raster
Novelty Company.

New Jewelry

Many new items are included in the
1941 catalog issued recently by a novelty
company. In it, the firm reports, is fea-
tured a line suitable for engravers. Other
items include lockets and rings. Products
of Adalstein Head & Novelty Company.

Carnival Light Bulbs

A new 2,500-hour bulb has been de-
veloped for use by carnivals on rides by
Brighton Lamp Company. They are de-
signed to withstand severe vibration and
are rated at 36 watts. Also the bulb is
made in frosted glass only, the usual
1,000-hour bulbs are available in color
and multicolors. In addition, there are
1,000 and 1,500 watts for ball parks plus
full line of standard bulbs.

Pouring Spout

Fitchmen and demonstrators working
a pouring spout offered by Cyr Special-
ties Company have been selling the item
in department stores and home-to-
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Glass Animals

A diversified selection of miniature glass animals is offered by Karl Guggenbom, Inc. The novelties are attractive and have sold well. Two popular novelties are a glass penguin and duck.

WINNEPEHAUKA

(Continued from page 50)
 they until late at night. Grandpappy and His Gang, radio entertainers from station WOOD, Chattanooga, gave two shows on the new outdoor stage. Park will feature vaude on Sundays, Mondays, and Tuesdays and plays are under way to present a weekly town hall series of all-time variety and drama.
 A comedy party, sponsored by the Chattanooga Times on May 10, drew large crowds to cheer the youthful entrants as they paraded on the midway, besides numerous publicity stories. The Times used four pages of advertising to announce the event and ran daily pictures of park attractions.
 Spending has been much heavier than last year, and Mrs. Minette Dixon, owner-manager, predicts a big season. School picnics are unusually numerous, and an all-time high was recorded on opening day, when a church group arrived at 8 a.m. for a picnic breakfast.

SHORTS

(Continued from page 41)
 Back will have popcorn and caramelcorn; Larry Fallon, store, and Lester Beaman, party, R. Malloy Circus will be on the midway and there will be the acts and contests.
 BEGFRIED, ski jumper, has been booked by Tommy Sacco for Dixon, Ill. Celebration in July. Sacco also has again booked the midway, acts, and revue for the Oladiola Festival, Monmouth, Ill. This time he is adding a 60 by 300-foot exhibit tent for commercial exhibits.

CARKMONT (Pa.) American Legion Post plans to stage a five-day carnival with fireworks and drum and bugle corps competition, reported Charles H. Ester and Herb Henggs, committeemen.

GEORGE MARLOW, of Marlow Amusement Company, reported he will again handle the second annual home-coming fair of the Junior Order of United American Mechanics, Canton, O. Band music and free acts will be nightly attractions. Intensive billing campaign is under way. There will be farm and merchant exhibits.

AMERICAN UNITED

(Continued from page 29)
 mitted in satisfactory takes, despite cold weather on three days. Octopus and Redioplane garnered top money among rides, with Johnnie Danner's Off Show leading shows. Leo Karlinko's Athletic team was second. Concessions did well. Attendance totaling 3,192 paid admissions greeted the shows at the opening of the nine-day stand in Benton, Wash. Also cold and rainy weather prevailed in five days, date gave shows, which are located at Third and Rainier streets under American Legion Post auspices, one of their biggest opening weeks in years.
 The Flying LaClare, free attraction, is proving popular, as is Cy Smith's

cockhouse. All concessions reported good business. Roster includes O. H. Allin, president; M. M. Beauchamp, vice-president; H. H. Avery, secretary; Chas. R. Mason, general agent; Mrs. Chas. R. Mason, publicity; Doc Carr, sound car; Jimmie King, front gate; John (Mex) Snowbar, electrician-ride superintendent; Dad Lane, night watchman.

Rides

Merry-Go-Round, Ray Barnes, foreman; Frenchie Hartwood, second man; Johnnie Buckingham, tickets; Ferris Wheel, Sammy Taylor, foreman; George Riley, second man; Helen Lane, tickets; Baby Auto, Billy Allin, owner; Jack Lane, operator; Octopus, Bill West, foreman; Ernest Lee, second man, and William Smith, tickets; Loop-o-Plane, Martin Conyer, foreman; Tom Barber, tickets; Roll-o-Plane, Matt Thomas, foreman; Bob Johnson, second man; Goldie Avery, tickets; Pony Ride, Max Snowbar, owner; Wilfred (Wolf) Peterson, operator and tickets. Pony Express, Bill Regan, operator.

Girl Show; Johnnie Bauer, manager; Marion Murphy, Betty Lane, Nadine Bauer and Jean Rens, dancers; Pat Studley, tickets. Athletic Arena, Leo Karlinko, manager and wrestler; Frenchie Lamont, wrestler; Tarzan O'Farrell, wrestler and boxer; Dolly Karlinko, tickets. Mickey Mouse, Jessie Allin, owner; Juanita LeBlanc, trainer. Glass Blowing, Harry Warren, assisted by Jimmie Warren, Penny Arcade, Dad Allin, owner; Hank Hummel, Gus Smith, and J. D. McLaughlin, assistants. Tin-in-One, Speed Olson, manager-magician; Bill Cochran, talker; Chub Wolcott, tickets; Tami, balloon man; Rebecca Wolcott, illusions; Connie Fernbach, torture act; Buster O'Rourke, fire eater; Beth O'Rourke, India rubber girl; Captain Alak, sword swallower; Abe Goldberg, anatomical wonder.

Concessions

Cookhouse, Cy Smith, owner; Mrs. Helen Smith, cashier; Ben Wagner, chef; Bob Painter, waiter; Hagen Adams, assistant manager; Ted Shultz, maintenance and transportation; photo gallery, Lonnie Sides, owner; Ann Murphy, operator; B. C. Christ, dark room; Jane Lamont, tint expert; bottle ball game, Whittie Harford, agent; battle game No. 2, Pat Hogan, agent; blowers, Jim Murphy, manager; Bill Poole and Dutch Ackles, agents; balloon farm, M. M. Beauchamp, owner; Whittie Ferguson, agent; grind store, Johnnie Murphy, manager; Frank Marrow, Buck Buchanan, and Blackie Bain, agents; high striker, H. H. Avery, owner; O. L. Lannon, agent; ham and bacon, Bill Fielding cigarette shooting gallery, Mary Fielding, lead gallery; O. H. Allin, owner; Bog Mason and Pete Peterson, agents; popcorn and candy floss, May Snowbar, diggers, Mr. and Mrs. Jack Dyker; penny pitch, W. E. Moeck, owner-operator; bingo, Jessie Allin, owner-cashier; Billy Allin, caller; David LeBlanc, agent.

WILLIAM ROSTER

(Continued from page 29)
 joined here, and with DePhil and DePhil is presenting the free attraction. Shows have added much new canvas and lighting effects since opening. Plenty of painting has been done and new shows have augmented the midway.
 Visitors here included Art Lewis, of the shows bearing his name, and Frank Bergen and Max Linderman, World of Mirb Shows. David Cleary arrived from Philadelphia and took charge of the Life Show for the second season. Hank Silo has framed a new show which is known as the Dope Friends of Chinatown. The other show being framed is a new Monkey Circus.

Line-up of other attractions includes Parisian Revue, Monte Navarro, manager and talker; Howard Fuller, tickets; Dave August, calliope and piano; Tom Mundy and B. Richards, catvassians; Princess Mona and Noel, dancers; Tania Lamar, line and specialty, and Patricia LaFrance and Kay Crowell, dancers. Show has added new scenery, lighting effects, and wardrobe. Side Show, James Thompson, manager; Edith Thompson, talker; Dewey Meadows, tickets; Don Melver, magician-lecturer; F. Patman, trick shooting; A. Nagami, Chinese juggler; Madams Orva, mentalist; Tex Carson, human cannonball; Hodge, Ben Ali, fire-eater; Will Casemlin, illusion, and Mrs. Meadows, illusionist; Margie, double-bodied girl, nance.

Frozen Alive, Bill Blaker, manager; Gene Walsh, talker; Mrs. Blake, tickets; Dolores Walsh, in ion, Funhouse, Bill Purchase, owner; William Ryer, Motorcromo, Billy Boudreau, owner-talker; Irene Boudreau, tickets; Fred Berioz, trick rider; Joe Boudreau and Wally Novak, riders.

Concessionaires include John P. Claiburn, duck pond, cigarette gallery, milk bottles, and pitch-till-you-win; Germaine Burgevin, cat games; Will Williams, shooting gallery; Fred Zehle, two wheel games and two grind stores; Mrs. P. Dunlap, penny pitch; Rocky Trupiano, custard owner; Joseph Amico; Mr. and Mrs. Mark Riley, popcorn and apple stand, managed by Charles Oroder, and George Barnett and Joe Harris, blankets.

Tait Cites Difficulties Of Operating in Orient

LOS ANGELES, May 17.—Difficulties under which shows are playing in the Orient were emphasized here when news of the Tait Shows was received by Lew Johnson, executive secretary of the Pacific Coast Showmen's Association, from Edwin E. Tait. Letter was written March 8 in Singapore, S. E. Tait wrote: "Have been sojourning about six weeks in Singapore. Am returning the shows to Manila in a week or so. It is a difficult matter to operate a show this size under present conditions. We have been in Malaya for nine months and the British authorities have treated us well. People in America cannot realize that a war is on. You have to see it at closer range to realize what it means.

We recently sent Bill Barlow, American living skeleton, who years ago worked with Jolly Nellie on the Fisher & Burk Shows, to Arthur Greenhalgh in Sydney, Australia. Bill got a break, a year's contract. Am having a difficult time getting the shows back to the Philippines. Boats are few and far between and generally fully loaded. We have done well in Malaya. However, because of present conditions there are stringent money restrictions. Future shows are at present banned to enter the country and no doubt this state of affairs will exist until the end of the war, if not for several years after.

"My brother is holding down the fort in Manila, and now that he has been made president and manager again at the race track I imagine he is pretty busy. Of course, you never experienced a "blackout." We have had several here, which gives an idea of what the people must go thru every night in England. I suppose the boys are getting ready to hit the road again and no doubt 1941 will prove a prosperous season. At least, I hope so. From what I can learn everything is on the upgrade in the States."

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Pitchdom Five Years Ago

Tip Hilder and Doc Joe Williams were in Tulsa, Okla., after a year of scrounging that took them all over the country. They found Tulsa and Phoenix, Ariz., the only towns that were hospitable. Service readers there were good, and there were tree readers to itinerant salesmen over 60 years old. Tulsa was filled with pitchmen. . . . D. P. (Hook) McFarland was in Bucksport, Me. He had just worked Bangor, which he found good. . . . John S. Evans was in Gettysburg, Pa., with the Te-Co Medicine Company. Shows were playing to good crowds. Roster included Doc Conroy, owner and lecturer; his wife, cashier and secretary; Patsy Compton, Joe Mullins, Ghet Dimpley, Johnny and Myrtle Evans, "Half-Pint" Evans, Billy Davis, Jack and Mercedes Hamilton, and Vernon LaBue. . . . Doc G. (Tex) Worthen, who had been operating a med show for many years, piped in for his first time from Trenton, Pa. . . . John Looney was with the Bockus-Kilbuck Wild Animal Circus in Concord, N. H. . . . Guimby Jack R. Corcoran pitched a Saturday in Orsted, Colo, to good prospects. The town wagon on your o. m., on private property and on street corners until 5 p.m. on your o. m. . . . John H. Jones was in Atlanta with the old pencil man, Bill Edwards. Reader there was reasonable on private property with your o. m. . . . Harold Case was in Rushville, Ind., where he expected to hold off until the Indiana fair opened. . . . Art Nelson opened in a Milwaukee show to good fashion. . . . John Clement, Bramcomb and Ben Storon were reported married May 2 in New York. Johnny was known as the Great Clement, mentalist, Jack (Butler) Stover was still going high, wide, and handsome on the leaf in Harburg, Va. . . . That's all.

TRIP OD OPINIONS: "You know as well as I do that not all the good towns are closed. But you also know that you must be a business man to work them."

RINGLING-BARNUM

(Continued from page 44)

or in sections to economize on space on mirrors. Heavy fabric covers the wheels and are weighted down with big rolls of fluorescent lighting is thrown up on the pictures, equipment being protected by troughs. Above the panels are banners with descriptive captions.

Inside there are 17 platform stages, each with footlights. Bandstand for Arthur Wrights Minstrels has a canopy and smart border-light clusters. In back of the bandstand are 10-foot pylons with silk curtains, these serving as masking of the front door. Plenty of other silk fabric throughout. Canvas, which is orange, is a 75-foot round, the width of the sides and sidewalls are blue. Acts are the same which started the season plus the band and Moley, juggler. Due in from Finland end of June is a touted giant, Mylvyne Johanna, according to side-show manager Fred Smythe.

Big Top Is Higher

The big top itself, higher than it has ever been, is the familiar dark blue, easy on the eyes and lending itself to production values. It's a 210-foot round job with three 60-foot middle poles. Center poles are approximately 95 feet and have to be put into position with skids, altho old-time canvasmen prefer handwork. Quarter poles also rise higher than ever before. While the performance is given in three rings, set per 1940 style, several turns are spotted by the outer curve for the benefit of the back rows.

Menagerie top and layout present a change of pace in several particulars. Measurement is 110 feet with five 40-foot poles, but the big point is all red canvas, which, with the sun beating down, makes everyone look yellow and sickly. Customers found it difficult to become accustomed to the brilliance, especially when they entered from this to the subdued big top. Animals may not be affected, however. A giraffe mound or hill had been built on the right side with ramps and a network of wooden grips to minimize injuries to the sensitive longnecks. An outer but dependent enclosure, level with the ground, is for canards and geese. On the corresponding left side is Monkey Island. Lining the sidewalls are the blue-tinted cage wagons, with the exception of a short stretch used for the bulls. It's not the gaudy menagerie with dominating red that everyone's used to, but it has dignity, anyway. Experts say the canvas here should be blue.

The horse tent is 75 feet round with four 40s and houses 140 head of stock in well-arranged labeled stalls. Entry to this is from a sub-connection on the side of the monkey section.

Gorillas Top Blue

In the connection appears the Big Show's No. 1 billed attraction, Gargantua and the misbegotten Toto, and it is the "first time this parcel has had anything but restrooms. Top, a blue job, is 67 feet square and of the suspension variety, supported by four poles on the outside corners. The joined eaves of the gorilla are spotted in the center and viewing is from two sides, each of which has a ramp with two levels. It seems to be made to order for a mild stampede unless crowds are controlled by mechanical means.

The top is eight air-conditioning units, two on each of the straightaways and two each on the curves. Grandstand chairs run 21-high and the blue 24-high, with the chairs making greater inroads into the rounded portion of the tent. Capacity is about 11,500.

The ushers are really something to look at with short baby blue jackets, gold braid with red trimmings, pants in dark blue that have gold and red stripes down the sides, and blue peak hats. Also very ducky shirt. Chief usher, John Carson, is deserving of something resembling an admiral's epaulettes and all. Plenty good taste shown in this department.

Late Arrival

Because the train arrived in here late Sunday night from Boston and also because of difficulty in figuring out how many seats, etc., the performance didn't get underway until nearly 1:30 and finished three hours and 50 minutes later, which is a long-distance record for RB. About 30 minutes of this time were taken up in hanging the central apparatus used in the Pan-American finale as this piece of rigging could not be struck permanently as in the buildings. Merle Evans and his musicians sweated during this interim and did much to pacify an audience already weary, but many spectators enjoyed the proceedings anyway. Acquiescent and propitious were all

over the center ring trying to speed up the situation, which will probably be straightened out before long.

Display succession is not much different than when caught in New York, chief change being the inaugural number, which is Alfred Court's wild and domestic animal display in the three rings. Butchers had to handle the shifting pens to peddle their stuff. Lot of time was taken by Roberto deValenciano in asking troupe of eight Liberty horses to do a laydown. When it did it, two refused, and when all eight were almost down, three spoiled the broth by rising. This it was late in the program and this is hardly a thrill trick at best, the trainer was as obstinate as his charges in insisting on completion. It spoiled an otherwise good horseflesh display.

Compact Concession Row

A feature of the new styled midway is a compact and more unified concession row which has ticket and refreshment wagons and trucks topped by heavy structures between which are strung descriptive banners with the words thrilling, entertaining, exciting, etc. Several of these were damaged in transit or assembling and one of them toppled over, but there were no injuries. All of them were finally removed, but will probably be replaced when the gaff is figured out. Miller Bros. Coastal Trading Company has the concessions. Entrance to the midway leading to the archway is scheduled to assume an arched arrangement via pylons and wagons.

There were many visitors around, notably CFA Melvin Hildner and Dr. and Mrs. William H. Mann, of Washington; CFA George H. Barlow, of Binghamton, N. Y., and Mr. and Mrs. Robert Ringling. An even greater visitation occurred in Washington the last half of this week. Baltimore lot, Monument and Highland, is said to be ready for sale for construction of an airplane factory. Playing day and date here were Klaus Expedition and W. C. Klaus Shows, appearing directly across the Ringling lot, and C. W. Wilson Shows, plus independent trailers, including Sam Crowell, who is popular with Big Show eaves and personnel. Baltimore business was good and Washington was expected to be even better. Pat Valdo, personnel director, has his right arm in a sling, result of an altercation with a horse in Boston. *Truete.*

CINCINNATI, May 17.—Following is the roster of the No. 1 advertising car of the Ringling-Barnum circus: John J. Brasell, manager; C. W. Goodman, news billposter; R. E. Flanagan, boss lithographer; Dick O'Brien, Ed Ross, Dick Connor, George Audette, Paul Burdick, Sid Vogel, Bill Fugley, Burton Savage, Roy Hlat, Ray Long, H. Barrows, Miss Coylich, George Orth, Mack Powell, George Hanna, James Haddon, Vince Kinter, Clyde Haskell, Tom Colligan, Ed Ritchie, C. Stanley Fulton, Joe Bernasconi, Gene Hodgeman, and Paul Hals, biller; Tom Brasell, pastemaker.

CORRAL

(Continued from page 44)

Caffido, secretary; Perry Ivory and Cur Cash, judges; Dr. Herriok and Beth Leuchter, timers; Bud Bentley, announcer. Contracted performers were Homer and Elmer Holcomb, clown; Monte and Louise Montana, Allan Pater, Bill Austin, Bernice Taylor, and Dick Griffith, trick riders.

Results: **Bunk Riding**—Day money, Chet McCarty, Burrel Mulkey, Jackie Cooper, Cecil Jones and Fritz Trunn split fourth. **Finals**, Jackie Cooper, Frank Brink, Fred Day, Eddie Rogers, Loren Frederick, Bob Wilkison, Cecil Jones. **Second day**, Dick Griffith, John Bartram, Oene Rambo, Bob Wilkison. **Stunt Wrestling**—First day, Chet McCarty, Clay Carr, Hugh Clingman, Ward Watkins. **Second day**, Chet McCarty, Clay Carr, Dick Herron, Hugh

★ DEMONSTRATORS
★ MED WORKERS
★ DISTRIBUTORS
★ AGENTS



Here is a tried and proven method that will get you real money. Millions of people with rheumatism, sciatica, etc., are interested in the good results this instrument can bring.

Regardless of what has been tried before, patent medicines, hot-water bottles, heating pads, etc., the **ELECTRIC THERAPEUTIC MASSAGE** is guaranteed to help relieve the pain of RHEUMATISM, BRUISES, INFLAMMATION, LUMBAGO, ARTHRITIS, NEURALGIA, MUSCULAR ACHEs. There is nothing mysterious about this unit. Fact is that heat will generally relieve the various pains described above, and our device makes possible the massaging of the painful areas along with the application of invigorating heat. It is the first such instrument ever made. Its efficiency is really amazing. The **ELECTRIC THERAPEUTIC MASSAGE** is a money-back guarantee because it produces positively the results outlined above. For two years it has been selling successfully on a mail-order basis, and now for the first time it is offered at a direct-selling item. Let us hear from everyone who has ever sold or demonstrated anything in the electric- or health-appliance field. (Sample \$1.00 postpaid)

THE EMSTIRE CO., DEPT. 253
1956 Broadway, New York, N. Y.

Events for Two Weeks

- May 19-24
GA.—Bald Knob, Strawberry Festival, 19-24.
ALAB.—Martinez, Defense Days & Pato, 20-24.
OHIO.—Dog Show, 24-25.
VIENNA.—Rodeo, 23-25.
WITTENBERG.—Parade & Horse Show, 24.
RI.—Race Island, Legion Celebration, 19-23.
IND.—Dog Show, 24-25.
MA.—Marshalltown, Tobacco Expo., 19-24.
DE.—Mottus, Dog Show, 19.
KAN.—Leavenworth, Pioneer Days' Celebration, 22-24.
STRENG CITY.—Rodeo, 24-25.
KY.—Lodwicks, Dog Show, 24.
HENDONSON.—Merchants & Mrs. Indoor Fair, 19-24.
NEBR.—Highland, Tulpin Time, 17-24.
MISS.—Charleboite, Cotton Festival & De Loto Celebration, 19-23.
E. J.—Rural, Dog Show, 19-24.
Y. I.—Garden City, Dog Show, 24.
X. O.—Wallace, Strawberry Festival, 19-23.
W. CO.—Casper, Fireman's Week, 17-24.
WIS.—Tremont, Rhododendron Festival, 23-24.
WASHING.—Days of Road Boats, 24-25.
W. VA.—Cameron, Legion Celebration, 19-24.
WV.—Oakton, Tennis & Horse Show, 23-25.
- May 24-31
ARK.—H. Smith, Rodeo, 25-June 2.
CA.—Sagravento, Horse Show, 24-27.
San Mateo.—Horse Show, 26-June 1.
FLA.—Webster, Tomato Festival, last week in May.
HI.—Maipohihi, Auto Race, 29.
IL.—Pineville, Laura Festival, 28-31.
MO.—Spartanburg, Strawberry Festival, 23-27.
IND.—Poplar Hill, Ozark Jubilee, 29-31.
LA.—Madison, Dog Show, 31.
MA.—Methuen, Dog Show, 31.
N. Y.—Tuesco Park, Dog Show, 30.
O.—Cincinnati, Miami Valley Industry & De Loto Celebration, 28-June 2.
PA.—Coudersport, Dog Show, 28-31.
DELA.—Horse Show, 28-31.
W. VA.—Charles, Rodeo, 21-June 1.
W. VA.—State Merit-High, Legion-Fire Dept. Celebration, 28-31.
ARIZ.—Anabel, N. E. Motor Show, 23-31.

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.

THESE ITEMS DEMAND ATTENTION

RED WHITE & BLUE LAPEL IN SINGIA, 100 Cents, \$0.90
 PATRIOTIC RHINESTONE LAPEL PINS, 100 Cents, \$0.90
 MILITARY EMBLEM POWDER BOX, 1.49
 MILITARY EMBLEM PENDANTS & LOCKETS (Retail \$1.50), 2.40
 MILITARY EMBLEM FOUNTAIN PENS, 1.80
 PENE CARDS, 1.50
 REALITY TYPE CAMERA, 1.50
 CARDIO TYPE CAMERA, .50, .80
 2 Strip, 1/2 in. x 1/4 in. 1.25
 30 DAY TYPE CAMERA, 1.25
 COMPACT Good Value, 3.00
 POWDER BOX, With Box, 3.60
 ARMY & NAVY NEEDLE BOOKS, 2.49
 50 P. Extra Special Value, 1.44
 100 P. Extra Special Value, 1.44
 Special 100 Hole Paper (2500 Boxes), 6.00
 POCKET COMBS, Special, 1.30
 100 YARD CIVIL WARE, 1.30
 (Sheet of Full Patterns With an Order)

MILLS SALES CO.
 90 BROADWAY, New York, N. Y.
 WORLD'S LOWEST PRICES WHOLESALE

Clingman, Finals, Ghet McCarty, Clay Carr, Hugh Clingman, Dick Herron.
Barreback Bunk Riding—Finals, Tom Knight, Ben Pancher; Ed Osborn and Carl Dossey, split third; John Schneider and Hank Mills split fifth. **Calf Roping**—First day, Leonard Block, Clay Carr, Sam Pancher, Dave Campbell. **Second day**, Clay Carr, Glen Shaw, Sam Pancher, John Bowman. **Amateur Bronc Riding**—First day, Don Landis, Slim Flagg, Buster Ivory. **Second day**, Don Landis, Earl Lutz, Buster Ivory, Finals, Don Landis, Slim Flagg, Buster Ivory. **Prize money total** \$1,780.

WALTHAM WATCH

Completely rebuilt, 7-jewel, 12 size model (found as scrap), brand-new Keystone case. Limited quantity of \$26. Unbelievably low price at

\$2.75 EACH
 Lots of 3

Sample 234 Extra

Send for free catalog and order card, check enclosing you to \$2.75 at once. New, nationally advertised watch. \$25.00. Buy with Order.

CARNIVAL NOV. CO., INC.
 30 West 2nd Street
 NEW YORK CITY

MILITARY INSIGNIA RINGS

MARVELOUS ASSORTMENT OF 12 Sterling Silver, Gold Plated, Silver, and Gold Rings. Army—Air Corp., state your selection. Retail value up to \$2.50 ea. **\$5.00** (12 Rings) Beautiful Display Tray FREE

Hartmann's Broadcast

CINCINNATI

A NEW angle in connection with the Barnes Bros. Circus, one very harmful to the circus industry, has come to light. We now have word that the show did close at Melissa, N. M., April 23, as rumored, and that even after it closed agents in advance continued to collect money from local merchants in various towns on reduced admission-price tickets to the show. Stories in several Kansas papers said that the agents were advertising the show to appear in as many as five towns on the same day. Think of it!

The *Jefferson-Republican*, Lincoln, Kan., on May 8 carried a story on this black eye to the circus, a story similar to many others published in small-town Kansas papers. It reads:

"Kansas newspapers are reporting a new type of advertising fraud being put over on merchants and business houses this spring. Posing as advance agents for the Barnes Bros. Circus, several men have been extracting funds from the merchants for 'promotional tickets' to the performance."

"The merchants advertise the circus date and give the tickets to their customers, the tickets to admit the buyers at a reduced admission price. Circus day, however, arrives, and no circus. The Wakeney World explained the matter as follows:

"The Barnes Bros. Circus which was scheduled to appear in Wakeney Wednesday for a one-day appearance is apparently nonexistent. The same circus was to appear in Larned, La. Crosse, and New City on the same day, Wednesday."

"The circus promoters arrived in Wakeney two weeks ago, spent the day selling pads of tickets and other advertising matter to the merchants. The merchants were to present the tickets to their customers. . . . It is estimated that the local merchants were swindled out of \$70 in exchange for advertising matter and are chafing the incident up to experience."

The *Osborne Farmer* adds to the story by confessing that the Barnes Bros. were to appear in Osborne on the same Wednesday. The amount of money the 'advance agents' got in Osborne is not known, but one business man said he paid them \$6.50 for tickets.

The *La Crosse Republican* states that merchants of La. Crosse had a mighty bad time explaining to the kids that the merchants and residents of La. Crosse had been duped. Merchants in that city paid all the way from \$3.50 to \$6.50 for the privilege of giving away, with sales, circus tickets which would admit an adult or child at a reduced price. An extensive advertising plan was explained to the merchants whereby they would get credit for sponsoring the circus in handbills which would be mailed to the boxholders on the routes and in newspaper advertising. But there was no advertising and no circus.

"It is understood that Johnson and Kinley were also on the 'bucket' list of nonexistent circus agents."

"All of which should be fair warning to other communities to beware of similar plans in the future."
Ye gods, what are we coming to!

True following from J. N. Wiener, cotton broker and former showman, speaks for itself. "In your *Frontiers* on the issue of the *Billboard* preceding the Spring Special you predicted higher prices for cotton and wheat. While you did not cite your reasons, you evidently considered your information reliable. Since publication cotton has advanced well over 200 points, and while wheat is handicapped by Canadian, also Argentine competition, yet it has reached 61 per bushel. While I thoroughly understand *The Billboard* is not a political or speculative publication, yet it does portray all forms of amusements and is a good barometer of conditions."

We congratulate Charles H. Maughan, news editor of *The Memphis (Tenn.) Echo*, for, on his second arguments of the value of a carnival to a city or town. His whole column, *The Town Perfecope* (signed C. H. M.), in the *Labor Review* of May 9, was devoted to this subject and we are sorry that space will not permit of reprinting

it in its entirety. Written immediately before the opening of the Cotton Carnival, his arguments follow in part:

"Next week, Memphians and their guests celebrate with the Memphis Cotton Carnival, an event in which Memphis's organized labor can join heartily since the carnival is distinctly an asset to Memphis. If it does nothing more, it offers a week of diversion and causes a lot of money to be placed in circulation—money that might otherwise not be in circulation and money that, eventually, finds its way to the butcher, the baker, and the candlestick maker."

"The downtown parades liberally sprinkled thru the carnival program all create pleasant traffic burdens for the Memphis Street Railway as thousands of parade viewers each spend 14 cents they might not have spent otherwise in traveling to and from the business district. . . ."

"Musicians, too, find a pick-up in work during Cotton Carnival week—those social events—while restaurants and downtown druggists find a land-office business before and after parades. . . ."

"Merchants, who find their patrons all out watching the parades and not in the store, eventually get business as a result of the Cotton Carnival, for those extra wages and overtime pay of street-car men, musicians, and others mean the wherewithal to buy clothing and other necessities. . . ."

"Over on the Front Street midway, incidentally, there will be live people who eat, drink, and have the requirements of everyday people. They spend money to live, and buy clothing, food, patronize hotels; buy gasoline, electrical power, supplies of all kinds. The show coming here this year, Hennes Bros., is one of the larger units of the Amusement Corporation of America, with a personnel that—without benefit of the press agent's ciphers—still numbers several hundred men and women, and those on the pay roll get their wages for the previous week's work on Tuesday—with a full week, almost, to spend their stipends in Memphis. . . ."

"In all, whether the Cotton Carnival causes one or 250,000 out-of-town visitors to come to Memphis some time during the week, it all means a volume of extra business created by the diversion of street parades, athletic events, air show, midway activities that adds up to a distinct asset."

Leonard Traube's

Out in the Open

NEW YORK

Performer Salaries

MANAGERS and showmen of "Class A" railroad carnivals will not find it particularly difficult to comply with salary conditions set up for performers by the American Guild of Variety Artists, which is in charge of this jurisdiction. In fact, the terms are so easy that artists on midways below the "A" rating are assumed to be paying the managements for the privilege of employment.

Under the Guild's minimum wage scale for the very highest classification a talker or opening maker, who may now consider himself a performer by virtue of the union's recognition of him as such, is entitled to the fancy minimum amount of \$30 per week. Some of the more worthy turners of tips will be glad to know how highly regarded they are by the union which covers them. An inside lecturer is also down for the double-act-but-act minimum.

A side-show act which has been around for at least three years and is "generally recognized as a drawing attraction" is entitled to \$5 more than a talker. The Guild's standard contract does not state how "generally recognized" is arrived at, nor does it bother about acts not "generally recognized" as box-office magnets. What happens to this class?

A single pit act, in which the value of the attraction depends upon "a spec-

WHETHER you, you, and you like so-called hillbilly music and comedy or not, hundreds of thousands do, as evidenced by numerous radio programs and radio surveys. So—we're sort of wondered why some smart carnival showman hasn't capitalized on this fact by installing a hillbilly show on the midway. Not just a nondescript bunch of guitar and banjo plunkers with twangy voices, but half a dozen fair to middlin' performers who have developed a radio following and can put on an entertaining show. We can hear carnival men whose local association with shows has made them blasé exclaiming: "Ho! Who wants to listen to a lot of corny singing and banjo playing!" Corny? Of course it is! But doesn't about 95 per cent of your midway audience belong in the corny classification? And don't they listen to those corny programs on the air! The WLS National Barn Dance is, of course, the classic example. For nearly 10 years it has been turning people away every Saturday night in the South Street Theater in Chicago. And a large part of its audiences is drawn from the population of Chicago and its suburbs. Perhaps that doesn't prove anything. Nevertheless, we have a hunch that a properly framed hillbilly show would prove profitable on a midway. While it would not be possible to get a Lulu Belle or a Renfro Valley show for the midway, there are available at a not too high figure performers who have established a following on the air and who doubtless would attract plenty of customers if they showed on a midway and were properly exploited. Maybe it's a crazy idea. But a lot of crazy ideas have panned out and somebody is going to try this one.

THAT'S a very nice press book for All-Canadian Frolicland gotten out by Walter Hale, the show's publicity man. We were particularly interested in the item about the glamorous Mimi Montaine, who, according to the story, will croon Retlaw Esh's new hit tune, *I Gotta See a Dog about a Man*. Now who could that songwriter Retlaw Esh be!

BEST weather prophat for the middle of May is Riverview Park. Any show figuring on playing the Chicago territory in mid-May can make a safe bet that the week will be rainy. It hits 8 out of 10 years, which is a pretty good percentage.

One individual performer, is in a better position to command financial security, in he or she is a luffed-up, tramped-up, pug-inspired concoction which passes for artist. This type, whoever or whatever he or she may be, receives not less than \$30 a week by the Guild's own stated demand in basic agreement with managements. Incidentally, what happens where the value of the attraction does not depend upon a specific individual performer?

Old shows are thrown in with illusion shows. The principals in these are rated \$25 minimum, understudies (whatever they are) are classed in the \$20 group, and fill-ins and bally people are permitted to grab \$16. Chorus girls, models, and posing girls are figured to be worth \$4 more per week than the fill-ins and the bally retinue.

Principals in vaudeville and drome shows receive the same minimum as pit acts or \$30, but understudies (whatever they are), if they do specialties, are entitled to at least \$22.50. What happens to understudies (whatever they are), who do not present specialties?

The very highest minimum is for free acts, the remuneration being \$50 net. As if these fabulous salaries were not enough, the Guild says that the ante is raised 10 per cent at fair dates.

The minimum wage scale for performers with arrangements other than "Class A" is swilled with great anxiety.

Nat Green's

The Crossroads

CHICAGO

This year's weather ran true to form, rain falling intermittently through the week. So far no side shows have been booked for the park. But when it comes to number and variety of rides, Riverview can just about top any park in the country.

RICHARD MILLER'S Fairyland, kiddie park on Chicago's Southwest Side, has been getting a nice play this spring.

Louis J. Berger, agent for Goodman Wonder Shows, in from St. Louis to look after some railroad contracts. . . . Runner in a local daily that Gene Autry is considering giving up his radio work to devote all of his time to rodeo in the bank. While Autry does get heavy dough for rodeo appearances, his draw is based solely on his radio rep, and to quit the air would mean a quick decline. Gene is too wise in the ways of show biz to let that happen. . . . "Gibby" Gibson in from the West Coast and left for St. Louis to join Royal American Shows. . . . Al Sweeney back from a successful booking trip thru the Midwest. . . . Boss W. O'Flynn, who bills himself as "the small man who does big things," is taking a swing around the country and stopped off in Chi last week after a leisurely trip thru the Southwest from his home in Oastana, Calif. Boss is a versatile person, his card listing his accomplishments as bookkeeper, baritone, typist, and cook. . . . C. J. Sedlmayr and Curtis Velez, of Royal American Shows, spent most of last week in Chicago. . . . A major out-of-town showman, who came in for the funeral of L. Clifton Kelley were Des Lang, Noble C. Fairly, and Dennis Howard.

DAV Indoor Show in Zanesville a Success

ZANESVILLE, O., May 17.—The Disabled American Veterans Indoor Circus in the newly finished City Auditorium here May 9 proved successful financially. The auditorium was ideal for circus acts, which met with the approval of the patrons.

The DAV committee received wonderful co-operation from newspapers and the radio. One of the highlights of publicity occurred when Wallace Bros. Circus exhibited here a week preceding the DAV's show and R. W. Rogers, manager had the event announced over his speaker system at the night performance. This was a real factor and the committee had not stopped talking of this courtesy.

The program here consisted of Buzard's ponies and trained bear; Madame Irene's trained dogs; Tommie McCoy, whip manipulator; Smoke De Wain, Mexican knife thrower; Galvans, East Indies mystic with large *Ullucost*; the Aerial Lerches, and Jenny Comedy Duo. Frank Laushead led the band and Frank Bowen announced.

The show was produced by the Mid-East Producing Company, headed by W. M. Myers. Mildred Myers handled the office and promotions. The Mid-East company has been invited back to produce the show next year.

RCA-Victor Group Sponsors Hunt Show

CAMDEN, N. J., May 17.—For the first time in its history the Victor Athlete Association, comprising members of the RCA-Victor Manufacturing Company here, has sponsored a circus. *Victor's Three-Tank Circus and Wild West Show* gave four two-hour shows yesterday (16) and today (17) at the Victor Athletic Field here. No tickets were sold on the grounds. Only members of the association were entitled to buy guest tickets and each employee-member was entitled to one free ticket and as many children's tickets as needed up to three as long as they lasted.

The Hunt show served as a warming-up for the RB show, which comes here May 28.

HAVE CASH

For Patent, Patent Commission (or Patent) with Profit. Amusement Dept., New York-Atlantic City, Pa. 100-1000-1000.

C. C. COX
Elwood, Cal., Pa.

Two British Shows Out; 3d to Start

LONDON, April 12.—During its first week on the road this season Mrs. Clara Pado's Circus picked up good business in industrial areas. Program, sustained almost entirely by the family, embraces riding—group and individual, wire-walking, acrobats, rope spinning and whip cracking, poaches, and John Swallow's elephants, salt and sauce, presented by Jackie Williams from Australia. Show is using a one-pole tent. For music an amplified gramophone is used.

Boasire's Circus started out this week-end. Its first dates being towns near to headquarters in Essex. Program consists of family members, related either by marriage or blood, and includes group and individual riding, wire-walking, flying rings, trapeze, knife-throwing, tick shooting, roller balancing and ground acrobatics. Two-pole tent is used and an amplified gramophone furnishes the music. Most stands will be up by day.

Backed by a syndicate of four, including two vaude booking agents, a new touring show is due to take the road May 15. Tent of last season's ill-fated Anglo-French Circus will be used, and company will include well-known British circus performers. A definite run of four weeks has been guaranteed.

K. C. Fairyland Reopens; Brancatos See Big Season

KANSAS CITY, Mo., May 17.—Fairyland Park opened here today and the season is expected to be best in the park's history, said Owners Victor and Marie Brancato. John B. Tumino is again resident manager in special charge of the ballrooms and the Brancatos are operating managers.

Some bands are slated for at least one dance weekly, with well-known orchestras to play for dancing on other nights. Johnny Engro and his orchestra opened the ballroom, followed by Bob Pope and his band. Engro was brought in by the McConkey Music Company. Ballroom will be dancing Friday, Saturday, and Sunday nights until Decoration Day and then dancing will be held nightly except Monday.

Management is presenting 25 rides and Amusements. Senora Carver's diving hole will be returned. Parent-Teacher Association-sponsored picnics began today. Many other outings have been booked.

With the Zoos

MILWAUKEE.—A pair of Bengal tigers, pair of South American jaguars, and a sawsaw will be added to Washington Park Zoo here as a result of purchases approved on May 13 by Washington

Park Zoological Society directors. Animals will be turned over to the zoo as the annual spring opening day program on June 15.

CALGARY, Alta.—Annual report of Calgary Zoo showed there were 516 specimens on display, compared to 463 at beginning of the year. Foodstuffs to the value of \$1,338.65 were donated and food purchases amounted to \$294.19.

DENVER.—Clyde E. Hill, superintendent of City Park Zoo here, has been named commander of the Colorado national defense force which will serve as the State's military unit during absence of the national guard. He was an officer during the World War and has been active many years in veterans' organizations.

NEW ORLEANS.—Audubon Park Zoo has received a young female seal from the West Coast. With the 130-pound cow came a fourth male addition to the pool. A second pair of seals are due soon.

Circus Historical Society

WICHITA, Kan., May 17.—Walter W. Tyson, of Goshop, Ont., recently received an old herald of the John Robinson Great World's Exposition Ten Shows Combined, season of 1890. The original owner had penciled on the herald, "First railroad show to play Germantown, O."

Walter W. Pletschman, CRE of Detroit, is attending the International Business Machine Corporation's school at Endicott, N. Y.

Jack and Evelyn Turner are with Young's tent show on the advance and handling banners. They have a new Plymouth and a Travel-Ease trailer.

Marriages

BART-ROBBINS — Jan Bart, singer, and Lillian Robbins, singer, April 10 in Brooklyn.

BEIG-HELPLY — Alphonse Berg, vaude performer, and Winifred Helply, nonpro, recently in Reno, Nev.

BRADLEY-UPSHAW — Frank Bradley, talker and front man with the C. P. Zeiger Shows, and Lorraine Uphaw, nonpro, recently in Albuquerque, N. M.

BRANAUER-MCKELLAR — Dave Branauer, producer and on-manager of Harry's New Yorker, Chicago, and Ethel McKellar at Bowling Green, O., recently.

CAMPBELL-UNDBERG — James Campbell and Mary Lee Lundberg, members of Clark's Greater Shows, in Mormon Church, Fresno, Calif., April 25.

CAREY-HECKSCHER — E. MacDonald Carey, actor appearing in *Lady in the Dark* in New York, and Elizabeth Crosby Heckscher, actress and singer, May 4 in Reyn Mawr, Pa.

COOK-HISGHER — Philip Cook, of the Virginia Reel, Congo Island, N. Y., and Helen Hisger, nonpro, April 26 in New York.

DAVIS-QUINN — Carleton Morris Davis, director, to Lillian Joan Quinn, singer at the Hotel Bond, Hartford, Conn., in Ridgefield, Conn., April 16.

DILTON-ROHAN — William F. Dillon, manager of the Blue Eagle Cafe, Holyoke, Mass., and Mary A. Rohan, Holyoke, May 5 in that city.

GARSTON-HALE — Michael Garston, dancer, and Doris Hale, dancer, May 14 in Philadelphia.

HARRIS-PAYE — Phil Harris, orchestra leader, and Alice Paye, film actress and singer, in Esquenada, Mexico, May 12.

KELLY-BEAN — Chic Kelly, news editor of Station KYW, Philadelphia, and Amy Bean, non-pro, May 3 in Philadelphia.

KISTLER-POULIENNE — L. H. Tiny Kistler, fat man in the Ted Metz Side Show on the Golden State Shows, and Mary Poulienne, nonpro, in Los Angeles April 20.

KRUL-MILLER — Edward Krul, manager of the New Home Theater, Detroit, to Marion Miller, nonpro, April 23.

MERIVALE-STERLING — Jack Merivale, actor and son of Philip Merivale, and Jane Sterling, actress, May 3 at the Cathedral P. E. Church of St. Paul, Boston.

MORGAN-POULSEN — Robert Bennett Morgan, pianist, and Josephine Love Poulsen, former band vocalist, in Washington May 9.

RANDALL-VAN OSTLAND — Donald Randall, trumpet player with Don Gordon orchestra, and Evelyn Van Ostland, non-pro, May 4 at Patchogue, N. Y.

SCRIMGEOER-NYE — Leslie O. Scrimgeour, nonpro, and Ruth Nye, daughter of B. H. Nye, outdoor showman, in Mount Vernon, O., April 22.

WILHOIT-IRADINA — Douglas W. Wilhoit, socialite and singer, and Olympe Iradina, film actress, at the Church of the Good Shepherd, Beverly Hills, Calif., May 14. The bride's uncle is Fred Iradina, ringmaster for the Ringling Bros. and Barnum & Bailey Circus.

YORK-OTTNER — Jesse York, non-pro, and Carol Ottner, one of the Beverly Sisters, April 27 in Baltimore, Md.

ZOLLO-MCMULLEN — Leo Zollo, orchestra leader at the Benjamin Franklin Hotel, Philadelphia, and Gertrude McMullen, head waitress at the hotel's Coral Cafe, two years ago in Philadelphia, it was disclosed recently.

ANGELA GOWZ, pianist, to Irving Siegel, orchestra leader and composer, in Almont, N. D., soon.

BYRON K. TIGGES, former night club entertainer and emcee on Station WADQ, Canton, O., and Lucille Scharin, nonpro, in Canton June 14.

LIEUT. HENRY B. SULLIVAN, non-pro, and Margaret Jane Vaughn, Philadelphia ice skating star, at West Point in June.

DR. DANIEL BILK, non-pro, and Adeline Berger, daughter of Louis Berger, owner of the Empress and Ideal theaters, Philadelphia, in that city in November.

ARTHUR FRENCH, Holyoke, Mass., and Muriel Richardson, of Station WTAD, Worcester, Mass., in Worcester soon.

W. P. BUSCHER, Jr. (Preston the Magician), and Mildred Pasco, nonpro, at First Baptist Church, Pineville, Ky. June 13.

LOUIS E. SIMON, account executive at Station KYA, San Francisco, and Gertrude S. Karp, nonpro, in San Francisco June 8.

ADRIAN GENDOT, writer at Station KPBC, and Lois Allen Hampton, radio actress, in San Francisco in June.

ELIZABETH ROMOLO FORNUTO, owner and manager of the new Lee (Mass.) Theater, and Anthony Serra, Pittsfield, Mass., in Lee soon.

RALPH BASTWOOD, vocalist with Leo Zollo's orchestra at the Benjamin Franklin Hotel, Philadelphia, and Marion Morgan, in Philadelphia next fall.

Births

A son, Daniel Lee, in Mr. and Mrs. Leo Jones recently in Sandusky, O. Father is owner of the Star Theater there.

A son to Mr. and Mrs. William G. Kennedy in Mount Carmel General Hospital, Detroit, April 26. Father is operator at the Riviera Theater there.

A daughter to Mr. and Mrs. John Hornick in Florence Crittenton Hospital, Detroit, April 19. Father is operator at the Majestic Theater, Detroit.

A daughter, Irene Claire, to Mr. and Mrs. Erwood H. Conner April 14 in an Atlanta hospital. Parents are well known in carnival circles.

A son to Mr. and Mrs. Julian Hochfelder at Cedars of Lebanon Hospital in Hollywood April 27. Father is writer at MGM.

A daughter, Susan Elliot, to Mr. and Mrs. Harry Olmstead in York, Pa., April 23. Father is manager of Warner Bros. Capitol Theater there.

A son, Michael Arthur, to Mr. and Mrs. Andrew D. Weinberger recently in New York. Father is a theatrical attorney.

A daughter, Ruth, recently to Mr. and Mrs. Harry Engford in Stevens Point, Wis. The parents are tent show operators.

A son to Mr. and Mrs. Charles Gaines April 23 in Hahnemann Hospital, Philadelphia. Father is orchestra leader at Carroll's, Philadelphia night club.

A son, Charles Allen, to Mr. and Mrs. Bobby Morris burlesque performers, in Dr. Lepp's Maternity Hospital, Bronx, New York, April 23.

A daughter to Mr. and Mrs. Tro Harpo in Stamford Hospital, San Francisco, May 1. Father is special events broadcaster at Station KPFO, San Francisco.

ANDREW, and vocalist with Station WQAE. A daughter to Mr. and Mrs. Jack Gordon May 14 in Memorial Hospital, Brooklyn. Father is owner of the Gordon Novelty Company, New York.

Divorces

GREER GARRON, actress, from Edward Alec Abbot Watson, British Government attaché, recently.

IRVING DE MARX BROWN, former show girl and now a booking agent, from Joseph A. Brown, concessionaire with the Bremer Consolidated Shows, in Minneapolis May 8.

ANN PALMER HARKINS, Westport, Conn., from John Harkins, Saranac Lake, N. Y., scenario writer for Warner Brothers, in Bridgeport, Conn., May 9.

ETHEL O'BRIEN from James B. O'Brien in Dallas April 22.

MARGARET CORTWRIGHT BAKER from Phil Baker, film comedian, May 3 in West Palm Beach, Fla.

HARRIETTE FRANK from Frank W. Eckardt May 1 in Wisconsin Rapids, Wis. They operated Wisconsin Rapids' three theaters for many years.

PHYLLIS ROBER OBER, nonpro, from Philip Ober, actor, May 8 in New York.

WALLACE BROS.

(Continued from page 45)
24-hour work. The five-pull act that was in Chicago for the Stadium show is back on the show and hopes the program a lot. Show moved into Pennsylvania from here and after playing about 10 days in that State continues east. Harold Long, formerly of the advance of the Wallace show, now labor reporter for *The Akron Beacon Journal*, visited his former boss, Ray Rogers, here and renewed acquaintances among trouper, Ted Deppish, photographer of the Charles Siegrist Showmen's Club, screened movies of the Cleveland Arena indoor circus last winter between shows here for entertainment of the performers, many of whom took part in the Cleveland show.

Other visitors greeted by Rogers here included Judge Gordon Burris and wife and Cal Wain and family, members of the recent Al Koran Truandrum Shrine indoor circus committee; Fred Work, Ralph and Howard Peters, Mr. and Mrs. Frank Adams, Olan Wagner, Nick Hmitz, Ray Wallace, Frank Beardon, J. B. Malloy and wife, Jack Mullane, Jack Nedrow and wife, Roy Wild, and Rex McConnell and wife.

UNDER THE MARQUEE

(Continued from page 45)
Gand, directed by Mike Guy, are Charles Guthbert, Andy Martin, and Eddie Milton, cornets; Sylvester Larice, baritone; Carl Borggren, bass; Frank Tuner and Art Myers, clarinet and sax; Frank Clark, cello; Joe Campo, trombone; Wild Bill Wymore, drums. Band in union and claimed to be the only truck show band using a reed section.

CHIEF KEYS, who has the Wild West concert on the Al G. Kelley-Miller Bros' Circus, also is the mall, route card, and Billboard agent. He says the concert is holding half the big-show audience. Its line-up includes Keys and his daughter in trick and fancy roping; Doris and Obert Miller, comedy mule; Oklahoma Keys and Mary Keys, whip cracking; Keys and daughter, trick and fancy rifle shooting; and Chief Keys in trick and fancy horse parading, with Oklahoma Sherry, Mary Keys, and Montana Lily as riders.

HARRY AND LORETTA L. LA PEARL write that the Fred Meyer Stores Circus in Portland, Ore., had Harry LaPearl's clown and dogs; Healy and Mack, bar gymnasts and wire artists; Boots and Saddle, Hollywood movie dogs; Marvell, escape artist; a mechanical man; the Hanch Serraneros, and the Byrie Brothers, with LaPearl in charge of the program. Healy and Mack have moved on to Vancouver, B. C., where they will appear at the Cave Club for two weeks and then go to Winnipeg for two more weeks.

ANOTHER REPLY to the inquiry as to whether Gollmar Bros. show ever played Canada comes from E. W. Adams, who is a clerk at the Pickwick Hotel, Atlanta. He says the Gollmar show made Canada in 1917, after it was bought by James Patterson from the Gollmars. That was the last season of the Gollmar tent on the road, until 1927, when it was leased by the American Circus Corporation and put on the Howe's Great London equipment, says Adams. Last week Steve O. Brashear sent the Gollmar show played Canada in 1920.

WANT TO BOOK
Metodrome or Sitodrome with riders. Also good Shows or Attractions for week stand in longer. All reply to

SUMMIT BEACH PARK
Akron, Ohio

ROLLING GREEN PARK
Bostony, Pa.
Central Pennsylvania's Largest Park
Special Day for Reservations! We are opening for a week and Grand Open-Age Man. Small opening for the next week. Write or wire

R. M. SPANGLER

WANTED
ELKS' BAND SPRING FROLIC
New Philadelphia, Ohio, June 4-7.
LIMITED CONCESSIONS AND SHOWS.
A. W. BEDROW, P. O. Box 421, Meadville, Ohio

ATTENTION

FOR SALE—One of the best small Parks in Ohio. 18 years operating; never had a losing year. Income from rents \$3,000 per year. Lake bathing, beautiful dance pavilion, arcade gallery, games and many other features. Wish to retire on account of health. Will stand the strictest investigation. Address for full information **BOX D-68, Care The Billboard, Cincinnati, O.**

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Surveys

Surveys and questionnaires are a very common thing in modern business. In the last few years there are many who feel that the idea of surveys has been overdone. But reliable statistics are always useful in business and for that reason surveys and questionnaires will always be used.

The federal government has greatly increased the coverage of its census bureau in recent years and now makes regular and very useful survey reports on manufacturing industries, retail sales, and other important business subjects. In very recent years the census coverage has been extended to include certain items and business fields that relate to the coin machine trade. For example, a census report on coin machine manufacturers for the year 1939 was made available late in 1940. This gives to the business world a reliable and conservative report on the coin machine manufacturing industry as a whole and will be of benefit to the industry. The census of retail sales in recent years has included a check on the sales of merchandise thru vending machines. All of this information gathered by the federal government will be authoritative and valuable.

But there are many phases of the industry which are highly important and which will not be covered by any official census. For that reason certain agencies in the trade itself will need to collect reliable information about the industry.

The organized trade associations within the industry have been at work in this field for some time. The Automatic Phonograph Manufacturers' Association keeps a complete and reliable check on the phonograph manufacturing industry and is aided in this worthy job by the fact that there are not so many firms in the phono manufacturing field. The other associations have a much bigger and slower job.

The Billboard this year is offering its co-operation and at the same time seeking the co-operation of all associations and the industry at large in gathering statistics on the various phases of the industry. The coin machine industry is one business that needs reliable data on its activities and business importance. Newspapers often hurt the industry by quoting exaggerated figures, but part of this may be due to the fact that no reliable statistics have been available from any source.

The coin machine trade is one industry that needs reliable data made available for its own good

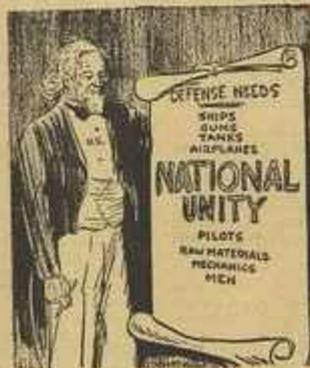
For the last few years The Billboard has been making its annual legal survey of State and city licenses and tax laws that apply to the various types of coin-operated machines. It has been very difficult to keep an accurate check on these legal matters since there are frequent local changes. Another problem has been to get the co-operation of the trade in the various States and cities. But the good work has been started and each year a greater number of associations, distributors, and operators join in co-operating with us to help the industry as a whole.

Our plans for 1941 call for making a special survey on particular types of machines during each of the next several months. During May we have been checking on penny merchandise vending machines, a small machine to be sure, and just how many millions of them are in operation no one seems to know. Best estimates range from two to three million penny venders. Our first reports in this survey reveal some very interesting information. Of course, on this first survey we hardly expect to more than make a good beginning, but at the same time we will get some useful information on which to base fairly reliable estimates.

During June we plan to check on cigarette vending machines. A lot of information on these important machines is already available, so that our annual surveys will be largely to bring statistics up to date. During July we will make our annual check on beverage vending machines and July is also the month for making our annual survey of legal conditions. On the legal phases we already have made a good start in previous years and each year we bring our legal information more up to date.

During August we have tentative plans to make a survey of the music box industry and records. This information will be gathered in time for use in our annual Talent & Tunes Supplement, our music annual which for two years has proved its great usefulness in bringing the music box trade and artists and musicians close together for mutual profit and understanding. Later in the year we will check on candy bar venders and other types of machines.

With the co-operation of the various association, firms, and agencies in the industry a big step will be taken toward getting reliable facts about the coin machine trade in all its branches.



National Unity is the central item in our list of defense needs. (Cartoon by Curinack in Christian Science Monitor.)

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: Cecil Hotel.

LOS ANGELES, May 17.—This week saw the boys on the three local coin rows sleeping on it. Many sailors and soldiers in town have made business exceptionally good. Interurban trucks and buses are bringing service boys from near-by camps for week-end stays at a reduced rate. Some hotels are offering soldiers and sailors special rates.

Les Lorden reports that the draft has shaken up his business, but that things are gradually getting back to normal. Buster Brown and Steve Nemeth have left for the army. In their places are Ted Shephard and John Handburn. Les says that the illuminated organ-type speakers are going strong in this section.

M. Herring, who has been in the photograph remodeling business, says that he will soon have an announcement of interest.

Southwestern Vending Company is a busy place these days, and the good business has cut short Harry Kaplan's trips. Jimmie Jones, manager, says arcade equipment is going strong. The hot weather has increased plays on machines at the beaches.

Et Cantavener left for the East recently to join his wife, who was called there by the death of her mother.

Berry Beauregard and Lloyd Sanders will be inducted into Uncle Sam's army before long. Their names are already on the honor roll in the office of the Associated Operators of Los Angeles County.

News from San Luis Obispo is that Louis Dunn is one of the busiest coin rowers. Camp San Luis Obispo is oriented there.

Boston

BOSTON, May 17.—Karl Klein, Groetchen Tool Manufacturing Company, was in Boston for a few days to contact jobbers and operators.

Harold Hoffman, operator of the Harlow Amusement Machine Company, Cambridge, was married this week to Dorothy Cutler.

The seventh meeting of the Amusement Merchants' Association was postponed this week. Treasurer Jim Woodward said the next meeting will be held within the next three weeks.

No wet feet were reported after the fishing trip taken by Mr. and Mrs. Arthur Sturges, of Automatic Distributing Company, aboard their cruiser, Eddie Watkins, of Melody Photograph Company, Springfield, and Irv McClelland were guests.

Ray Shea, Worcester music operator, has transferred one of his telephone music systems from Worcester to Framingham and reports good results.

Joe Glazier, of C. W. Claire Company, Bangor, Me., placed remote apparatus in all of his top locations in that city and reports business has increased substantially.

Fred Tognetti and Lora Ferrari, of Melody Amusement Company, Framingham, Mass., are expanding their route and purchasing new equipment.

Reports that the music operators' association would be revived were prominent along the Hub's coin rows last week.

Maurice Kushner, of Tally-Ho! Manufacturing Company, reports locations are taking to the new product in a big way.

Sam Bunin, Worcester, Mass., reports collections on the increase in the Western part of the State. Operators in that section anticipate one of the biggest years in history.

Paul and Arthur Strand of Mohart Photograph Company, Greenfield, Mass., are kept busy expanding their remote installations. Boys are placing remote equipment in many of their locations and report collections constantly increasing.

Marty Bromberg is in the East and the boys expect him to drive a new car back there. Predictions are that 30,000 men will be in camp there by June 1.

It's always Monday and noon when Mrs. Roy Smith, of Lancaster, Calif., walks into the ACLAAC office. Office force is thinking of setting the clock by her visits.

Joe Noto is planning a trip north. That new fellow at the ACLAAC meeting recently was Don Jackson.

Colman are visiting Casa Manana, Culver City night spot, to renew acquaintances with Harold Lewis, a former operator.

Max Kraut, Western manager for U-Need-a-Pak, recently returned from a trek around this territory. According to Max, things are looking up.

Among those attending the NBC party for Jack Benny in the Biltmore Bowl on the occasion of his 10th year in radio was Mollie Simon, Curley Robinson's efficient secretary. She's been with the ACLAAC since it started four years ago.

Verne Moore recently returned from a short business trip.

Pennsylvania

WILKES-BARRE, Pa., May 17.—Thieves obtained about \$25 from the cigarette and candy vending machines when they broke into West Side Park in Berwick last week. It was the fourth burglary there within a year.

Lou Unterberger, Rex Novelty Company, reports he has two more central city locations for his Mystic music system.

Albert Balogh, mechanic for Rex Novelty Company, was inducted into the army last Saturday (10).

Max Roth and Hans Lindeman put feathers in their caps by donating the services of a photographer for an affair of Wilkes-Barre Chapter, American Newspaper Guild.

Lou Unterberger was installed as president of the local B'nai B'rith Lodge last Tuesday.

H. S. Stashak, Shickshinny operator, used ads in The Wilkes-Barre Record recently.

Mississippi

NATCHES, Miss., May 17.—Spring business in this section is far beyond expectations. Monthly market reports show that trend continues to wall and bar boxes for phones.

Volunteers to army service continue to thin ranks of operators. Newest volunteer is Attorney T. G. Bauer, legal adviser of several local operators. He has been sent to Camp Shelby.

Operators are renting phones for commencement parties here.

Powell Kaiser has added the Golden Anchor night spot to his route list.

Penny vending as well as nickel vending beverage machines are springing up in various locations. Many new weighing machines installed.

Buffalo

BUFFALO, May 17.—Jim Blakeslee, Trooper's Amusement Company, on a buying spree, bought five new 1941 Seeburg as well as another line-up of Seeburg remote controls. Blakeslee also received Drive-Mobils, which he likes very much.

Ted Mills Amusement Company is getting ready for summer hits and meantime is setting good collections in his city and near-by out-of-town spots.



"A toast to the nation's musical host—Buckley Music Parties with Direct Touch-to-Touch Action and Better Tones," roasts Madeline Dawn, Buckley beauty. (Manufacturer's release.)

Minneapolis-St. Paul

MINNEAPOLIS, May 17.—Opening of the fishing season here Thursday signaled the start of the Minnesota tourist season.

A check with Bismell A. Ackerman, city license department chief, reveals that licenses were issued for about 1,100 pinball machines in Minneapolis May 1. Application for licenses under the new vending machine ordinance are very slow, Ackerman said. There have been 400 licenses issued for penny vending machines.

Bill (Spinks) Cohen, Silent Sales Company, back from Chicago, where he met with E. T. Roberts, of Automatic Instrument Corporation, reports that an important announcement concerning phone is due to break soon.

Business at Coin-a-Matic Amusement Company, according to Jessie Dvorack, has been excellent the past week.

Jack Ravine, of United Machines, says that trade has been holding up in fair shape.

Mike O'Dowd, of St. Paul, has been stocking up on Seeburg phones and remote control and reports his route is well satisfied with the 1941 line.

Murry Kirchbaum, phone record distributor, has been having a good season.

L. N. Jensen, of Chippewa Falls, Wis., was in the city to buy new equipment for his route, which he said has been doing well.

The F. C. Hayer Company, recently appointed RCA-Victor distributor in this area, conducted an open house Wednesday thru Sunday (18).

At Minneapolis Machines Company, operated by M. M. (Doc) Berenson, business was reported holding up well.

Detroit

DETROIT, May 17.—Edward F. Morey, who operates a night spot, Morey's Garden, on the side, has placed an order for Photomatics.

New operating firm known as the Lincoln Park Amusement Company is being organized in the suburb of Lincoln Park by Russell Trickett and Frank Staffe.

Edward Kisely, former Detroit music operator, who is now putting out his own records, was a guest of the United Music Operators at their meeting recently.

James Ashley, president of the United Music Operators, reports that operators in the territory are well satisfied with the present service charge collections. All operators now work on the basis of a minimum service charge for each location, running from \$1 per week, according to the type of location and average weekly gross.

Rankin P. Peck, manager of the Detroit Towel Cabinet Company, is completing plans for production for his company, which is developing a new automatic towel vender.

CHAMPION



World's champion money-maker of all times... Pays Free Plus bonus on all coinplay... World's champion money-maker of all times... Pays Free Plus bonus on all coinplay... World's champion money-maker of all times... Pays Free Plus bonus on all coinplay...

GROETCHEN TOOL COMPANY

130 N. Union St. Chicago, Ill.

ARCADE EQUIPMENT

Rock-Ola World Series, \$28.95; Ten Pins, \$4.50; Red, \$37.50; Marble Game, \$39.50; Ever-Top \$20.00; S. \$35.00; High Score, \$45.00; Kamey Auto-Start, Blue Cabinet, \$50.00; Rally, Rally-Over, \$48.50; Seeburg Jockey, \$53.50; Shikari Gun, No. 800, \$35.00; With Box, \$48.00; Seeburg Raycote, Remount Cabinet, \$52.00. This equipment is all in stock and in A-1 condition ready for shipment. Detailed report will ship to 24 hours. Send for our weekly price list on terms and Automatic Photographs.

WATERBURY AMUSEMENT MACHINE CO. 729 Banker Hill Bldg., Waterbury, Conn. J. J. Neuhoff—Tel. 3-6454 Conn. Rock-Ola Distributor.

SPECIALS

Kamey Auto-Start (Late Brown) \$53.50
Air Rider \$37.50 | Western Baseball \$2.50
Mercury \$7.50 | Kamey Aircraft, 48.50
Whittier 24, Cabinet & Condition A-1 \$23.50
Jockey \$47.50 | Chok-Kan Miller \$7.50
172 Detroit, Baltimore, G. O. D.

MARION COMPANY Wichita, Kan.

110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Furnish standard 110 AC 60 cycles for operating coin-operated music machines, roller skates, AD rides, electric organ, pin-ball games, etc. Complete \$22.00; 110 AC Light Plant—List \$ 27.00
Complete \$20.00; 110 AC Light Plant—List \$ 25.00
\$80 Watt Kato Rotary Converter—List \$ 11.00

KATOLIGHT, Mankato, Minnesota, U. S. A.

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendant; very little weekly servicing. PROVEN a steady money-maker, invests without obligation. INTERNATIONAL MUTEOSCOPE REEL CO., INC. 44-01 11th St., Long Island City, N. Y.

MUSIC MERCHANDISING

Music Discussed at NAB Meet; Phonos Mentioned

Meeting marked by Mutual-ASCAP signing and slashing of BMI radio rates

ST. LOUIS, May 17.—Many angles of the radio industry were discussed during the convention of the National Association of Broadcasters (NAB) which opened officially here May 12. The convention was the scene for discussion of the divisions that have come in radio circles during the past several months, as well as talks on the many business phases of the current music trade.

Leaders in the radio field spoke of the prospects for new music and songs and of the outlook for good music on future radio programs. Occupying a prominent place in the convention were reports on the accomplishments of Broadcast Music, Inc. (BMI), since its beginning in the music field in May, 1940.

BMI was organized by the broadcasters when differences arose with the American Society of Composers, Authors, and Publishers (ASCAP) about the broadcast rates on copyright music.

Since that time the symbols BMI and ASCAP have become almost household words, due to the wide publicity given in the newspapers to the radio music "war." The music box industry was also vitally interested in the effects on the supply of phonograph records. ASCAP music was dropped from many radio stations when the dispute about rates arose.

Important News

Last Sunday it was announced that the Mutual system had made an agreement with ASCAP whereby the Society's music would return to the Mutual chain. This was considered big news in music circles, and all branches of the music trade are watching the effects of this agreement. The next day the music situation took on even broader meaning when it was announced that BMI had made a slash in its music fees to broadcast stations. This indicates that the two competitive suppliers of music are likely to offer many new services and ideas during the coming months.

Phonographs Mentioned

The music box industry has held a neutral position during all the music furor and has also been able to do a good job in its own circle of popularizing new songs and music. Music operators were deeply interested in the radio convention and the angles that would develop from it.

Since BMI had been organized by the broadcasters, the reports during the convention gave many facts about the work of BMI since last May. In the speeches

that were made by officials of BMI some very definite compliments were made of the music box industry.

Sidney Kaye, general counsel, spoke of the great number of phonograph records that had been sold to the home and music box trade. He also emphasized the great efforts being made to improve the music supply which would be available for radio and the record trade.

Merritt E. Tompkins, general manager and vice-president of BMI, said the operators of coin music boxes had done much to help popularize the tunes which had been offered by BMI. The result of the music boxes and other groups using records had been to give "enormously favorable publicity," he declared.

Tompkins also added that "it is a fair estimate to say that three-fourths of the records now carried on coin phonographs are either BMI published or controlled."

It was said by observers at the convention that the prospects are that both NBC and CBS will sign with ASCAP.

Los Angeles

LOS ANGELES, May 17.—News gleaned from Mac Mohr is that he's planning another trip to San Francisco. He reports that Baker's Target Skill and Pacer are going strong.

Fred Neuman, Rex Vending Company, San Francisco, was a recent business visitor to Los Angeles. He spent some time with Jean Minthorne, local Rock-Ola dealer. When asked for a statement regarding his trip into this territory, Neumann said, "Rock-Ola is going strong in both North and South California."

Edward J. Smith, manager California Simplex Distributing Company, distributor of Wurlitzers in California, Arizona, and Nevada, just returned from a trip to San Francisco. He reports business good.

Mac Sanders is complaining that he hasn't had a vacation in three years, but he's going to take one this year. The Sanders place of business is a busy spot these days. Every chance they get, Luna Weldon and John Halley, em-

Puts \$150 in Phone Boxes To Check on Juke Boxes at Home

(Reprinted from The St. Louis Post-Dispatch, May 13)

Formerly so sound was sweeter to the ear of Guy Lanzotti, juke box operator of Washington, than the click of a coin inserted in a slot. In the six weeks he has been in the army at Jefferson Barracks in Missouri, however, the sound has by degrees become less musical, more melancholy.

In that time he has heard his own nickels, dimes, and quarters to the total of \$150 tinkle into coin boxes of the Southwestern Bell Telephone Company. The calls were necessary to keep in touch with his home office and check on the regularly with which other people's nickels were falling into his own coin boxes.

Disheartened at seeing his coins going in such numbers into alien machines, Lanzotti called on the Rev. Herbert J. Melius, of St. Louis, reception center chaplain, for advice. He wanted to know how he could arrange a transfer to some post closer to his juke boxes and with lower phone tolls to Washington.

ployees, play the Ace Bomber, a number that Mac says is going to be one of the top games of the season in this area. Lou Waldner, of Advance Automatic Sales, was a recent visitor to the Sanders office.

Pat Martinez has gone into the army and is no longer with Operators Vending Machine Supply Company. Lew E. Feldman is the manager there, and George Anderson is in charge of advertising and publicity.

Harry Bawlings, of County Games, is interested in outdoor show business and is one of its best supporters in this section. He visits around with the different show owners when they are in this section. He leads the Pacific Coast Showmen's Association in the Alliance to the Flag ceremonies at the opening of each meeting.

Herb McClellan is in the search for bigger and better gadgets to pull jokes on his friends since Tom Wall made that remark that he is using some five years old.

Tri-Way Introduces Phono Pick-Up

NEW YORK, May 17.—Tri-Way Products has introduced a new featherweight permanent jewel pick-up for automatic music operators.

"In addition to featuring a permanent jewel needle in a new-style cartridge to fit most tone arms," it was stated, "the weight of the device is only one and a half ounces. This results in less wear of records and much longer life of records," officials of the firm state.

"A special volume control box is included, with an extra unit available for operators who use an additional volume control on the box or near the ash register." They explained. "The jewel pick-up gives a much finer tone to all mechanisms and makes it last two or three times longer. The installation process is simple.

"Whenever a remote control music system is used, featuring twin mechanisms, a twin featherweight permanent jewel pick-up unit is available," a Tri-Way official explained. "This new unit works in perfectly with our Ultratone and Illumitone chandler all-metal speakers. More and more of these speakers are being shipped daily as operators throughout the country become acquainted with them."

Uses The Billboard As Text at RCA Dealer School

PHILADELPHIA, May 17.—The Billboard was used as a textbook by RCA-Victor last Tuesday when it assembled all of its record dealers in the city at the Rita Carlton Hotel for a school session on the merchandising of Victor-Bluebird records.

Part of the day's lecture was devoted to trade publications, and Eddie Heller, in charge of the class, used The Billboard for a textbook. He explained the functions of a trade paper and showed the "students" how to read it, pointing out all of the record service features in The Billboard which can be utilized advantageously in selling more records. Special attention was given to the Record Buying Guide, Talent and Tunes column, Music Popularity Chart, and the record reviews, all exclusive service features of The Billboard.

Altho the school was designed primarily for the music stores, many music machine operators were in attendance, and Heller gave special attention to the music machine industry in his lectures.

Stars, Operators Meet at Modern

NEW YORK, May 17 (Distributors' release).—The weekly Friday afternoon parade of recording stars at the office of Modern Vending continued yesterday, with Alrino Bey, the King Sisters, Gene Krupa, and Harry James dropping in to greet Irvin Sommers, up from Miami, and to say "hello" to Nat Cohn, Harry Rosen, and the stream of operators who buy their records at Modern.

The girls and the three bandmen autographed records for the assembled operators, and flashbulbs popped as Cohn and Sommers posed with the recording artists for pictures.

Between scribbling and shooting the visiting music machine men and bandmen swapped trade talk. Sommers said that operations down Miami way were better than they have been for some time. Cohn reported a similar business in business in this territory, and both stated that in the past month Modern has done a bigger business than during any other single month in the company's long career. This month promises to be even bigger.

The recording artists expressed their pleasure at the opportunity the weekly get-togethers at Modern afford them to meet the operators to whom they owe so much of their success.

Assn. Urges Members To Buy Bonds

LOS ANGELES, May 17.—"Buy Defense Bonds" urges a bulletin issued by the Associated Operators of Los Angeles County, Inc. Curly Robinson, managing director, in a letter to members stated: "Your association is naturally interested in national defense. That interest has been manifested verbally, charitably, and uncharitably in many ways in the past and will continue for all time, because we have faith in America and Americans."

"Currently the government is selling defense bonds obtainable at all post offices in denominations from \$5 and up. Here you can fulfill a two-fold purpose—a safe investment and a patriotic duty, for the money derived is needed in the defense of this great democracy."

"Thru its membership your association has always been among the first to exemplify its patriotic proceps. This is the greatest symptom of patriotism that any American can show at this time! Buy defense bonds today."



WURLITZER DISPLAYED IN A MILWAUKEE THEATER. Coinciding with the personal appearance of Bob Crosby and orchestra at the Riverside Theater, Acme Novelty Company, Wurlitzer distributor, placed a Wurlitzer phono in the theater lobby. Left to right: W. J. Merz, of Acme; Bob Crosby, and Earl Telling, theater manager. They report the phonograph attracted wide attention and favorable comment. (Manufacturer's release.)

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BEARSE MANUFACTURING CO.
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Denver

DENVER, May 17.—Wolf Relwitz, Wolf Sales Company, and George Rowe, salesman, are back from a trip thru Arizona and New Mexico. They report prospects in that area very good. Relwitz left immediately for North Tonawanda, N. Y., and Chicago. Rowe is now in Southern Colorado and New Mexico. Recent Wolf visitors were L. A. Webber, Pueblo; Vernon Scott, Medicine Bow, Wyo.; A. P. Bales, Cheyenne; E. G. Bowen, Trinidad; Jack Shuman, Cheyenne, and Harold Rounds, Lovell, Wyo.

Garo Senter, Denver Sales Company and Rocky Mountain Soundies Company, is confined to his home, with injuries sustained in an automobile accident. Gerald Whitney, who has managed theaters here, has joined the Soundies organization as sales representative.

A spurt of sales in arcade equipment is reported by Gilbison Bradshaw, of Denver Distributing Company. Two amusement parks were equipped this week and another will be equipped next week. Tony Godac and Dick Warren, Colorado Springs, have purchased arcade equipment. Other visitors were D. W. Burns, Lander, Wyo.; Jack Kerns, Manitou Springs, and McConnell and McCord, Albuquerque, N. M.

Automatic Equipment Company is now marketing a remote-control bar and booth box for wired music. It is the invention of Lawrence Stone Jr. A limited talk circuit rejects a coin when another box is in operation.

M. W. McBroome, Modern Music Company, Colorado Springs, reports better receipts from remote-control installations.

Al Roberts, manager of Wolf Sales Company, made a flying trip to the Springs last week and predicts that this will be a banner tourist season.

12 TO 11, 800 EA. • 12 TO 99, 100 EA. • 100 UP, 100 EA.

*Music operators—
get wise, use
Miracle Point Needles*

— JAMES STUBBS —

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Casper Amusement Co.
Monroe & R. R. Ave. | HOUSTON, TEX.
Sun Amusement Co.
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41 Garden St. |
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Music Box Corp.
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622 Madison Ave. | PERRY, N. Y.
Blair Lake Amuse. Co.
17 N. Main St. |
| BALTIMORE, MD.
Orville Galt Mach. Corp.
132 W. Mt. Royal Ave. | KNOXVILLE, TENN.
Thomson Music Co.
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Supreme Vending Co. Inc.
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Mary White Amusement Co.
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| BIRMINGHAM, ALA.
Birmingham Vending Co.
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114 Valley St. | PITTSBURGH, PA.
Orville Galt Mach. Corp.
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Wilmot Vending-Mach. Co.
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Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

The results of Victor's teaming of Barry Wood with the King Sisters are out this week on the recording of "Till Me, Pretty Maiden," and from advance reports Victor is not sorry it thought of the new combination. The sassy song, with and lyrics make the record a natural for the coin phonographs, according to a few operators who have had a preview of it.

As a result of Warner Bros. bringing out the film "Million-Dollar Baby," the recording companies are all hopping on to that old tune, "I Found a Million-Dollar Baby in a Five and Ten-Cent Store." Priscilla Lane, who is in the movie, will record it for Victor, and Bing Crosby is set to do it for Decca. It's figured that about 3,000,000 recordings of the song will hit the market within the week.

Band leader Ozzie Tackler is playing host to many members of the coin phonograph industry during his current engagement at the Argon Ballroom, Chicago. One night he threw a cocktail and dinner party for 25 leading Midwest operators and their wives, and the next week he had 500 retail record dealers and friends up to the Argon for a party.

Robbins Music Corporation is having such phenomenal success with its fancy yellow and blue title strip for the Andrews Sisters' recording of Aurora that the firm has had to get two extra printings, running the total up to 150,000. Operators report that the tricky slip stands out so prominently that customers just naturally feed the number-one nickels. Automatic machines got a plug last week at the Riverside Theater, Milwaukee, during Eddy Duchin's engagement there. One of the stage scenes included a phonograph on stage, and the curtain had drawings of records made recently by Duchin. Bluebird has just signed a contract with Billy Dastoid, Negro night club singer.

Return of ASCAP

The Mutual network brought ASCAP tunes back to its air lanes last Tuesday eve (19), but the debut was not too auspicious. Bands with Mutual air time discovered that they just couldn't suddenly make up their entire air show of ASCAP tunes without something foolish to the listeners. After all, the current top tunes happen to be nearly all BMI tunes, such as Anapou, Who Old Old, etc., and the public still wants to hear them. Band leaders will have to introduce the ASCAP ditties gradually, and for the time being anyway will still have to compete with bands on NBC and CBS.

which will be playing BMI music exclusively. Situation may make for some new luts for the phonograph operators, but they shouldn't be too optimistic.

Release Previews

Joan Merrill will record two of her songs in the new Columbia movie, "Time Out for Rhythm," for Bluebird. They are "As If You Didn't Know" and "Twiddle My Thumb." Six Hits and a Mix will do "Obviously the Gentleman Prefers To Dance," from the same picture, for Okeh records. Ozzie Nelson and Mariel Hilliard will record "Where" and "Zig Me, Baby, with a Gentle Tag" for Bluebird. Tunes are from their coming movie, "Betty Co-Ed." Niang Rodriguez will make a stack of Latin tunes for a new Decca album. Billy Daniels' first recording for Bluebird will couple "Fountainhead Serenade" and "Diane."

Industry Notes

Decca has announced the opening of a new branch in Denver. Claude Brennan, formerly of the St. Louis branch, is the manager. Ohio Phonograph Owners' Association will hold its annual banquet at Hotel Hadler, Cleveland, May 31. The Ink Spots will entertain.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide:

WASHINGTON:

Cow Cow Blues, Bob Crosby.

Crosby band, specialists when it comes to blues numbers, has had this recording out for some time, but for one of those more or less mystical reasons it is now catching on in the Capital City. Negro population, of which there is a big one in Washington, is no-doubt responsible for many ops throwing this record on the machines. It's the kind of tune which is right up their alley, and often-times all that has to happen is for one Negro location to request it and others immediately fall in line.

PORTLAND, ORE.:

I Dream I Dwell in Harlem, Glenn Miller.

Commonly known as a "jump" tune among swing fans, this recording has

also been kicking around a while. But this is the first time that operators in any one city have put it on the machines in any large number of locations. Phonograph men in other sections might give it a whirl if they haven't already, because even tho it will probably never be a top number, the Miller band should make it good for at least average play.

BOSTON:

Aurora, Andrews Sisters.

This is a new Latin ditty, of which there are many now, so its chances are difficult to predict. This type of tune usually falls into a pretty set formula. However, the Andrews' treatment of it sets it off to some extent, and the phonograph operators in Boston report the recording is catching on.

DES MOINES, IA.:

Let's Get Away From It All, Tommy Dorsey.

The phonographs in this Midwest city are drawing the nickels already on the T. Dorsey recording of this new one. It's one of the maestro's latest, and many operators have locations where just the name of this particular band leader is enough to give it at least a fair play. Operators everywhere might take a sampler of it because of the enthusiasm and the catchy title, which will no doubt appeal to a lot of people just now.

Radio's Leading Songs

HERE is a comparative list of 10 songs broadcast most often during the week ended May 17 and the week before, ended May 10. 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—My Sister and I.....	4
2—Two Hearts That Pass in the Night.....	3
3—Walking by the River.....	3
4—Mata Elena.....	1
5—Intermezzo.....	—
6—George on My Mind.....	10
7—Things I Love.....	3
8—Do I Worry?.....	5
9—South of North Carolina.....	—
10—Oh, Look at Me Now.....	—

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PERMO POINT
NEEDLES SERVE
YOU BEST

The Heart Beat of Your Phonograph

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ADJUSTABLE
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Can be removed for long and use on other types. Fits all phonographs and coin machines.

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DEL CASINO IS ENTERTAINED by Sam Taran, president of Mayflower Novelty Company, St. Paul. The Mills Express phonograph aids in the entertainment. Left to right are Herman Foster, Jake Niles, Mayflower credit manager; Del Casino, who has made several soundings; Sam Taran, and George Hill, pianist and arranger for the Del Casino orchestra. (Manufacturer's release.)

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On the Records

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

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

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

(CONTINUED FROM PAGE 12)

FRANKIE MASTERS (Okeh 6176)

In the Hush of the Night—FT, VC, V; Be With You in Apple Blossom Time—FT, VC.

Masters does the Scheherazade adaptation on the A side smartly, but relatively spright. Only at the end does his version stand out, with a clarified melody in a little symphonic meandering. Marion Francis sings a nice vocal. Platformers in Browne done well enough, if lacking in any outstanding qualities. The Swingmasters' vocal team off for the intro, and makes good listening in the accredited style of vocal groups like this.

Masters has supplied operators with profitable recordings in the past, and either side has could bring fair enough returns in the machines. There is nothing about either side that demands its inclusion on location turntables, however.

WILL BRADLEY (Columbia 36101)

Think of Me—FT, VC, Tea for Two—FT.

First side is Bradley's theme song, which won't mean much at the moment to Bradley fans because it hasn't been heard over the air enough. It's a fair ballad, played well enough with Terry Allen doing an undistinguished vocal. Companion piece gives the Ray McKinley Quartet label billing, with Ray on drums, Doc Goldberg on bass, "Frenchie" Backs on sax, and Freddie Slack on piano dishing out some typical live treatment to the noted Tea for Two.

Neither side will be another "Beat Me Daddy" for operators. Only in those locations where Bradley's name is magic after his resounding success with that boogie-woogie record will this disk even be worth giving a try.

XAVIER CUGAT (Columbia 504 C-54)

Rumba With Cupet—Four-record album.

Here is a field day for any lover of Latin American rhythms in general, and for lovers of Cugat's superior way of playing them in particular. Rumbas, boleros, Afro-Cuban numbers, and canas are included in a colorful pageant of southern-of-the-border tempos that display this band's unmatchable ability to give the added feature of the album is the front-cover caricature of Xavier by no less an authority on the subject than the maestro himself.

Due to their technical bowing to the strict Latin line, these disks afford little opportunity for operator profits, except, of course, in those locations where this sort of music is the rage to the exclusion of everything else.

JAN GARBER (Okeh 6182)

Bedelia—FT, VC, Linger Just a Little Longer—W, VC.

Both sides are pretty much for the customers who like their music straight off the cob. Playing and singing (of Lee Bennett) are in the best corn tradition, and there's a piano chorus after the vocal that carries it on nobly. Flip-over is a dispassionate waltz number that offers nothing for listening or dancing.

Operators should not let the similarity of the title on side A to "Cecilia" fool them; this is no "Cecilia." Neither is her companion on the reverse is even a fair possibility for the machines.

JOE REICHMAN (Victor 27408)

If This Be Love—FT, VC, Dance of the Supers—FT.

Reichman shows a slightly different style on the Sidney Bechet composition

a jazz like Bayou or a ballad such as on the A side. Marion Shaw vocals the latter in her unimpressive manner, but everything else is subordinate in listening pleasure to Joe's heavy work, anyway.

Songs aren't strong enough here to carry on the successful coin phone start Reichman has made with his version of "The Wise Old Owl." Musically, the sides can stand up with any current competition, but outside of "Owl" Joe isn't widely known enough among nickel-droppers, and his material is against him on this disk, in addition.

TONY PASTOR (Bluebird B-11139)

Hurry Back to Sorrento—FT, VC, Helen of Troy—FT.

Johnny McAfee has the whole rim-labeled surface of Sorrento to himself, except for a short orchestral interlude that breaks up his vocalizing. McAfee sings nicely but certainly not well enough to merit him practically a star performance. Tempo is slow, and backing is ordinary here. Companion piece is contrasting, a medium jump tune by guitarist Al Avais that is fair enough in the usual pattern for numbers like this.

Other and better recordings of "Sorrento" are already available, and since not much is happening along the phone network with these disks, it's hardly possible that Pastor's will mean anything. Reverse is only for swing listeners.

TOMMY TUCKER (Okeh 6177)

Time and Time Again—FT, VC, Minnie From Trinidad—FT, VC.

Amy Arnell does most of the work on this latest pair of Tucker sides, singing both numbers in arrangements that keep her in front of the mike for most



KIDS KEEP DIAL-A-TUNE BUSY. It's Rock-Ola Time at the University of Georgia and this gang of college students are not passing up the musical appreciation program. Ed Woodin, Rock-Ola distributor for Georgia, reports that the system in this location is paying handsome profits.

on the second side, letting himself and his band go in a medium swing vein that is surprisingly solid for an orchestra essentially along hotel lines. As is customary on Reichman's disks, his piano work is the standout, and it doesn't make any difference whether it's

of the way. Band is fair enough on what little it has to do, with the musicians accomplishing more with their voices in backing up Miss Arnell in African than they do with their instruments on both sides.

The combination of Tucker and a novelty tune has borne fruit for operators before this, and on the second side here Tommy has a ditty that may develop nicely along the phone network. Song is from the new movie, "Ziegfeld Girl," and can't help making itself known to a lot of people via the screen. If they want to hear more of it on their favorite coin phone, this is a good version to give them. Platformers here won't mean much, however.

ORIN TUCKER (Columbia 36093)

Calling All Hearts—FT, VC, You Can Depend on Me—FT, VC.

Tucker is showing also improvement in his handling of bounce tunes, with both sides here more dependable than many of his previous efforts along similar lines have been. It's still swing stuff with large traces of corniness, but that there is a betterment of style can't be denied. Orin's A side vocal is adequate, and Bonnie Baker is Bonnie Baker on the reverse wording.

There is nothing special to compel music machine operators to put this one in their boxes, unless their service locations where Tucker still retains the "Oh, Johnny" popularity.

EDDY HOWARD (Columbia 36104)

I Forget But Can't Forget You—V, You Lucky People You—V.

Release of the song from the Bing Crosby record to Zetserber pic on the second side comes a bit late. The num-



22 COMPLETELY STOCKED BRANCHES TO SERVE YOU. ORDER THESE DECCA HITS FROM YOUR NEAREST BRANCH TODAY!

BING CROSBY My Buddy I Only Want a Buddy—Not a Sweetheart. 3736

GUY LOMBARDO Orchestra The Band Played On You Stepped Out of a Dream ... 3675

JIMMY DORSEY Orchestra My Sister and I in the Hush of the Night 3710

ANDREWS SISTERS Aurora Music Makers. 3732

BING CROSBY Dolores De Camptown Races 3644

JIMMY DORSEY Orchestra I Understand High on a Windy Hill 3585

LOUIS ARMSTRONG Orchestra Mew Do You Call That a Buddy Hey Lawdy Mama 3756

BOB CROSBY Orchestra Flamingo Far Away Music

JIMMY DORSEY Orchestra The Things I Love Only and for All. 3737

WOODY HERMAN Orchestra G'Bye Now Until Tomorrow. 3745

LAWRENCE WELK Orchestra Friendly Tavern Polka You Are My Sunshine ... 3725

JIMMY DORSEY Maria Elena Green Eyes ... 3698

SONS OF THE PIONEERS Cool Water So Long to the Red River Valley. 3939

A COIN MACHINE SPECIAL!
CARMEN I, Yi, Yi, Yi, Yi
MIRANDA Alo Alo ... 29209
List Price 75c



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McFARLAND TWINS
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Get their sensational recording of
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"AND THE BAND PLAYED ON"
On Okeh No. 6169
This "Music that Wins by the McFarland Twins"
will keep your machines playing ON, ON, and ON!

THE PAGLIACCI OF THE PIANO AND HIS ORCHESTRA
JOE REICHMAN
brings you great recordings of those great numbers—still
"GOING STRONG" in the machines
WISE OLD OWL VICTOR 27360
TOY PIANO MINUET
and—
HEY, STOP KISSING MY SISTER VICTOR 27375
This new money that'll make you merry!

HEY! HEY!

ANOTHER
"RECORD"
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SWING & SWAY
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Here it is!

"A TERRIFIC COIN PHONOGRAPH ITEM!"

Says The Billboard

"DADDY"

Just released on VICTOR No. 27391

From The Billboard, On the Records—May 10:

"A terrific coin phonograph item . . . the band boys singing in unison backed by a distinctly toe-tapping beat. Tempo is irresistible . . . words are amusing and sung to their best advantage . . . safely appeal . . . Feasibility—May 17th. "An admission novelty number for the boxes. This SAMMY KAYE record is the hope of being that, once heard, demands many, rerearings. It has a rhythmic lilt and a simplicity and catchiness of melody that phono fans should go for on mass."

WE TOLD YOU—"UNTIL TOMORROW" WOULD BE A HIT!

VICTOR NO. 27362

The Billboard Record Buying Guide of May 17 features

"UNTIL TOMORROW" in "COMING UP!" (7th Week!)

Now in its 7th week and still "COMING UP" and getting more popular—plays by the millions. "UNTIL TOMORROW" is just another reason why coin operators can rely upon Recordings by SAMMY KAYE, who knows how to make them as they'll attract those nickels your way! Order these Hits by KAYE TODAY!

Published by
REPUBLIC MUSIC COMPANY, INC.

730 Fifth Avenue

New York City

For Music Operators

In addition to the phonograph and record news, ideas, and reviews published in this section, The Billboard also publishes every week complete news of orchestras and music publishers, as well as lists and reviews pertaining to all angles of the band, music, and recording fields. All of this information is extremely valuable for the music machine operator.

Operators would do very well to start on Page 3 and read thru the general news section and the radio, music, and night clubs-vaudeville departments for highly informative general and detailed information on the bands and music that contribute so much to the automatic phonograph industry.

In particular, study the Music Popularity Chart, found in the Music Department each week, for the most complete and concise lists of songs with most radio plugs, best selling sheet music songs, and best selling retail records—an accurate cross-section of public reaction to new music, complete on one page, that is available only in The Billboard.

ber hasn't amounted to anything in the other recorded versions that were issued some weeks ago, and Howard doesn't do anything with it that is guaranteed to give it a new lease on life. Sidin A also fails to contain anything that calls for a second hearing, and suffers further because the song is decidedly inferior to the film tune on the B side.

Altho Howard was a popular feature a year or so ago with the Dick Jurgens band, he hasn't achieved much since leaving that ark and going out for himself as a singer. This double has little chance of exceeding any more to automatic phones than any of his other disks have meant.

CLAUDE THORNHILL (Okeh 6178)
Do I Worry?—PT; VC. Sleepy Serenade
—PT.

First side is conventional in its slow tempo and much vocal, in this instance from Dick Hauding. But the flip-over finds Thornhill in an instrumental performance that exhibits the fine musicianly qualities of his band. This side spotlights his piano and some excellent clarinet work in a subdued arrangement of a fitting melody. Fine listening here from an outfit that is musical from the word go.

Instrumentally letter-perfect as this band may be, it is not known well enough universally, nor does it play commercially enough for these sides to have much nickel-pulling power. Perhaps Thornhill will be a name to interest operators when and if his reputation grows, but here he supplies them with little of real potential commercial value.

BOB CHESTER (Bluebird B-11144)
I'm Thru Throwing Good Love After Bad
—PT; VC. Until Tomorrow—PT; VC.

Betty Bradley is showing great improvement on these Chester recordings, and on side A she delivers a forthright hit of swing singing. Ok is solidly danceable and listenable thruout this side, surrounding and backing Albee Bradley well. Reverse serves to introduce Bill Reynolds, new Chester vocalist. Given most of the side, Reynolds shows promise, but seems to have been a bit apprehensive during his first stanza, in front of a recording microphone. Outside of sounding not too sure of himself, however, he sings the Sammy Kaye ballad sincerely and well enough.

Advantages for the phonographs aren't too apparent here. Kaye's recording of his "Until Tomorrow" has taken the initial spotlight, and even that has been limited so far. Side A here doesn't stand out in any one department enough to indicate potential machine success.

(Set ON THE RECORDS on page 73)

FREDDY MARTIN

and His Orchestra

currently Coconut Grove,
Ambassador Hotel, Los Angeles

on
BLUEBIRD RECORDS

HUT-SUT

Karlstad Ball

No. 11147

INTERMEZZO

Nice Dreaming Baby

No. 11123

Now on Sale

TILL REVELLE

Soon To Be Released

Watch for this number

Management:
Music Corporation of America

DEAR OPS:

I'm appearing at the Shubert Theatre in Cincinnati, Ohio. Come backstage and say hello. I'll be pleased to meetcha!

SINCERELY YOUR PAL

ABE

LYMAN

AND HIS CALIFORNIANS
on Bluebird Records

HITS THAT GET THE JITS

B-10971 YOU'RE IN THE ARMY NOW

B-11005 MARIA ELIHA

COMING!

YOUR OWN EDDIE LANE'S NEW HIT

"WHEN THE LILACS BLOOM AGAIN"

Have you heard it?

THE NEW NOVELTY SONG SENSATION
THE HUT-SUT SONG

VICTOR RECORD

27420

by

JOE REICHMAN

will be released

SOON!

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.

There'll Be Some Changes Made. (5th week) BENNY GOODMAN*, VAUGHN MONROE*, TED WHEAMS*.

Amapola. (7th week) JIMMY DORSEY*, SAMMY KAYE*, CONNIE HOEWELL.

Oh, Look at Me Now. (4th week) TOMMY DORSEY*.

The Wise Old Owl. (4th week) AL DONAHUE*, JOE REICHMAN*, DICK ROBERTSON*, TEDDY POWELL*.

Dolores. (3d week) TOMMY DORSEY*, BING CROSBY*.

The Band Played On. (3d week) GUY LOMBARDO*.

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.

G'bye Now. Altho HORACE HEIDT* was alone on this fast-moving song for several weeks, he no longer is supreme in carrying its rhythms in the machines. Last week VAUGHN MONROE* came along to challenge this supremacy, and this week WOODY HERMAN* has a disk that is starting to climb nicely.

Do I Worry? A sharp upward jump was taken by this one, which up to this week had been doing only fair. The INK SPOTS* record is being found in more and more phonos, with TOMMY DORSEY* taking care of the boxes that the poplo forsaken masses. This is going extremely well now.

My Sister and I. Also showing a great deal of improvement as the new seven-day is this significant ballad, with JIMMY DORSEY* still the standard disk on it. However, the KING SISTERS have a vocal recording that is meeting with considerable favor in the phonos.

Friendly Tavern Polka. After meeting with a reversal last week, this song, that should by this time have been in the topmost brackets, again is stymied, with little or no progress reported on it this week. HORACE HEIDT* has the only disk here, and it's not going half as well as it should be.

Intermezzo. GUY LOMBARDO* and BENNY GOODMAN* have the contrasting recordings that are lifting this one steadily up with each passing week. Of the multitude of disks of this lovely melody, only these two are universally popular enough to merit mention here.

Maria Elena. Doing very well and showing signs of challenging the leaders in another couple of weeks or so, this lifting number is progressing in a highly satisfactory manner. JIMMY DORSEY* has another disk disk in this one, with no other record approaching the widespread favor in which nickel droppers hold the Dorsey version.

I'll Be With You in Apple Blossom Time. Reports from operators are considerably mixed on this ANDREWS SISTERS* record of a song they sing in their movie, *Quick Pleasures*. In some locations the disk is doing extremely well, while in others it's only so-so, or not being played at all.

Daddy. Mentioned as a "Possibility" last week, it hasn't taken long for this exceptionally catchy number to move ahead. It's SAMMY KAYE* who has the one and only disk of it, and the rhythmic beat, clever lyrics, and ensemble singing are starting to make a most favorable impression on phono patronage. For a record out only the little while that this one has been, the reaction is indicative of a hit of sizable proportions in a short while.

Walking by the River. Action on this one eased off a great deal this week after a promising beginning last week. UNA MAE CARLISLE's vocal recording is the only one in the picture, and it isn't doing too well.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

Until Tomorrow. (8th week) Weakening. SAMMY KAYE*.

I Understand. (8th week) Didn't live up to expectations. JIMMY DORSEY*.

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.

The Hut-Sut Song. A number that the music trade is eyeing with much comment as to its future possibilities is this one, subtitled *A Swedish Serenade*, and bearing out the favorable trade talk are reports from a few operators mentioning it in the FREDDY MARTIN* version. Better keep an eye on it.

Green Eyes. JIMMY DORSEY* has been turning out the most consistent output of his disks of any band currently recording during recent weeks, and here again he has one that is being played in a number of machines, with the attendant indication of more general popularity.

Yours. And still another JIMMY DORSEY* wax effort is this one, mentioned in this section before. Now it is advancing to a point where it may have to be considered more than a "Possibility" shortly.

Aurora. This looks extremely good for sizable hitdom along the phono network in another few weeks. The ANDREWS SISTERS* recording is already getting around in a number of machines, and operators had better not take any chances, and get it on the turntables soon.

Tell Me, Pretty Maiden. If operators are looking for something a little out of the ordinary, they don't have to look further than this record by BARRY WOOD and the KING SISTERS. It's bound to satisfy all tastes because the song is a well-remembered oldie, and it's sung humorously, partly satiric, partly straight, and partly swing. Definitely a hot bet for the phonos.

Everything Happens to Me. The TOMMY DORSEY* and WOODY HERMAN* records of this are hanging around the fringes of general appeal. Not too much has happened to either disk since its first mention here, but there's still enough smoke to persuade fire a little later on.

* Indicates a sheet version is included on this recording. Double-acting records are purposely omitted from this column.

AMERICA'S SWINGING
HORACE HEIDT'S
"HUT-SUT SONG"

ON
Columbia
RECORDS



HORACE AND THE BOYS
COME UP WITH

A NEW COIN MACHINE "MUST"

36138 The Hut-Sut Song
(A Swedish Serenade)

Give three cheers for the sensational job Horace does on this nifty novelty! And three cheers more for a bang-up vocal by Denna Wood and her Don Juans (Gordon, Charlie and George)! And when you're through cheering, get down to business by slipping this great Columbia Record on your machines. The nickels it pulls will REALLY be something to cheer about!



RONNIE KEMPER

... AND DON'T MISS OUT
ON THESE OTHER HORACE
HEIDT "EXTRA SPECIALS":

36100 FRIENDLY TAVERN POLKA

36026 G'BYE NOW

36006 TOY PIANO JUMP
TOY PIANO MINUET

36148 GOOD-BYE, DEAR: I'LL BE
BACK IN A YEAR
WALKIN' 'ROUND IN
CIRCLES

Trade Mark "Columbia" and Twin Seals
Reg. U. S. Pat. Off.

order
from your
Columbia
DISTRIBUTOR
today

Pace Setters

of the
Popularity
Parade



on VICTOR
and
BLUEBIRD
RECORDS

Put this
nickel-nabbing
sensation
in your machines
today!

The Hut-Sut Song

A coin-catching natural in
swinging Swedish double talk
on Bluebird Records.

The Hut-Sut
Song
(A Swedish
Serenade)

B-11147—

Freddy Martin

B-11154—

The Four King

Sisters with the

Rhythm 'Reys'

27420 — Joe Reichman

Other Choice Fare for the
Fans

Let's Get Away From
It All

27377—

Tommy Dorsey

B-11115—

"Fats" Waller

Friendly Tavern Polka

27381—

Sammy Kaye

B-11113—

Teddy Powell

Daddy

27391—

Sammy Kaye

VICTOR RECORDS

List Price 50c

BLUEBIRD RECORDS

List Price 35c

Order RCA Victor Perms Point

Needles from your RCA Victor Dis-

tributors Today, in Canada, RCA

Victor Co., Ltd., Montreal.

Order today from

your Victor Record

DISTRIBUTOR

RCA

Move Made To Put Venders in Pennsy Governmental Bldgs.

PHILADELPHIA, May 17.—Pennsylvania legislative halls and governmental buildings promise to open up as locations for vending machines.

Representative Samuel Rose, of this city, with Walter Rose, of Johnstown, co-sponsoring, introduced a bill in State Legislature providing for funds to set up vending machines in all governmental buildings.

The bill provides that all the machines be operated by blind persons. The Pennsylvania Federation of the Blind endorsed the bill at a meeting here last Saturday (10).

Pa. Senate Passes Unfair Sales Bill

PHILADELPHIA, May 17.—Cigarette vending machines were given encouragement when the State Senate last week passed the Pennsylvania Unfair Sales Bill by a vote of 43 to 3. The bill now goes in the House of Representatives for final enactment, where a huge majority is also anticipated.

According to the measures of the bill competition from the cut-rate stores will be stopped. While the bill affects other merchandising items, it means most to the tobacco industry, and the National Association of Tobacco Distributors have been campaigning for the passage of the bill.

The most important provision of the bill is one that eliminates "foot leaders." As a result dealers will have to add such items as express charges to the cost of cigarettes sold to the retail shops. The "foot leaders" represent any number of special discounts which have been enjoyed by the stores, enabling them to absorb some of the taxes. With the bill becoming law it will mean standardizing the price of cigarettes so that they will be the same over the counters as it is in the machine.

COMING EVENTS

May 21—Meeting of Ohio State Automatic Electric Phonograph Owners' Association, Hotel Statler, Cleveland.

May 24—Cigarette Vending Operators' Association (CVO) of Illinois at the Palmer House, Chicago. Dinner at 7 p.m.; meeting at 8 p.m. Election of officers and discussion of new Illinois cigarette taxes.

June 1 to 4—Twenty-fifth annual convention Associated Retail Confectioners, Morrison Hotel, Chicago.

June 2—American Federation of Musicians' Convention, Seattle, Wash.

June 14 and 15—Annual outing of Interstate Cigarette Merchandisers' Association, Berkshire Country Club, Wingdale, N. Y. Particularly from Cigarette Merchandisers' Association, Chanin Building, New York.

July 10—Ohio Cigarette Venders' Association annual meeting at Cedar Point, O.

Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.

age space by distributors here, the demand continues to outdo the stock on hand, and orders are piling up. Sales of popular records to phonograph operators are better than double the turnover of a year ago, three large distributors here report, indicating that operations are considerably better than last spring.

Melvin Mallory, manager of the Louisiana Amusement Company, State distributor of Rock-Ola phonographs, is recovering after shedding his appendix.

Juliette Harries substituting for her sister Lillian at Pleasure Music Company office as the latter awaits the stork.

Edward Manning was Southern Music Company's contribution this week to Uncle Sam's khaki boys. Ed left for Camp Livingston Thursday. Ernie Oertle, local branch manager, is away in the Delta in the interest of J. P. Seeburg phonographs. Oertle is minus one of the best stenogs in coin machine row, as Martha Foster gives up her secretarial job to Lorraine Kern.

Peter Nastasi, of Automatic Coin Machine Company, recently bought a large tract of land in Jefferson Parish for a future homestead.

Louis Boasberg, New Orleans Novelty Company, is planning to get his staff started with Sunday baseball practice soon. His team, however, will be weakened this year by the absence of Ray Bosworth, now a member of Uncle Sam's flying squadron.

Numa Gutierrez and H. J. Piptone are now connected with the Dixie Coin Machine Company.

Mississippi's coin machine privilege tax collections during the month of April reached \$4,800, a new low since the levy was installed several months ago. The State's tobacco tax collections, at the same time, reached a new all-time monthly high of \$242,500.

The Phonovision Company of Louisiana is using spot announcements on local radio stations to tell the public of locations of Phonovision machines in downtown New Orleans.

Deaths

SCHAUWEKER—William K., 65, inventor of many mechanical developments for coin-operated machines, in Cleveland May 9. He at one time promoted a system of merchandising canned goods and liquor with vending machines.

SHOOK—Sebastian, 61, in Seymour, Wis., recently of injuries received in a railroad accident. He was the father of W. S. Stegel, automatic phonograph operator of Marshfield, Wis. Survived by 14 brothers and sisters. Burial in Seymour.

List Ten Best Bulk Candy Items

CHICAGO, May 17 (Manufacturer's release)—As listed by Pan Confections, Chicago candy concern specializing in bulk candies for bulk vending machines, the following were the 10 most popular candies for venders during April:

- (1) Candy Teeny Beans; (2) Midnet Baked Beans, hard shell; (3) Regular Boston Baked Beans, hard shell; (4) Assorted Licorice Pastils, hard shell; (5) Pansco Ball Gum; (6) Brits-N-Up Mix; (7) Smooth Burnt Peanuts; (8) D. & W. Licorice, hard shell; (9) Buff Burnt Peanuts; and (10) Candy Fruities, hard shell.

New Orleans

NEW ORLEANS, May 17.—Warm weather has brought a sharp pick-up in pin machine operations throughout the city and particularly at outdoor locations.

Distribution of pin games, new and used, by the Dixie Coin Machine Company is best in many months, and Nick Carbajal looks for the best spring season in the history of his firm. Newly displayed, this week are Genco's Hi Hat, Exhibits Double Play, and Chinco's 1941 Mixers.

The record-breaking turnover in phonograph records in the first quarter of the year has been followed by more big business in April and the first 10 days of May. Despite doubling of work-

SILVER KING

\$5.50 Each in lots of 10

ONE OF THE 250 MODELS

SOLD-ON-TIME PAYMENT

\$12.50
6 for \$60.00
1c, 5c or 10c Play
1-3 DEPOSIT



HERE'S THAT TERRIFIC LUCKY STRIKE CIGARETTE COUNTER GAME WITH Ball Game Vender. Now! Has no usual 3 wheel! New popular brass construction, high award 10 socks 175-1-4000. Features exciting feature, 7c play.

\$14.75 Order Quick!

Roll a Pack

the most fascinating outdoor cigarette dice machine ever produced! Total and amount REEL money maker! Order today!

Roll a Pack \$12.50 Ea.

Case \$45.00 Only

Roller Roll a Pack Available With Roll Game Attachment Only \$2.50 Extra

WRITE FOR TIME PAYMENT PLAN

TORR

2047A-50. 68 PHILA. PA.

OVER 40 SELECTIONS

MOST COMPLETE VENDING SERVICE OFFERED

WRITE ONE ORDER PAY ONE FREIGHT

PAN

CONFECTIONS
345 West Erie St.
Chicago, Ill.

WANTED

Vendrink Coca-Cola Dispensing Machines

WILL PAY CASH. EXACT MODEL. CONDITION. PRICE. BOX 242, The Billboard, 1604 Broadway, New York, N. Y.

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.



Made in One Spotfire 2 in 1 Vender

USED MACHINES

Non-Join-1c 1c Ball Game	\$12.00
Surfing 1c Ball Game	\$12.50
Comic Ball Vender	7.50
A.S.T. Challenge Prize Game	15.00
B & M Combination 1c-5c Ball Vender	4.50
1c Machine Star Vender	5.00
Unimac-1c 5c Or. Old Vender with Double Floor Stand	32.50
Wurlitzer 412 Phonograph	34.50
Wurlitzer 616 Phonograph	34.00

WRITE FOR CATALOG

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

240 DIE CUT and gummed



12 DIFFERENT BRANDS—SYMBOLS IN 3 COLORS

Put Those Obsolete Games To Work

This universal adjustment patch is adaptable to all types of machines. Can be used to make up complete sets of Obsolete games. Full instructions for making strips and adjustments enclosed with each set. No cutting out, each symbol is die cut and can be pushed out for immediate use.

ART IMPRESSIONS 210 W. 13th St. Ft. Worth, Tex.

\$1.00 POSTPAID U.S.A.

Northwestern

MODEL 40 THE WORLD'S FINEST VENDOR



10-day trial — Model 40s are sold on a money-back trial. If not satisfied, the return for a full refund.

Time Payments — 12 months to pay. Liberal trade-ins. Immediate delivery on all models.

Less Than 25 \$5.00 Each

YANKEE DOUBLE HEADER



Think what YANKEE means to you! Now you can run it as a Double Game, with the 1140 winner system, then you change to Fruit Symbols with the 1122 Frequent.

What's more, you can make this machine right on location, without tools, in two minutes or less, by following simple instructions.

Liberal trade-in.

Equipped with 70-20% Coin Divider, Large Cash Capacity, Size—6 1/2" wide by 7" high and 9" deep. Ball Gum Vender.

\$19.75 EACH

CASE OF 6, \$110.00
Straight 1c or 5c Play

RAKE—2014 MARKET STREET, PHILADELPHIA, PA.

America Needs Inspiration

By JAMES T. MANGAN

YOU go to a movie, or a ball game, you pick up a book, you visit another city. You do it, you say, because you are looking for entertainment, distraction, or as a way to kill time. That's the surface explanation.

But underneath there's a deeper, truer motive. Underneath there's an unspoken, unrecognized hope that the next movie you see will contain more than amusement, more than a "mere run for your money." You are hoping, fiercely and faithfully hoping, in spite of the unrequited desire of dozens of bygone movies, that this next play will be great. That you will see a performance to be long cherished and remembered with awe and respect, wherein great writers, great directors, great actors all unite to make a point, to teach a lesson, to leave a memory so thrilling that neither time nor other performances can ever erase from your mind.

As an American, nourished from American soil and breathing American air, you have been naturally and inevitably endowed with that native spirit which is the hunger for inspiration.

You are born of a land where great things have been done, where great men have arisen and endured only through the amount of inspiration they have given to their generation, where no man has been great unless he has been inspiring, and no one has been inspiring who has been vicious, where inspiration has been its own end, and we have justly our great not so much on what they have delivered as the way they loved and lived their ideals.

So you go to the movie, the book, the ball park, the strange city, hoping that here and now, on this ordinary occasion, you may experience a thrill that will send chills up your spine, will make the roots of your hair tingle, that here a new world of wonder and surprise will suddenly open up and engulf you.

The odds are about 1,000-to-1 that it will happen, but still you take that chance, because it has happened before—right here in America.

Right in your own lifetime, and more than once, you have felt, seen, and responded to the ecstasy of an inspiring performance by an American player, artist, or artisan; you have seen an American wonder, a miracle of mind and genius take some American material and fashion it into a deed of everlasting perfection.

You have tasted ambrosia before and you want to taste it again. The hunger for inspiration can never be satisfied in a true American; it is his distinguishing and ineradicable trait. He has traversed the earth with feverish step, he has harnessed the river, lake, and coast, burrowed under the ground, he has touched the heights and the depths and the far spaces, seeking what he most needs—inspiration.

It is what you most need, need today more than ever.

Yes, inspiration, highest and most sought after in the sky, is no different from any other high or noble thing. The way to justice is to give justice, the way to get is to give. The way to find inspiration is to give inspiration, and the way to give inspiration is to pay the price!

No inspiring deed or thing was ever an accident. There is always meaning to inspiration and that meaning is put

there by man.

When for the first time you fly over a great American city at night, you see the myriad of twinkling lights, the geometric perforations of lights along streets and roads; the bloody hurstling of red neon and the rainbow grandeur of the greens and yellows and pinks and blues, the signs, the lighted temples, the blinding congestion of the lighted heart of the great city; you see a sight that nothing in nature can rival, you cry to yourself: "A city, an American city, made by men, by American men." Men made it and made it wondrous and thrilling; it has a purpose and a plan, and it will grow further, and change, and endure, and it is great because great desires, great thoughts, great industry went into the building. It is an inspiration—given to you by others of your same nation, your blood brothers.

You once heard a man preach a great sermon, or give a great speech, or act a great part in a play. He was inspiring because he was giving, he reached you because you understood him and realized what great sacrifice and discipline went into his training, what superhuman effort and intensity was entered up by him for this one great hour. You knew his sincerity, you felt his purpose, so you could measure and forever hold his greatness.

And like a true American, having tasted of inspiration before, you seek it always, but not always do you remember that you owe your country and your fellow men a return payment of the same heavenly stuff.

When last have you done something inspiring? Have you ever held and served the great public or even a small audience by the wild striving for a great goal backed up with your personal contribution of unstinted work and preparation? Have you sweated out a million words to distill a thousand pure ones? Have you carved a hundred statues to be able humbly to offer your generation one statue? That plan you commenced—did you hesitate before offering it, did you check it as if you were spending your own money on it?

The inspiration in anything is the amount of spirit, of life, of hard work, of fine thought, of self-criticism and expensive cutting, wasting, sacrifice you put into the project.

The inspiring physical things in America, such as its great cities, harbors, bridges, dams, and factories, all bear the American birth mark of rich sacrifice, long planning, highness of ambition, expensive perseverance. Do you suppose any of your personal doings can be inspiring unless they, too, have the same American characteristics.

What America most needs is true inspiration! We need inspiration now, today. You who hunger for it, so, you who go to movies, to games, to books, to travel, we need this inspiration from you! We need it so America can go on instead of stand still, we need it to find a new expansion of our present generation, to uphold and re-establish the respect of the whole world for American genius and industry, to prove to others and to ourselves that we are growing faster than ever before.

Have you the dream, the drill, the drive in you? If you have, then you can justly earn the title which properly belongs to every American; you can be a man of inspiration!



POPULARITY OF KEEBURG SERVICE SCHOOLS is illustrated by this photo showing those who attended the Atlas Coin Machine Company session held in Boston. Operators from all parts of New England were in attendance. (Manufacturer's release.)

Munves Offers Cash For Arcade Ideas

NEW YORK, May 17 (Distributor's release)—Mike Munves, known through the trade as the "Arcade King," is offering a cash prize of \$100 for the best Penny Arcade in the country. An additional \$100 prize is offered for the best new arcade machine idea advanced by an employee or owner of an arcade.

"We feel that with many more Penny Arcades opening everywhere in the country," Joe explained, "this is the time to help toward better identification. The award will be presented to the Penny Arcade named 'America's Best for 1941' by a committee of judges. The judges will be announced later.

"All that any Penny Arcade need do to enter the contest is to send us a picture of its place. The picture will be used through the contest so that other Penny Arcade men in the country can also judge them. There is an entrance fee. There are absolutely no strings attached to this offer and no purchases are necessary from our firm. It is simply a cash prize award to the best Penny Arcade in the industry in 1941. Our effort is not only to choose the best arcade in the country, but, thru the contest, to help all other Penny Arcades and to adopt one as a basis for all future Penny Arcade construction.

"An additional \$100 prize is offered for the best new arcade machine idea submitted by an employee or owner of an arcade. The idea can be submitted in a drawing, hand model, or a completed working model. Regardless of its form, completed or nearly completed, we want the employee or owner to write us, outlining the idea.

All contest entries must be mailed directly to Mike Munves, 329 West 43d Street, New York, on or before midnight,

September 15, 1941. Photos of awards received will be given careful attention and turned over to the judges. The judges will name their choice and majority opinion will decide the winner. The same procedure will be followed in awarding the arcade machine idea prize.

Mike Munves stated: "It is our sincere hope that all Penny Arcades throughout the country will enter this contest. Judges will make their selection not only from a beauty standpoint, but from the standpoint of greater attractiveness to the public and many other angles. The building housing the Penny Arcade may not be the most beautiful, but the arrangement of machines may prove to be best. Many other considerations will enter into the contest.

"The same plan applies to judging of the best arcade machine idea. What may not seem like anything new to someone outside of the Penny Arcade division may prove to be phenomenal in this part of the industry. Therefore everyone has a chance. We urge Penny Arcade owners and employees to start sending their photos and machine ideas to us immediately."

New Camp Roads Bring More Baltimore Locations

BALTIMORE, Md., May 17.—Game distributors here are very optimistic for a good outdoor season. They report that many inquiries are being received from operators who plan to operate at outdoor establishments.

The construction of new secondary roads to and from the military camp near Baltimore has opened new vistas for business. Places of amusement and entertainment are planned along these roads which will open new locations for machines.

Youth Leader Lauds Assn.'s Help In Curbing Juvenile Delinquency

LOS ANGELES, May 17.—In connection with the public relations program conducted by Curly Robinson, managing director of Association Operators of Los Angeles County, Inc., the following letter was received by Robinson. Original of this letter has been filed for consideration by judges of THE BILLBOARD Association Awards:

Dear Mr. Robinson:

Your letter of March 12 has been duly received, together with clippings giving views on present juvenile delinquency.

The information those clippings reveal ought to set every one who has our youth at heart to thinking. And you and your organization deserve much credit, not only for sending to our leadership those clippings pertaining to juvenile delinquency, but for your ever-readiness to co-operate help to protect and supply youth with the material and that will give them a new outlook upon

foreign lands and instill Americanism into the heart of our red-blooded boys and girls deserve a word of commendation.

"There are scores of boys and girls whose own parents are falling short. Some of these will continue the march thru our criminal courts, while others will become infelicit with the teaching of Nazi, Fascist, or Communist doctrine in preference to the American way. All because of the synthetic attitude of so-called patriots who spend their time worrying about innocent marble games, or crave a desire for promiscuous, instead of assuming some youth responsibility in their own communities. Unless there is a marked change of face among our loyal and patriotic Americans, "God Bless America" can easily become "God Help America."

"You and your organization have the support of myself and my co-workers in your endeavor to help youth." (Signed) Rev. Herbert L. Smith, Director Florence Community Center, 2344 6th Street and Holmes Avenue, Los Angeles.

BRAND NEW CUB and ACE

1c OR 5c PLAY • COIN DIVIDERS • SEPARATE CASH BOXES



CUB
Cigarette
or Fruit
Reels
Formerly
\$13.95

\$7.75
EACH
CASE OF 6, \$42.50



ACE
5 Poker
Reels
Formerly
\$14.95

Terms: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.

2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. FAIRLY AUTOMATIC MUSIC CO., 3819 Grand River Ave., DETROIT
OFFICE: ATLAS NOVELTY COMPANY, 2219 FIFTH AVE., PITTSBURGH

FRIENDLY
PERSONAL
SERVICE

N. Y. Slug Trial For St. Paul Mfr. Set for June 4

ST. PAUL, May 17.—Edmund M. Melgren, manager of the St. Paul Stamp Works, charged with counterfeiting, is under \$1,000 bond to appear June 4 in New York. It has been learned from federal authorities.

Melgren is one of those recently indicted in New York as the result of a drive by secret service agents and post office inspectors to curb a coin slug traffic.

He is charged with mail fraud, manufacture, and possession of slugs.

An arraignment before W. T. O'Connell, U. S. commissioner, held up several days pending arrival of necessary papers from New York, was accomplished Monday. Melgren appeared with his attorney, waived hearing and posted bond.

Minnesota Slug Act

CHAPTER 132—H. B. NO. 279
A BILL

FOR AN ACT prohibiting the manufacture, sale, offering for sale, advertising for sale, or distribution of tokens, checks, slugs for use in lieu of lawful coin in vending machines, parking meters, service meters, coin-box telephones, or other coin receptacles, and providing a penalty for its violation. It is enacted by the Legislature of the State of Minnesota:

Section 1. The manufacture, sale, offering for sale, advertising for sale, or distribution of tokens, checks, or slugs, similar in size and shape to lawful coin of the United States of America, with knowledge or reason to believe that such tokens, checks, or slugs are being used in substitution for any such lawful coin in any vending machine, parking meter, service meter, coin-box telephone, or other coin receptacle designed to receive or be operated only by lawful coin of the United States of America in connection with the sale, use or enjoyment of property, privilege or service, is hereby prohibited.

Section 2. No person shall manufacture, sell, or offer for sale or distribute any tokens, checks, or slugs unless they shall be either five per cent larger or two per cent smaller in diameter than any lawful coin of the United States.

Section 3. In a trial of a defendant for violation of the provisions of this act, knowledge or reason to believe, within the meaning of this act, shall be deemed to exist upon the presentation of proof to the court that any county attorney, sheriff, or chief of police in the State, or a deputy or delegate of such officer, has given written notice to the defendant that tokens, checks, or slugs of the kind manufactured, sold, offered for sale, advertised for sale or distributed by him are being used in substitution for lawful coin in the operation of any such coin receptacle or machine, provided that such notice shall have been given prior to the time of the manufacture, sale, offering for sale, advertising for sale, or distribution of such tokens, checks, or slugs for which the defendant is being tried.

Section 4. Any person, firm, or corporation violating the provisions of this act shall be guilty of a misdemeanor.

Approved April 9, 1941.

N. Y. Incorporations

ALBANY, N. Y., May 17.—The Automatic Defense Stamp Service, Inc., of New York City, has been granted a charter of incorporation by the Secretary of State. The company will deal in automatic machines for the distribution of stamps. It has a capital of 200 shares of stock. The promoters and stockholders are A. J. Sack and Ralph S. Goodman, New York, and Audrey Mansel, Brooklyn.

Another new vending machine enterprise issued a charter by the State is the Buffalo Seals Company, Inc., New York, which will deal in vending machines. The concern has a capital of 200 shares preferred stock at \$100 and 200 shares common stock no par. Stockholders are Hans F. Stuffer, Scarsdale, N. Y.; C. William Krosch, Larchmont, N. Y.; and Walter G. Warren, Freeport, N. Y.

Industry Mentions

IN THE PRESS

This Week Magazine, issue of May 3. Magazine section of 25 leading newspapers in the U. S. said to reach about 6,000,000 families weekly. Title: "Small Change Is Big Money," by Obed Stearns. Tells of spending \$3.11 on an automatic holiday "for a shave, a meal, an insurance policy, a foot massage, or almost anything else wanted—very favorable. Source material furnished by James B. Gilmore, of Coin Machine Industries, Inc., and Walter W. Hurd, coin machine editor, The Billboard.

WE'VE GOT A NEW VIDEO
NO RENT PAID,
DUES, SHALL BE
ONE HIN TO
TWO PAGES!



Gentle Alley, comic strip by King, appearing in newspapers all over the U. S. Syndicated and copyrighted by The Chicago Tribune. Appeared in issue of May 9.

American Magazine for June, under the column "Why Don't They?" asks: "Why don't they provide automatic pin-setting machines for all bowling alleys? American Magazine has been informed that several firms, H. C. Evans & Company and Pace Manufacturing Company, have automatic pin-setting mechanisms.

The Saturday Evening Post, issue of April 26, page 20. A feature article entitled "Land of the Jook." Automatic photographs and records are mentioned.



"The Westwoods want to find out how many real friends they have!"

American Magazine for June has the above cartoon by Henry Boltinoff, one of the several items of interest to coinmen in that issue.

The Chicago Times, May 13, carried mention of automatic photographs in "Joke joints" in connection with a story on conditions around army camps. Army officials also are concerned about moral conditions in camp areas, the paper reports.

The Chicago Herald-American, May 15, in Nate Gross's Town Tattler column, reports that a Chicago reserve militia group is using an automatic photograph for drill purposes. Martial airs are played while the troops tramp, tramp around the armory.

Baby Production

A daughter, Bellinda Ann, to Mr. and Mrs. Burton Browns. Father is head of Burton Browns, Inc., Chicago advertising agency.

Indications That Tourist Business Will Be Very Heavy During '41 Season

BALTIMORE, Md., May 17.—Baltimore's hotels are jammed to the doors. Crowded conditions are one reason why both distributors and operators of coin machines are feeling the upsurging business.

Increased population in Baltimore includes tourists, defense workers, defense engineers, friends of soldiers in the camps near here, and the overflow from Washington.

The hotel boom began about Christmas, according to hotel men, but it stride several weeks ago, and is growing all the time.

Philly Games Assn. Adds Nine Members

PHILADELPHIA, May 17.—Philadelphia Amusement Machines Association continues to make great strides in organization of independent operators and reports that nine new members have been inducted into the association this month. Robert Epstein, Samuel Orsler, Vincent Lang, trading as Lang & Son; Irving Weiss; Messrs. Mintz and Spilberg, trading as the Spring Amusement Company; George Phillips; and the new firm of Levin & Older.

Pinball Pitcher, Too!

WILKES-BARRE, Pa., May 17.—South-paw Vernon Kohler's pitching abilities aren't limited to the Eastern League, judging from the scores he has been ringing up on the pinball machine in the Marta Bus Terminal here. A hurler for the Wilkes-Barre Barons, Kohler has been continuously piling up fine games despite the fact that Max Roth, of Roth Novelty Service, frequently changes the machines. Kohler's crowning achievement to date was the piling up of 233 free games in one night.

His teammates report that Kohler's pinball achievements are not limited to Wilkes-Barre, for he has amassed similar high scores in other Eastern League points.

Fort Worth

PORT WORTH, Tex., May 17.—Wall box installations continue strong in this area. Most wall box units are featuring a new model photograph. It has already been proved that folks like to see an attractive photograph on display and it never fails to increase receipts.

Hot weather has swooped down upon this city with vim and vigor and has started outdoor spots booming.

Several coinmen are taking their vacations early so they can be in the harness during the rush summer months. Servicemen are being allowed early vacations also. This week Benny McDonald, Star Coin Machine Company, is having to relieve two of his servicemen who are vacationing.

Balnearios continue good in this section, with cigarettes leading the parade.

Cleveland

CLEVELAND, May 17.—An automatic photograph was on display at the Ohio Restaurant Association Convention at Hotel Statler here recently. The Acme Photograph Company, distributor, had a booth and the music was carried thru speakers to all parts of Hotel Ballroom. L. J. Neenan was in charge. The photograph, brilliantly lighted, was one of the high spots of the exhibit floor. Acme has enlarged its quarters to include a service department. B. F. Keenan has joined the company's sales department.

Jimmy Parney, Mercury Amusement Company, has departed for Nassau. His partner, Phil George, is looking after things during his absence.



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot. Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBIA 2770
Cable address "WATLINGITE," Chicago

LIBERTY BELL



A superb token payout game. Cigarettes or Fruit Reel; 1c-5c-10c-25c-50c-1.00. Built Gum Vendor. Worth \$2.00 additional. Write for special operator's price.

GROETCHEN TOOL COMPANY

130 N. Union St., Chicago, Ill.

FREE PLAY—1 BALLS

Mills 1-2-3 (Old Style) .. \$25.00
Mills 1-2-3 (New Style) .. 65.00
Gold Cup .. 35.00
Eureka .. 15.00

1/2 Deposit, Balance C. O. D.
AUTOMATIC COIN MACHINE CORP.
340 CHESTNUT ST.
SPRINGFIELD, MASS.

ARCADE GAMES WANTED

PERCENTAGE PLAN
LOCATION OPEN AT MONTE PROSERS' DANCE CARNIVAL
MADISON SQUARE GARDEN
J. SPINRAD • 210 W. 50th St. • Circle 7-8718 • NEW YORK CITY

EASTERN FLASHES

NEW YORK, May 17.—The past week was quiet, considering the rush for games that has been going on for some time. Distributors and jobbers expect a lull with the arrival of new games.

George Ponsor and Jack Mitzick spent part of last week in Chicago visiting the various manufacturers. Jack believes the music division of the industry is in for one of its most progressive years. George has returned to Chicago to see Milla Novelty. . . . Lou Hober and Seymour Piltch, of Ponsor, caught strolling down coin row. . . . Irv Morrie, of the Ponsor Jersey office, will go far out of his way to do his customers a favor. This week he made a special trip to the shore to help one of the firm's oldest friends get set right.

Bill Albert, after visiting his brother's farm in Lawton, Mich., is spending some time in Chicago with Dick Hood. Bill reports that H. C. Keane will have two new products that will put the boys in line for some real bucks. And the way Charlie Aronson talks about the new games, there's no doubt that Brooklyn Amusement Machine Company is set for another big summer.

Bert Lane, back from Chicago, reports: "The game factories are working overtime to meet demand and many new plants have sprung up all of a sudden." Bert is also happy because Mutoscope's Drive-Mobies are coming into his office in increasing quantity. . . . H. Betts & Sons, Union, N. J., are doing a great job with music, being one of the really old-timers in this division. . . . Marty Rosen, one of the best known mechanics in the industry, reports his hobby is working at home, developing new ideas for amusement devices.

FEST FLASHES

Sol Gottlieb around Coin Row telling the boys what a great game brother Dave has. . . . Al S. Cohen, of Alco, reports that the firm has never before enjoyed such swell spring business. They plan to announce a great buy for vendor men soon. . . . Irv Mitchell gets a bang out of discussing with his customers conditional policies, the weather, or anything.



AN OUTSTANDING SPOT in Fort Wayne, Ind., the Necca Tap, attributes its popularity to automatic music as presented to patrons thru the 21 Keeneys still boxes strategically placed throughout the location. The installation was made by the Bisco organization, Fort Wayne operating concern. (Manufacturer's release.)

New York operators working together like a well-oiled football team. . . . Jack Kay, of Ace Distributors, working overtime to keep pace with the orders pouring in for used equipment. . . . "Bip" Glassgold, sales manager of Arthur H. Du Greater, is on a short trip to Western New York State with Jack Feinberg, the firm's New York State representative. . . . Bill Wiener, U-Head-a-Pak representative, is traveling thru the South. . . . Jack Berger was extremely busy dashing here and there in Jersey last week, doing a fine job preparing country-wide shipments.

Sol Silverstein visiting on Coin Row and talking things over with the boys. . . . Dave Stern, of Royal Distributors, Elizabeth, Harry and Sammy Wisniansky, of Atlas, and Barney (Bugsy) Engelman, of Newark, in a close bundle. And after coming out of it report: "We're going to have the biggest surprise in history for the industry. 'Bugsy' is now using the Westquack Diner and this

Sugar Bowl as show spots for music operators interested in seeing Buckley Music installations.

COIN SHOTS

Nat Cohn, Modern Vending exec, received many wires and cards from his friends and employees wishing him the best on his birthday May 18. . . . Irv Sumner, of Modern, drove back from Miami by slow stages, calling on the boys up and down the coast. He arrived in New York Thursday. . . . Lou Bloom, of Trenton, doing a great job with the Buckley installations. . . . DeWitt (Doc) Eaton, Eastern regional director for Buckley Music System, dashes up to Boston to visit his district manager there. This right after the big regional meet held in Newark, where the firm's Eastern district managers got together to discuss possibilities and make new plans.

Morris Struhl's new premium spot on 23d Street is attracting many coinmen. Struhl's was always a big buy spot for the boys who use premium merchandise in the coin trade. . . . Mennie Ehrenfeld is reported to have pushed the collections of his music route to a new high.

Harry Pearl will be ready to pop open in a week or two on his New York office. Joe Fishman celebrated his 30th wedding anniversary May 9. . . . Art Nyberg, of Calvert, is so busy he just doesn't have time to do much except take care of business. . . . Morris Hankin visited Scientific Machine Corporation's factory and was taken on a tour of inspection by Max Levine. Hankin was impressed with the plant and the remarkable woodworking shop where Max produces his own cabinets. Despite the fact that Hankin's office wired orders for machines, he insisted on placing an additional order before leaving.

HERE AND THERE

Archie and Howard Knox, of Major Amusement, are reported to be enjoying fine business. . . . Milly Green sends a picture of himself being presented with a silver plate for winning the ping-pong championship at Grossinger's in Miami. And is Milly proud? . . . Abe Green and Billy Ehrenberg are practicing nightly, getting in trim for their golf match. Billy has played for many years, while Abe is just a beginner; so Billy agreed to give Abe one and a half strokes a hole. . . . Fred Iverson and Sandy Warner in Fred's Buick busting all Jersey speed laws in a hurry to get home to dinner. Fred spent a few days at Seaboard's offices before going back on the road.

Al Simon reports he has taken up golf. He has bought a set of clubs. . . . Jack Kramberg, of Crown Distributors, reports: "We have no complaints. Business is good and getting better and our customer list increases daily." . . . Earl Lips, of Roy McOrinn, Baltimore, Md., advises that the firm looks forward to a great summer if the present business jump is any criterion.

Ed, Jack, and Al Haverly are working harder than ever through New England; they report, get the newest games to their customers in a hurry. . . . Tony Gasparro leaving for Chi. to visit with Exhibit and see what the factory has for

the summer. . . . Charlie Lichtmann, of Federal, is all pepped up over the fact that his firm has scooped to the top faster than he expected. Al Sherry, Al Koondel, and Phil Gould, of Ambassador, report many orders for machines. They have a problem finding crates.

AROUND THE TOWN

Milton Nagler over at Mike Munvor's Coin Row headquarters working harder than ever and never getting upset.

Mike Munvor's getting into pinocchio games and making 400 bids by the skin of his teeth. . . . Joe Murren, searching for more areas, equipment, takes time out to say: "My predictions came true. This is the greatest arcade year in all coin history." . . . Irv Blumenthal, of General, Baltimore, Md., claims that many more Scientific Baiting Practico games are being purchased in Maryland and Washington.

Leon Berman, New York Specialties Supply Company, has just completed a window display for Keweenaw Hall, boxes and other music equipment. Phil Beale, Leon's roadman, has left for a trip thru Connecticut and New York, taking Murry Bass with him to show him the ropes. Bass will represent Nyaco in that territory. . . . Sam Sachs playing the old Violano Virtuoso at his place. Bought for one of the men in town collecting a museum of old coin-operated music equipment. Sam claims: "It's still a great music box." . . . Henry Seiden and Jules Oshansky are two of the business men in New York State. Henry as special representative for Buckley and Jude in charge of the firm's offices in Albany.

Tri-Way Products Company reports that its Ultratone and Illumitone chandelier ceiling speakers have won plaudits from operators everywhere. . . . Miss A. M. Strong and Walter Mann, of G. V. Corporation, say their outdoor Adams Otum Vender has clicked with the general public. . . . Joe Fishman, Willie Friedman, John Helfer, and Mike Munvor talking it over in front of Joe's shop and all seemingly agreeing on something that John was shouting about.

Earl C. Besche, of National Novelty Company, Merrick, L. I., continues to put in many hours at his office satisfying his customers' demands. . . . Max Levine, of Scientific, is so busy that he is usually found doing two or more things at a time and working late into the night. . . . Hynde Budin reports steady demand for reconditioned machines.

Jack Fitzgerald is grouping all used games in one big close-out. . . . Jack Derlin, Eddie McNamara, Jimmy O'Brody, and Bill McDonald, of Pitt's Bally Building, are seriously considering getting together the Bally Baseball Team. . . . Willie Blatt, of Supreme, is busy preparing his new spot on Atlantic Avenue, Brooklyn, within scores of the best ideas in the business. Willie also plans a visit to the Buckley Chicago factory.

Moe Mandell, of Northwestern Sales, Brooklyn, is creating a sales record for Northwestern vendors in his territory. . . . Once again Chicago Coin games are the first choice of the operating field, reports I. H. (Izz) Rothstein, Banner Specialty head. "This time it's Chicago Coin's Majors of '41," he says, "and we've been moving 'em out as fast as shipments come in."

PHILLY PHILANES

Joe Ash is rebuilding and remodeling and it looks as if the active's quarters will be one of the most outstanding in Philly. In the midst of all the work, Joe has taken sick, and so Moe (Aspirin) Bayer has to get all orders out. . . . Ed (Keystone) Bernstein is getting ready to serve another Sam—Uncle Sam this time. . . . George Phillips has just become a member of the Philly pin operators' association. . . . Jack Shephard is reported to have tipped his Rock-Cas operation. . . . Harry Mitzick, proxy of the local association, did not appear at the last meeting and has the boys wondering. . . . Romance? Peary (Keystone) Stern and Mickey (Aro) Friedkin. . . . Moe (Aspirin) Bayer's dad just underwent an eye operation and all the boys are hoping he comes thru okeh. . . . Ed (Tippy) Klein and Rudy Greensbaum standing around Philly together, while Rudy makes his regular visit. . . . Harry (Marble) Block wrapped up with orders for his great Chance-Maker as the result of first ad in Phillylog.

Lieutenant Byron Block, stationed in San Antonio, writes in some ads for his dad and reports that he has purchased a Plymouth.

I (Pop) Pokras, father-in-law to Al (Aro) Rodstein, recently bought out Bill Celozzagli's route. . . . Harry Rucka's arcade in the Ben Franklin is pulling the visiting ball teams to his scientific

EXHIBIT'S
DOUBLE PLAY
FOR DOUBLE PROFITS
Ask Any Smart Operator
EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

NO REASONABLE OFFER REFUSED

ALL MACHINES IN WORKING ORDER, NO JUNK

NOVELTY GAMES (Free Play)	Bally Shuffles Bally Chance Challenger Dolly List All Stars	Planet Vendors (All Kinds) Quality Bookie Desk Ball Game Vendors (All Kinds) SET Target Skill (Model P with Base)
NOVELTY GAMES (Free Play)	ACCESORIES Juvenile 22 Volt Converter DOLLAR GAMES Doveo-Punch-A-Balls Dottolo Single Grip Tester Dart and Ring (New) Dart Cols. (New) Superior Three Ring Cigarettes 10 Minute Vendor (New) 10. Norepression 50 Sec Match Vendors (New) Tumbler To Amuse With A Pak Cig Reel Dove's 21 (5c & 10c) (New) Milly Vanz Process	PHONOGRAPHS Tri O Pak Cig Reel Crt A Snake Cig Reel Wardner P-812 Rek-O-Ga Revlon Master (10 Records) Rek-O-Ga Inevitable 20s Milly Dance Masters Kentucky Oaks Sugar Kings ELC So Wading T.P.P. To Wading T.P.P. CIGARETTE VENDERS General
PAYOUT TABLES Bally Diverts Bally Journal	NOVELTY GAMES Major Spin Ball Flash Coke Comby	

MARIETTA SERVICE CO.

338 MONTCOMERY ST. — Phone 1350 — MARIETTA, OHIO

FOR SALE—AMERICA'S FINEST PHONOS

Wardner 412	\$ 27.95	Reidberg Rex (20 Records)	\$ 44.50
Wardner 416 (Illuminated and Reel)	44.95	Simons Rym (20 Records)	74.50
Wardner 24 (Remodeled and Refinished)	84.00	Simons Circus (20 Records)	59.50
Wardner 502A Keyboard	124.50	1939 Reokan Deluxe	119.50
Wardner 503A Keyboard	149.50	1943 Washala Coaster	89.50
Wardner 61 Coaster Model	69.50	TERMS: 1/3 Deposit Must Accompany All Orders. We Ship Balance C. O. D. WHITE P.O.N. COMPLETE PRICE LIST. WE HAVE ANYTHING YOU WANT IN MUSIC!	

EASTERN PENNSYLVANIA MANAGER FOR BUCKLEY MUSIC SYSTEM

UNIVERSAL AMUSEMENT CO. 2010-12 MARKET ST. PHILADELPHIA, PA.

The Billboard

presents

Important Facts & Figures

on the

Coin Machine Industry

and the

Defense Program

in

the May 31st Issue

A large portion of the billions of dollars being spent for defense is going toward paying the wages of workers in thousands of defense projects. These workers and their families will be spending proportionate shares of their newer and greater earnings for much-needed entertainment.



In the May 31 issue The Billboard will answer the following questions of interest to every alert operator, jobber, distributor and lecturer:

HOW MUCH MONEY HAS BEEN APPROPRIATED FOR DEFENSE EXPENDITURES . . . ?

IN WHAT CITIES AND TOWNS IS THIS MONEY GOING TO BE SPENT . . . ?

HOW MANY PEOPLE ARE THERE IN EACH OF THESE TOWNS . . . ?

WHERE ARE THE NATION'S ARMY CAMPS, NAVAL BASES AND AIR BASES LOCATED . . . ?

Complete, accurate and official lists, analytical and interpretive stories on the coin machine industry and the defense program will appear in this important issue!

Watch for it!

Batting Practice. . . . Bill Rodstein is now calling his place "Wild Bill's Rifle Range." . . . Oscar Spiegel is opening a rifle range near the Navy Yard. . . . Money Durlish is being called "Philly's cash-on-the-line operator. Pays cash for everything and demands cash for trades." . . . W. C. Egan, of A. B. T., is in town.

Joe Ash, Al Stern, and Bill Gersh paid off their bets to Al (Arco) Rodstein for it being a girl (named Arlene), and Lou Bloom, Sol Silverstein, Ben Fireman, and Lew London are yet to be heard from. . . . Lew London in Philly looking over Wild Bill's Rifle Range with great interest.

Tony Batone, of Kenneth Square, running benefit raffles as a hobby. . . . Andy Foster, of Willow Grove Park Arcade, reports receipts 400 per cent above last year. . . . Ralph Franks opening one of Scientific's Kentucky Derby spots in Wildwood. . . . Harold Gorman also running Kentucky Derby in Wildwood. . . . Hank (Indian) Lannan, representing Blackhawk boards, reports he is traveling faster than ever these busy days. . . . Chuck Edison is eagerly looking forward to his next trip to Chi. . . . Leo Pisk in Philly visiting Hank Lannan.

Phil (Banner) Jones has offices at 5 p.m. sharp and can't be reached after that. . . . Fred (Banner) Walker has just returned from a five-week roadtrip thru Pennsylvania and West Virginia and reports business booming. . . . Roy Torr is doing a terrific biz on vendors. Roy looks forward to a big year. . . . George Ash is the new manager of Frank Engel's and Mike Spector's Automatic Amusement Company. . . . Sam Kreshburg visited Philly this week.

Sebastian Baragossas in town buying more music. He operates at Port Dix. . . . Mike Weinstein around buying used equipment. . . . John Manion doing a terrific biz. . . . Leon Gross buying still more music. . . . Joe Friedman, of Harrisburg, telling Philly boys that he may be called by Uncle Sam any day. . . . George Wilson Ruffert, of Harrisburg, reported building an attractive new house in Montross Park. . . . Mike Spector hopped into New York to see the Jenkins fight, while Frank Engel toured Eastern Maryland. . . . Lewis Soklow, of Imperial, telling about the good old days.

Eddie Leopold is increasing his music route. . . . Sam Snyderman, recovering from a serious illness but still can't go the rumba with Philly's rumba queen, Mrs. Sam Snyderman. . . . DeWitt (Doc) Eaton, Eastern regional director for Buckley Music System, in town, hitting hard and smiling all the way. . . . Bill King, of Quaker Vending, one of the best liked guys in town. . . . Sid Meyers and the beauties Mrs. Meyers are playing the horse races—but big. . . . Sam Taras, of MayDover, a visitor to Philly.

Jack Kaufman, of K. C., doing a business of a big with crates blocking the sidewalk in front of his quarters. . . . Willie (K. C.) Foreman, chief mechanic, back on the job after his operation. . . . Harry Levin and Harry Schatt have opened an arcade near Indiantown. . . . E. Friedberg, proprietor of the President Hotel, Atlantic City, has gone into the arcade biz, which proves something or other about the arcade biz.

Harry Brown, of Trenton, buying Boon Town. . . . I. C. Novelty Company has a complete line of novelties and premiums for sale. . . . Martin Shires, president of up-State Pennsylvania operators, has just become a Buckley Music System distributor. . . . Frank Rubin, who has the agency for Pepsi-Cola Vendors, is doing a bang-up job. . . . Frank Urban misses his pal and roommate Hughie (Deafie) Genst. . . . Ben Steinberg, son of Izzy Steinberg, going to serve Uncle Sam. . . . Bobby (The Flea) Kline continues to hop all over the State, closing some big deals on G. V. Adams one-cent gum vendors. . . . Sam Pinkowitz is remodeling his home. . . . Tom Sokolow's wife and baby recuperating from operations. . . . Cy Glickman reported to be working on still another invention.

Ben Hankin's voice reported to be getting better. . . . Maxie Klein and Benny Odell reported to be among the two best hustlers in the biz. . . . Al Roth and Harry Mendelson are opening an arcade in Atlantic City. . . . Bill Heilige, of Keystone Novelty, continues to enjoy these big sales. . . . George E. Pish and William J. Murphy, of Norristown, say that by using only the latest and best music machines they have been able to practically choose their locations. "This angle," according to Field and Murphy, "has helped us to build what we believe can be termed one of the most ethical music machine firms in the country."

Live Dying

Reprinted from the Wilkes-Barre (Pa.) Sunday Independent

Altho there's still a large demand among the younger dancers for the boogie-woogie music and jitterbug numbers, we've learned that this is dying out gradually.

Our authority for this is Tommy Donlin, the pedagogic-musstro, who has been playing dance dates in this valley for so many years.

Naturally, when the dancers are of the high scholastic group, they want the jitterbug live and they get it from any band that plays for them.

But the older group—and that includes the young people from 21 or so on up—likes music more in keeping with dignity.

Anyway it's pretty tough to dance at a pace that is more physically wearing than a gruelling basketball or hockey game.

If one doesn't have unbounded vitality backed by enthusiasm of youth, it's difficult to cut the rug, so to speak.

It is not surprising that this has happened, since most dance crazes, from the time of the bunny hug and the turkey trot, have faded after a few years and a return to normalcy is made.

We can expect something different in terpsichorean vogue in a year or so, we presume.

Incidentally, while on the subject of dancing, there were some great numbers at the North End Minutela, and the boogie-a-daisy number was enjoyed by everybody.

Baltimore

BALTIMORE, Md., May 17.—The F & W Machine Company, Hagerstown, Md., has been chartered to deal in coin and music machines. Capitalization is set at \$3,000, consisting of 30 shares of stock. Incorporators are Millard P. Korschner, Charles W. Harbaugh, and Howard E. Toms.

Tri-State Bottling Company has purchased the beverage bottling equipment and fixtures of the Try-Me Bottling Company, Inc.

ON THE RECORDS

(Continued from page 72)

AL DONAHUE (Okeh 6179)
Hi There, Mister Moon—PT. VC. It's Nothing New—PT. VC.

Donahue sets a nice tempo on the first side, making dancing to this one definitely an easy job. Everything else about the platter is nice, too, except that it lacks the vital spark that distinguishes a sock record from just another capable performance. Doc Keating and Phil Brito sing sides A and B, respectively, adding to the general competent set-up.

Donahue has a highly popular disk currently in "The Wise Old Owl," and with that paving the way, there may be a patron demand for more of his records. Either side here will answer the purpose, altho it themselves they don't represent anything outstanding.

ALVINO REY (Bluebird B-11143)
Woodland Symphonies—PT. Oh, for Heart-ey's Sake—PT. VC.

Rey dishes out a pastoral study on the A side, with his guitar not as prominent as usual. Saxos deserve a special note of praise for a couple of excellent passages. Reflective and tonally descriptive, the composition drags in spots, however, and listening becomes a little tiresome. Ball waxy. Second side is a dressed-up version of Arkansas Traveler, with Tony King and Skeets Herfurt duetting a cute lyric. Alvino's guitar is effective on this side.

Possibilities for coin phonograph interest are weak here. Side A is pretty much out of the territory that covers potential machine hits, and the reverse is too inconsequential to make any impression upon phono patronage.

DUKE ELLINGTON and JIMMY BLANTON (Victor 27406)

Body and Soul—Piano and bass. Nr. J. R. Blue—Piano and bass.

For swingophiles and absolutely no one else, Ellington and his bass player get together in a bit of jamming on the Johnny Green standard and an original, with Blanton's bowing ascending like little ebe than an ailing cow. When he slaps the bass, there's a pick-up of rhythm and interest, but using it as a string instrument produces some amazingly weird tones that are hardly



a midget

IN SIZE

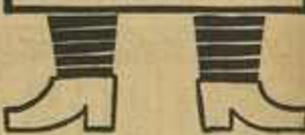
Completely automatic payout machine, with Bell reels, metered jackpot. An 8-inch cube, weighs only 18 lbs; cash box holds \$45 in nickels. A beautiful machine; either chrome plated or in hammered blue and gold. Terrific demand right now—rush your order. Mills Novelty Company, 4100 Fullerton, Chicago.



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PHONOGRAPHS	
Gabel Statues \$100.00	
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IMPERIAL, 2022 Market St., Phila., Pa.
conductive to listening pleasure. The Duke's piano saves this disk from being a total loss.
Not for coin phones by any stretch of the imagination.

Boston

BOSTON, May 17.—Distributors in this area were kept busy the past week as orders flowed in for new equipment. Many new summer locations were reported by operators who were in a hurry to get machines for their spots.

Target guns were the big hit of the recent Carnival for Freedom held at the Boston Garden. Sponsors of the two-day affair reported patrons waited in line for a chance to use the coin-operated target games. Several pinball games also proved popular.

Dave Bond reports increased activity in arcade buying with new arcades ready to open on Cape Cod and at Haverly beach and other resorts.

Joe Levine, of Eastern Distributors, reports continued interest in Rock-Ola's Music set-up, with operators reporting selections shooting upward week by week.

Apex Coin Machine Company has installed a series of steel shelves along the walls of its display rooms. Games are kept on the shelves, which eliminates the necessity of putting the legs on the games and taking up floor space. Bill Wells and Ernest (Blackie) Blackwell report business good. They have just taken on another mechanic, Charles Blesser. To facilitate deliveries and aid operators with their repair problems more quickly, Blackie has purchased a new beach wagon.

Mrs. James Woodward, wife of the game operator who serves as secretary of the newly formed Amusement Merchants' Association, is recovering from an appendectomy.

Charles Herald, Lynn, Mass., music operator, has bought out a large route to add to his own fast-growing business.

Harry Lovison, representing Evans, was in town for a few days contacting local jobs and singing the praises of the new Evans products.

Biggest interest in the field hereabouts is the continued growth of remote equipment. Most operators feel remote equipment maintains more profits over a long run, and it is estimated that approximately 80 per cent of the locations in this vicinity have now been equipped with remote machinery.

Alert operators in this section have come up with a new system of listing the records on their machines. Instead of making up single strips for insertion in the wall boxes, typewritten sheets listing each record are supplied. In addition, several operators have worked out their methods to facilitate servicing their remote equipment.

Mrs. Ernest Blackman, wife of the Apex Coin repair genius, is recovering from a tonsillotomy.

Mike Bond, local Buckley distrib, reports he is kept busy trying to keep up with the orders flowing in from operators all over the territory. Mike has been in business only a few months, returning to the coin field after a long absence due to illness.

To Harvey jubilantly reports more Pawnee territory has been sold and installations have zoomed upward. In addition to keeping his men busy getting machines out to operators, Ed and his partners, Jack and Al, are devoting some of their time to assisting operators get their business into shape.

A terrific demand for the Automatic Music machines is claimed by J. J. Jory Colombo, Automatic Instrument Company Eastern seaboard district manager.

Ray Deuchler, Seeburg's Eastern representative in charge of collections, is hearing congratulations on the birth of a daughter.

Bill Wells, Apex Coin Machine Company, celebrated his birthday one day last week by working 20 hours. Bill says when business is rushing you can't take time for celebrations.

Er Adams, of Mills Automatic Merchandise Corporation of New England, reports vending machine installations



HOTEL PEABODY, MEMPHIS, TENN., features a Colonial Model Wurlitzer phonograph. Installed by music merchant W. S. Klein, the Wurlitzer instrument harmonizes with its surroundings. Collectors according to Klein, have gone up since its installation. (Manufacturer's release.)

are booming. The spread of national defense work and the resultant increase in the amount of money being spent is credited with the great interest in vendors. Ed reports business approximately 30 per cent ahead of last year.

Summer locations reported using new ice-cream vendors that vend small packages of cream with a wooden spoon. Some operators are trying these in with cookie vendors and beverage dispensers and report good results.

Nick Papolos, Waterville, Me., game operator, in Boston seeking equipment, reports business good in his section.

Norman Herman and Nathan Fram are now operating games and music in and around Boston.

J. Fred Gagnon, of Cape Cod Cigarette Service, Harwichport, Mass., in Boston seeking equipment to add to his fast-growing route. Locations are all in the vicinity of Camp Edwards, where conditions are good. Locations in that area get a tremendous play on Sunday, when visitors to the camp make a big increase in trade.

Locations in and around the three important naval centers in New England, Charleston, Mass.; Portsmouth, N. H.; and Newport, R. I., report business good, with the sailors ready and willing to spend on anything. Games and music are getting the greatest play, according to reports.

Morris Becker, Springfield game operator, in Boston looking for equipment. Springfield business is reported to be increasing.

Sam Shanfield, South Shore Vending Company, hustling about seeking equipment and contacting locations as South Shore expands its activities.

Phil Schwartz, game and music operator, up and around after a long sledge with a broken leg. Altho still on crutches, Phil is able to get around and see his locations and make contacts.

Business is booming in Western Massachusetts, judging by the way Raymond Srocenski, of Royal Vending Company, bustles around after equipment and locations.

Dave M. Robinson, Aiden & Holden Company, is kept busy these days lining up new summer locations. Company operators, games, and guns and reports great interest this year.

Tony Oliveira, Automatic Music Company, Woonsocket, R. I., makes regular visits to Boston now to pick up equipment and chin with jobbers and distributors.

Metro Automatic Sales Corporation has bought out the Universal Cigarette Service of Boston. Samuel M. Goldstein, of Metro, reports the sale involved approximately 30 machines, bringing Metro's total to around 300.

Another sale of a cigarette route was reported by Louis Bliman, of Mystic Automatic Sales Corporation. Bliman said Mystic purchased a route consisting of approximately 100 machines.

The Ways and Means Committee of the Massachusetts House of Representatives is expected to hold a public hearing within a few weeks on House Bill 2322

which calls for maintaining the present emergency State tax of 3 cents on each package of cigarettes as a permanent tax.

Ben Fabstrand, Packard district manager in this section, suddenly reports that orders for Pla-Mor selectors continue despite the price rise the first of the month.

I. Spector and Rudy Bloom, of Hub-Vending Machines Company, busy with summer installations.

Marcel Chens, Worcester game operator, in Boston looking for equipment,

Detroit

DETROIT, May 17.—Gene Callahan, Ajax Novelty Company, has installed a unique new educational display for operators, consisting of a large standard display case with trays of some 100 different kinds of parts. The many parts are shown in quantities, giving a clear idea of the complicated structure and skill required to produce a modern machine.

James A. Passante, J & J Novelty Company, is back from a trip thru Northern Michigan, where he visited operators to show them the newest games in the Holly line.

Ben J. Marshall, former Detroit jobber, is back from a long stay in Florida.

Henry C. Lenke, of Lemko Coin Machine Company, has bought a new truck for use in his business, as well as a new sedan for his personal use.

Ruben Manko and E. S. Loewenthal have formed a new partnership as the Acme Automatic Sales Company, with headquarters established on Calvert Avenue.

reports business good in Western Massachusetts.

H. Harold Harwich is adding new machines to his game route and reports collections are increasing everywhere.

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IMMEDIATE DELIVERY ON SCIENTIFIC BATTING PRACTICE. WE ARE DISTRIBUTORS. PHONE, WRITE OR WIRE US FOR YOUR REQUIREMENTS.

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FIVE BALL FREE PLAY	
10 Bally Mystic	\$87.50
4 Bally Flicker, Like New	55.00
1 Bally Silver Star, F.S.	37.50
1 Bally Chevron	15.00
1 Bally Flare	32.50
1 Bally C. O. D.	10.00
1 Bally Pink Eye	14.50
2 Bally Triumph	3.00
1 Bally Snookbox	13.50
1 Bally Blackout	10.00
1 Kamey Red Hot	21.50
1 Kamey Coolby	17.50
1 Exhibit Zambie	\$52.50
1 Exhibit Flapjack	17.50
1 Exhibit Landline	22.50
1 Game Rastee	12.50
2 Game Big Tom	18.50
1 Game Fables	18.50
1 Silver Bucky	99.50
1 Chicago Coin Crowder	17.50
1 Chicago Coin Sport Parade	34.50
1 Chicago Coin Rock	21.50
1 Chicago Coin Ocean Park	17.50
1 Chicago Coin Street Line	37.50
1 Gottlieb Bowling Alley	22.50
1 Gottlieb Sea Hunt, F.S.	75.00
5 Bally Blue Grass, used 2 weeks, guaranteed like new	125.00

ONE BALL		CONSOLES	
3 Exhibit Ocean (Convertible)	\$19.00	1 Evans Lucky Luke	\$125.00
5 Mills 1-2-3 Manned	10.00	1 Evans Domino, 27, 30 Play	55.00
1 Pacific France Merry, C.P.	8.50	1 Evans Domino, 39, 40, 41, 2240	55.00
1 Rock-Ola Three Up	10.00	1 Evans Domino, 25, J.P., 50 Play	149.50
3 Bally Derby, C.P.	5.50	1 Pine Saratoga Sr.	52.50
1 Bally Record Time	57.50	1 Pine Frisco	55.00
1 Bally Soft Special	87.50	4 Pace Race, J.P., C.P., 54	108.00
1 Bally Dark Horse	87.50	1 Pace Race, Green Cabinet, C.P., 54	52.50
COUNTER GAMES		1 Mills Jumbo Parade, F.P.	75.00
1 American Eagle, 12, Like New	\$19.50	1 Star Rico	10.00
1 Mills Vex Pocket, Green	25.00	1 Bumper Bumper, 2275, 204 Play	155.00
1 Columbia Bell, G.U., Rear Play, Used	35.00	1 Macoponette Air Rader, Extra Cray	150.00
1 Ten Days	57.50	1 Kamey Navy Superior	120.00
1 Jennings Little Merchant	12.50	2 Bally Royal Fire	33.50
All orders must be accompanied by 1/3 certified deposit, balance C. O. D. Write and ask us to be put on our mailing list. Above prices are effective May 23, 1941.		1 A. P. P., Floor Sample	88.00

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FOR '41

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Atlas NOVELTY CO. 2200 N. WESTERN AVE. CHICAGO, ILL. ASSOC. OFFICES: ATLAS AUTOMATIC MUSIC CO., 2939 Grand River Ave., DETROIT; ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH

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**YOU GET YOUR MONEY BACK
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Featuring the "BUY-BACK"...
Greatest and Newest Pin Game
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and be sure to get...
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The greatest gun machine
money-maker ever built!

Success Mfg. Corp.
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A \$12,000 ORDER for Packard Manufacturing Corporation music products was placed recently by W. P. Hamel, Capitol Coin Machine Exchange, Boston. Above is a photo showing the huge order of remote-control equipment ready to be shipped to Boston from the Indianapolis factory. (Manufacturer's release.)

Philadelphia

PHILADELPHIA, May 17. — Harry Yank, formerly in partnership with brother Larry, has opened his own Playtime Music Company, while Larry Yank has moved headquarters for the original music machine operations to 607 South Broad Street.

Catching up on the vital statistics, we find that the stork has been busy here. Pinball operators Joe Driven and Max Brown are both recent fathers. More recently Phil Driven, Stanley Music Company, became father of a son, Gerald. Bernard Cohen, counsel for the Philadelphia Automatic Amusement Machine Operators' Association, is now a grandfather. The trade will be happy to hear that Harry H. Wezelblatt, associate counsel for the pinball operators' association, is out of the hospital.

Both the stork and cupid are busy at Ben Froman's Automatic Sales Company. The bird brought a daughter, Gladys, to mechanic Jerry Stone. Assistant service chief Sam Sidor is heading for a wedding.

Harry Bortnick, former associate movie editor of the Philadelphia Daily News, was appointed phonograph record sales and promotion chief at Raymond Bowen Company, local Victor-Bluebird distributor.

Irwin Newman, head of Modern Music Company, grabbed one of the prizes at the town's Lincoln Lodge party last week at the Variety Club by making it seconds to spare in the "eat the bananas" contest.

Operator Meyer Frank, who was on the sidelines with illness, is recovered and back in action.

Norman Sewell's Century Radio Company is distributing a special record label of foreign-language recordings.

A giant music machine made the stage decoration theme at the annual dinner dance last week of the Warner Club, emcee of the local Warner Bros. theater circuit, at the Cedarbrook Country Club. With Gil Fisco's orchestra on the stand that was installed as a record tributable, wall boxes were placed in front of the stage. Dancers indicated their requests by dropping coins in the boxes, the money turned over to local charities.

Congratulations are still being carried to Eddie Richter, head of Mutual Distributing Company and president at occasion, on the recent marriage of his daughter.

Welcome to another new pinball operator to the trade, Herbert W. Nunnemann, a Loganite, has registered his firm as the Amusement Games Service, opening offices for his operations in the West Oak Lane section at 1700 Roselyn Street. His wife, Elizabeth, will take an

active part in the operation of the new company.

Mrs. Margaret Visaldi is another of the weaker sex breaking down the superstition that the amusement machine field is strictly a man's industry. A housewife all her life, Mrs. Visaldi recently inherited the Universal Amusement & Distributing Company at nearby Faulsboro, N. J. Showing that she is a go-getter, she has made great strides in building pinball and music operations.

High Point Music Company has re-organized, according to the registration in Common Pleas Court. In addition to Maurice Finkel and his wife, Helen, Alexander Weiss has been taken into the business.

Jack Beresh, president of Berlin Vending Company, followed up his "Meet Miss Cheerful" in his newspaper advertising for the candy vendor with two kindred characters that created a lot of comment in the trade. Spotting his ads on the theatrical pages of all the local newspapers, using a cut of a candy vendor to emphasize, on successive weeks, Beresh has "Mr. Executive" and "Miss Chooney" selling the machines.

Show business has really bitten Ellis Sugar, manager of General Amusement Company. The music machine operator has now become personal manager of Pat Wilson, Irish singer. And it's a safe bet that Sugar will soon have Wilson's songs on the records.

Boston Association Gaining Members

BOSTON, May 17.—The fifth meeting of the newly formed Amusement Merchants' Association was held recently at the office of Attorney Louis Brick in Cambridge. Several new members joined the association and plans were discussed for the establishment of a membership fee and the drawing of a constitution.

The association is still in the formative stages and several plans were suggested for the adoption of a set of by-laws. It was decided to draft plans for the association before attempting to recruit new members.

Chief topic of discussion was the prospect of getting effective State-wide legislation regulating the games. Because the Legislature now meets only in biennial session, it will be impossible to get any action before January, 1943, but it is hoped to have some bill ready for presentation at that time.

Officers, all elected temporarily pending adoption of the by-laws and election of a set of officers who will govern for the coming year, include Dan Dillon, president; Ed Wolbarsht, secretary; and Jim Woodward, treasurer.

Another meeting is scheduled for May 13, at which time it is hoped to be able to get under way with plans for recruiting new members.

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FREE PLAYS		ARCADE EQUIPMENT & CONSOLES	
Seven Up ...	\$59.50	8 Robinson Sky Fishers ...	Each \$14.50
Big Chief ...	47.50	4 Liza Woods ...	\$175.00
Formation ...	39.50	4 Kismet Air Riders ...	125.00
Gold Stars ...	42.50	2 Chicken Bats ...	44.50
Home Run ...	25.00	2 Jet Birds ...	70.00
Leaders ...	45.00	2 Flat Top Drive Dept ...	20.00
Top Hat 1-2-3s ...	29.50	2 Double Charleys ...	105.00
Sport Specials ...	75.00	1 Country Horse ...	100.00
Sport Page ...	35.00	1 Galloping Ostrich ...	25.00
Grand Stand ...	55.00	1 Mills Rio ...	29.50
Five-in-One ...	29.50		
Big Town ...	22.50		
Blonde ...	\$25.00	COUNTER GAMES	
Nippy ...	15.00	10 Scores ...	Each \$14.50
Attention ...	52.50	2 Rings ...	16.50
Cottlieb ...	15.00	25 Balls ...	6.00
Bowling ...	15.00	22 Aces ...	6.00
Roxy ...	24.50	2 Whirly ...	12.50
Score Card ...	25.00	4 Traction ...	7.50
Yacht Club ...	15.00		
Duals Ranch ...	40.00		
Golden Gate ...	15.00		
Follies ...	27.50		
Attention ...	50.00		

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Grand National ...	\$50.00	Betta Anita ...	\$125.00	Grandstand ...	\$74.50
Spain Pack ...	52.50	30 Updown ...	75.00	Pinchme ...	54.50
Gold Medal ...	47.50	Derry King ...	35.00	Quintilla ...	35.50
Big Day ...	39.50	Mills 1-2-3 ...	35.00	Shuffle ...	27.50
AUTOMATIC PAYOUT CONSOLES					
Five Belators, Ball Fish, 100 Play ...	88.50	Four Santitas, Conn. Five Play & Play ...	114.50		
Five Proof ...	88.50	Five Skill Play, Six Proof, Glenn ...	114.50		
Pass Proof, Big Proof, 1940 ...	84.50	Rolls, 1940 Model ...	42.00		
Pass Proof, Walnut Cabinet, 20 Play ...	139.50	Excite, Lane-Kemp ...	39.50		
with Jackpot ...	139.50	Bally Ball, Ten, 20 Choice ...	39.50		
Amusing Good Luck Markings ...	49.50	Bally Road Drive ...	120.50		
MONARCH COIN MACHINE COMPANY					

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Canton Phono Assn. Planned; State Affair May 21

CLEVELAND, May 17.—At the May meeting of the Ohio State Electric Automobile Phonograph Owners' Association operators of Canton, O., advised the directors that they are forming an organization and indicated that they intended to affiliate with the State association.

Victor Litchik presided at the State association meeting, which heard reports on the progress being made for the meeting and dinner to be held May 21 at Hotel Gauthier. Heresco Heitler and Joe Reichman, orchestra leaders, have promised to attend the affair, it is reported.

S. P. Bivens, representing the Youngstown-Warren chapter, made arrangements for a large group of members.

The publicity committee advised that it had distributed throughout the State large display posters in red and black bearing the appearance of the Ink Spot, recording vocalists, and an NBC orchestra.

Operators Praise New-Type Bumpers

CHICAGO, May 17 (Manufacturer's release).—The new-style Half-and-Half bumpers, introduced in Bally's Pan-American 5-ball novelty game, are proving popular in all parts of the country, according to George Jenkins, general manager of Bally Manufacturing Company.

The tops on the Half-and-Half bumpers, Jenkins explained, are divided into the center—half color and half white. The color half of each bumper means it will correspond to number 1 lit on the back glass. To light the bumper, player must hit the bumper when the white half is lit; and since the side lights flash on and off, alternating between two groups of bumpers, the same-color or almost-same-color element is very strong in Pan-American.

"The alternate flashing of the white light also permits the use of a wide-angle-looks-easy board, which is another strong play-stimulating feature. Best volume orders on Pan-American are coming in faster and faster. Every indication in that Pan-American is none if the stand-out hits of the season."

Sam London Sets High Dive Record

CHICAGO, May 17 (Manufacturer's release).—Not by breaking any swimming records or trying to push the mermaid out of the spotlight, but in his sales of one new game, High Dive, Sam London, head of the Milwaukee Coin Machine Company, has set a new record. Dave Goshen reports.

"When Sam first set eyes on that game he pronounced it a hit that would go down, and he's proving it every day by his remarkable job he's doing in sales."

"The reason," London said, "is that High Dive has everything that made past Goshen famous plus a few new things of its own that adds still more to its popularity. In our territory High Dive is setting enviable records. Operators who have the game are strong for it, so it's not hard to understand why Milwaukee Coin has already broken records in sales and is going stronger every day. With a game as great as High Dive, great results are only natural."

Coinmen Keep Banks Busy With Nickels

WILMINGTON, Del., May 17.—The hotel has become a major banking problem in Wilmington. With the coming of the parking meter, the nickel vending machine, and the use of the automatic phone, Wilmington uses approximately 4000 5-cent pieces daily. And every day most of these nickels come back to the Delaware Trust Company, where the city spends its parking meter collections and where most of the operators of coin machines have banking accounts.

As a result the Delaware Trust usually has too many nickels and the other banks too few. Daily the redistribution is effected among the city's banks only to have the nickels pour back into the

Correction

Herb Besser corrects a statement in our May 10 issue that he is on the road for a Chicago distributor. "I do not represent the Chicago distributor mentioned nor am I on the road for him," said Besser. Our apologies.

Delaware Trust via coin machines of one type or another.

These deposits average \$300 daily. Henry Willis, chief teller of the bank, said. This represents 6,000 nickels, a good percentage of the total in circulation in the city.

Minneapolis-St. Paul

MINNEAPOLIS, May 17.—E. T. Barron Company, vending machine distributor, has had a fair business in recent weeks, according to D. T. McNamee, Barron salesman. The vending machine business, he said, has been affected by the new Minneapolis ordinance levying license fees on each vending unit.

The Seeburg service school conducted by Hy-G Amusement Company at its plant recently was a success, according to information from Hy-G. Phono operators and their servicemen from throughout the territory serviced by Hy-G were present at the two-day school session.

At Acme Novelty Company business has been moving up in marked fashion in recent weeks, according to Ozzie Truppman, sales manager. New games are coming in and getting operator attention immediately. Wurlitzer phones have been the recipients of excellent service all thru the spring season, Ozzie said.

In a recent issue of The Billboard Vera Foster was erroneously described as affiliated with Coin-a-Matic Amusement Company, whereas she is in charge of the record department at Acme Novelty Company. The name of the young lady at Coin-a-Matic is Jennie Dvorack.

Manny Letzer, of Spin-O-Balls, reports his business has been holding up well. Out-of-stock sales have been growing steadily, he indicated.

Minneapolis operators are looking forward to increased trade during the second annual Minneapolis Aquatennial scheduled here in mid-July. With some of the finest sets in the country billed for the eight-day festival here, thousands of visitors will come to the city to take in the Aquatennial. And the many coin machine locations throughout the city will get a heavy play from the visitors.

Mayflower Novelty Company has been on the receiving end of some fine business in behalf of Pateman, Herman Paster of that firm reports. Operators who have Pateman on location report the units have been the money-makers. New units are going on location steadily.

Archie LaBeau, of LaBeau Novelty Company, St. Paul, reports business very

THE SHORTEST DISTANCE BETWEEN YOU AND PROFITS
IS THE SENSATIONAL NEW
WESTERN LINE

YOU CAN'T MISS With....

The TALK OF THE INDUSTRY!
1 or 5 BALL REPLAY

BARRAGE
Spectacular
5 BALL REPLAY with
High Score! Lites Out Awards! Big Build-Up Award! Ball Return! "Spot" Feature!

\$109.50

IMMEDIATE DELIVERY from Your DISTRIBUTOR

DISTRIBUTORS!
Some choice territory is still available for the new Western Line. Write at once!

WESTERN Products, Inc. 925 W. North Ave., Chicago

- 6-Coin Multiple Play!
- 20 Sets of Changing Odds!
- Big Build-Up Award!
- 2 Roll Overs for Build-Up Award!
- All Clo Roll Over Lites
- All Selections!

good. New Rock-Ola phones are arriving steadily now, after some delay, and are being shipped out almost as quickly as they come in.

Frank Kummer, of Spring Valley, Minn., is home from the hospital, where he had been seriously ill. Although not fully recovered, Frank is looking forward to taking over his route again after being flat on his back for a month.

Ozzie (Ozzie) Truppman, Acme Novelty Company, is enthusiastic over Bating Practice, which has been going well at all locations.

The industry is mourning the loss of Otto Rokey, 47, for more than a quarter century in the coin machine industry, who passed away May 2 at his

home in St. Paul. He leaves his wife and a daughter. Mrs. Rokey has taken over the active management of her husband's coin machine route.

Herman Paster, the "clown prince of the coin machine industry," leaves June 7 for Seattle, Wash., where he will embark for a 30-day vacation in Alaska, away from his duties at Mayflower Novelty Company.

Ben Friedman, of Silent Sales Company, reports business has been exceptionally good in recent weeks. Goshen's High Hat and Keweenaw's Four Diamonds, new games, are being bought up left and right by the operators, said Friedman.

Seeburg phones continue to move along at a good pace at Hy-G Amusement Company, according to word from Sherna Schenfeld, secretary to Henry H. Greenstein, Hy-G executive.

A pinball machine and an automatic phonograph play important parts in the Theater Guild production The Time of Your Life, starring Eddie Dowling, which was presented at the Lyceum Theater last week.

Sam Taran, head of Mayflower Novelty Company, is combining business with pleasure on a 30-day trip to New York.

Sidney London, promotion manager for Royalist Company, record distributor, will be married Thursday, May 13, to Ruth Warren, of St. Paul, at Hotel Commodore, that city.

Recent visitors to the Twin Cities, as gleaned from a check-up of order books at the various distributors in Minneapolis and St. Paul, include Fred Norberg, St. Peter, Minn.; Fritz Frank, St. Cloud; Earl Dietrich, Walker; Andy Beane, Ironwood, Mich.; Leo De Mars, Ashland, Wis.; Harry Gallego, Mesabie, Minn.; Ted Cramer, Hudson; Charlie Potter, Fairmount, Minn.; C. B. Seaman, St. Cloud; Doc Purcell, Fairmont; J. G. Weber, Blue Earth; F. F. Fisk, Parkville, N. D.; and Harry Hayes, Blue Earth, Minn.



MILLS' 3 BELLS—and embellishment as furnished by Arleen Hennings. The console is reported to be one of the most popular made by Mills Novelty Company. (Manufacturer's release.)

Profits?

WAIT 'TILL YOU OPERATE
KEENEY'S SKILL SENSATION...

Deluxe Model

TEXAS LEAGUER

NOW!
18 Balls for 5¢!

and all these

PROFITABLE NEW FEATURES!

- Adjustable from 18 to 15, 12 or 9 balls!
- Slow ball travel — easier to hit!
- Larger, rubber-covered bat!
- Side-lights illuminate playing field!
- Full hand grip on bat manipulator control!

Your Distributor has...

FOUR DIAMONDS... Wall Boxes, Track Time and Triple Entry Consoles!

What a
BUY
for only

\$69⁵⁰

J. H. KEENEY & CO. "The House that Jack Built"
6630 S. Ashland Ave. Chicago



A PHOTOMATIC AND A RACK OF SKY FIGHTERS are prominently displayed in the Kariboutis & Bushfield Arcade, Coney Island, N. Y. The arcade was outfitted by the International Microscope Real Company. (Manufacturer's release.)

Douglas, of Daval, To Make Biz Tour

CHICAGO, May 17 (Manufacturer's release).—Al S. Douglas, head of the Daval Company, will leave on an extended road trip next week. According to Douglas, he is making the trip due to the request of distributors throughout the country. He will discuss with them the aspects of the counter game business, he indicated.

"The field today requires the type of product which will meet with complete approval," he said. "The trade has found that counter games bring the original cost back quickly. Further, they have found that they continue to earn profit over a long period of time. Therefore we want to discuss with distributors the type of product we feel is most necessary for success in the counter game field."

"This trip will first be toward the Eastern States. From there we shall return to the factory and then leave for the South and Southwestern States, where we shall make contact with many of our distributors who have been highly successful selling our machines."

"We are also going to urge greater sales of Marvel and defense model American Eagle, for both of these machines have proved themselves among the best."

Somdine Distributing, it is reported, for franchise rights covering metropolitan New York. Ponsler is said to have placed a huge order for Panoram, with immediate delivery promised.

"One reason why we signed for this big order," stated Ponsler, "is that we have checked into earnings of the machine and find them very substantial. I believe Panoram to be the one machine that every operator should have."

NEW ARCADE MACHINES

Biggie, \$185.00; Fun Strike, \$85.00; Automatic Pushing Man, \$235.00; Bowling Game, \$125.00; Krazy-Meter, \$150.00; Magic Maze, \$125.00; Wheel of Love (set of 3), \$25.00; Four in One Electric Shocker (4 models each), separate coin box (your own model), \$40.00; Super Card Reader, \$22.00; Kicked Light-Up Card Machine with 48 cards, \$60.00.

NEW GUNS

See Number, Night Hunter, Bally Deluxer, Navy Hunter.

RECONDITIONED ARCADE MACHINES

Multiscreen Power Machines, \$22.00; wall box, \$32.00; Drive Machine, \$30.00; World Series, \$25.00; Gun, \$25.00; Football, \$45.00; Mills Game, \$25.00; Krazy Pushing Man, \$25.00; Hitlers, \$45.00; Blue Ball, \$25.00; S.B.T. Challenge, \$15.00; Crazy Platoon with new sign, \$12.00; Rockin' Table, \$15.00; \$145.00; Kabuki, \$15.00; Whom to Marry, \$15.00; Out of the Eye, etc. (12 pcs), \$20.00; Minutest Bowling Alley, \$15.00; Tossing Yarn (Shed-a-Balls 10), \$25.00; Bowling Factory, \$100.00; Grandmother Profusion (with large coin sign), \$110.00.

RECONDITIONED GUNS

Golden Hawk, \$15.00; Air Raider, \$15.00; Sky Fighters, \$15.00; Snows Klugez Auto-Aircraft, \$20.00; Tom Mix Rifle, \$25.00; Range Rifle, \$45.00; Blue Blazer, \$25.00; Automatic Machine Gun (Sky Fighter style), \$25.00; Ketchikan Enigma, \$15.00; 2 Gun Exotic, Pistol Range (10 rounds each), \$45.00; \$100.00; Gunline Three Way Gun, \$15.00; K.D. Fighters (with unprovable set), \$25.00; Human Analyst, \$25.00.

30 Peter Table, \$45.00 each; Seats, \$4.00.

MIKE MUNVES

"THE ARCADE KING"

593 10TH AVE., NEW YORK CITY
BRYANT 9-4577

OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

FREE PLAY GAMES		PAYOUTS	
2 Airport	\$17.50	11 Junior Baseball	\$25.00
1 All Male	20.00	14 Square Ball	25.00
1 All American	55.00	1 Fair Time	25.00
1 Bally Beauty	25.00	1 Royal Laure	25.00
1 Band Wagon	45.00	1 Lightning Road	25.00
1 Big Chief	55.00	1 Gandy Boy (Bank Top)	27.50
1 Big League	25.00	1 Royal Flush	25.00
1 Big Time	25.00	1 Fleeter	25.00
1 Big Blue	25.00	1 High Roll	25.00
1 Blenda	35.00	1 Clincher	25.00
2 Bowling Alley	25.00	1 Liberty Bell (First Top, Grand Glass)	15.00
1 Brita Sport	25.00	1 "Big Top"	20.00
1 Butcher	15.00	1 Grandstand	27.50
2 Chubbies	12.00	COUNTER GAMES	
2 Commodore	25.00	American Eggs	15.00
1 Contact	12.50	Box 10 & 5c	5.00
1 Dobby	15.00	Library to Fruit Room, 15.00	
1 Dory Jones	12.50	West Pocket Ball (Blue & Gold) A.P. Mod.	27.50
1 Dixie	42.50	1 West Pocket Ball (Green)	27.50
1 Drom Wagon	22.50	LEGAL EQUIPMENT	
1 Fantasy	17.50	A.B.Y. Target Ball	125.00
1 Fibber	27.50	Billy Aliter	15.00
5 Follies	25.00	Top Bottle	25.00
1 Fun-Flyer	25.00	Top Pin	35.00
4 Goliath	27.50	Bally Ball Top	25.00
1 Headliner	17.50	Jackpot Line Book	25.00
1 High Life	15.00	Air Raider	110.00
1 Landline	25.00	Happy Five	25.00
2 Lines	55.00	Whizzer 24 Wheel	25.00
2 Live Up	25.00	Whizzer 718	27.50
1 Lite a Coin	25.00	Whizzer 415 (New Control)	27.50
3 Moby	25.00		
1 Mr. Money	20.00		
1 Nippy	20.00		
2 Poo	25.00		

Every Machine is in Perfect Mechanical Condition. Thoroughly Cleaned and Checked. Ready to Place on Location. If you are not completely satisfied, return the Games to us within 15 days. And receive Full Refund.

Terms: 1/3 Down, Balance C. O. D.

We Have All the New Games On Hand for Immediate Delivery. Write for Prices.

OLIVE NOVELTY CO. 1625 LUCAS AVE. ST. LOUIS, MO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Gerber Arcade at Film Star's Party

CHICAGO, May 17.—Paul Gerber's arcade again broke into Hollywood news, as *The Los Angeles Examiner*, in a recent feature article on its society page, credited his machines with providing "hilarious diversionment" at the 18th birthday party of Jane Withers, young film star.

An even hundred of her friends and contemporaries, said the article, crowded the Palm Room of the Beverly Hills Hotel to do the young star honor in fitting accord and make her birthday event a rotating success. Mentioning many of the celebrities who were present and explaining some of the stunts they pulled, the newspaper goes on to say that the amusement machines, which played a part in the celebration, were supplied by "Jane's" friend, Paul Gerber, who moved them up from his Penny Arcade at Ocean Park Pier for the occasion.

"Yes, that's what happened," Paul Gerber acknowledged. "The machines went over big. Sportland Penny Arcade is a favorite amusement for many film celebrities who appreciate the fun just as much as the rest of us. They know that they can always count on plenty of sport from these machines. So why not include them in their gala affairs, too?"

Ponsler Gets N. Y. Panoram Franchise

CHICAGO, May 17 (Distributor's release).—George Ponsler, New York, has completed final arrangements with officials of Mills Novelty Company and

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER
NOW — 18 BALLS 5¢! IDEAL
FOR HIGH SCORE AWARDS!

Birmingham Vending Co.
2117 Third Ave., North
Birmingham, Alabama
SPECIFY 18, 12 or 9c PLAY



ABE LYMAN plays Scientific's Batting Practice and has one of the machines in his home. Above photo, taken at George Ponsar Company, shows, left to right, Simeon Schultman in foreground, Floor Manager Hank Silver, and Abe Lyman. (Manufacturer's release.)

Target Skill

HITS THE BULLS-EYE FOR PROFIT!

Shoot Earnings Sky-High—

With this sure-shot thriller! Loaded with skill-tempting targets . . . crammed with "come-on" jammed-with-action! Get TARGET SKILL quick! Draw a bead on bigger collections! Order today!

SURE FIRE HIT!

6 WAYS TO SCORE! BIG SPECIAL BULLS-EYE FEATURE!

THE BAKER NOVELTY COMPANY INC.
2626 WASHINGTON BOULEVARD—CHICAGO, ILL.

Batting Practice Okeh, Say Coinmen

BROOKLYN, May 17 (Manufacturer's release).—Scientific's Batting Practice is one of the greatest games ever introduced to the industry, according to reports from leading operators, jobbers, and distributors.

The reasons for the game's popularity are many, these leaders report. Batting Practice is a loan-free machine; quickly captures play and holds players' attention, and brings them back again and again, the reports say.

Among other things, these men report, Batting Practice is truly an American game, featuring one of our true American sports. It features baseball as the game is played with all the fan's thrills, and tantalizing action.

Max Levine, answering the praise the

machine has won, reports: "It has always been our policy to bring an economically sound product to the industry. We tested Batting Practice for a long time and we know the game has merit. It assures steady profits to operators and to all those engaged in its sale and production. The game also has a universal appeal, as it brings home to the American public one of its oldest sports—baseball.

"This product has been manufactured with the purpose of lasting for many years on locations. Batting Practice will be operating on a profitable basis years from today."

In describing the action of the game, Levine continued: "The thrilling zip of the ball right up to the player's bat and the clicking hit, duplicating the actual sound of a bat meeting leather, and then the flight of the ball thru the air—into the score chambers for singles, doubles, triples, and homers, has made our machine a true reproduction of the national game. It is a coin-operated baseball in big league style.

"That's why," Levine concluded, "we merely ask the player to play Batting Practice. The answer is right in that first game. The answer to profits, to location acceptance, to player reaction, to long-life, to real baseball thrills. Operators report that Batting Practice is one of the greatest games produced to date. This will become more apparent when our campaign gets into full swing."

Volume of Biz Crowds Lieberman

CHICAGO, May 17 (Distributor's release).—A constant stream of orders is keeping Bud Lieberman stepping these days, he reports. "Despite recent additions to shop and shipping room staff, the upward trend of business continues to crowd both time and space," he declares.

"The way we now occupy three floors," he states, "we are in need of more room to accommodate our large stocks and modern reconditioning equipment. We carry a large variety of reconditioned machines on our floors. Our dependable machines and real values combined with fast service and my personal attention to every order, large or small, have caused this growth."

Kleiman, of Allied, Gets Acquainted

CHICAGO, May 17 (Distributor's release).—Just returned from a week's trip thru the company's territory to become personally acquainted with their customers, Sam Kleiman, of Allied Novelty Company, Chicago, reports: "I've made many new friends and received a splendid reception wherever I went. This was the first opportunity I've had of seeing some of our customers face to face.

"I was delighted with the many fine compliments they paid me upon the splendid service and dependable quality machines they have received from Allied."

IT'S A WHOPPER... for CASH!

LAND OF PLAY . . . 1000 holes . . . 3¢ per coin . . . Fish symbols . . . "Elim" (A) and last punch on board each receives one such as Big Fish . . . Big Fish contains 100 tickets which average \$1.35 each, with a few each of \$10.00 . . . Takes in \$50.00 . . . Total average payout \$25.00 . . . Total average profit is \$25.00 . . . 3¢-thick board.

"The World's Fastest Growing Sealsboard Factory Becomes The Largest!"

SUPERIOR PRODUCTS
14 N. PEBBIA ST. CHICAGO, ILL.

BADGER'S BARGAINS

SPECIAL 1940 PACE SARATOGA JUNIORS \$97.50
AUTOMATIC PAY-OUTS

FREE-PLAY MACHINES	AMUSEMENT MACHINES
Gettab School Days \$39.50	Keweenaw Air Raider, Lize New \$114.50
Go-Go's Formation 39.50	Bally Hand Five 94.50
Bally's Goodies 39.50	Whirlwind Game Ball, Lize Model 48.50
Waltz 1938 1-2-34 29.50	Keweenaw Auto-Airport Gun 44.50
Sancor's Roundie 23.50	Bally Gulls Eye, With Bank 39.50
Bally's Eureka 24.50	Seaway Children Game, With Bank 39.50
Bally's Whoopee 19.50	Bally Eagle Eye 39.50
Bally's Triumphs 19.50	Bally Alphas 19.50

Takes 1/2 Cent 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. Don't Fail To Send for Your Free Copy Today.

BADGER NOVELTY COMPANY
2348 N. 30TH STREET MILWAUKEE, WIS.

PIKE'S PEAK

\$32.50

The most original counter game of 1941. Also available with high score award feature. Write today for full details and Special Spring Offer.

GROETCHEN TOOL COMPANY
130 N. Union St. Chicago, Ill.

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 Microscope Reel Co., Inc.
44-01 11th St., Long Island City, N. Y.

THIS IS IT!

HIGH
DIVE

The tests were right!
The grapevine was
right! Everybody is
giving it the OK!

IMMEDIATE
DELIVERY



D. GOTTLIEB & CO.

1140-1150 N. KOSTNER AVE.

CHICAGO



SUCCESS MANUFACTURING CORPORATION OFFICIAL Charles Castle receives heavy orders for Boom Town, new Success game, from operators T. P. McGraw (left, seated), of Champain, Ill.; Harold Johnson (left, standing) and associate of Rock Island, Ill. (Manufacturer's release.)

Demand Strong For Chi Coin Majors

CHICAGO, May 17 (Manufacturer's release).—"The suspense created by the many scoring opportunities on the playfield of Chicago Coin's Majors of '41 has put this five-ball replay game right at the top in popularity," advises Sam Wolberg, Chicago Coin Machine Company official.

"That is the only conclusion we can reach after hearing the enthusiastic comments of our distributors regarding the great and continually increasing demand for Majors of '41," Wolberg said. "A more definite proof of Majors' position in the new game market is supplied by our production chart, which shows that, in spite of full-time operation of production lines in both our plants, Majors production is just barely ahead of orders."

"On location, Majors' popularity has meant a mint of money for operators and our distributors tell us. Basically, that is the big reason why the game is so impressive and why operators are continually reordering."

Genco Hi-Hat Moving Briskly

CHICAGO, May 17 (Manufacturer's release).—Genco officials report that their newest game, Hi-Hat, is still enjoying a wide and rapid sale.

Operators state that Hi-Hat is up to the high Genco standards in every way, the factory reports. From the viewpoint of profits, performance, and sustained playing appeal, Hi-Hat is reported to be a standard game from Coast to Coast.

"An operator is reported to have commented: 'We operators have found that we can't go wrong with a Genco game. The consistent hitting of winners brought out by the Genco factory in the past 18 months is nothing short of miraculous—and I know operators everywhere share my enthusiasm for Genco games.'

"Hi-Hat, Genco's present game, is a real hit on my route. In several instances where I've wanted to make a change, players insisted that I leave the Hi-Hat game on location because they really go for its thrilling action and new play ideas."

Branson Praises Buckley Equipment

CHICAGO, May 17 (Manufacturer's release).—By Branson, vice-president and general manager of the J. E. Coon Distributing Company, Louisville, Ky., was in Chicago recently to arrange for moving his family to his new home and place of business.

While visiting with Jerry Hayes, Buckley Music System's sales promotion manager, Branson reported a sizable increase in sales for Buckley Music Systems.

"We now have two men who do nothing but install Buckley systems and we are putting on a third man to take care of this increase," Branson stated. "The

acceptance of the new chrome illuminated wall and bar boxes by the operators in this territory has been very fine. "Without exception every installation we have made has resulted in repeat business, thus proving that the Buckley Music System is filling a definite need among music merchants. Once we make an installation we also make a highly pleased Buckley customer who determines to use more Buckley systems at every opportunity."

Soundies Releases

CHICAGO, May 17 (Manufacturer's release).—Soundie releases for Pandion movie machines include eight subjects. They are: *You Walk By*, featuring Del Casino's orchestra and the dancing of Mary Jane Smith; *Seven Beers with the Wrong Man*, comedy song starring Gladys Walker; *Dave Schooner and His 21 Swingsters* on a special arrangement of *Scherezade*; *Gail Storm* and seven star Johnny Downs on a song and dance routine in *Festive House Serenade*, music by Dave Rose radio band; *Alvino Ray* and the Four King Sisters in a new interpretation of *St. Louis Blues*; *Swinging at the Seance* featuring the music of Johnny Long and his band, with Helen Young; *Sonny Skyles* singing *Don't Cry to the Musical Accompaniment of Vincent Lopez*; *Singing For Your Supper*, with the colored entertainer, Dorothy Deardriff.

A previous release of eight numbers was composed of *Herbie Kay* and *Ellen Conner* in *Whis, Willie, Will You*; *Tony Pastor* in *Oh Marie*; *Dave Schooner* and *His 21 Swingsters* in *Tokeloa*; *Del Casino* in *The Same Old Story*; *Mitchell Ayres* in *There Was a Little Girl*, with *Mary Ann Mercer* and *Young Tallor*; *The Kidoodle* in *Little Brown Jug*; *Les Brown* in *Is It Love or Is It Conscription?*, with *Doris Day* handling the vocal; *Tamara* makes her first appearance as a Soundie star in *Perfidie*, Del Casino orchestra and *Betty Jane Smith* dancing.

MAKE YOUR COUNTER SPACE EARN THE LIMIT WITH HI-LO-FIELD FLIP-DICE COUNTER GAME



"The Hit of Miami"

It sweeps the counter like wildfire. Earning from \$20 to \$100 daily in ordinary spots. The HI-LO-FIELD game is helping thousands of Coin Stores, Taverns, Night Clubs and Food Shops revive their lost game business. People flock to it as if by magic—play it by the hour—and come back for more. Easy to understand—easy to operate—NO COIN SLOT. Get your share of the biggest and most profitable dice game profit in counter game history. Portable—Quickly and easily removed from counter. Ideal for closed territories. Overall size 12x18. Regular price \$17.50. Should pay for itself in 1 day.

Each with return, or C. O. D. Money refunded if not satisfied after 3 days' trial.

INTRODUCTORY PRICE \$9.95

VALLEY SALES SERVICE, 31 No. Broadway, Aurora, Illinois

Groetchen Counter Game Line Large

CHICAGO, May 17 (Manufacturer's release).—Groetchen's line of counter games is the largest in its history, report company officials. "A counter game for every operating need and every type of territory is offered to operators by the vast Groetchen line," they say.

"In token payout games Groetchen has such popular models as the Sparks Gold Award, which is supplied with cigarette, horse, beer, or number reels. Our Champion Fruit Bell as well as the Liberty and Mercury are token payout games.

"In 1941 Groetchen introduced Pike's Peak; Pok-o-Reel, a five-reel card machine which draws automatically regulated poker hands; King, a blackjack 21-game, and, just recently introduced, was the Yankee Double-Header, which is convertible from fruit to cigarette reels in two minutes.

"Groetchen's line of Columbia Bells feature a wide range of models for the operator to choose from.

"Zoom, a free-play counter game, and Skill Shot, its companion game, are also noteworthy counter machines.

"Imp, a most popular counter game, is continuing to enjoy a large volume of sales in all parts of the country," they concluded.



COLUMBIA GOLD AWARD CIGARETTE BELL

Designed for operation in 1000-foot territories. Convertible from 1000 to 2000, 3000, or 4000 feet. Write for full details and mechanical operators' rates.

GROETCHEN TOOL COMPANY

130 N. Union St. Chicago, Ill.

ROLL A PACK

The
"Sweetheart"
of Counter
Machines



Roll Game Attachment only \$2.00 extra.

VICTOR VENDING CORP.
3711 W. GRAND AVENUE, CHICAGO

**IT'S NEW
IT'S SENSATIONAL
(AND DAISEE IS A "HONEY")**

Acme Presents



720
Holes
Takes in
\$36.00
Pays Out
\$19.53
Average
Profits
\$16.47

- Double Stepup Jackpot
- Fresh Ketch Jackpot
- Old Fishin' Hole Jackpot
- 6 Beautiful Colors

ACME F. AND M. CO.
1331 W. Monroe St., Chicago, Ill.

SPECIAL TERRITORIES

Open for Men To Sell Acme Boards
to Operators. Write Us.

**W. B. Novelty
Holds Open House**

KANSAS CITY, Mo., May 17 (Distributor's release).—W. B. Novelty Company, Inc., held open house Sunday, May 17, to which all operators in the territory were invited. The result was a mass movement towards W. B. headquarters.

Primary purpose of the open house was to better acquaint music operators with the phonograph equipment offered by the firm. A complete showing of Esberg phonographs and auxiliary equipment was featured.

Favorites of visitors, it was said, was the remote equipment. Said Silverberg: "After all, remote equipment makes dropping coins simple. It merely puts what you have to sell directly under the eyes of the buying public. While operators here are no strangers to this equipment, assurances and orders given us at the open house promise that a majority of locations suitable for this type of installation will shortly be so equipped."

**Texas Leaguer
Rates Laurels--Ryan**

CHICAGO, May 17 (Manufacturer's release).—William (Bill) Ryan, sales chief for J. H. Keeney & Company, reports that distributors are heaping the de luxe model Texas Leaguer with high praise for its stamina and earning power.

"Our new de luxe model Texas Leaguer has earned a place in the coin machine hall of fame, thanks to the many improved features that have built up its appeal to where operators have reported unusually high earnings. As a game of skill it has opened up new sources of revenue for column, and operators have been able to expand skill game operations with Texas Leaguer."

"An indication of the demand for Texas Leaguer can be seen in the fact that production at the huge Keeney plant is almost entirely devoted to Texas Leaguer," Ryan said.

**Western Games
In Sales Spurt**

CHICAGO, May 17 (Manufacturer's release).—"Western's new line of games have shown their mettle in sales competition by rapidly achieving an enviable production and delivery record," reports Don Anderson, sales chief for Western Products, Inc.

"From the outset the new games coming off the lines in great quantities were accepted with enthusiasm by operators and players alike. Seven Flashers, our one or five-ball replay game, was accepted so well that our production equipment was strained to keep up with orders. In fact, our five-ball replay thriller, has been smashing records left and right since its introduction a short time ago."

"Both are fascinating games, with features that make them freshly appealing to the public," Anderson declared.

WOW

What a Game!

- Let your eyes decide—there's not another game with the sparkle, thrills, suspense of WOW. (1) High score feature. (2) Lights out for 5 replays and additional replays as bumpers are contacted. (3) When lit roll over. (4) Big Spotter values for added suspense. (5) That Super-Special Award of 20 replays EACH BUMP of "Super Special" bumper when lit. Take a good look at WOW today.



\$109.50

Subject to Change Without Notice.

STONER CORPORATION

AURORA, ILLINOIS



**THE AMAZING LEGAL
FILM-A-SCOPE**

Exhibit pictures in third dimension on film showing snappy girls, comics or travel views with 1c or 5c play. Now you can collect earnings without legal worry. Easy to locate anywhere and ALL PROFIT. Write for information.

L. B. KLUGH COMPANY
715 Arch St., Zanesville, Ohio

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.



HENRIETTA BRAUNSTEIN, of the newly founded Central Ohio Coin Machine Exchange, Inc., Columbus, O., inspects Double Play in the Esberg Supply Company's factory display room. She predicts the base-ball game will be an exhibit spinner. (Manufacturer's release.)

THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

ZOMBIE	\$42.00	SPORT PARADE	\$52.50
METRO	39.50	STARS	50.00
SEVEN UP ..	49.50	ALL AMERICAN	43.50

WRITE QUICK for Our Complete Price List of All New and Used Machines!

175 Duress, Balaue G. O. D.

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: RE 4-0700

All Games Guaranteed Mechanically Perfect

Playmate	\$18.00 Ea.	Club Beach	\$27.50 Ea.	Parade	\$33.00 Ea.
Orbitone	39.00 Ea.	Bandwagon	27.00 Ea.	American Eagles ..	18.00 Ea.
Brookline	45.00 Ea.	Prepack	24.00 Ea.		

1/8 Spools, Balance G. O. D.

WESTERHAUS AMUSEMENT COMPANY
3616 DARWIN AVENUE CHEVIOT, OHIO

"COUNTER GAME BARGAINS"

Good Matches	Each	Crutchon	Each
Let's Win \$15.00	Acc \$10.00
Crutchon 22.50	A. R. Y. 15.00
Liberty 22.50	Targets 15.00

ALSO

Rock-On	Each	Prize Play	Each
Ten Pin	\$35.00	Crutchon 88.00
Chicken Game	39.50		

SEND DEPOSIT
SEIDEN DISTRIBUTING CO.
1820 Broadway, Albany, N. Y. Tel: 4-2100



DEFINITELY! THE BEST PIN GAMES FOR YOUR MONEY

ALL AMERICAN	\$42.50	FLICKER	\$47.50
STRATOLINE	42.50	STARS	50.00

WRITE FOR OUR COMPLETE LIST
MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

"5 plus 2"
means more money for you



BALLY'S CLUB TROPHY de luxe replay game boasts all the "famous 5" features of Bally's great pay-table—Changing Odds—Mystery Selections—Win a Place—Show—Purse Score System—"Buy-the-Board"—"Grandstand Style" Reserve—plus two sensational new profit-boosting ideas—NEW BUILD-UP BONDS AND NEW "WILD" FOUR! No wonder CLUB TROPHY machines already in location from coast to coast are smashing all multiple replay collection records! Get your share! Order CLUB TROPHY today!

1 OR 5 BALL PLAY
CONSOLE OR TABLE

CLUB TROPHY
A MULTIPLE DELUXE REPLAY GAME

BALLY MFG. COMPANY 2640 BELMONT AVE. CHICAGO, ILLINOIS



VICE-PRESIDENT LEO J. KELLY, of G. D. Jennings & Company, is all smiles as H. G. Peterson (right) tells him what a big job he is doing in his territory on Jennings' Ciga-Rola, dual action cigarette machine. (Manufacturers' release.)

Three Ambassadors Open Penny Arcade

NEW YORK, May 17 (Distributor's release).—Al Sherry, Phil Gould, and Al Kcondel, the boys who run Ambassador Vending Company in Brooklyn, will open a Penny Arcade at Brighton Beach next week. Arcade will be one of the most sumptuous in Brighton, they say. Years of operating experience stand the outfit in good stead in their choice of equipment. Altho most of the equipment will be new, they also will have many standard arcade machines on the floor.

Since they went into the lobbying business in Brooklyn a few months ago they have been compiling a fine record. They now have customers for their new and used equipment in most of the 48 States, they state.

Southern Marks Business Increase

LOUISVILLE, Ky., May 17 (Distributor's release).—The sale now in progress at the four offices of the Southern Automatic Music Company marks greatly improved business conditions, reports Leo Weinberger.

The present offerings in used games, guns, photos, and other equipment is one of the biggest in our history," Weinberger declared. "Due to the fact that we are able to offer such a great stock of good equipment at such reasonable prices, our business is improving by leaps and bounds. Not only are we getting increases in used game sales, but used photography sales are also booming. This we attribute to our new refashioning department which creates fine Marbletop and walnut finishes."



SIMPLE, SWEET, AND TIMELY!

Roundest play idea in years!—All winning tickets receive choice of one buck or one photo. In Jackson—NOT BOTH! Ticket worth \$25.00 AWAY in Jackson! Includes Gardner and Company's "Buck" Photo, sparkling color and design!

NO. 1800 BUCK PRIVATES
Average Profit \$43.35

A STACK OF NEW PROFIT-MAKING WPN NOW READY FOR YOU! WRITE AT ONCE FOR NEW CIRCULARS AND FULL DETAILS!

GARDNER & CO.
737 ARCHER AVE. • CHICAGO, ILL.



3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$3.65 EACH

OTHER FAST SELLERS

- 1025 Hols. F-5280, Wonder 3 Bar jackpot at \$2.73
- 1200 Hols. F-5275, Horses at 3.92
- 800 Hols. F-5270, Pocket Dice at 1.89
- 720 Hols. F-5255, Pocket Jack at 1.86
- 600 Hols. 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.

SLOT AND FREE PLAYS

- | | |
|---|--|
| 50 Blue Fronts, Surles best 400,000, reconditioned and repaired \$49.50 Ea. | 2 1/2 Chrome Chiefs \$48.00 Ea. |
| 2 1/2 War Eggs 25.00 Ea. | 8 1/2 Green Front Q.T.'s, used less than three weeks 35.00 Ea. |
| 2 1/2 4 1/2 Cherry Balls 48.00 Ea. | 2 Columbia Goldward, cigarette reels, used two weeks 45.00 Ea. |
| 10 1/2 4 1/2-2 1/2 Jumbo Chiefs 30.00 Ea. | |
| 2 1/2 Double Jack Blue Front 30.00 Ea. | |
| ALSO 500 Lots Free Play General, rock-bottom prices, with our treatment. | |

HALF DEPOSIT—BALANCE C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

2021 PROSPECT CLEVELAND, OHIO

THE HOUSE OF "GOOD WILL"

- | | | |
|------------------------------|---------------------------|----------------------------|
| STARS \$82.50 | JOHNIE \$42.50 | ANABEL \$23.00 |
| Sports \$3.50 | Peewee \$4.50 | Ruby 12.50 |
| Grandfather \$4.50 | Ferris \$3.50 | O'Boy 11.50 |
| Leader \$4.50 | Lansford 17.50 | Belle Bell 15.00 |
| Granite \$5.00 | Big Chief 25.00 | Recliner 15.00 |
- All Games Reconditioned and Shipped Like New. We Carry a Complete Stock of New and Used Free Play Games. Terms: 1/3 Deposit—Balance C. O. D.

AMBASSADOR VENDING CO. 789 CONEY ISLAND AVE. B'KLYN. N.Y.

SEE OUR LIST OF GUARANTEED GAMES . .

And you will be pleasantly surprised. Not only are the prices low but the games we ship are reconditioned beyond reproach . . . Yes, we GUARANTEE every game that comes out of our modern repair rooms. A penny postcard will bring you this list free every week. Don't delay . . . send it TODAY!!

AFFILIATED WITH GEORGE PONSER COMPANY
NEWARK COINO, 107 Murray St., Newark, N. J.



CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE

Finest, simplest credit plan . . . same price credit or cash

America's finest reconditioned games

SUNBEAM \$54.00

FLUCKER \$3.00

SHOGGACAY \$42.00

BID TIME 60.00

5% OFF for full cash with order. Cashier's check, certified check, or money order only.

FREEL Write for "Book of Values" of National's Illustrated Novelties. Packed with quality suggestions!

Aug. 2 Through Ya Do for Credit! 1. Send Your Order With 10% Dep. 2. Send Us the Name of Your Bank.

NATIONAL NOVELTY CO.
128 Marine Road, MERRILL, LONG ISLAND, N. Y.

**YANKEE
DOUBLE HEADER**



Get it! Groetche's latest double game attraction... Can be changed from Clavette to Fruit in 10 minutes!... Equipped with new type coin return... \$19.75 to Operators.
Curtain of Six, \$110.00.



OMAHA BRANCH OF ATLAS NOVELTY COMPANY is shown above. Bob Van Weize, in charge of the branch, reports that recent weeks have brought an upswing in business. "Not only are Omaha operators depending on us more and more," he stated, "but mail orders are mounting steadily." (Distributor's release.)

GROETCHEN TOOL COMPANY

120 N. Union St. Chicago, Ill.

LATEST MODELS—FREE PLAY

FLICKER (Bally) Like New... \$42.50

- 31 American \$42.50
- Bandstand 37.50
- Castles 23.00
- Gold Star 27.00
- Ball Cheer 18.50
- Leader 28.00
- Lovellite 17.50
- Life & Glee 17.50
- Stars 28.50
- Boys 26.50
- \$12.50 Ea.—Beauty, Big Show, Big Tunes, Football, Lucky, O'Boy, Punch, Roller Derby, Royal, Snake, Super Six, White Balls.
- \$10.00 Ea.—Bac, Chubba, Double Football, Thriller, Variety, Vesp.
- 1/2 Cash Special Under \$18.00 Full Cash.
- Circle Address: Groetche, N. Y.

MARC MUNVES, INC. 805 West 107th St. New York, N. Y.

**Grand National
Adds 5,000 Feet**

CHICAGO, May 17 (Distributor's release).—When the remodeling program now under way at Grand National Games Company, Chicago, is completed it will have the finest showroom in this part of the country, reports Al Behring, head of the company.

"We are adding 5,000 square feet to our present quarters," said Behring, "and our plans include a showroom that will be the most modern in every respect. We always have offered operators a large variety for their selection, and now we shall be in an even better position to do this. Our business has grown rapidly because operators have found our service thoroughly reliable, and we are enlarging our facilities so that we can continue to give them the same dependable service."

**2 GREAT GAMES
WITH ULTRA-REFINEMENTS!**

**EVANS'
BANG TAILS**

THE ORIGINAL CONSOLE
AND STILL TOPS!



New Design
Playing
Top

New
2-Tone
Cabinet

New Finish
Coin
Head

Super Jack-
pot, \$6.50
All Cash!

Machine-
Gun Effect
Payout

TOMMY GUN

Lowest Priced Gun!
Send for Circular

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

SIMON SALES 437 W. 42nd St. NEW YORK

**DISTRIBUTORS
MILLS NOVELTY COMPANY
BELLS—CONSOLES—TABLE MODELS**

Best Money-Making Equipment—Write or Wire for Particulars

NOW DELIVERING—KEENEY'S NEW DELUXE TEXAS LEAGUER, \$69.50

FIVE BALL FREE PLAY

- | | | | | | |
|------------------|---------|------------------|---------|--------------------|---------|
| On Boy | \$18.50 | Orion Line | \$32.50 | Attention | \$47.50 |
| Super Six | 16.50 | Leader | 22.50 | All American | 47.50 |
| Ball Cheer | 18.50 | Zombie | 22.50 | School Days | 48.00 |
| Trump | 16.50 | Big Chief | 42.50 | Valvet | 53.50 |
| Gianna | 18.50 | Wine | 43.50 | Flower | 53.50 |
| Summer | 22.50 | Starliner | 45.00 | Seven Up | 55.50 |

ARCADE EQUIPMENT

- | | | | | | |
|--------------------------|----------|--|---------|---|-------|
| Keene's AIR RAIDER | \$139.50 | Keene's Anti-Aircraft (Black Cab.) | 85.00 | Keene's Anti-Aircraft (Brown Cab.) | 85.00 |
| Keene's AIR RAIDER | \$139.50 | Keene's (Golden Gun) | \$55.00 | Ten Strike (Black Unit) | 35.00 |
| | | Keene's (Black Unit) | 35.00 | Evans' Ten in the Barrel (Floor Sample) | 35.00 |

Western's "RECORDIT"

Automatic VOICE RECORDING MACHINE. Records your voice on a 6-inch record for 25¢. WRITE FOR PARTICULARS.

Original "PHOTOMATON"

Adjustable 4 to 100 or 8 for 25¢, photo strip. Automatic—no attendant required. Entering and viewing included. Perfect mechanical condition. Appearance like new. \$248.00.

BUD LIEBERMAN Says



WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!

1-BALL FREE PLAY

- Boys Special
 \$22.50 |- Grand National
 70.50 |- Grand Pass
 47.50 |- Mills 1-6-9
 38.50 |

CONSOLES

- Junior Parade P.O.
 \$50.50 |- Kentucky Club
 42.50 |- Keene 28
 74.50 |- Trackline
 74.50 |

3-BALL FREE PLAY

- Bandstand
 \$42.50 |- Mr. Olson
 49.50 |- Comedian
 24.50 |- Disc Picture
 19.50 |- Flirt
 37.50 |- Roster Derby
 27.50 |

Minimum of security conditioned 3-Ball Free Play Games available at post-payment prices. Let us know with you next.

NEW GAMES On Hand for Immediate Delivery

- Hi-Hi, Hammer, Ten Spot, Hi-Dee, Double Pier, Target Ball

DISTRIBUTORS FOR ALL LEADING MANUFACTURERS

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!

**You can ALWAYS depend on JOE ASH—ALL WAYS
FINEST FREE PLAYS READY FOR SHIPMENT!!**

- | | | | | | |
|--------------------|---------|--------------------|---------|---------------------|---------|
| Amulet | \$24.50 | Write Book | \$12.50 | Beating Alley | \$14.50 |
| Bally Beauty | 13.50 | Burdostone | 22.50 | Castles | 22.50 |
| Comedian | 18.50 | Disc Picture | 12.50 | Fishes | 27.50 |
| Police | 18.50 | Flirt | 23.50 | Formation | 22.50 |
| Gold Star | 34.50 | July | 14.50 | Leader | 32.50 |
| Lovellite | 16.50 | Mills 1-6-9 | 38.50 | Orion Line | 13.50 |
| Red Hot | 42.50 | Animal Road | 22.50 | Spooky | 17.50 |
| Dies | 54.50 | Van Mann | 64.50 | Spooky | 17.50 |
| Vesp | 47.50 | Wally | 2.50 | Vesp | 75.50 |
| White | 13.50 | Wine | 42.50 | Zombie | 42.50 |
- SPECIAL DAVAL'S ACE, NEW, IN ORIGINAL CASES \$1.00
1/3 With Odds, Balance C. O. D. WRITE FOR COMPLETE LIST!



ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

FOR SALE

Over 500 Pieces of Payouts, Novelties and 1 Ball Free Plays
Write for Complete Price List
GRAND NATIONAL SALES COMPANY
2300-08 W. ARRINGTON AVENUE CHICAGO, ILLINOIS

It's a HIT!

TAKE A SWING AT BIGGER PROFITS WITH HARLICH'S NEW PICTURE TICKET BASEBALL BOARD

No. 11385 So A Play, 1000 Holes
SUPER JUMBO DIE-CUT BOARD
Takes in \$47.50
Average Payout 22.50
50 Free punches on tickets reading "Single", "Double" or "Triple".

WRITE FOR YOUR COPY OF NEW FOLDER NC-412
HARLICH MFG. CO. 1411 W. JACKSON BLVD, CHICAGO, ILLINOIS

ORDER SAMPLE TODAY
New DEFENSE Model
AMERICAN EAGLE

featuring FREE PLAY MYSTERY AWARD TOKEN PAYOUT and DEFENSE REELS. CAN ALSO BE HAD WITH FRUIT REEL SYMBOLS.



SAMPLE \$34.50
BALL GUM MODEL \$2 EXTRA

MARVEL

World's Greatest Cigarette Reel Taken Payout Counter Game. Steady Proven Profits.



SAMPLE \$34.50
BALL GUM MODEL \$2 EXTRA

BALL GUM

15c Per Box, 100 Pieces. Case of 100 Boxes, \$13.75.

Depos. Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.
927 E. Broadway, Louisville, Ky.
SICKING CO. OF INDIANA
927 W. Wayne Ave., Indianapolis, Ind.

Bally Has Mint Vender Equipment

CHICAGO, May 17 (Manufacturer's release).—All Bally consoles may now be ordered with mint vender attachment, according to announcement by George Jenkins, general sales manager of Bally Manufacturing Company.

"The Bally Mint Vender," Jenkins stated, "is designed for maximum operating flexibility, as machines may be purchased with or without the mint vender. In fact, mint vendors may also be ordered separately for easy attachment to Bally consoles already in operation."

"The Bally line of consoles now covers the entire field of popular play themes—bell-poker—dice. Big-Top, for example, is a three-reel electrically operated bell built into the popular flat-top cabinet. The old favorite bell-fruit reels are used, although animal reels may be substituted, if desired. Big-Top is available in both replay and award models, nickel or quarter play."

"Holi-Ten simulates all the action and thrills of dice with a seven-selection coin head and a new double-or-nothing feature which permits player to drag or let it ride as in real dice."

"A popular console on the market today is Bally's High-Hand draw-poker console in which five spinning reels shuffle the deck and deal a hand when a coin is deposited. If first spin fails to win, player may push buttons to hold one or more cards and then draw additional cards by depositing another coin. High-Hand is offered in replay or award model, nickel or quarter play."

Miraben Calls Season Greatest

CHICAGO, May 17 (Manufacturer's release).—Ben Lutsko, official of the Miraben Company, and his associate, Jack Killips, enthusiastically report on Miraben business during the past few weeks. "Sales all along the line are beyond expectations," Lutsko declared. "So far this year business has far exceeded that of any previous season. Our offerings have been accepted most enthusiastically by operators in every part of the nation, and repeat orders, as well as new ones, have swelled the total of sales."

Killips declared that the Miraben shops are working at full speed preparing the Miraben remodeled phonographs in response to heavy orders.

Monarch Sales at New High—Stern

CHICAGO, May 17 (Distributor's release).—Al Stern, Monarch Coin Machine Company, is one of the busiest coin machine distributing officials in the nation, according to reports from his associates.

Stern himself says: "We are enjoying an unprecedented sales volume on all types of equipment, both new and used. I have never been so busy in my entire career in the coin machine field. All day long I am besieged with orders."

"What with long-distance phone calls, personal visits from our customers, and quick tours around the city to our manufacturers, there is little time during the day for anything but business."

MILLS FOUR BELLS

- 1 BELL MECHANISM
- 1 CABINET
- 4 SEPARATE COIN CHUTES
- 4 SEPARATE PAYOUTS
- 4 DOUBLE UP FEATURES
- 18.00 POSSIBLE JACKPOT

MILLS NOVELTY COMPANY - CHICAGO

HERE'S THE SMASH HIT! BLOCK CHANGE MAKER

FOR ARCADES - CARNIVALS - CLUBS - SPORTLANDS - SLOT MACHINE AND ALL OPERATORS

Block Change Maker—by a firm that knows just what you want! Features present slides that absolutely captivate! Most beautiful, modern! Great Games Fully Featured with 6 extra ball change tubes! Turned in any combination desired for 1c, 2c, 5c, 10c, 20c, 50c, 1.00, 1.50, 2.00, 2.50, 3.00, 3.50, 4.00, 4.50, 5.00, 5.50, 6.00, 6.50, 7.00, 7.50, 8.00, 8.50, 9.00, 9.50, 10.00, 10.50, 11.00, 11.50, 12.00, 12.50, 13.00, 13.50, 14.00, 14.50, 15.00, 15.50, 16.00, 16.50, 17.00, 17.50, 18.00, 18.50, 19.00, 19.50, 20.00, 20.50, 21.00, 21.50, 22.00, 22.50, 23.00, 23.50, 24.00, 24.50, 25.00, 25.50, 26.00, 26.50, 27.00, 27.50, 28.00, 28.50, 29.00, 29.50, 30.00, 30.50, 31.00, 31.50, 32.00, 32.50, 33.00, 33.50, 34.00, 34.50, 35.00, 35.50, 36.00, 36.50, 37.00, 37.50, 38.00, 38.50, 39.00, 39.50, 40.00, 40.50, 41.00, 41.50, 42.00, 42.50, 43.00, 43.50, 44.00, 44.50, 45.00, 45.50, 46.00, 46.50, 47.00, 47.50, 48.00, 48.50, 49.00, 49.50, 50.00, 50.50, 51.00, 51.50, 52.00, 52.50, 53.00, 53.50, 54.00, 54.50, 55.00, 55.50, 56.00, 56.50, 57.00, 57.50, 58.00, 58.50, 59.00, 59.50, 60.00, 60.50, 61.00, 61.50, 62.00, 62.50, 63.00, 63.50, 64.00, 64.50, 65.00, 65.50, 66.00, 66.50, 67.00, 67.50, 68.00, 68.50, 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HEAR WHAT THEY SAY ABOUT IT!

WONDERFUL BASEBALL GAME!

TREMENDOUS APPEAL!

Chicago Coin's

MAJORS

OF 1941

BASEBALL AT ITS BEST!

AGAIN THE CASH BOX TELLS THE STORY!

THAT'S WHY WE CAN'T MAKE 'EM FAST ENOUGH!

CHICAGO COIN MACHINE CO.

1725 W. DIVERSEY - CHICAGO

SAVOY VENDING CO.

431 ATLANTIC AVE. BROOKLYN, N. Y.

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Now being delivered! General Baseball Game available at all times! Rush your orders quick!

- All American \$47.50
- Flamingo 40.50
- Famous 20.50
- Home Run 17.50
- Leader 32.50
- Polo 22.50
- Power House 22.50
- Shore 42.50
- Score Card 17.50

- Seven Up \$22.50
- Sport Parade 37.50
- Spooky 17.50
- Thorough 14.50

SPECIAL!
Double Feature \$42.50
Factory (One Pair) 12.50
Rush your order while quantities last!

1/3 With Order, Bal. C.O.D.

F. A. B. Distribs Open in New Orleans

NEW ORLEANS, May 17 (Distributor's release).—Appointment of Fletcher A. Blalock as Louisiana distributor for Wurlitzer phonographs, with headquarters to be established at 704 Bentine Street, was announced May 15 by Al Menden, district manager for Wurlitzer. Blalock, in the coin music business at Pensacola, Fla. and other Gulf points for over 15 years, heads the F. A. B. Distributing Company. In addition to his new Louisiana territory, which excludes only the Shreveport section of the State, Blalock continues to operate distributor offices at Pensacola; Mobile, Ala., and Jackson, Miss.

The new quarters cover over 3,000 square feet of floor space and have one of the most attractive display rooms in the South, with a complete line of parts. Harry Foxworth took special training in servicing in North Tunawanda, N. Y. to assume charge of the local territory in Louisiana, Mississippi, Southern Alabama, and Northwest Florida. Frank De Barro, well known in the coin machine business, has been added as road salesman in this section.

Operators Okeh Block Change Maker

PHILADELPHIA, May 17. — Harry Block, of the Block Marble Company, reports that his new Change Maker has gone over with a bang. "It is practically an overnight success," he adds, "as the trade everywhere has been waiting for the appearance of just this type of machine."

"One reason this unit is proving so popular is that it was built with the problems of the trade in mind. Arcade and other operators who find change-making an important part of their business welcome this machine with open arms. It is adaptable to the individual needs of each operator and comes with tubes of 1-cent, 5-cent, 10-cent, and 20-cent stems. The operator can pick any size he wants for the six tall tubes that

BARGAINS

- | | |
|------------------------|----------------------|
| ROCK-OLAR | WURLITZERS |
| 25 D.C. \$139.50 | Model #19 \$43.00 |
| Standard . . . 123.00 | Model #18 52.00 |
| 27 Inverts . . . 40.00 | Model #14 65.00 |
| Rhythm King | SEEBURG |
| Imp. 10 . . . 24.50 | Classic |
| Amelia 10 . . . 55.00 | S. P. . . \$152.50 |
| Ambassador or | Prize . . . 120.00 |
| Rhythm King | Driver . . . 132.50 |
| 12 . . . 22.50 | Head . . . 127.50 |
| Miss Thomas of | Gem . . . 105.50 |
| Miss Thomas of | Model A . . . 113.50 |

FREE PLAY EQUIPMENT
1-Week Special!
\$14.00 Each or Ten for \$25.00

Archie	General	Magpie
Clay	Old Bill	Sam
Pat	Fantaz	Rebound
Princess	Dotson	Golden Girl
Thruout	Zip	High Life
Obnoxious		

1/3 Deposit — Balance C. O. D.
Write for LOW PRICE LIST!
MILWAUKEE COIN MACHINE COMPANY
1455 W. Fond du Lac Ave.
MILWAUKEE, WIS.

WANT TO BUY 25—1938 TRACK TIMES
State Serial Numbers and Lowest Cash Prices!
FOR SALE 3 PHONOGRAPH ROUTES
30 Phonographs on Each Route
\$147 Limit St. ST. LOUIS, MO. BY CALL ROVELTS CO.

RECONDITIONED—READY FOR LOCATION

- | | | |
|----------------------------------|----------------------------|-------------------------------------|
| BRAND NEW CLOSE OUTS | NEW | OTHER MANUFACTURERS |
| Billy Miller Reale . . . \$75.50 | Waver . . . \$22.50 | Country . . . \$ 5.50 |
| Edith Robinson . . . 79.50 | Yacht Club . . . 25.50 | Spookery . . . 37.50 |
| Success Red, White & . . . 79.50 | Overlander . . . 21.50 | Red Hot . . . 19.50 |
| Blue . . . 79.50 | Jolly . . . 27.50 | Follow Up . . . 9.50 |
| Black . . . 79.50 | Looky . . . 14.50 | Swamp Boy . . . 32.50 |
| Seas Big Time . . . 79.50 | EXHIBITS | 1-2-3 . . . 34.50 |
| | Lancer . . . \$16.50 | Star Free Race . . . 11.50 |
| | Wiper . . . 34.50 | AUTOMATIC PAYOUTS |
| | Zip . . . 3.50 | Miss Fisher (like new) \$34.50 |
| | Orchestra . . . 3.50 | Thalia Deans (used) . . . 48.50 |
| | Polka . . . 3.50 | Fair Grounds (used) . . . 44.50 |
| | GOTTLEIN'S | Pace Maker . . . 99.50 |
| | Score & Line . . . \$29.50 | Hot Dog . . . 27.50 |
| | School Days . . . 28.25 | Waltz Big Race . . . 32.50 |
| | Three Stars . . . 27.50 | Scott King . . . 43.50 |
| | STORER'S | San Anita . . . 112.50 |
| | Bandol . . . \$28.50 | 1-2-3 . . . 27.50 |
| | Double Feature . . . 25.50 | Sport Page . . . 32.50 |
| | Spooky . . . 37.50 | LEGAL |
| | GEMWOOD | Chicken Game . . . \$ 20.50 |
| | Wiper . . . \$ 8.50 | Raps Fire . . . 109.50 |
| | Tricky . . . 99.50 | Anti Aircraft . . . 37.50 |
| | Blondie . . . 24.50 | All Stars . . . 99.50 |
| | Seven Up . . . 24.50 | COINLES |
| | Castles . . . 24.50 | Domino (Event) . . . \$37.50 |
| | Power House . . . 37.00 | Good Luck (Landing) . . . 46.50 |
| | Star & Co . . . 9.50 | Super King (Quarantine) . . . 44.50 |

United Amusement Company
2410 MAIN ST., KANSAS CITY, MISSOURI

LOWEST PRICES ★ ★ THIS WEEK

- | | | | |
|-----------------------|-----------------------|-----------------------|--------------------|
| All American, \$42.50 | Spook, \$19.50 | Line-Up, \$25.00 | Sports, \$29.50 |
| Time Saver, 19.00 | Booby, 23.50 | 3 In 1, 40.50 | Comet, 19.50 |
| Orchestra, 33.50 | Polo, 23.50 | Sport Parade, 65.00 | On Day, 15.00 |
| Lucky, 19.50 | Let-a-Fun, 19.00 | Flower, 50.00 | Rapid Fire, 123.00 |
| Asah, 28.50 | Broadway, 30.00 | Lowligh, 25.00 | Defender, 178.00 |
| 1-2-3, 34.50 | Big Girl, 35.00 | Trumpet, 19.50 | Coin's Self, 25.00 |
| Lucky Strike, 14.75 | Eagle, 29.50 | Dial, 27.50 | Musical, 29.50 |
| Seaside Alley, 19.50 | Imp, 7.50 | Double Feature, 15.00 | Out, 7.00 |
| Pyramid, 19.00 | Admire, 7.50 | Big Toss, 19.50 | Am, 7.00 |
| | Reach, 100 pcs, 19.50 | | |

LEHIGH SPECIALTY CO., 2nd & Green Sts., Philadelphia, Pa.

SOUTHERN'S GIGANTIC SALE

OFFERS \$100,000 STOCK OF MONEY MAKING EQUIPMENT . . . AT PRICES YOU CAN'T BEAT!

FREE PLAY GAMES

MILLS 1-2-3 1939 FREE PLAY MODEL — \$39.50 ★ EVANS JUNGLE CAMP FREE PLAY CONSOLE — \$109.50

ALPS \$10.95	CHIEF \$13.95	HOLD OVER \$17.50	POWER HOUSE \$44.50	SEVEN UP \$67.50
AIR PORT 13.95	CONTACT 14.50	JUMPER 17.50	PROGRESS 47.50	SCHOOL DAYS 67.50
ALI BABA 13.95	CHAMPION 19.50	JOLLY 27.50	PARADISE 59.50	STRATOLINER 67.50
AIRWAY 13.95	COMMODORE 24.50	KLICK 10.95	RINK 10.95	SLOGGER 74.50
AIRLINER 17.50	CONVENTION 37.50	KEEN A BALL 10.95	REBOUND 13.95	SPORTS PARADE 74.50
ANABEL 39.50	CROSSLINE 47.50	LOT OF FUN 10.95	ROULETTE DEBBY 19.50	SUN BEAM 74.50
ARMADA 54.50	CHAMP 67.50	LIBERTY 10.95	RED HOT 22.50	SEA HAWK 76.50
ALL AMERICAN 57.50	DAVY JONES 10.95	LUCKY 22.50	ROXY 27.50	YRID 10.95
BAND 16.95	DANDY 17.50	LANCER 29.50	ROTATION 32.50	TWINKLE 10.95
BOUNTY 10.95	DOUGHBODY 27.50	LINE UP 14.50	SIDE KICK 16.95	TRIPLE THREAT 10.95
BIG TEN 10.95	DRUM MAJOR 37.50	LANDSLIDE 37.50	SHOOKS 19.95	TRIPLE PLAY 10.95
BLACKOUT 13.95	DOUBLE FEATURE 37.50	MIAMI 10.95	SUPER CHARGER 13.95	THREE UP 13.95
ROX SCORE 14.50	DIXIE 42.50	MAJOR 13.95	SCOOP 13.95	THRILLER 13.95
BUCKAROO 16.50	DUPLEX 67.50	MR. CHIPS 22.50	SPOT 'EM 13.95	TRIUMPH 13.95
BUNGLE 28.50	DO RE MI 76.50	MASCOT 29.50	SUPER 615 13.95	THREE SCORE 39.50
BIG TOWN 28.50	FIFTH INNING 10.95	MERRY GO ROUND 29.50	SCORE CHAMP 19.50	TRAFALGAR 42.50
BOWLING ALLEY 28.50	FANTASY 13.95	METRO 54.50	SPORTS 22.50	VARIETY 13.95
BRITTE SPOT 29.50	FLAG SHIP 18.95	NIPPY 22.50	SHORT STOP 27.50	VICTORY 29.50
BLOOMIE 37.50	FOLLIES 37.50	OH BOY 24.50	SPORTY 29.50	VACATION 37.50
BANDWAGON 37.50	FLEET 39.50	OH JOHNNY 24.50	SCORE CARD 29.50	VELVET 74.50
BROADCAST 69.50	FOX HUNT 42.50	OH DECK SHUFFLE 17.95	SUMMERTIME 32.50	WINGS 37.50
CONQUEST 10.95	GUN CLUB 10.95	PYRAMID 33.95	SCORE A LINE 37.50	YACHT CLUB 34.50
CHUBBIE 10.95	GOLDEN GATE 13.95	PICK 'EM 13.95	SPEEDWAY 39.50	ZIP 13.95
CHEVRO 10.95	CLAMOUR 39.50	PUNCH 24.50	SPEEDY DEMON 39.50	ZOMBIE 42.50
C. O. D. 13.95	COLD STAR 44.50	PLAYMATE 34.50	SKYLINE 44.50	
CLIPPER 13.95	HEADLINER 13.95	POLO 42.50	STARS 64.50	

NOW! MARBLEGLO OR WALNUT PHONOGRAPHS REFINISHED LIKE NEW IN OUR SPECIAL DEPARTMENT UNDER DIRECTION OF EXPERT PAINT MAN!

WURLITZERS	ROCKOLAS	SEEBURGS
P-12 \$ 27.50	REGULAR 12 RECORD \$ 24.50	1915 SELECTAPHONE \$ 115.00
412 or 312 34.50	16 RECORD 39.50	A-8-C or D 12 RECORD 135.00
616 or 716 49.50	1939 STANDARD 129.50	20 RECORD O 79.50
24 RECORD 79.50	1939 DELUXE 139.50	REX 20 RECORD 89.50
600 139.50	MILLS	ROYAL 20 RECORD 99.50
500 149.50	DO RE MI \$ 29.50	GEM OR CASINO 119.50
	THRONE OF MUSIC 129.50	REGAL OR PLAZA 129.50
		CROWN OR MAYFAIR 129.50
		VOGUE 169.50

ORDER JUST ONE—YOU WILL WANT MORE!

SPECIAL NOTICE! EFFECTIVE IMMEDIATELY WE WILL ACCEPT USED PHONOGRAPHS IN TRADE ON OTHER PHONOGRAPHS, GAMES, GUNS, ETC. CONTACT US AT ONCE

LEGAL EQUIPMENT

KEENEY ANTI AIRCRAFT GUN, Black Cabinet \$ 49.50	SEEBURG CHICKEN SAM RAYO-LITE WITH BASE \$ 49.50
KEENEY ANTI AIRCRAFT GUN, Light Brown Cabinet 59.50	SEEBURG SHOOT THE CHUTE 49.50
MUTOSCOPE TRAVELING CRANE 69.50	BALLY RAPID FIRE SUBMARINE GUN 109.50

PAY TABLES, CONSOLES, ETC.

SUNSHINE DERBY \$19.50	INENNINGS DERBY DAY \$17.50
FREAKNESS 19.50	TRACK TIME 39.50
BALLY GRANDSTAND 49.50	TANK FORAN 27.50
ZIPPER 19.50	TRACK KING 27.50
GALLOPING DOMINOES 59.50	LIBERTY BELL 27.50
FACES RACE, BLACK CABINET \$69.50	

TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT

Southern Automatic Music Company "THE HOUSE THAT CONFIDENCE BUILT"

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CHICAGO GOIN'S \$24.50	GOTTIER'S \$47.50	BAKER'S \$29.50
Diele 24.50	School Days 47.50	STONER'S \$27.50
Yacht Club 24.50	OHIO STAR 47.50	ANSEL \$27.50
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Orbit 24.50	Landscape 44.50	Distributors for Gottlier's HIGH DIVE
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Comedian 24.50	SUCCORP Red, White & Blue \$54.50	Gottlier's BATTING PRACTICE
GENCO'S	BALLY'S	
Seven Up \$59.50	Grand Line \$44.50	
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Look To The GENERAL For LEADERSHIP!

Big Top \$35.50	On Deck Bites \$23.50	Records Time \$99.50
Big Top 35.50	Powerhouse 23.50	Blue Ribbon, multi. 47.50
Comedian 35.50	Snow Gard 23.50	Mills P.P. Miss Vendor 29.50
Double Feature 35.50	Speed Demon 27.50	Like New 29.50
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Big Top 35.50	Stratoliner 25.00	Whirlitzer RTZ 25.00
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The name, design you can buy is "QUALITY" is Reconditioned Games—That's the Only One GENERAL Sells. Write for Complete List. 1/3 Cash With Order, Balance G. O. D.

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FREE PLAY GAMES	FREE PLAY GAMES	GUNS AND LEGAL EQUIPMENT
Outfitter \$49.50	Super Charger \$19.50	Bully Eye \$37.50
Outfitter 49.50	On Deck 24.50	Chicken Gun 37.50
Record Time 42.50	GUNS	Fire and Smoke 38.50
Ball Day 44.50	Balls Defender (Floor) \$129.50	Bully Alley 17.50
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Baker Hints of Skill Counter Game

CHICAGO, May 17 (Manufacturer's release)—A new counter skill game will soon be announced by Baker Novelty Company, Inc., Chicago, according to advice here. "The game features a refreshing new version and embodies ideas never before incorporated in coin games," it was said.

"Based entirely upon skill, it is 100 per cent legal," officials continued. "Manufacturing has been proceeding under strict secrecy and no details of the game are yet available."

Harold L. Baker, president of the company, is highly optimistic over the game's prospects. "It's a honey," he said. "A play-getter that locations will be wild to get. It features a new all-skill play, is different from the usual conception of counter games. Our production facilities are heavily taxed with orders for Target Skill, Lucky Strike, and Baker's Paterns. However, the new game will make its debut as soon as production arrangements can be made."

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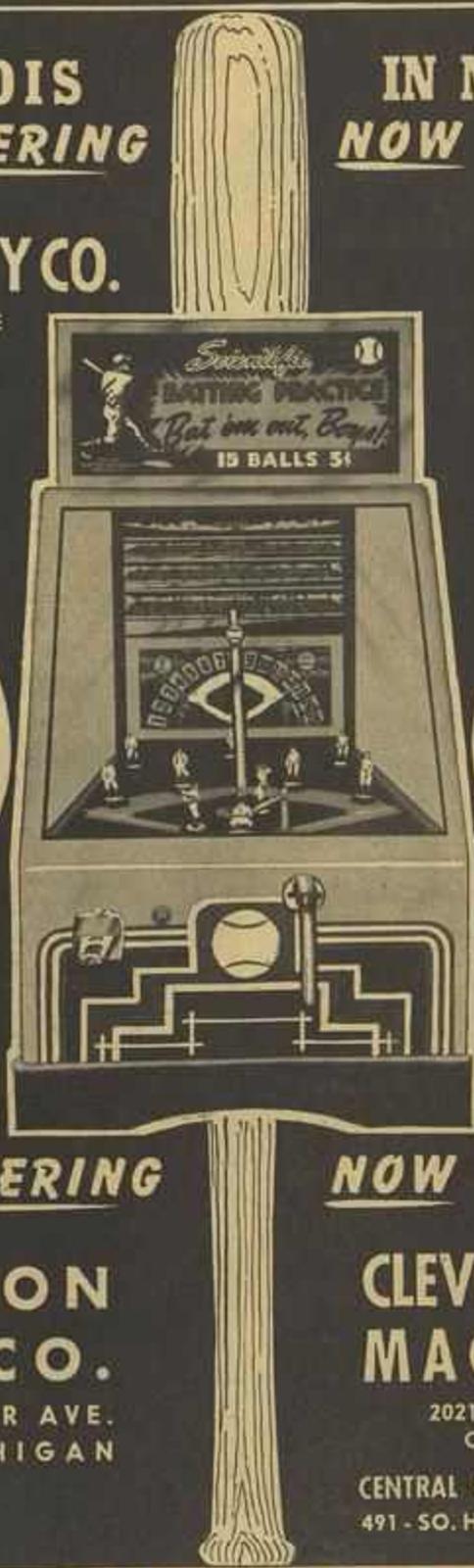
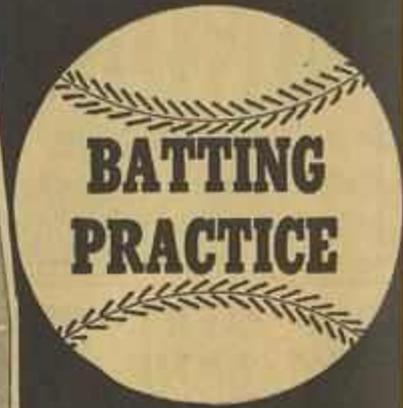
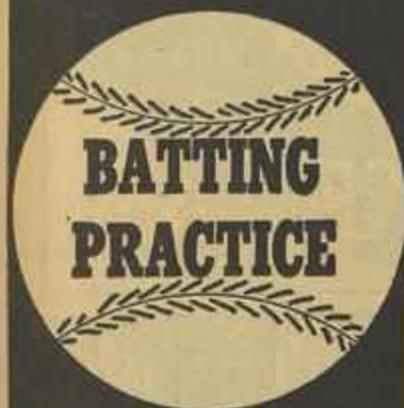
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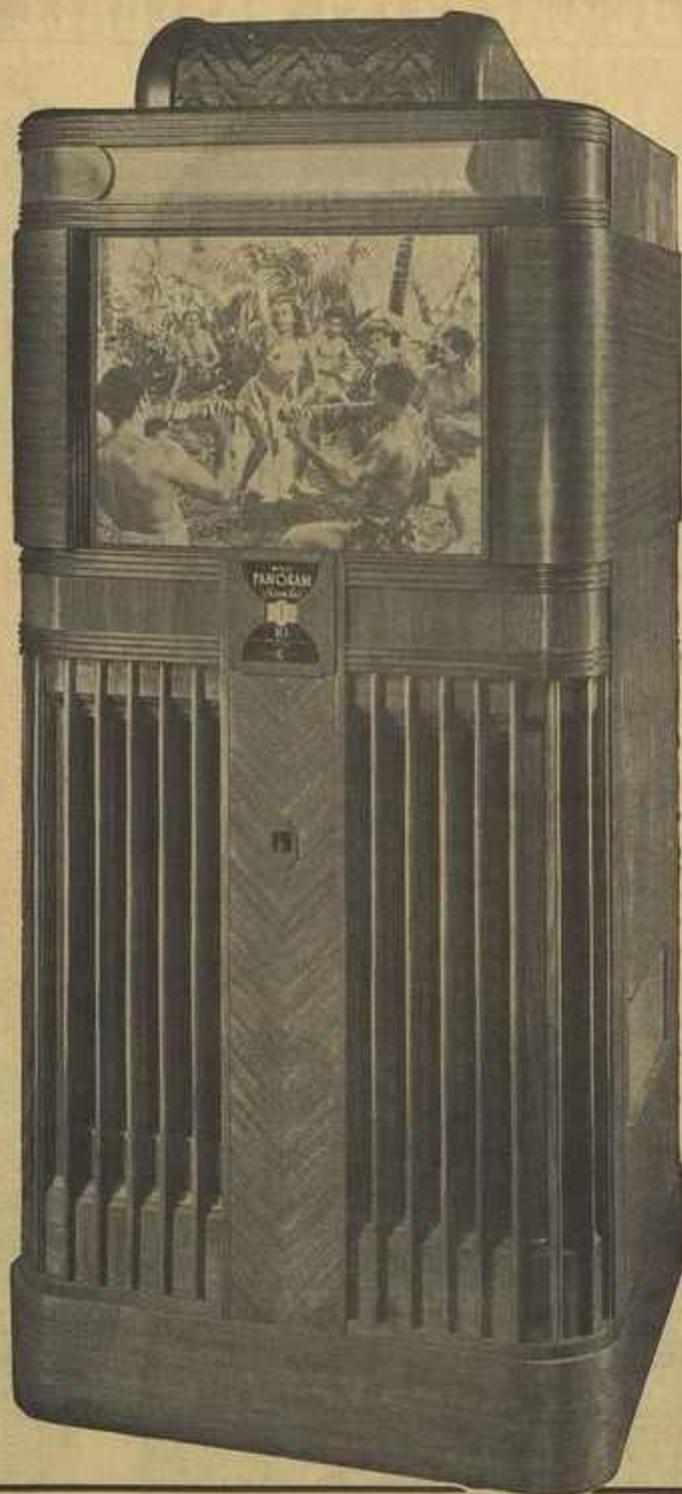
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