

JUNE 28, 1941

15 CENTS

The Billboard

JUN 25 1941

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SUMMER SPECIAL

In this issue --- 4TH ANNUAL OUTDOOR ATTRACTIONS SECTION

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OUTDOOR START IS STRONG

MCA To Control 30 Sold Shows With CAI Deal

NEW YORK, June 21.—Fate of the personnel of Columbia Artists, Inc., which was sold to Music Corporation of America three weeks ago, was made known this week by Herb Rosenthal, who was head of the CBS-controlled artists bureau. According to Rosenthal, who was named a vice-president of the new set-up, along with Jack Bertell (Columbia) and Bart McHugh (MCA), only employees of Columbia who will not move along to MCA under the realignment will be Lou Minding and R. S. Backer, who will remain behind to work in CBS's Program Service Department. Bob Hafter, who worked in the Chicago office of the artists bureau, leaves the company employ altogether.

Physical change takes place in "roughly 60 days," according to Rosenthal. The lecture bureau, picture, and recording personnel of Columbia will be absorbed in corresponding departments of MCA. Greatest fuss among the artists on the trade came from Danny Kaye. Rosenthal said that the Kaye situation was being straightened out and that Kaye would undoubtedly be on the MCA roster.

Along with the personnel and the signed artists of Columbia, MCA will also inherit a batch of script writers and producers. These people, who have been receiving staff salaries from Columbia, will continue to get the same money without paying a fee. Other assignments, however, will produce commissions to MCA.

Along with the move, too, MCA will be the owner of about 30 radio shows, plus (See MCA-CAI DEAL on page 13)

Do Magicians Pass on the Service?

NEW YORK, June 21.—In case magicians have any bugs in their bonnets about working in the swank Rainbow Grill, they'd better know it now: they have to pass the toughest audition board in the Rockefeller organization.

It's not John Roy, managing director of the Rainbow Rooms—alho he settles the prices and signs the contracts—but Peter Talschino and Joe Moscatelli, headwaiter and maitre d', respectively. They're magic fans from way back and if they approve of the performer, then Roy auditions him.

Pan-Am Revue Set For Mex City Soon; Huge Show Planned

MEXICO CITY, D. F., June 21.—A big Pan-American stage spec *Alma America*, bringing in talent from every nation in the Western Hemisphere and slanted for a tour of southern capitals after an invasion of New York, is set for an August 18 opener in the Palace of Fine Arts here.

The production, authored by Francisco Benitez and Carlos M. Ortega, enjoys the patronage of Gen. Maximino Avila Camacho, brother of the president of Mexico, who recently made a good-will junket through the U. S. If the production is carried out as planned, business will have to be sensational to clear (See PAN-AM REVUE on page 23)

Defense Spending Sends Gross Biz to High Marks Despite Rain

Increases over 1940 run as high as 150 per cent, and belief of operators of parks, circuses, and carnivals is that conditions are ripe for a banner season

CINCINNATI, June 21.—A strong start that will be accelerated into a banner if not record-breaking season. This is the consensus of operators of amusement parks, circuses, and carnivals who have been contacted by *The Billboard* in a canvass of early business. This is in direct contrast with a poor start last year, alho the 1940 season as a whole gave a better account of itself than did that of 1939. Weather and war were the bugaboo a year ago. Increased employment with attendant added per capita spending apparently have dispelled any gloom that may have developed during winter.

Park men have noted the upswing, regardless of much early-season bad weather, whether or not they are in defense-industry territory and whether or not they have made expansions to meet a stimulated demand. In some spots where trade has soared credit is given to park improvements and extensions as well as to defense work. Outdoor operators, particularly in parks, are compelled, of course, to temper their predictions with allowances for weather during peak weeks of the season. There are none who do not expect increases ranging from the substantial to the sensational if they are given climatic breaks.

Money in the Right Hands

Spotty for some but showing general gains, circus business has advanced strongly over that of some past seasons. Defense activity has put money into the hands of the circus-going class in such a degree as to be felt by large and small

shows alike. Circusdom, however, is being dealt the bitter with the sweet. Increased costs in taxes and other operation overhead appear certain and to what extent they will affect the season's takes will be something to be figured out next fall. As with carnivals, the circus impresarios are finding surprisingly big turnouts in towns not so good in the past but now going strong because of military and industrial activities.

Inherent popularity of collective amusement organizations is tied in with freer money by some carnival operators in accounting for a big boost in attendance and spending on the lots. Many are confining their still darts to defense areas. Their reports upon conditions in sections where they are to play fairs later are encouraging. Grosses have been generally good even in adverse weather, and when no rain or cold has been encountered receipts of shows, rides, and concessions have soared. None there are who do not believe that with reasonable weather conditions this season will pan out to be one for the book.

Ketchum Foresees Gains

Adrian W. Ketchum, general manager of Forest Park Highlands, St. Louis, and president of the National Association of Amusement Parks, Pools, and Beaches, said, "Business compared with a year ago is about 50 per cent better. While some of it perhaps is attributable to defense spending, we had an expansion program costing over \$100,000 for new rides and other devices, which undoubtedly has reacted to our benefit, together (See Outdoor Start Strong on page 84)

Editors Rate Night Clubs

Proser's Spots 1-2 in Publicity; Cafe Society 3d

By PAUL DENIS

NEW YORK, June 23.—The Copacabana, East Side class spot, which Monte Proser opened last November, was chosen as "most effectively publicized night club" of this past season by 50 syndicated newspaper columnists, magazine writers, and radio columnists voting in *The Billboard's* Third Annual Night Club Publicity Poll. Proser's Beachcomber (now called the Zombie), which won first place last year, placed second, with Barney Josephson's Cafe Society making a spectacular climb to third, and Sherman Billingsley's Stork Club again placing fourth. Billingsley again was voted the "most effectively publicized night club owner," with Proser second (he was third last year), and Billy Rose third (dropping down from second place). Dorothy Ross & Seaman Jacobs and Harry Sobel & Ted Hartman again won first and second place respectively as press agents who met the voters' "editorial needs most effectively." Dorothy Kay climbed from sixth to third place and Carl Erbe from fifth to fourth. Michel Mok, p. a. for Billy Rose, jumped from ninth to fifth place.

George White's Gay White Way, which folded after a disastrous four-and-a-half-month run on the site of the former Cotton Club, was voted the "least effectively publicized night club" of the season.

The Copacabana, on the site of the old Villa Vallee, was Proser's venture into the East Side, where the Stork, El Mo-

rocco, Monte Carlo, and Versailles were splitting the society trade. The handsome remodeling job by Clark Robinson and aggressive publicity campaign by Jack Diamond and three assistants quickly put the club over, and it was able to pay off its original investment in six months. It closed June 10 for the summer after drawing 50,000 attendance during its first six months.

Proser Spots on Top

Proser's first local success, the Beachcomber, had a tough time this winter and at one time was ready to fold. After experimenting with talent angles, Proser finally hit when he booked Carmen Amaya, flamenco dancer, at a guarantee and percentage that gave her around \$2,000 a week. Dorothy Kay's spectacular (Third Annual N. C. Poll on page 17)

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OUTDOOR ATTRACTIONS SECTION (14th ANNUAL EDITION) CENTER OF BOOK

Center's Grosses Take Drop for Ice Show's 2d Edition

NEW YORK, June 21.—The second edition of *It Happens on Ice*, which closed June 14 at the Center Theater for a month's recess after running a little over 10 weeks, grossed considerably less each week than did the first edition, which averaged around \$28,000 per week. Show opened April 4 and closed June 14, the gross totaling \$76,500. The first two days the gross amounted to \$8,500; first full week, ending April 12, \$15,500; third week, ending April 19, (Easter week) in which matinee performances were given every day, \$30,900; fourth week, ending April 26, \$18,400; fifth week, ending May 3, \$15,500; sixth week, ending May 10, \$15,000; seventh week, ending May 17, \$14,000; eighth week, ending May 24, \$14,000; ninth week, ending May 31, in which an extra matinee was given Decoration Day, \$16,500; 10th week, ending June 7, \$13,500, and the final week, \$14,700.

So far the show has operated with the box-office scale at 75 cents to \$2.75, but when it reopens July 15 the price scale will be 50 cents for balcony, \$1 for mezzanine, and \$1.50 top for orchestra seats. It is planned to run the show until early fall. Plans are being formulated to present an entirely new show at the Center some time in October.

SURVEY OF BOSTON GROSSES

Miller's 30G Season's Top; Raft 2d, Tucker-Baker 3d; Vaudefilm Grosses 30 Pct. Over All-Films

BOSTON, June 21.—Glenn Miller and his band drew a juicy \$30,000 for a full week to top the list of 44 attractions which brought a total of \$481,600 into the 3,912-seat RKO-Boston Theater here during the 222 playing days of the season. George Raft ran second with a \$23,500 gross, while Orrin Tucker with Bonnie Baker placed third with a gross of \$20,000 as the season's opening attraction.

Sole local vaude house played vaude on four, five, or seven-day bookings. Pic spotings depended upon merit of the stage attractions. Bands and units booked on an average of once monthly, generally were in for full-week stands.

September proved the most profitable month, according to figures made available by Manager Ben Domingo. House (\$481,600 TOTAL on page 21)



Equity members were pointing out last week that the council's election of new E councilmen to fill the places of the eight who resigned because of the victory of three independent candidates in the Equity election goes pretty far by itself to disprove the charges of the resigning officials that the council is run by subversive elements. They point out that, even without the votes of the eight who resigned, the council elected a state of substitutes that was so far from subversive that it was even approved by Florence Reed, one of the resigning vice-presidents. Of the eight substitutes elected, one supported the independent state, two the regular state, and the rest failed to participate actively in the campaign. . . . Add Excuses for Bad Business: Ben Bernie was complaining Friday, the 13th, his opening day at Madison Square Garden, that business wasn't too hot and he was feeling low himself. Jack Diamond comforted him: "Don't feel so bad, Ben—it's raining, and besides, the St. Louis Municipal Opera opened tonight." . . . Press Agent Art Franklin, whose specialty is sending in last-line gags to Winchell, is getting ambitious. He plans to send in a last-line punch to FDR for his next fireside chat. . . . At that, it's possible, Robert E. Sherwood, a Broadway playwright, made it. . . . Legit, which in previous summers has been climbing back from its mid-depression lows, looks as tho it were going to fall right back to rock bottom during the coming beach-and-bathtub days. With just a bit over a dozen shows running now, further closings are expected each week-end, and it's possible that the all-time low of five shows running may again be reached. National conditions and the resultant lack of tourist trade have something to do with it—and then, of course, the old-line anchor man on the legit team, Tobacco Road, has finally folded.

GRACE GILREN, after a long season doubling between *Louise's Purchase* and the Copacabana, was glad when both of them finally closed. At last, she figured, she'd get a rest. So she got the measles. . . . Johannes Steele recently returned safely from England, after having flown both ways via clipper thru Lisbon. But his secretary, who saw him off a couple of weeks ago, landed in a hospital and is still there. She drove her car to the airport to say goodbye to Steele, and got busted up in an auto collision on the way home. . . . Value of Visiting the Coast: Dorothy Elder, legit actress, figured during mid-winter that the chances of getting a job were pretty slim, and so went to the Coast to visit friends. She got back last week and, before she even started making the rounds of the offices, received offers for two weeks in summer stock. . . . According to a story making the rounds, a local newspaper man who was gifted with a typewriter from a p. a. a few weeks ago had it taken from him the other day by the finance company from which the p. a. had "bought" it.

JOHN ROY'S sense of humor is slightly grim. Last week his friends received J black-bordered cards reading: "The Fifth Avenue Hospital announces with regret the recovery of its star patient, John Roy." . . . A new rendezvous for ork leaders seems to be the Hotel Belvedere Bar, with Benny Goodman, Vaughn Monroe, Larry Clinton, and Charlie Barnet seen there one night last week. Of course, the fact that it's just across from the stage entrance to Madison Square Garden may have something to do with it. . . . Maestro Johnny Long received his draft questionnaire on his opening night at the New Yorker Terrace Room, just as the band was playing *Let's Get Away From It All*. The form had been forwarded to Johnny from Newell, N. C., via special delivery. . . . Alan Brock, agent, has branched out into the literary field, penning a series of articles for his home town paper in Hastings, N. Y. The series deals with events and townspeople of 25 years ago as seen thru the eyes of a kid. It's called *Main Street Thru the Years*, and is being syndicated thru Westchester papers. . . . Lansing Carpenter, who used to review plays for New England sheets, is back from a couple of years in Arizona, bringing with him some terrific action shots he took of rodeo performing, along with an elementary knowledge of trick roping. He carries his rope along with him in a brief case, and will demonstrate upon the slightest provocation. . . . Edgar Bergen is thinking of building up a new character next year. If he does, the new dummy will speak in "I bane" dialect, and his name will be Axel. Bergen hasn't verified yet that the last name will be Tree.

TMA Elects

NEW YORK, June 21.—At the annual convention Tuesday (10) of the Theatrical Managers and Agents' Union, AFL, Joseph M. Grossman was re-elected business agent. He defeated Charles J. Mulligan. Other officers named were Saul Abraham, president; Oliver M. Saylor, vice-president; Louis F. Werba, secretary-treasurer, and Arthur Singer, sergeant at arms.

Thru Sugar's Domino
Entire Talent Biz
Has Stake in
Dual Bill Evil

WHEN we let out our first squawk against double features several years ago we were in very select company—at least quantitatively. Our voice was barely heard above the din made by those who had selfish reasons for espousing dual bills and others who were just as loud in their applause for the innovation because they felt that this was what the doctor ordered for sick box offices.

Today we are no longer part of a trifling minority. As far as can be determined there isn't an important film executive who has a kind word for duals. In fact, nearly a week passes without some statement issuing from the mouth of an important distributing or theater executive in which are conveyed, dark predictions for the future of the film business if nothing is done about eliminating duals.

The film industry has its own reasons for being frightened, annoyed, and seckened by duals. We have our reasons for hoping that something might be done within or from without the film industry to make theaters return to the good old single-feature days.

We have fought from the beginning against duals and will continue to blast them for the simple and not unselfish reason, among others, that we realize that the cause of stageshows is lost so long as duals remain. In plain language, it is impossible to conceive of a return of stageshows to a degree approximating normalcy as long as theaters continue showing double bills.

The film industry has at least come to the realization that duals are the essence of cutthroat competition; that they raise havoc with production standards, and that they kill the initiative of exhibitors who have long ago, in many spots, given up the idea of employing showmanship in selling pictures. We are concerned with these angles only in relation to their importance in eventually bringing about a return to single-feature shows.

When single features are again the policy of thousands of theaters all over the far-flung country then will exhibitors be in a position to give serious consideration to balancing their shows with stage attractions. These exhibitors find such planning an impossibility under present conditions. The film industry has failed to meet the test of this emergency. It has failed to eliminate an evil that can only be dynamited if the map if one exhibitor can be depended upon to make and keep an agreement with another exhibitor. This is not a Hays office problem, altho the Hays office could have well made it its problem. It is, actually, a problem that could have been and might still be solved if all exhibitors' organizations would get together and work the thing out. Producers and distributors can do very little about it. The solution lies with the exhibitors, and the longer exhibitors delay doing something about it so much longer will box-office business remain in its worst slump of recent years.

The revival of stageshows to an appreciable degree will not mean merely a return to fairly steady employment of home guards and mediocre acts (See *SUGAR'S DOMINO* on page 23)

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 RECORDINGS

SAVOY OPERA GUILD—company of young singers now presenting an excellent series of Gilbert and Sullivan revivals at the Cherry Lane Theater, New York. Have excellent voices and are doing a terrific job under the outstanding musical guidance of Arthur Lief and the fine stage direction of Lewis Dennisson. Line-up includes Sylvia Cyde, soprano; Charles Latterer, tenor; Seymour Pinner, bass, and others. As a troupe they rate musically with the tops in Gilbert and Sullivan. A series of platters or an album or two would compare favorably with the D'Oyly Carte troupe.

JUANITA AND HER HUMBA BAND—femme maestro fronting a small combo that has been successfully dishing out Latin syncos at the Club Ball, Philadelphia, for almost a year. Only six in the group, but it's musically complete. Important consideration for disks is the variety of provocative rhythms the combo gives out with. Music is authentic and exciting, and arrangements are all bright, with added commercial possibilities in the group's adaptation of standard pop tunes to exotic South American tempos.

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Salisbury Opera House Burns

SALISBURY, Md., June 21.—The Uman Building, which housed the old Opera House, once one of the Delmarva Peninsula's outstanding theaters, was destroyed as a general alarm fire gutted three buildings in the heart of the business section this week, causing damage estimated at \$200,000.

• The Billboard • The World's Foremost Amusement Weekly • Published at Cincinnati, Ohio, U. S. A. •

Founded in 1894 by W. H. DONALDSON.
E. W. EVANS, President and Treasurer.
R. S. LITTLEFORD JR., Vice-President.
W. D. LITTLEFORD, Secretary.

MAIN OFFICE AND PRINTING WORKS: 25-27 Opera Place, Cincinnati, O. Phone, MAin 5306.
BRANCH OFFICES:
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1564 Broadway, N. York, N. Y. 22 W. Washington St., Chicago, Ill. 613 Chestnut St., Philadelphia, Pa.
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FOREIGN OFFICES: LONDON—Edward Graves, Crownhill House, Fulwood Place, London, W. C. 1, S. YDNEY, AUSTRALIA—Kevin Brennan, City Tailors' Bldg., 108 Pitt Street.

ADVERTISING RATES — Fifty Cents per Assize Line, 37 per column inch. Whole Page, 25.00; Half Page, 12.50; Quarter Page, 6.25. No display advertisement exceeding two lines 10 lines accepted. Last advertising form goes to press Monday.

Member of Audit Bureau of Circulation.

Subscription Rates — 8 Copies, \$1; 26 Copies, \$3; One Year, \$5; Two Years, \$8. Special Rates in Foreign Countries Upon Request.

Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1897. Copyright 1941 by The Billboard Publishing Co.



Five Army Units Touring; Plans Shaped for Fall

NEW YORK, June 21.—With the last of the Citizens Committee's mobile units booked, and a route of army encampments organized for Unit K, fifth vaude caravan to be formed since June 9, officials of the committee are making preparations for an entertainment policy to be pursued this fall, when the soldiers come back from maneuvers. Original

idea was to have seven units go thru all the army corps areas and give free shows (with the talent paid for by the Citizens Committee), but the figure was cut to five this week because maneuvers have started in many encampments.

Committee, for which Harry Delmar has been booking and staging the caravan shows, was informed by the War Department that 400 auditoriums, each seating 1,000, were being erected all over the country to meet the entertainment problem. In the fall, committee will also send out professional shows, paid for by the committee but free to the enlisted men.

Cast of Unit E is composed of Stubby Kay, emcee; Don Cummings, comedian; Laura Kellog and Gloria Grafton, singers; Seymour and Picture, dancers, and Middle Fellows, comic. Jerry Livingsone will be the conductor and Maurice Golden, company manager. Company opens a three-day run June 25 at the Military Reservation at Indiantown Gap, Pa., and then continues on to Carlisle Barracks, Carlisle, Pa., June 26; Aberdeen Proving Grounds, Aberdeen, Md., 29; Edgewood Arsenal, Edgewood, Md., 30; Fort Holabird, Baltimore, July 1; Fort Meade, Baltimore, 2-3-4; Fort Meyer, Arlington, Va., 5; Fort Belvoir, Alexandria, Va., 6-7; Camp Lee, Petersburg, Va., 8-9; Fort Eustis, Dembligh, Va., 10-11; Langley Field, Hampton, Va., 12; Fort Monroe, Va., 13; Fort Storey, Va., 14; and Camp Pendleton, Virginia Beach, Va., 15.

Chico Marx joined Unit O Friday (20) at Fort Bell, Okla., and will stay with the company for five days. Phil Regan started a five-day stint with Unit D at its Fort Riley, Kan., opening (21). Both had Coast commitments and couldn't stay for the entire tour.

Four working companies in the last three weeks have played to 200,000 soldiers since they've been out. No entertainment will be put on while the khaki boys are out on maneuvers. Instead, officials of the Citizens' Committee said, the summer will be devoted to lining up various types of entertainment for indoor show during the autumn and winter.

ing programs proposed fee is 1 per cent of net revenue which would have been received if program had been sold at card rates for maximum number of weeks and times per week, with allowance of discounts and agency commissions.

CBS's proposal to ASCAP is subject to following conditions:

1. Contracts to hold until December 31, 1940, subject to five-year extension at rates to be fixed by arbitration.
2. CBS proposes that the affiliates reimburse the network to ease the strain.
3. Licenses must be available to television, frequency modulation, short wave, and experimental stations—these licenses to be set at a nominal fee until revenues increase sufficiently.
4. ASCAP must release claims, including members' claims, against the network.

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CBS Submits Counter Plan To ASCAP Pact

NEW YORK, June 21.—Columbia Broadcasting System Friday (20) submitted a counter-proposal to the American Society of Composers, Authors, and Publishers for use of ASCAP music on the chain and the CBS owned-and-operated stations. CBS proposal included the following salient points:

1. Recognition of clearance at the source.
2. Rate of payment to diminish as business increases.
3. Fee for network's blanket license to be 2 per cent of net receipts, less deductions for line costs and other network expenses.
4. Local stations' blanket license fee to be 2 per cent of net receipts from local and national spot sales, estimated on the average of the years from 1936 to 1939, and 1½ per cent of the excess of such net receipts in any one year exceeding this average.
5. An alternate proposal to local stations' blanket license is a per program license fee of 6.68 per cent of net receipts for commercial programs using ASCAP music. But for commercial programs using incidental ASCAP music, fee to be 1.2 per cent of net receipts. On sustain-

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TELEVISION ROLLS AGAIN

NBC To Keep Production Control; Will "Co-Operate" With Agencies

Stagehands' union moves in—performer jurisdiction in hands of somnolent tri-union committee—AFRA expects ultimate control, argues claims—production plans

NEW YORK, June 21.—Television ball started rolling again this week with telecasters planning schedules in line with the Federal Communications Commission's rules permitting commercial tele starting July 1. Two very important elements were in the newly revised tele picture: (1) Indication by the National Broadcasting Company that it would assume control over production of sponsored shows rather than leave this control in the hands of advertising agencies, and (2) rebirth of activity on the part of theatrical unions. In connection with theatrical union activity, Local 1 of the stagehands' union (International Alliance of Theatrical Stage Employees) scored a beat on other unions by inking a pact with the Columbia Broadcasting System covering scale and conditions for IA members working on CBS television. This was consummated last Thursday (12) and is slated for ratification by IA membership tomorrow.

In connection with network control of commercial television programs, Thomas H. Hutchinson, NBC production chief, stated this week that he would co-operate in every way with advertising agencies, but that NBC would be final arbiter on all controversial phases of production. Hutchinson indicated that the elements of time and economy made it mandatory that NBC have production control. He added, "I will not let an advertising agency put on a show which in my estimation is not good television entertainment." He amplified this with a statement that a sponsored show "must be a good show as well as a good ad—our obligation now is to the viewer, not the sponsor."

Other trade execs pointed out that assumption of production responsibility by NBC would be in line with wishes of the FCC. The FCC's attitude in radio, as shown by the monopoly report, is that of affixing responsibility. Report pointed out that in radio broadcasting local production suffered because local stations received much chain broadcasting—but report also pointed out that networks had brushed off production responsibility because production was in the hands of the ad agencies.

Whether NBC will be able to maintain control of production is a moot point, owing to agencies' heavy financial stake in broadcasting—but current belief is that the networks rather than the agencies are more capable of guiding tele production.

One trade exec, referring to networks' loss of control of commercial radio production, stated: "They lost that baby once and they don't want to lose it again." He pointed out that nets would have a heavy financial interest in maintaining control, in that they could build shows and dictate prices to agencies and sponsors.

Unions

Stagehands' union has already grabbed a contract with CBS and is on the point of signing with NBC at this writing. Jurisdictional situation among the performer unions, however, is much more complicated and will involve a scramble for the jurisdiction by Actors' Equity, American Federation of Radio Artists, and Screen Actors' Guild.

Original jurisdictional claim to the television field lies with Actors' Equity. But jurisdiction has been disputed by AFRA and SAG. Approximately 18 months ago the three unions buried the hatchet to establish a temporary tri-union committee to survey the television field and exercise a mild jurisdiction—mild in view of recognition of the fact that NBC made no money out of tele and could not be expected to pay high scales.

This tri-union committee, including Walter Grewza, of Equity; Florence Marston, of SAG, and Emily Holt and George Heller, of AFRA—is still in existence, tho it lapsed into somnolence when the FCC threw a hatchet into the tele picture by deciding about 10 months ago that the time was not yet ripe for commercial tele.

With commercial tele okehed as of July 1, the muddled performer-union

jurisdiction springs into the picture again.

AFRA's Viewpoint

AFRA, expressing no enthusiasm over current prospects of commercial tele, nevertheless feels the jurisdiction should ultimately reside with AFRA. Its case rests on the following points: (1) AFRA in its few years of existence has successfully negotiated some 300 pacts with networks, stations, agencies, artists' bureaus, and transcription companies; (2) television is closely allied to radio; (3) contracts would have to be negotiated with radio organizations and people—a great advantage for AFRA, in that AFRA has already dealt with these organizations; (4) AFRA, unlike Equity, is not split by internal dissension; (5) AFRA feels that whatever claim Equity can have on "priority" is weak.

Questioned whether AFRA believed that all three unions could administer tele, AFRA spokesman said they felt it would be impracticable.

Meanwhile the somnolent committee has shown no signs of awakening. AFRA says action by the committee is "in the lap of the gods." But union execs believe that if something is done it must be done soon.

Musicians' union made no move in the direction of tele at its annual convention in Seattle. The AFM, however, long ago set up a committee to watch tele and set up scales when commercial tele became feasible. That committee included James C. Petrillo, union head, and Harry Brenton, treasurer. AFM the past year has been sidetracked on many problems, but with the IA successfully negotiating tele pacts it is likely to move actively into the picture again.

CBS Keeps Cool

Despite enthusiasm at NBC, CBS execs—along with many others in the trade—refuse to get excited about current possibilities for commercial tele. Pointed out that sets are few, circulation limited. Most nets, too, must be adjusted to receive CBS tele on channel two. CBS stresses that it is going ahead experimentally on color tele, and that in six months color tele will probably be standardized and commercialized. FCC's tele report praised CBS color tele, but asked six months' field testing. CBS is making the plans now for the testing, but will, of course, go ahead with 15 hours per week of black and white tele as called for by the FCC. A spokesman, while stressing non-excitement, added, "We are busy to comply with the FCC and will produce Class A programs."

CBS, while reticent on details, states most of its programs will be live and studio-produced. CBS has no mobile equipment—equipment having been ordered 21 months ago but never delivered. Last date set for "expected" delivery is August 1. CBS also expects its schedule to include legit plays and actors. Worthington Minor, legit director, will handle much of this for CBS under Gilbert Seldes. Schedule will also include news programs, expository sports shows, educational and round-table discussions, variety, kid shows, and art programs. CBS's total tele personnel is about 50 men, including engineers.

WMCA's Club Broadcasts

NEW YORK, June 21.—Walter Breschi's program, *Tim Dusen's Early Light*, on WMCA at 11 p.m. Fridays, will originate from a series of night clubs beginning

CBS Trial Sked; IA Pact; See Shortage

NEW YORK, June 21.—CBS, having signed a pact with the International Alliance of Theatrical Stage Employees covering television, stated late this week that production plans were tentative, owing to "continued difficulty in securing trained personnel, equipment, and replacement parts." CBS pointed out as an instance that there was no assurance of obtaining replacements for studio pick-up tubes when such replacements would be necessary. Tentative schedule, to be effective about July 1, is as follows:

Monday thru Friday, 2:30-3:30 p.m.; Saturday afternoon, 2-4 p.m.; Evening telecasts, Monday thru Friday, 8-9:30 p.m.; Friday, 8-10 p.m. Nothing on Sunday.

All of CBS's shows will be studio-produced, owing to non-delivery of network equipment.

NBC at press time would not release a schedule, also one was expected momentarily, listing a few sponsors. Earlier, it was learned that NBC did not plan extensive studio production but would increase studio production if sponsors' needs were such.

Contract signed with stagehands' union and CBS provides for employment of IA carpenters, electricians, and property men from Local 1. Needs of the field are not yet known, so there was no stipulation as to number of men. Contract is subject to change in order to meet programming needs.

IA contract with NBC at press time was expected to be set momentarily, and this in turn was expected to set in motion negotiations involving tele broadcasters and all other theatrical unions.

Philco's FM Push; Big Wax Campaign

PHILADELPHIA, June 21.—FM will get its first real push with the introduction of Philco's 1942 line of radio receivers, making it possible for the first time to have standard broadcasts, short-wave, and frequency modulation all from a single circuit arrangement with a single dial and a single set of controls. Makes FM simply another band on the circuit. Sets also, for the first time provide a built-in aerial arrangement which operates automatically, replacing the unwieldy, expensive aeriels usually employed by FM reception.

Philco will launch the largest advertising and merchandising campaign in its history to introduce its 1942 line. Running on a co-op basis with its dealers and distributors, a series of transcribed one to two-minute jingles is scheduled to run on 400 stations throughout the country. Prepared by Transamerican Broadcasting & Television Corporation, under direction of Murray Grabhorn, e. t. e. will run in groups of 17 jingles weekly on each station. Local announcers cut in for the commercials, with the talent line-up including Erskine Butterfield's ork, the Kay Thompson Singers, the Johnsons, the Mitchell Cowboy Group, Hugh Martin Group, and Frank Gallup.

On the heels of WCAU's training school for announcers, WCAU has made a tie with the Temple University School of Journalism to have three recent grads get vocational training in the fundamentals of radio news coverage. Joseph Dooley, Richard Koester, and Nevin Carman are the first three. Plan was devised by Dr. Leon Levy, WCAU prexy. College lads, working under the direction of Ken Stowman, WCAU news editor, are being paid full-time salaries while training. Threesome man the AP and TR news machines every minute of the 20-hour broadcast day, meanwhile learning to rewrite the ticker tape for broadcast use.

June 27, on which day Breschi will air from Gaston's French Monte Carlo. In addition to Breschi's chatter, programs will include talent from the niteries.

MBS Contract Gets Okeh; Nets Hit FCC But Remedy Squawks

WASHINGTON, June 21.—Mutual Broadcasting System's new affiliation contract, offering independent stations who sign a favored position for their territory, has been blessed with the informal approval of the Federal Communications Commission.

It was believed by the government that the new agreement form meets the requirements of chain broadcasting rules recently adopted by the FCC over the protests of NBC and Columbia. As in the vote on the anti-monopoly rules, Commissioners Case and Craven dissented.

First of the chains to submit new contract forms, Mutual offers its affiliated stations a first choice on any of its network programs and provides a recapture clause in event the affiliate must temporarily refuse the Mutual program, which may or may not be peddled to another local station in the meantime.

It is believed that this contract answers fears the chains will desert the small stations in order to compete catch-as-catch-can with the bigger outlets in any given area. It is these fears which are being expressed before the Senate Interstate Commerce Committee, now sitting on the White resolution to investigate the FCC, National Association of Broadcasters, NBC, and CBS are pushing for passage of the resolution, but it is believed by committee members that an investigation will not bring out any more evidence than is being submitted now.

General position of the FCC is that broadcasting is drifting more and more into the hands of NBC and CBS, restraining business opportunity for anyone else. On the other hand, the two companies and many of their affiliates are arguing that the FCC has abused its powers and has even exceeded the authority given under the law. Whether the broadcasters are right or not, there is little doubt that the conditions decreed by the FCC in its chain broadcasting report are being remedied as fast as dignity will allow.

This week NBC announced that another complaint had been answered. This concerned the discounts given advertisers for joint use of the Red and Blue networks, which Mutual and the government contended was an unfair trade practice.

Object, if it is at all possible, is to get an investigation going and to redraft the communications act in such manner that the present commissioners, who voted for the anti-monopoly rules, are left out of a new regulatory body. Senator Wheeler, chairman of the Senate Committee, is an old hand at hearing industrial complaints against government regulation. Consequently, he can be observed listening to all industrial testimony with more than a pinch of salt.

Pillsbury to Blue Net

CHICAGO, June 21.—Pillsbury Flour Mills Company, thru McCann-Erickson, has sprung something new in the way of a time buy, having contracted for a Thursday thru Sunday a.m. period (8-11A CDT), which will carry a strip program starting September 11 on the NBC-Blue network. Show, which will be largely musical, will originate at WINR and will be heard on 43 stations.

References Needed

PHILADELPHIA, June 21.—When Marty Goch, who scripts *The Amazing Mr. Smith* net show, was on the WIP staff, one of his closest pals was Joe Frassetto, station's musical director. But Frassetto compiled his fidelity with being a practical kibitzer and nearly drove Goch to distraction with his cut-ups. On last Monday's (16) Mr. Smith stanza a gangster was introduced into the radio program. It was the author's way of getting even with the WIP batorer. The gangster was named "Frassetto."

Radio Talent

New York By HERRY LESSER

ACTORS are the nicest people! Just heard of one who paid another \$4 above the required stand-in fee because the show paid over. . . . **SAMMY HILL** (she's a she) is new to New York radio but is fast becoming the find of the year. She plays the lead in *Home of the Brave*. . . . Believe it or not, I know an actor who got a part on a radio program because when he walked into the studio the author said, "Look, there's the man I want. He walks like a panther." . . . **WNYC** should be a little more careful. On their show *Life of Jim Corbett* last week they had Jim played as a fast talker, when in truth Jim spoke very slowly and deliberately. They also gave **WILLIAM BRADY** a Brooklyn accent, which he never had. . . . **WILLIS COOPER**, who writes NBC's *Good Neighbors* program, has scripted a new half-hour series called *Central Airport*.

WE HEAR that **RAY COLLINS**, Columbia actor, has closed a deal with **RKO**. It is a five-year contract calling for six pictures a year, with one-year options. . . . **TOM RILEY** is joining for **JOE BELL** at NBC, while **JOE** vacations via freighter thru the Panama Canal to San Francisco and back. . . . that actress **BARBARA WEEKS** may leave her new home in the country and her baby for a few weeks to substitute for **JEANETTE NOLAN** on the *Cover of Missing Heirs* program. The private lives of the girls have been practically parallel. A few months ago **BARBARA** left the show when her son was born and bought a home in the country. **JEANETTE** subbed for her. Now **JEANETTE** has bought a country home and in a few weeks she'll welcome an heir, with **BARBARA** substituting for her. . . . **JOY JUSTIN** has purchased a gorgeous mansion in Manhattan, L. I., and moves in next week. . . . **DINAH SHORE** has

already been signed by **EDDIE CANTOR** for next year. . . . **RICHARD STARK**, announcer on *Life Can Be Beautiful*, is slated for the tennis championship matches at Seabright, N. J. . . . **ERIC RHODES** and **CLAUDIA MORGAN** will appear on the *Star Spangled Theater* this week. . . . **CHARLES PAUL**, composer, calls the music he plays on *Danger Is My Business* danger music.

PAIKER FENNELLY, that grand actor, has optioned a play for fall production. **BRANDON PETERS** will have a prominent role in it. . . . **ED JEROME** will probably take over **RAY COLLINS'** acting chores when **RAY** leaves for the Coast. . . . **Honest Abe**, CBS sustainer, is slated to fold. . . . **Speezy** (correct) makes its debut on Columbia network Thursday, July 3. It's not a new dentifrice, but stands for "Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America." . . . Like elephants, columnists never forget. When **DOROTHY KILGALEY**, the Broadway columnist, completed her around-the-world flight, she guest-starred on a **BOB HOPE** program. He completed the interview by saying, "Thank you, Dorothy, I'll do as much for you whenever you ask." **DOROTHY** did not forget. So **BOB HOPE**, who hoped to vacation in Mexico, will fly to New York to be on **DOROTHY'S** Saturday morning show, June 28. . . . **RALPH LOCKE**, who plays **Papa David** in *Life* c. b. d., holds a unique position among birthday celebrators. When **LOCKE'S** birthday rolls around he gives all his friends presents. . . . **FRANK SINATRA** guested Thursday (19) on the *Morton Gould* program, subbing for **Major Bowes** on CBS. **Sinatra** doubled from the *Hotel Astor*, where he warbles with **Tommy Dorsey's** orchestra.

Chicago

By NAT GREEN

DORIS SIMPSON, NBC actress, will be guest star on the *Breakfast Club* Friday (27). . . . **NAN GREY**, star of CBS's *Those We Love*, leaves for the East soon after the show's final broadcast of the present series this week, and plans to see every hit stage show in New York. . . . **PAT BARRETT** (Uncle Ben) has recovered from a stage of strep throat. . . . **MIGNON SCHREIBER**, the Mrs. *Kransky* of *Guiding Light*, has a collection of semi-precious stones which is the envy of her colleagues. . . . Last Thursday (26) marked the end of the 20th year in radio for **PAT FLANAGAN**, baseball announcer and sportscaster. Starting at **WOC** in Davenport, Ia., as a farm adviser, Pat came to Chicago as a sportscaster. He has been heard on **WBMM** for a long time and at the start of the current baseball season moved over to **WJJD**. . . . **BETTY OLSON**, of the *Breakfast Club* trio, *Ecstasy* and *Betty*, is displaying an engagement ring she received from **Don Hemstreet**. . . . **JANET LOGAN**, star of the *Stepmother* serial, is moving into town from a suburb. . . . **DONALD GALLAGHER**, of the *Wings* on *Watch* serial, was inducted into *Uncle Sam's* service June 12. . . . **LOUISE FITCH** and **BOB BAILEY** are new additions to the cast of *Road of Life*.

ELOISE KUMMER, of CBS's *Dear Mom* serial, received her Bachelor of Science and Education degree at Northwestern U. last week. . . . In addition to the honorary Master of Arts degree received June 14 by **EDGAR BERGEN** from Northwestern U., the Northwestern

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PHILADELPHIA, June 21. — On *KYW's* *Name It, Find It* stanzas last Friday, as part of the program's scavenger hunt a young lady brought in a 1933 Sears-Roebuck catalog. Noting that the first 283 pages were missing, announcer **Don Bennett** asked what she thought had happened to them.

"Well," she flipped back, "this catalog was found in the woods, so Judge for yourself."

Alumni Association gave **Bergen** its Award of Merit. . . . **LEO CURLEY** has taken over the role of Sport Clancy on the *NBC Uncle Ezra* program. . . . **DICK POWELL** and **FRANCES LANGFORD** will make their debut on a new CBS musical series, *Southern Cruise*, July 4, 7:30-7:55 p.m. **CDST**, originating in Hollywood. . . . **JACK SWINEFORD** has joined the cast of CBS's *Right to Happiness*. . . . **CHARLES PINNMAN** is playing the new part of **Richard Williams** in *Women in White*.

EDDIE PEABODY, banjoist, who has been a naval reserve officer, took up active duty Monday (16) as a lieutenant commander at Great Lakes naval training station.

TOM DICK, and **HARRY**, singing trio, have been set for a new sustainer on **WGN**, starting June 30, 9:30-10 p.m. *Pages of Melody*, which occupied the 9:30 Monday spot, is being moved to the same time Wednesday.

Gov't Nixes German Short Wave Listing

NEW YORK, June 21.—Log of German short-wave broadcasts heretofore distributed weekly by the German Library of Information in this country is being discontinued, in line with the Federal Government's recent order closing German consulates and German propaganda organizations. The log, which had been sent to newspapers, stations, and listeners, originally ran in the *Library's* leaflet, *Facts in Review*, but was printed separately after the outbreak of the war.

Another German publication, *News Flashes From Germany*, distributed by the German Railroads to radio stations, commentators, and columnists, also folds as a result of the government order.

German Library of Information, queried this week, stated that the short-wave log would be discontinued and would not be put out by another agency.

Herb Flagg, aid to **Cecil Carmichael**, publicity chief at **WLW**, Cincinnati, has been appointed assistant sales manager at the station.

Announcer Shortage Hits Philly; Want Spielers, But Salaries Low

PHILADELPHIA, June 21.—Local stations are becoming alarmed over the shortage of available announcers to fill long-open gaps on the staffs. With increased defense employment in Philadelphia, coupled with the large number of men in the armed services, employment problem is becoming acute. Moreover, announcers brought in from the small towns never stay too long if they have possibilities, being wooed away by stations in other cities offering an AFRA minimum wage. With few exceptions, only way an announcer can grab off a sizable pay check is in grabbing off several commercials. AFRA has never been able to get a foothold in this territory.

Shortage of announcers is so great here that for the first time local radio finds two stations sharing the same announcer, in itself a most unusual situation. Moreover, **KYW** for the first time has had to resort to open auditions

in filling staff vacancies.

In an effort to fill the gap, **WDAS** is inaugurating a school for prospective announcers under supervision of members of the station's production department. Recruits are being enrolled from colleges, dramatic schools, and little theaters. After a series of auditions, those showing possibilities will be given a concentrated course of instruction on the best commercial approach to announcing. Students will be assigned a few programs each day to get experience.

Local station managers say there are plenty of good voices around, but they can't find enough with experience to meet station requirements. In most cases here, requirements are almost as exacting as those for network announcing berths—in addition to being able to double in brass as publicity director, special events chief, or script writer. Pay, of course, is in the one-lung station class.

Chi Shows Seek Guests; Budgets Take Beating; WGN Combs Clubs

CHICAGO, June 21.—The guest star situation is as acute locally as it is nationally. To get away from cut and dried program formulas, more and more shows are after local and visiting celebrities to drum up interest. Most guest hunters work on the publicity angle to get celebs as AFRA minimum wage per hour; for few budgets can stand the regular salaries demanded by names. Others secure interviews and an "informal" bit of entertainment gratis.

Hardest hit are conductors of record playing programs, who are always anxious for some "fresh" talent. Since the American Federation of Musicians banned the free appearance of all members on radio shows, the make-believe-ball-room boys are forced to limit themselves to singers who never handle an instrument. And if the singer has any reputation (say **Ray Eberle** with **Glenn Miller** or **Helen O'Connell** with **Jimmy Dorsey**) all other guest shows are after them. **Eddie Chase**, with two hours and 45 minutes daily on **WIND** and **WAAP**, and **Bob Purcell**, with an hour over **WCFL**, are the leading hunters for band singers.

Among local stations, **WGN**, Mutual's outlet, finds more room for well-known guests than any other competitor. One

AFRA in Walkout at WKRC, Cincy

CINCINNATI, June 21.—With prolonged negotiations between the American Federation of Radio Artists and Station **WKRC** over a union shop winding up in a deadlock, pickets appeared before the station in the Hotel *Alden* here late yesterday. AFRA has been trying to bring the station into its fold for the last 10 months. Walkout of the radio artists is said to be the first of its kind in the country. **Hulbert Taft Jr.**, general manager of **WKRC**, said he offered Wednesday (18) to sign a contract with AFRA containing a deferred clause allowing for a union shop, this clause to become effective when competing stations signed a similar agreement.

Station **WLW** is the only local station with an AFRA contract. **Taft** said the offer was turned down without an explanation. The strikers demanded a union shop and an increase in fees from \$4 to \$15.00 for each appearance of artists not on the regular payroll. **Taft** said that if spot artists were granted \$15.00 per appearance it would mean that they would earn more for just a few hours work than regular announcers received for working 40 hours a week. He added that the strike would not materially affect operations of the station. **Human Fains**, AFRA field representative, and **Mrs. Emily Holt**, national executive secretary, came here to direct the strike.

"We have made every effort to bring this difference of opinion to an amicable conclusion," **Mrs. Holt** said. "This is by no means an outlaw strike, nor was it started without serious and lengthy consideration. It is the first time that AFRA members have found it necessary to call a strike thru failure to negotiate contracts with any station."

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NO ORK-OFFICE PROBLEMS?

AFM Convention Agenda

AMONG the flock of resolutions introduced on the floor of the American Federation of Musicians' 46th Annual Convention in Seattle, Wash., last week, few were acted upon, and those that were passed did not concern particularly vital issues. As reported last week, eight resolutions were introduced which had a bearing on the "canned music" situation. Only one of these (Res. No. 59) was acted upon directly by the delegates; the rest were given over to the exec board with a promise from AFM President James C. Petrillo that some form of action would be taken. Convention observers also remarked about this meet that they were amazed to see so few resolutions on the docket—about half the number usually introduced at an AFM annual powwow.

Resolution No. 59 was passed and resolved that AFM should thru the proper channels make intercession with the Canadian Broadcasting Corporation to reduce the number of records and RT's used on its networks. Sam H. Hillier, of Local 446 in Regina, Sask., Canada, one of the authors of the resolution, said, following its passage, that if he did not have any satisfaction on it by next year he would come down and raise hell. Petrillo answered that it would just be some more hell and that he was used to it.

Three resolutions (Nos. 2, 43, and 56), which called for AFM musicians traveling in private cars in Canada to get higher mileage rates, were referred to the AFM exec board. Discussion centered around the fact that Canada's war economy had made cars, gasoline, and other accessories higher in cost, and hence the charge should be raised above the 1-cent-a-mile charged in the U. S. There was some argument against the resolutions, and the exec board was left to act on them.

School Bands

RESOLUTION No. 16 was passed, resolving that host local of the following AFM conventions should provide a 45-piece band to play two one-hour sessions daily for delegates and friends.

School orchestras playing more or less commercial affairs came in for a lacing from some of the delegates, and a resolution (No. 10) was passed after the teeth had been amended out of it. As passed, it called for AFM to "endeavor to prepare appropriate legislation aimed at stopping school bands, etc."

Resolution No. 32 was killed on the grounds of "local autonomy." It called for AFM locals to require contractors or leaders not only to obtain written contracts for engagements on the regulation AFM contract blanks, but also that this should be done three days prior to the date of the engagement.

A resolution (No. 43) which called for a six-day work week and double pay for the seventh day if ork worked seven days, was killed. Interesting angle concerning this is the fact that Local 802 in New York is doing this with Johnny Long at the Hotel New Yorker, due to a special hitch with the floorshow. Author tried to back up his resolution with the argument that it was for the musicians' health.

No Radio P.A.s

WITH no debate from the floor, Resolution No. 51 was killed. It was designed to prevent AFM members from joining and playing dates with police,

Chirper Philosophy

CHICAGO, June 21.—Bob Strong, maestro currently at the Villa Moderne here, states his reasons for not using a fem vocalist:

"If she is good, she will leave you after getting the proper build-up. If she is bad, she is no asset to the band. If she is average, the sidemen will become suspicious."

Strong has been picking up gal singers for single dates when the employer demanded fem decoration.

fraternal, and letter carriers' bands.

Two resolutions concerning WPA (Nos. 52 and 53) were passed without debate. One called for AFM to do all in its power to retain the 18-month rule, and the other, that the AFM go on record as requesting President Roosevelt and Congress to restore the WPA wage scale.

Quick passage was given a resolution (No. 8) to prevent AFM members on traveling engagements from being prevailed upon to put in personal appearances at local radio stations without proper release from the AFM local involved.

Requirement of vaude, tab, or unit shows to carry a musical director (Res. No. 18) was killed and caused no debate. Authors of the resolution felt that, inasmuch as the International Alliance of Theatrical Stage Employees made such shows carry a carpenter and electrician, AFM had a right to a musical director.

10 Per Cent Tax

AN ATTEMPT to redistribute (Res. No. 30) AFM 10 per cent tax on bands so that the local came in for 5 per cent of the amount was squelched. The "whereas" pointed out that many small locals spend more collecting the 10 per cent tax than they get out of it. Resolution No. 39 was also killed. It was designed to amend the AFM's 10 per cent law to apply to traveling, steady, and miscellaneous engagements.

Resolution No. 47 was adopted by the convention. It asked that all AFM locals within 100 miles of AFM secretary send in their price lists of general business on the first month of their price list year. This is to avoid mix-ups caused by locals having different fiscal price list years.

Resolution (No. 57) was adopted making it imperative that band arrangers and copyists traveling with bands be made to deposit transfers with each local visited, along with the sidemen and leaders, and that these men be paid the basic instrumental scale.

Biennial Convention

RESOLUTION No. 62 was directed at counties having laws preventing dancing, while live music is played unless the proprietor obtains a dance license. These laws usually do not apply to automatic phonographs. No. 62 was killed, however.

Resolutions Nos. 15, 23, 34, and 48 were combined and passed with no argument. All hinged on the point that special space should be made on AFM membership application blanks for the inclusion of the applicant's Social Security number.

Delegates from Baltimore introduced a resolution (No. 24) to change the AFM convention to a once-every-two-years meet. It was killed without any discussion from the floor. Resolution No. 38 called for the convention to be held in May instead of June on account of the summer heat. This one was killed, too.

Alias Question

RESOLUTION No. 45 was killed. It proposed that the AFM president, secretary, financial secretary-treasurer, and international exec board be housed in one office for greater efficiency. Another resolution (No. 54) asked that all convention delegates file credentials 30 days prior to each convention, and that said list be distributed among them two weeks before the meet. Killed.

Adopted with no debate was Resolution No. 49, which stipulated that all members using another name besides their own must register both names with AFM and the locals, and that all mail, membership cards, etc., bear both names.

A move (Res. No. 3) was made to appoint an AFM representative to travel thru Western Canada at least twice a year. Same subject was brought up in resolution form at last year's convention, giving the president power to appoint one, but no action was taken. Killed this year.

Delegates also killed a resolution (No. 7) insisting that, where local officials

are students attending school, they must also be bona fide residents of the town, not just there for the school year.

Convention adopted a resolution (No. 39) restricting bands playing all types of fairs to the engagement contracted for, hence preventing fair managements from rotating or switching said bands to various locations within the fairgrounds.

Unemployment Insurance

RESOLUTION No. 26, calling for an investigation and remedy for the fact that it is sometimes impossible for traveling bandmen to collect unemployment insurance, was adopted. It pointed out that many times the traveling bandman has not built up enough weeks of employment in any one State to qualify him for unemployment benefits.

Resolution No. 31 was introduced to change Petrillo's May 15 ruling notice preventing announcement over air programs of a band's traveling itinerary. Argument was that non-union orks playing on small stations announced their future dates and thus cut in on union outfits. Killed.

Petrillo announced to the assemblage that within two weeks he and the national WPA director would take part in NBC radio programs designed to publicize the work being done on music projects. Petrillo said NBC had contacted him to get an ork on the WPA director's going on the air with a WPA ork in either Chicago or New York.

In all, there were 67 resolutions introduced at this year's AFM convention.

Good Band Money Lost Down South Due to No Spots

NEW YORK, June 21.—Band bookers here are cursing their luck over the one-night situation which has developed recently in the South. National defenses have made the Gone-With-the-Wind land a potential pot o' gold, but the bands and their bookers can't pitch the locations to get at it. The draftees and national guard units south of the Mason-Dixon line are barracked in just about every available armory and large music auditorium, leaving orks with a 6500-or-over one-night price out in the cold.

Most of the juicy locations in the Southland do not have large enough ballrooms to get a more than overhead crowd for bands in this price range. Armory and auditorium buildings are the usual substitutes, but one by one they've been requisitioned by the army. Colored bands have been hit the hardest, and just when they were on the threshold of cleaning up important here Negro jazz workers and drivers. The Negro bands' outfits used armories and auditoriums exclusively because of the race angle and the space to handle the crowds.

More and more white orks are beginning to feel the pinch, too, and are worried that the situation will grow worse as the army grows larger and seeks more living space. One-nighter grosses in the South the past few weeks have made this news harder to swallow, his being way up over past performances.

Some bookers are hoping that enterprising dance ops or promoters will be moved to build new spots on the strength of the South's boom, but these gents are playing cagey and watching the war clouds for any signs of negotiated peace. The bubble will blow up, they say, the minute the war is over.

In the West and East one-nighter stands are picking up at the turnstiles, and bookers lay the increase to amusement-hungry soldiers and defense workers with week-ends off. Band playing around Eastern Canada are getting a hefty cut of the army trade, too. One booker reports that 75 per cent of the customers are Canadian rookies from the camps.

Surprising Brush Given Name Bands At AFM Meeting

NEW YORK, June 21.—Bookers and band management offices are still amazed over the almost total absence of legislation affecting them and their relations with orks at last week's American Federation of Musicians' Convention in Seattle. Only two resolutions of any import were passed which hinged on the booker-band set-up. Adoption of one forbids an office to jump one of its orks more than 400 miles in any 24-hour period if the ork is going from one date to another. Second resolution confines bands playing theater engagements to 30 and performance week for Class B and A houses respectively. All performances over that number will be charged for on a pro rata basis.

Before the convention, the sideline talk was that action would be taken on at least three other phases of the band biz. Those were band financing, air commercials for traveling bands, and band recording restrictions. Only one of these discussed at all by the delegates was the last named, and resolutions affecting the record and transcription biz were shuttled over to the AFM exec board for action, which prey James C. Petrillo promised, despite ex-prexy Joseph N. Weber's opposition to the resolutions.

Financing Problem

The band financing angle was not brought up at all. According to pre-convention "experts" resolutions were to be brought up which would prevent an ork's being split into too many financial bits backed by too many "outsiders." New York Local 802 was scheduled to freeze air commercials, making it necessary for sponsors to hire more local stand-bys if a traveling band were used for the commercial shot. Both of these subjects may have been brought up for discussion during the exec board's pre-convention huddle, and that body may have figured it was not necessary to let the subjects hit the floor for discussion.

Bookers did not have much comment to make on the new 400-mile ruling, stating they would rather wait for a clarification from AFM. One booker pointed out that the ruling no doubt would be confined to orks traveling by bus or car, and for that reason would not affect the bigger names. As an example he pointed to a 320-mile hop from Boston to Washington, D. C., which a name ork would take by sleeper train in less than 24 hours, but which would not mean lack of rest for the men.

Clarification Needed

Other bookers expressed the belief that the ruling would not change the status of things as far as they were concerned, because a hop of that mileage and in that time period was rare. From 200 to 250 miles a night is considered average, or on a string of one-nighters about 1,500 miles a week.

AFM execs were not scheduled to return here until Monday (23), so could not be reached for any further clarification of the 400-mile ruling and whom it would directly affect.

This legislation is contrasted with the 1940 AFM Convention where booking office-band resolutions were drawn up which resulted in the new standard form management and job contracts now in use since spring of this year, and also the ruling that a band must be employed 40 weeks out of 52 or else it can break its office contract.

77th Anniv for Local 77

PHILADELPHIA, June 21.—Local Musicians' Union, Local 77, this month marked its 77th anniversary. About 160 old-timers turned out last week for a dinner at Adams Restaurant to mark the union's birthday.

Founding date was really that of the Philadelphia Musical Association, of which Local 77 was an outgrowth upon the organization of the AFM. Association still carries on as a social organization headed by William Lohholz. Local 77 officers made the speeches.

Orchestra Notes

By DANIEL RICHMAN

Of Maestri and Men

TO CHARLIE SPIVAK goes the distinction of setting a new attendance mark at Glen Island Casino, maker of bands at New Rochelle, N. Y. . . 1,510 people were jammed into the place Saturday night (14), shattering all single night records set previously by such bands as Glenn Miller, Casa Loma, and Larry Clinton. . . CLAUDE THORNHILL is set to return to the Casino in the fall, taking up where he left off when Spivak replaced him last month for his (Spivak's) current repeat. . . TEDDY POWELL is the follow-up to Alvin Roy at the Rustic Cabin in Englewood Cliffs, N. J., starting an eight-week run July 3. . . on the Roy band's night off Monday (23) DICK SHELTON comes into the Cabin for a single shot, his first appearance in the East. . . the ork, Stan Zucker property, stops off at this spot en route from the Van Cleve Hotel, Dayton, O., to Wayside Inn, West Springfield, Mass. . . BILL McCUNE comes back to New Jersey's Chatterbox, at Mountainide, on the 26th, succeeding Dick Stable, who stayed an extra week. . . McCune comes in from Syracuse (N. Y.) Hotel. . . follow-up to McCune at the Chatterbox is EVERETT HOAGLAND, as of July 17. . . SHEP FIELDS is set for the Sea Girl (N. J.) Inn from July 21, after which he will have finished his run at Monte Proser's Madison Square Garden Dance Carnival in New York, until the end of the season. . . the Sea Girl spot, however, is having a bit of difficulty getting a wire from any of the networks, and it turns out that it's impossible for one to be procured. Fields will not go in. . . RALPH ROTGERS, who supplied the relief rhythms for Tommy Dorsey's crew at the Astor Roof, New York, last summer, is back on the same bandstand doing the

same thing again, after Juanita Rios had been filling that chore since Dorsey's May 29 opening. . . latter stays on despite Rotger's return. . . BOB ASTOR debuts in the East under the MCA seigns at the Wigwam, Budd Lake, N. J. . . DEAN HUDSON's second trombonist and hot man, TOMMY FARR, joins Tony Pastor on first trombone, and has been replaced by BILL FORMAN, trombonist-arranger, who has had his own band for the past couple of years thru New England and the South. . . GLEN WILLIAMS closes a 38-week run at the Ledo Club, Jackson, Mich., and opens at the Greystone Club, Mansfield, O. . . VIDO MUSSO goes back to his former employer, Benny Goodman, on the 27th, having been replaced in Harry James's crew by JOHNNY FINECO, tenor sax star, who recently came from Holland. . . Fresco had his own band abroad, and has made records with Benny Carter and Coleman Hawkins. . . possibility exists that ANITA BOYER may soon take up the fem warbling chores with James.

Midwestern Murmurs

BOBBI RAMOS, who lost a job when the Colony Club, Chicago, suddenly folded, is going into the Chez Parre in that city as the alternate band starting July 4. . . BOYD KASHURN will share the honors with Ramos. . . JAN GARBER closes at the Palmer House, Chicago, on the 25th, and returns to the Windy City July 8 to start a run at the Trianon Ballroom. . . TONY CABOT landed a four-weeker at the Wil-Shore Ballroom, Chi, which operates Thursdays to Sundays during the summer. . . JIMMIE JACKSON opened at the Paradise Ballroom in the Windy City for the third successive season. . . SHARON DESMOND, vocalist, has joined the HAL MUNRO band, which opens for the summer at the South Shore Country Club, Chicago, on the 28th. . . ED WHITE opened at the Blackstone Hotel in the Loop last week, replacing John Duffy. . . RAMON RAMOS returns to the Drake Hotel, also in Chicago, in the fall, when BOB GRANT goes back to New York's Savoy Plaza. . . ACE BRIGODE is the opening attraction at the new Play-Mor Summer Ballroom, Kansas City, Mo., which starts the season Sunday (22). . . It's an elevated, outdoor dance temple built on tiers. . . LAWRENCE WELK comes back to the Trianon Ballroom, Chicago, September 1 for an indefinite run. . . Welk follows his current Penobscot Hotel, Memphis, Tenn., engagement with a month of touring thru the Midwest, as mapped out by Joe Kayser, of the Frederick Bros.' Music Corporation Chicago office. . . HERBIE HOLMES is current at the Trocadero, Henderson, Ky., to be followed by RED NICHOLS July 5. . . GENE KERWIN'S Swinging Strings, intermission music at Beverly Hills Country Club, Newport, Ky., bowed out, with a new crew headed by AL WEIMAN, and including R. E. Klemmeyer, Chick Mauthe, Hal Mueller, and Step Weigand, coming in. . . the Kerwin group moved over to the Mounds Club in Cleveland. . . CHIC HERR, Akron band leader who was seriously injured in an auto accident while returning from a one-nighter in Beaver Falls, Pa., is recuperating at a hospital in Akron. . . his hands were badly hurt, but the doctors say he will be able to play violin, accordion, and piano again. . . his ork meanwhile continues at the Continental Grove in Akron, having followed Mousie Powell's band in there on the 12th.

Atlantic Whisperings

JOEY KEARNS, at WCAU, Philadelphia, signed to cut transcriptions for the World Broadcasting System. . . BERNIE PARSONS on the podium at Columbia (N. J.) Hotel. . . FREDDY MOMENAMIN makes it a summer stand at the Commodore Cafe, Atlantic City. . . JOHNNY FENSTERMACHER the music-maker at Eddyside Grill, Easton, Pa. . . JIMMIE ROBINSON and His Jive Kats cut the musical figures at Marjorie's Den near Hackettstown, N. J. . . BUDDY BOLDIN and His Buddies at the New Deal Paradise, Asbury Park, N. J. . . TEDDY WALTERS in Philadelphia treating a bad strep infection of the throat before returning to his guitar post with RAYMOND SCOTT. . . FRANKIE NOSEGO and His Serenaders (See ORCHESTRA NOTES on page 13)

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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.

Sev Olsen

(Reviewed at Happy Hour Night Club, Minneapolis)

DOING night club work for the first time, altho he has played hotels here for several years, Olsen and His Music Styled With Smiles are one of the big local "finds" of the year. There are a few rough spots that still have to be ironed out, but the ork puts on a well-balanced show, with sweet music predominating.

Despite the fact that Olsen, who comes personally, followed a novelty band here, the customers like his style. Olsen plays to the audience always, encouraging requests.

Combination is made up of three sax, two brass, and three rhythm. Frankie Getson, baritone, is the ork's vocalist and bears watching. Together with a fine voice he has an excellent mike personality. Band clown and novelty leader is Max Mattenson, trombonist, who as a musician is good, but on novelties is just ordinary. The ork boasts a nine-voiced modern male choir directed by Roland Schumacher. Boss player, which gives out with some fine harmony. There is also a swing quintet made up of the drummer, vibraphone, clarinet, piano, and bass. Billy Stott plays a mean set

of drums, and his impersonations of Gene Krupa and Ray McKinley types are good. Weinberg.

Ernie Palmquist

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

PALMQUIST is hitting the comeback trail with a bang if his new crew is any measuring stick. Ork measures three rhythm, three reeds, and two trumpets. In addition, so many of the personnel double that Ernie has a four-way sax choir, four brass, or three fiddles. He has a full, lush voicing of his five melody instruments, so there is never thinness of tone. An example of his arranging: first trumpet doubles on solo fiddle, tenor doubles on electric guitar, and pianist offers a lush solo vox chorus.

Most vocals are handled by Doris Denise, good-looking, husky-throated canary, who chirps both ballads and rhythm tunes. However, it is Palmquist's showmanship which really sells the band. The maestro offers his own novelty numbers and imitates the styles of such other bands as Cab Calloway, Kay Kyser, Ben Bernie, and Guy Lombardo, offering also clever caricatures of the maestri themselves. Palmquist is energetic on the bandstand, having a keen, likable per-

On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disk reviewed. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both. Paragraphs in heavy type are designed for operators of automatic phonographs as a guide to the potential value of recordings in music machines. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By DANIEL RICHMAN

HENRY KING (Okeh 6233)

MI Sombbrero—Rumba, Bruca Manigua—Rumba.

KING has been one of the standard bands playing in the field of smarter music and smarter spots for a long time, and no small part of his ability to work class hotels and niteries has been his adeptness with Latin-American song stylings. Proof of the latter was contained in the results of the voting for favorite Latin bands among the colleges participating in *The Billboard's* Fourth Annual College Music Survey recently, wherein King finished seventh, despite the fact that his career has gone along thru the years unspicaciously, with much of it devoted to playing smooth, society-styled regulation American dance music.

His Latin outpourings, however, have a genuineness not often found in domestic orchestras, and his first release on the Okeh label gives Columbia's 35-cent platters its initial representation in the more or less authentic Pan-American rhythms. King moves over to this label from Decca, where he had been splitting up standard American tunes and Latin numbers. The songs selected for his Okeh starter would seem to imply that most of his output will be in the strict rumba-conga-samba vein.

These two rumbas are played excellently in the typical rumba style that has made Latin stuff so popular here of late. Strings, reeds, Latin-type trumpet, and piano combine in a colorful conglomeration of south-of-the-border dancipation. The A side is particularly interesting because of its switch into a combination swing-samba near the end. Reverse likewise has its share of contrast, the slow rumba beat with which it starts out turning into a faster, brighter tempo midway thru the side. No vocals on either number, but some expert music-making of a type that is enjoying plenty of popularity currently.

Except in locations which number among their patrons devotees of Latin-American music, these sides can't mean very much in a general way. The first side tune is fairly well done, being an original by Xavier Cugat, but the B side will be meaningless to the average nickel-dropper, unless, as already mentioned, it's spotted where Latin stuff is extremely popular.

ANDREWS SISTERS (Decca 3821)

Daddy—V, Sleepy Sereads—V.

IT WAS to be expected that the Andrews girls would turn out a highly commendable job of the ditty that Sammy Kaye unearthed, and which he recorded with conspicuous success. Sometimes expectations aren't always fulfilled, but in this case the singing sisters lived up to advanced prognostications, and here deliver a side that probably will have no difficulty in taking its place alongside Kaye's as one of the big records of this number.

The Kaye disk had such a headstart, and has been heard so much, that it's a bit hard to disassociate this tune and lyric from the band ensemble style in which Sammy did it. But the Andrews' platter has the quality to make it stand out on its own, and as such to make a definite, favorable impression.

The tempo might have been a little slower, more in the rocking, relaxed beat that Kaye uses, but that is the only criticism of an otherwise excellent performance. Vic Schoen's arrangement and instrumental backing help considerably, and a guitar bit is outstanding. The girls for their part sing brightly and in their individualistic style of jive, with Patty's customary solo one of the highspots.

The reverse, in places, is even better, the girls reverting to the slower tempo of their *I'll Be With You in Apple Blossom Time* current hit disk. Song is a long one, and the girls go thru only one chorus, with an out-of-tempo ending that's different for them, and good in itself. Again Patty's soloing and some guitar work are outstanding, as is the simple but always listenable arrangement.

Either side here is strong music machine stuff. Sammy Kaye's "Daddy" has a large headstart over this version, but the Andrews name is a potent one in the boxes, the song itself is highly popular, and this arrangement offers contrast to the straight band chorus Kaye version. This will in all likelihood keep step right alongside Kaye's in a number of machines. Reverse is also another fine bet for operators—a good song sung well by a proven nickel-pulling trio of artists.

(See ON THE RECORDS on page 98)

sonality and making a sincere appearance.

All in all, this is a crew well worth watching. It shows evidences of being well drilled and capable of performing excellently in both hotels and ballroom locations.

Tiny Hill

(Reviewed at the Rainbox Ballroom, Denver)

AMERICA'S largest band leader does a selling job in keeping with his figure, and his commercial style, built on two-beat arrangements, is a natural for ballrooms. There's nothing sensational about Hill's outfit, but his four-four-three combo, working full most of the time, keeps a steady tempo going that satisfies most any terp taste. Hill is a personable fronter who keeps a line of chatter going, with little baton work. He handles practically all of the novelties, which come often and are based wholly on a vocal delivery that could easily be termed corny, but it's the kind of corn that pays big dividends, as each time he takes to the mike it's a sell with the dancers.

Bobby Freeman, a recent addition, handles the ballad work; his tones are clean and clear and he has a youthful sincere style that goes over nicely. Dick Coffeen, first trumpet, turns in some commendable tooting as the lead for ensemble work. Monte Montjoy, presiding over percussion, has taken over the gourd work, which has long been a part of Hill's set-up. Nook Schreier and Bob Walter, sax men, take care of arranging.

The Hill may be the hillbilly angler who uses saxos and brass instead of

mandolins and guitars, with the combination he has he definitely seems on the way to bigger things. Trackman.

Marvin Dale

(Reviewed at Trionon Ballroom, Chicago)

ORGANIZED a little over a year ago on the Pacific Coast, this band is playing its first Chicago engagement. Its style, built around a sweet melody sax section with a combo of full muted brass, is breezy and effective, and the nicely varied tempos are pleasing to the terper. Dale, a handsome six-footer, fronts the band stately, and his friendly personality is a decided asset.

Instrumentation is three sax, four brass, and three rhythm, a nicely balanced combo that gives out well-timed dance music, interspersed with vocal and instrumental specialties. Ork carries no fem warbler, but has two good male vocalists, Russ Brown, who handles ballads, and Ernie Mathias, who also is trumpeter in the band. Dale himself sings well, and the three boys do some pleasing trio warbling. While occasional rumbas and other Latin numbers are offered, the ork goes strongly for pop ballads and novelties.

Dale offers a liberal sprinkling of beautifully played waltz tunes, old and new. His selections cover a wide range of the popular tempos and moods in danceable style. Green.

MILWAUKEE, June 21.—The Bon-Aires, a four-piece strolling aggregation, opened Monday (16) at the Hotel Schroeder here for an extended engagement, after a stay at the Lorraine Hotel, Madison, Wis.

ASCAP Denies Deathbed Charges; More Talks Expected

NEW YORK, June 21.—To knock in the head rumors that ASCAP is weaving around on its last legs, the Society said this week that, for the second quarter of the year, ending June 30, ASCAP will take in more than \$1,000,000. ASCAP spokesmen added that their members were never so solidly back of the org as now, and that there was absolutely no chance of their bolting. Society expects to resume confabs with NBC and CBS after the cessation of Senator Wallace H. White's PCC investigation hearings in Washington. ASCAP maintains that the nets have given it the run-around, especially since Mutual did all the dirty work in "choking" ASCAP down on the price. ASCAP also stated this week that it was not averse to BMI's suit regarding copyright control of some 10,000 tunes in the E. B. Marks catalog. The question, ASCAPers say, has never been clearly adjudicated, and the decision might be one which Marks will not like.

Regarding ASCAP's damage suit against BMI, CBS, NAB, and NBC, BMI officials called it a "cheap Broadway trick."

Fuhrman Gets Cape May Dance Job for 10th Year

CAPE MAY, N. J., June 21.—Clarence Fuhrman, musical director of KYW, Philadelphia, was selected for the 10th consecutive year to supply the music for Convention Hall dancing here nightly during the summer, starting June 28. Hooping is on the cuff, resort paying the fiddlers. Fuhrman's bid for \$3,975 was accepted over that of Gustave Blenk, asking \$3,450 for the season.

In addition to the nightly dance music, maestro must provide Sunday afternoon concert sessions. Fuhrman takes vacation leave from the radio studio for the local sessions.

ORCHESTRA NOTES

(Continued from page 11)

set at Byer's Cafe, Trenton, N. J. . . . PETE CLONNA gets the call at Tag's Cafe, Philadelphia. . . . NESHO MORETTI and His Modernates for the summer's music-making at Ranch O Hotel, Belviders, N. J. . . . CONNIE McLEAN set to summer at Atlantic City's Paradise Cafe starting Friday (27). . . . JOHN COLBY, who had at Anton Guit's Cafe, Trenton, N. J. . . . CLIFF HALL, out of Philadelphia's Embassy Club, set for a series of solo platters for the Liberty Records Company, New York.

And Points West

ART KASSEL opened at Lake Side Park, Denver, Thursday (19). . . . LARRY HERRMAN in at the Figueroa Ballroom, Los Angeles, for four weeks. . . . LEIGHTON NOBLE closed at Jantzen Beach in Portland, Monday (16), and followed DUKE ELLINGTON into Jimmy Contrato's new Trianon, formerly Topsy's, at Southgate, on the 19th. . . . Noble is in for four weeks. . . . JIMMY GRIER is all set for the 25th air in Salt Lake City beginning the 25th for two weeks. . . . EDDIE McCONNELL at Rio Nido, Calif., for two weeks, and then into Casa Del Rey at Santa Cruz July 9 for the same time. . . . JACK TEAGARDEN opened at Jantzen Beach, Portland, the 17th for two weeks, and then one-nights back down the Pacific Coast and thru to Dallas for July 11. . . . OZZIE NELSON is set to follow CHARLIE BARNET into Casa Manana, Culver City. . . . JOE SUDY is set for the Tel Mar in Santa Monica, Calif. . . . HARRY OWENS moved out of the Los Angeles Paramount to the new Plunge Room at the Miramar in Santa Monica. . . . CEE PEE JOHNSON, featured at Rhythmboogie, is making films for Soundie machines. . . . LOU BRING and PHILIP LOPEZ are also signed for these flickers. . . . MANNY STRAND continues at Earl Carroll's, Los Angeles, and will play for the new revue there. . . . AL DONAHUE is auditioning for a girl singer to replace DICK KRATING, who recently married Hank Macdalen's, trumpet player, and is leaving the band. . . . DANNY HURD will handle all arranging for the Donahue band in the future. . . . GLENN MILLER has added 30 more acres to his Pasadena ranch, making it a total of 55. . . . GLEN GRAY pulled out of Hollywood for a tour of the Middle West. . . . GEORGE (THE FLY) DURGIN, of the Glenn Miller outfit, leaves Hollywood soon for Chicago.

Fair List

A list of fairs and expositions will be found in the List Section of this issue.

Bob Crosby Jams Pitt 5 and 10 Store

PITTSBURGH, June 21.—Popularity of recording bands is evidenced again in merchandising tie-up arranged with G. C. Murphy chain's downtown store by Joe Feldman, Warner publicity director, in conjunction with Bob Crosby's appearance at Warner Stanley Theater.

Maestro appeared one hour in store, during normally dull period, and jammed place to point where it almost became shambles. And store is reputedly one of biggest five-and-dimes in country. More than 1,000 autographed records were sold during hour. Only promotion was three 10-inch newspaper ads.

Crosby also got extra coverage on airwaves, with Feldman fixing appearances on KDKA with his band, on WJAS with station's band, and on WWSW for interview during transcription period.

G Men Crack Down on Song Sheet Peddlers

NEW YORK, June 21.—Federal Bureau of Investigation operatives cracked down here Tuesday (17) on illicit song peddlers, holding 11 on bail awaiting action of a federal grand jury.

All 11 men were rounded up in the Times Square area selling the sheets at a nickel apiece without benefit of copyrights. Further investigation showed that two local printers were selling the sheets at \$6 per thousand to a "middle man" who in turn passed them on to the peddlers for \$1.60 per hundred.

Peddlers, according to the FBI chief, were selling the sheets at 5 cents and 10 cents, whichever they could get, and sold as many as 30,000 copies each week among the 11 picked up.

MCA-CAI DEAL

(Continued from page 3)

a good many more unsold attractions, which will be used to round out the various package shows for fall sale. This will also permit MCA to expand in the radio field with daytime serials and variety shows.

Cugat, Herman Starr Head New Warner Pan-American Pub Firm

NEW YORK, June 21.—Latin ork leader Xavier Cugat signed corporation papers Tuesday (17) making him vice-president of the North & South American Music Company, a new Warner subsidiary set up to tie in Pan-American countries with the parent publisher. Herman Starr, president of Warner's Music Publishers Holding Company and also a member of Decca Record's board of directors, will head the new firm.

Stock in the new NSAMC will be split into A and B groups to conform with various State statutes. The Class B issue will be controlled by Cugat. According to unconfirmed reports, Cugat is not sinking any coin into the venture, but is merely lending his prestige and connections. Warners are putting up all the dough.

Fernando Castro, formerly of Southern Music Company, is professional manager of NSAMC, and for the first six months will be on tour of the Latin American countries establishing contacts and buying up compositions.

Since announcement of the new publishing firm, much speculation has run thru the fan on whether or not Columbia and Decca have a finger in the pie. Decca spokesmen insist that Starr's chair on their board of directors has nothing whatever to do with his other activities and that they (Decca) are staying as far away from the publishing biz as ever.

However, there are reports afloat already that Starr and Cugat will probably use what influence they have with Decca and Columbia to promote NSAMC tunes. Cugat records for Columbia, and has the usual amount of say about the tunes he wants to wax.

Krupa Sets Totem Pole Record; Chester's \$868 in Bridgeport; Arnheim Weak; Other BO Grosses

ARBUINDALE, Mass., June 21.—Gene Krupa, playing a full-week stand, established a new record for six-night grosses at the Totem Pole Ballroom in Norumbega Park here last week, setting up a new mark of \$9,112. Thirteen thousand five hundred dancers streamed into the ballroom during the week at \$1.35 a couple.

Attendance mounted daily, starting at 900 Monday, and continuing thru 1,800 Tuesday, 2,000 Wednesday, 2,200 Thursday, 3,100 Friday, and 3,500 Saturday.

Ballroom capacity is 3,000, but dancers leave the ballroom to wander about the amusement area, and tickets can be sold far beyond the capacity mark.

BRIDGEPORT, Conn., June 21.—Coming in for a one-night appearance at Pleasure Beach Ballroom here last Sunday (15), Bob Chester fared well with an attendance of 1,128 persons. With duets priced at 77 cents, there was a nice gross of \$868.50.

On his last appearance in Bridgeport several months ago at the Ritz Ballroom Chester drew 1,502 persons, with admish set at 65 cents.

CANTON, O., June 21.—New to the territory, Gus Arnheim grossed \$456 on a one-night appearance at Moonlight Ballroom at near-by Meyers Lake Park, June 8. Admission was 60 cents a person. Management blamed the poor biz on the fact that the younger dancers were not familiar with the Arnheim combo, since it has been on the West Coast most of the time in recent years.

BOSTON, June 21.—Three ballrooms here took in \$4,500 on Friday and Saturday (13 and 14), using seven bands. On the 13th, Bunny Berigan and Red Norvo were teamed at the Raymor-Playmor, twin ballrooms. Admission was 65 cents and 55 cents, and 1,800 hoofers attended for a nice \$920. Night was hot and muggy. Ray Bellaire, playing at Riverview in Neponset, Mass., where he has become an established favorite, drew 1,300 terps at 55 cents a head for a good \$715.

On the 14th, Leighton Gray and Harder Downing were teamed at Raymor-Play-

mor. Same price scale existed, and 1,400 dancers turned out for a gross of \$840. Bob Pooley played his first date at the Riverview, and drew 1,500 at 55 cents for a nice \$825.

Claude Thornhill, playing his third successive Saturday night at Kimball's Starlight Ballroom, South Lynnfield, Mass., drew 1,800 at 75 cents and 65 cents for a very nice \$1,260.

SPOKANE, Wash., June 21.—Jimmie Grier drew 1,100 dancers to Natatorium Park here Saturday (14). Duets scaled at 85 cents per copy, which included the tax of 12 cents. This was only about half the crowd owner Louis Vogel expected, but he blamed a combination wind, dust, and rain storm for holding it down.

DENVER, June 21.—Johnny (Seat) Davis topped all previous one-nighter names at Hiawatha Gardens, Manitou Springs, Colo., so far this season when he drew 924 customers at \$1 each June 7. Davis had finished a successful three-week stay at the Trocadero Ballroom at Elitch Gardens here.

Al Donahue is the next name set for Hiawatha, Wednesday (25).

OKLAHOMA CITY, June 21.—Ella Fitzgerald drew about 1,500 persons for a Negro dance at Municipal Auditorium here June 7, with admish set at 75 cents advance and \$1 at the door. About 500 white spectators paid 40 cents each to watch and to dance by remote control in Auditorium's Hall of Mirrors.

T. T. Johnson, Auditorium manager, said Fitzgerald attendance was about 300 better than crowd for Count Basie, who played at the last big Negro dance here last summer. White spectators also jumped about 300 over Basie, Johnson reported.

Dean Hudson and his
Orchestra

FITCH BANDWAGON

N. E. C. Network
June 29th

★

OKEH RECORDS

Red River Valley 1711 Take You Home Kathleen
Can't You Tell 6148 Let's Try Again 6171

"Lance Toastee Time"
N. E. C.—South-East Network
Man. Teat., Wed., 7:45-8:00 A.M.

currently Coastal Beach Club
Virginia Beach, Virginia

M.G.I. MUSIC CORP. OF AMERICA

Thanks for everything!

Our thanks and appreciation to Charlie Barnet for the splendid opportunity he has given us—and, of course, Charlie Weintraub.

The
QUINTONES

(Patti—Irving—Murray—Lloyd and Al)

now featured with

CHARLIE BARNET and his
ORCHESTRA

On Cross Country Tour to the Coast—
Opening JULY 22—CASA MANANA—Hollywood, Calif.



193 CHICAGO WEEKS IN '40-'41

Name New Equity Council Members; Turn Down Bid

NEW YORK, June 21.—Robert Goss, named by Equity Council at its meeting Monday (16) as a replacement for one of the eight Council members who resigned last week charging Communistic control of the Council, refused the appointment today, citing similar grounds. He said he approved of the action of those who resigned, and was therefore unable to accept. Six of the seven others named as replacements by the Council have already accepted. They are Alexander Clark, Ross Ferrer, Donald Randolph, Roy Roberts, Ben Smith, and Evelyn Varden. Walter Gilbert, who was also named, is now appearing in Indianapolis, and has not as yet replied to his notification. According to reports from Indianapolis, however, he, like Ross, is turning down the bid. Gilbert, it is said, will give as his reason the fact that he does not know when he will return to New York.

At Monday's meeting a panel of 23 names was chosen, and after the Ross refusal, the ninth name on the list, that of Raymond Massey, automatically came up. Notification has already been sent to him on the Coast.

Many Equity members were quick to point out that the appointments by the Council made the claims of the resigning councilmen look foolish, and that his own appointment made Ross's reasons for refusing seem untenable. They point out that the Council, despite the fact that the eight resigning members failed to participate in the deliberations, named a group of replacements that were approved even by Florence Reeb, one of the resigned vice-presidents. They point out that, in addition to Ross and Gilbert, two more of the eight replacements were known to be actively in back of the regular slate at the annual election. On the other hand, they point out, only one of the eight replacements had actively backed the independents. They ask why a council "dominated by subversive elements" would have named such replacements.

No action was taken at Monday's Council meeting regarding replacements for the two resigning vice-presidents, Miss Reed and Peggy Wood. It was felt, according to Equity spokesmen, that the Council roster should be completed first.

Cowbarn Spots 11 Under Last Year

NEW YORK, June 21.—The list of summer stock theaters this year is 11 under the number of companies bonded with Equity last year. This year 36 have posted bond, as against 87 at the same time last year.

Last year many of the theaters were backed by the actors themselves. This year, however, it will be noted that many of these are missing from the list. This is due to the fact that so many of them failed last year.

Only one of the theaters listed in the accompanying box will have Equity principals with local extras, as compared with three last year. As last year, the majority of the shows have received Class A rating, but more have received the BM than in 1940, and there are fewer B ratings. This year, it will be noted, some have received an RO rating.

Set AC Legit Plans

ATLANTIC CITY, June 21.—Ben Jacobson, who leased the Garden Pier Theater here, plans on getting the season under way June 27. Initial attraction will be either *Charley's Aunt* or *Little Foxes*. Second attraction set is *Cabin in the Sky*, with Ethel Waters. Jacobson also disclosed that he has already signed for Al Jolson in *Hold On to Your Hats* for the closing Labor Day

BROADWAY RUNS

Performances to June 21 inclusive.
Dramatic Opened Perf.

<i>Arsenic and Old Lace</i> (Walton)	Jan. 10	187
<i>Goodbye, My Brother</i> (Hoy)	Feb. 12	150
<i>Classified</i> (Booth)	Apr. 21	72
<i>Gone with the Wind</i> (National)	Feb. 12	150
<i>Doctor's Dilemma</i> (The Strand)	Nov. 26	239
<i>Meet and Greet</i> (The Strand)	Mar. 11	118
<i>Johnny Belinda</i> (Longacre)	Sept. 18	318
<i>Life With Father</i> (Hayes)	Nov. 8	678
<i>Mac Wasn't There</i> (The Strand)	Oct. 16	304
<i>My Sister Ellen</i> (Hillman)	Dec. 26	204
<i>Native Son</i> (St. James)	Mar. 24	104
<i>Sparate Rooms</i> (Plymouth)	Mar. 22	426
<i>Watch on the Rhine</i> (Rock)	Apr. 1	91

<i>New Hellasopolis</i> (Winter Garden)	Dec. 11	440
<i>Pal Joey</i> (Hillman)	Dec. 25	205
<i>Panama Hat</i> (49th St.)	Oct. 20	270

week-end, opening August 27 for five days, doing two shows a day.

Instead of full week operation, in face of the fact that pre-season resort business points to terrific week-end crowds this season, plan is to bring down the Legitimate productions for Fridays, Saturdays, and Sundays, putting in two shows a day.

Cowbarn Casting List

The following is a list of summer theaters operating under strict supervision and approval of Actors' Equity. Class "A" companies operate in a competitive area which is within 40 miles of another stock company and produce new and old plays; class "B" companies are in non-competitive area and produce only revivals; class "BM" includes lodging arrangements in return for reduction in minimum cash salary; class "SP" is a special dispensation whereby company uses Equity principals and local extras; "RO" is a rotary stock company—show must play both houses; "BI" indicates security required; "E" means exempt from posting bond.

S, A	American Actors Company	Branchford, Conn., B. Wile
S, A	Ann Arbor Drama	Ann Arbor, Mich., Valentine Windt
S, A	Bass Rock Theater, Inc.	Gloucester, Mass., Henry Levin
S, A	Berkshire Playhouse	Stockbridge, Mass., William B. Miles
S, RO	Brighton Beach	Brighton Beach, Brooklyn, Ruth Goldberg
BM	Broadway Players	Margolis, Pa., Royal Stout
S, A	Bucks County Playhouse	New Hope, Pa., Theron Bamberger and Kenyon Nicholson
S, A	Cambridge Summer Theater, Inc.	Cambridge, Mass., Leo Paik
S, A	Cape May Theater	Cape May, N. J., T. C. Upham
S, A	Cape Theater	Dennis, Mass., R. Aldrich and M. Hart
S, A	Chapel Playhouse	Guilford, Conn., Nate Beers
S, RO	Cedarhurst Theater	Cedarhurst, L. I., Ruth Goldberg
S, A	County Theater	Suffern, N. Y., Jean Muir
BM	Cragmoor Players	Cragmoor, N. Y., Hugh Neville
S, BM	Deerslake Theater	Orwigsburg, Pa., Anthony Parella
E, A	Eliott's Gardens	Denver, Colo., Arnold Guerlier
S, BM	Forty-Niners	Whitefield, N. H., L. Chase and B. Malrod
E, SP	Hill Shelton Players	Cedarhurst, L. I., Hill Shelton
S, A	Hilltop Theater	Ellicott City, Md., Don Swann Jr.
S, A	His Majesty's Theater	Montreal, Can., Frank McCoy
S, A	Indianapolis Stock Company	Indianapolis, Ind., Martin Burton
S, A	Ivoryton Playhouse	Ivoryton, Conn., M. Stiefel
S, A	Lake Whalom	Fitchburg, Mass., Guy Palmerton
S, A	Lakemont Theater	Toledo, O., J. Linderman and C. Cartwright
E, A	Lakewood Players	Skowhegan, Me., Melville Burke
E, A	Leverthal Rotary Stock	Jules Leverthal
S, A	Maplewood Theater	Maplewood, N. J.
S, A	Marthas Vineyard Playhouse, Incorporated	Marthas Vineyard, Mass., M. Cote and N. M. Skinner
S, A	Monomoy Theater	Chatham, Mass., Mary B. Winslow
S, BM	Mountain Playhouse Company	Jennerstown, Pa., L. S. Moust
E, A	Mount Greta Players	Mount Greta, Pa., M. Mansfield
S, A	Nantucket Players	Nantucket, Mass., J. Bender
S, A	Newport Casino Players	Newport, R. I., Edward Massey
S, A	North Shore Players	Marblehead, Mass., M. B. Johnson
S, A	Ogunquit Playhouse	Ogunquit, Me., Mrs. W. Hartwig
S, A	Paper Mill Playhouse	Milburn, N. J., Frank Carrington
S, A	Peterson Players	Faterson, N. J., John C. Webb
S, B	Red Barn Theater	Westboro, Mass., Rose Dresser and Robert Daggett
S, A	Ridgeway Theater	White Plains, N. Y., D. Olney
S, A	Robinhood Players	Arden, Del., Louisa Carpenter
S, A	Royal Alexandria	Toronto, Can., Frank McCoy
S, A	Sayville Theater	Sayville, L. I., Edith Gordon
S, A	Skaneateles Summer Theater	Skaneateles, N. Y., Virginia L. E. Franke
S, A	South Shore Players	Cohasset, Mass., Mrs. Alexander Dean
E, A	St. Louis Opera Company	St. Louis, Mo., Arthur Sledge
S, A	Starlight Theater	Pawling, N. Y., Teddy Jones
S, A	Stony Creek Players	Stony Creek, Conn., Ronald T. Hammond
S, A	Tamarack Playhouse	Lake Pleasant, N. Y., Malcolm Atterbury
S, A	Theater-in-the-Dale	New Milford, Conn., Louis Toussaint
S, A	Theater-by-the-Sea	Marineauk, R. I., Jackson Halliday
S, BM	Town Hall Playhouse	Westboro, Mass., Alan Gray Holmea
S, A	Valley Players	Holyoke, Mass., Carlton Guild
S, A	Westchester Playhouse	Mount Kisco, N. Y., Fred Sears
E, A	Westport Playhouse	Westport, Conn., L. Langer
S, A	Woodstock Players	Woodstock, N. Y., Robert Elwyn

Playing Time Long, But Grosses Light; "Father," 51 Weeks, Takes 850G; 7 Houses Were Running

CHICAGO, June 21.—The Chicago legit season of 1940-'41, beginning with June and ending with May, had 193 weeks of playing time. While only 25 attractions played in seven houses, long runs account for the big total. The season compares favorably with other prosperous years as far as playing time is concerned, but has not been too strong at the box office since Holy Week. All attractions, regardless of their out-of-town reputation, have been off since the beginning of the year. Showmen have been dishing out every imaginable reason for the slide, but so far no one has produced any stimulant to bring back the lost grosses.

Two outstanding factors of the season include the simultaneous activity in seven legit houses for a number of weeks and the record-breaking run of Oscar Serlin's *Life With Father*, which ended a 66-week engagement at the Blackstone Theater, long rated a "Binx" house. The

play accounts for 51 weeks of the season's total. It entertained some 600,000 customers and grosses over \$850,000. The closest money mark was chalked up by *DuBarry Was a Lady*, which pulled a surprise by hanging around for 11 successful weeks, leaving town with a fat \$240,000.

In addition to the Blackstone, active last season were the Grand Opera House, Selwyn, Harris, Erlanger, Studebaker, and Auditorium. Latter had three weeks of *Hellasopolis*. Because the theater is scheduled to close for good at end of this month, the musical moved from the Auditorium to the Erlanger.

An end-of-the-season sideline that is considerably brighter than last year is the current summer activity. Only *Life With Father* remained in June, 1940, with no competitors on hand before the arrival in July of Al Jolson in *Hold On to Your Hats*. On the other hand, four shows are now continuing in the Loop—*Hellasopolis*, *Arsenic and Old Lace* at the Grand, *My Sister Ellen* at the Harris, and *Accent on Youth* with Sylvia Sidney and Luther Adler at the Selwyn (due to a June opening, *Accent on Youth* is not listed in the 1940-'41 legit review).

As always, Chicago was musical-minded, but more critical. No less than 11 of the 25 tenants were tune-fests, but so careful were the customers that only four departed with heavy profit. The aforementioned *DuBarry* tops that list, followed by Al Jolson show, which remained for six weeks before departing for Broadway; *Meet the People*, a low-budget musical which did all right for 12 weeks, and *New Pins and Needles*, which kept the Studebaker busy for 17 weeks.

Hellasopolis's is not doing the business it garnered on the road, but may improve when it moves into the more intimate Erlanger, where a crazy quilt of this type can be seen to better advantage. *Too Many Girls* stayed for three weeks, but nothing happened. The Schubert version of *Tonight or Never*, titled here *Night of Love*, folded after a week. The perennial revivals of *Blossom Time* and *Student Prince* stayed on for five and four weeks respectively and attracted comparatively good business. Ed Wynne and his *Boys and Girls Together* were the disappointment of the season. Tried it for four weeks and dropped a good bit of the coin made during the New York run. Ethel Waters fared mildly during her four-week stay in *Cabin in the Sky*.

Contributing 23 weeks to the season are two late hits which are still going strong. *My Sister Ellen*, at the Harris, is the first Loop hit of 1941 and accounts for 15 weeks. Eight weeks are credited to *Arsenic and Old Lace*, which is still milking out a fair average at the Grand.

The Male Animal stayed for 11 weeks, but the take was off. *Ladies in Retirement* scored heavily for two weeks, but when it returned later in the season for another fortnight the grosses were weaker. *Lady in Waiting* played for three weeks. Alfred Lunt and Lynn Fontanne in *There Shall Be No Night* had no trouble attracting capacity houses during their three and a half weeks' stay. Eddie Dowling was well received in *The Time of Your Life*, which lasted five weeks. Ruth Chatterton played three different houses during her seven-week run in *Pygmalion*. Despite the heavy publicity campaign given Ruth Gordon on her 25th year in the business, she failed to draw healthy grosses with her appearance in *Here Today*, which left after three weeks.

Dante's magic show, *Sim Sala Bim*, stayed three weeks. A local production of *See My Lawyer* died in two houses for three and a half weeks.

Another disappointment was the fortnight of *The Man Who Came to Dinner* with Alexander Woolcott. Show did well last year for 24 weeks but exhausted its appeal in American Theaters. Society subscription audiences boosted interest in *Tweelfth Night*, which played for a month.

Out-of-Town Openings

"Skaal!"

(Hedgerow Theater)

MOYLAN-ROSE VALLEY, PA.

A drama by Vivan Johannes; directed by George Ebeling; settings, lights, and properties by Stanley Paikstella; costumes by Carol Marsh; produced by the Hedgerow Theater. Cast includes David Metcalf, Miriam Phillips, Helen Alexander, Michael Stuart, Jasper Deeter, Michael de Beusset, Rosalind Metcalf, and Richard Basehart.

This dramatic idyll about the hardy Scandinavian pioneers who settled the Minnesota timbersland is the first play by Vivan Johannes and the 148th addition to the Hedgerow repertoire.

Curtain opens on a moment in the life of the Old Thorwaldsen family, just as one son is about to bring a new wife from the city into the household, while another son who has gone to sea is expected home for a visit. When the sailor returns there is conflict between brother and brother and between sailor and woodman's wife. The conflict is not between love and hate or strength and weakness, but between one love and another, and one strength and another. And it is only when the son goes back to sea that this drama of conflict resolves itself.

Author knows her backgrounds. Her male characters are particularly strong; in fact, all her characterizations have a distinctive flavor in their simplicity, which lends a noble note to the play. Authentic in color, the play is also authentic in speech, but in extending her efforts to emphasize the naturalness of the language Miss Johannes has neglected to provide her play with action. Fortunate in having good interpretation, the fact that it fails to move is smoothed over. However, this tranquility makes it doubtful fare for the commercial stage.

Jasper Deeter, theater's founder, returns to its stage for the first time in two years to give an impressive portrayal of the now dreamy, now dynamic Old Thor, the aging father of the family. David Metcalf adds distinction as Old Tink, the itinerant gabby tinker, and Michael Stuart, as Stephan, the bled man, makes most of the comedy moments. Michael de Beusset, as the woodman, and Richard Basehart, as his sailor brother, are adequate.

The women's parts are handled surely Rosalind Metcalf, as the appealing but bewildered young wife, and Miriam Phillips and Helen Alexander as the two practical and earthbound sisters-in-law.

M. H. Orudenker.

"Man On Volcano"

(Neighborhood Players)

PHILADELPHIA

A comedy by Beaumont Newhall, directed by Julie Sutton, setting by Igor Belinkoff, presented at the playhouse of the Neighborhood Players, Philadelphia, on June 13.

Basing his comedy on personal experiences, and even playing a part that characterizes his everyday work, Beaumont Newhall, professor of English at Temple University, has shaped a satire that tells of the trials of a young college professor because of a speech he made before a group of Communists. The author portrays a dominating but cheerful head of the English department, a young college professor striving to preserve his idyllic existence in face of the machinations of the parlor pinkies in slacks and sweaters. A humorous sub-plot is injected by the dean's daughter, who has quite a crush on the young pedant.

Rudolph Bond as a blustering department head ran off with the acting honors, sharing the credits with the author, who portrays the young teacher with understanding, and Shirley Kemins as the pert romantic interest.

While the new play was accorded a warm reception, and the piece is pleasant enough, its commercial possibilities are limited to the little theater circuits.

M. H. Orudenker.

FROM OUTFRONT

Last Saroyan Note of the Season

BY EUGENE BURR

IT STRIKES this corner that the name of William Saroyan has been mentioned here with disconcerting frequency—so often, in fact, that my comments on the astute Armenian have probably become almost as boring as Saroyan's plays themselves. That is a chastening and unhappy thought, but even at the risk of still further boring the parishioners I feel it necessary to include one more Saroyan sermon before the close of the season. After this there will be no more—at least until the next Saroyan play is presented.

The reason for this final outbreak is a column written a week or two ago by that sage of newspaper and lecture platform, recent recipient of an honorary degree from Williams, and studious drama critic of *The New York Post*, John Mason Brown. In his essay Mr. Brown pointed out the striking dissimilarities between the works of Lillian Hellman and Mr. Saroyan (a job that requires as much finesse as writing a haystack in a collection of needles), and indicated that Miss Hellman stems from Eisen, while Mr. Saroyan stems from Chekhov. With that I have no quarrel; despite the adulation of pseudo-intellectuals, Chekhov remains as stupid, formless, pointless, and ineffective as the disciple Mr. Brown has taken him. It is only when Mr. Brown discusses Saroyan as a separate entity that I take issue with him.

HE STARTS off by saying, "To those who live by reason alone Mr. Saroyan is anathema," indicating that those who dislike Saroyan have been "brought up to believe that literary realism is the theater's only approach to reality." On the other hand, he says, many others admire the very things that Saroyan-dislikers condemn, since these others want the theater to escape from what he calls the strait-jacket of the well-made play (only Mr. Brown, being a consummate scholar, writes "well-made play" in French). These others, he says, "rejoice in the fresh air he (Saroyan) has blown into a medium which can be air-tight. . . . It is his imagination that gives him his tenderness for which they are grateful; his humor that they like, and his unorthodoxy which they prize."

After reading that, you begin to wonder just what makes one eligible for an honorary degree at Williams.

THE foolishness of some of the above statements should be apparent even to Mr. Brown, if he stops between lecture engagements to think about them. The implication, of course, is that only thru Saroyan or others like him may the theater escape from the strait-jacket of the well-made play. As a matter of fact, the theater escaped from that strait-jacket some 20 years ago, as even Mr. Brown probably knows. Miss Hellman's plays, actually, aren't much closer to well-made plays (in any sense of the word) than Saroyan's. Practically every dramatist of moment in America during the past two decades has ignored the shackles that Mr. Brown so feebly deplores.

On the other hand, if Mr. Brown classes as a "well-made play" any drama that refuses to shudder to the lawlessness of the Saroyan efforts, then the theater has worn shackles ever since the days of the Greek competitions. And in that case, if we have to turn ourselves to the formlessness of jolly in order to slide out of a strait-jacket that is very loose indeed, perhaps the strait-jacket is in the long run the lesser of two evils.

As for rejoicing in the fresh air that Saroyan has allegedly blown into the theater, we can get fresh air without tearing down an entire structure. The bombs of raiders have recently let a great deal of fresh air into Westminster Cathedral—but I doubt that even Mr. Brown sees in that any great cause for rejoicing.

As for the list of Saroyan attributes—his imagination, tenderness, humor, and unorthodoxy—the only one that seems to me unquestionable is his unorthodoxy. Unorthodoxy is a fine thing—but not, as Mr. Brown seems to think, when taken as an end in itself; unorthodoxy without point or reason or effect is merely childish and stupid destruction of tested forms. As for the other qualities, Saroyan's imagination seems to me merely the dull repetition of a surface-startling formula, his tenderness seems self-conscious bathos, his humor seems the maundering of an uninitiated psychopath.

In any case, even if the imagination, tenderness, and humor were genuine, they would surely deserve no praise unless they were displayed with honesty and craftsmanship. Any incompetent can possess such qualities, but it is only when he presents them consummately well that he becomes an artist. I doubt that even Mr. Brown will add craftsmanship to Saroyan's qualities. He fails utterly to understand that it is not the attributes that are condemned, but merely their fantastically inadequate presentation.

BUT the thing that annoys me most in Mr. Brown's masterwork is his calm assumption that all those who dislike Saroyan must "live by reason alone," that they must believe surface realism the theater's only approach to reality. Many of us who have fought for years against surface realism in the theater still despise Saroyan. A desire for intelligibility does not necessarily mean dependence on reason and stupid destruction of tested forms. To quote James Branch Cabell once more, wonder and not bewilderment is the gateway to the palace of art.

Mr. Brown has evidently no conception of true wonder; he seems to confuse it with bewilderment, freakishness, and irrationality. Unlike Cabell, unlike George Santayana (one of whose passages, available on request, is the greatest indirect condemnation of Saroyan I've ever read), Mr. Brown seems to think that anything irrational is wonderful. He doesn't seem to know that it is only thru knowledge and reason that true wonder may be achieved—not thru a childish and stupid denial of them.

Coleridge (someone else who was governed by reason alone?) once said, "All knowledge begins and ends with wonder, but the first wonder is the child of ignorance, while the second wonder is the parent of adoration."

I don't think that even Mr. Brown can deny that Saroyan's is the first sort of wonder—obviously so. It seems highly unfair to imply that those of us who insist that only the second wonder is admirable are therefore governed by reason alone. It is precisely because of our adoration of true wonder that we so deeply resent Mr. Saroyan's cheap, fumbling, and dishonestly synthetic variety.

Open Huge Theater In Red Rock Park

DENVER, June 21.—A preview of the Theater of the Red Rocks, located in the Park of the Red Rocks, 14 miles from Denver, was staged Sunday (8) before an audience of 3,000 persons. The theater, created by Ship Rock and Creation Rock, two jutting crags which stand side by side in the park, is bowl shaped and required four years to construct. Possessed of remarkable acoustical properties, a slightly louder than normal speaking voice is clearly audible at the top of the

theater, which is five times as long as a large motion picture theater and has a capacity of 10,000. Winding paths and steps cut thru the rock lead to the theater, which is situated in the midst of Denver's most spectacular mountain park. Features include parking space for 3,500 cars, a large stage, and a concealed booth for motion picture projection.

Formal dedication of the theater will take place June 15 at the first session of the Rotary International Convention, when Helen Jepson will sing to the accompaniment of an 80-piece symphony orchestra conducted by Henry Everett Sachs and a chorus of 100 voices directed by John C. Kendell.

Cowbarn Notes

Out of the Frying Pan opens at T. G. Upham's Cape Theater at Cape May, N. J., on June 23, starring Michael Whalen. . . . Gertrude Lawrence and Philip Merivale will be co-starred in *Behold We Live* at the Cape Playhouse, Dennis, Mass., the week of August 18. . . . The Woodstock (N. Y.) Playhouse, according to Robert Elwyn, director, will include in its resident company Philipa Bevans, Duane McKinney, Phyllis Elerman, William Halstead, Karl Malden, Ivan Triesault, Huston Richards, Betty Mallock, John Arliss, Mona Graham, and Charlotte Fitch. The Playhouse will open its season June 26 with *Eliza Landl* in *The Shining Hour*.

Mitchell Kaplan and Gregory K. Deane have signed "Georgy" as scenic designer for their Goshen (N. Y.) Community Playhouse which opens for its first season on June 30. . . . The Harbour Playhouse, Marion, Mass., will open its 1941 season June 25 with *My Dear Children*. . . . George Bernard Shaw's *Saint Joan* will be the opening production of the 22d season of the Gloucester Theater at Rocky Neck, Gloucester, Mass., on July 4 and 5.

Mrs. Walter Hartwig has signed Tailulah Bankhead, Conrad Nagel, Buddy Ebsen, Elsa Maxwell, and Anita Louise for the second half of the Ogunquit Playhouse, Ogunquit, Me., season. . . . The Theater-in-the-Dale, Milford, Conn., is now rehearsing *The Male Animal* for its June 21 opening. Hudson Puccini is back for his second season as director. . . . The County Theater, Suffern, N. Y., is preparing for a 12-week summer season to begin on June 30. . . . Sally Rand will appear in *Rita* and *The Little Foxes* at the Woodstock (N. Y.) Playhouse next month.

David O. Selznick announces the formation of the Hollywood Summer Theater, to be located at the Lobero Theater, Santa Barbara, and scheduled to open on July 23. . . . *Village Green* is now playing at the Ridgeway Theater, White Plains.

A. E. Scott's Gretna Players opened season at Mount Gretna, Pa., Thursday (12) with presentation of George M. Cohan's *Whispering Friends*. . . . The only cowbarn theater in the Detroit area, the Will-I-Way, under the direction of William Merrill for the second season, will present some time in August *The Ninth Muse*, a musical comedy by William and Celia Merrill.

Green Hills Theater started a summer schedule of a dozen plays on Thursday (19) with *The Male Animal* at Green Hills Lake, Pa. Shows listed for production are *The Pursuit of Happiness*, *See My Lawyer*, *Tonight at 8:30*, *Criminal at Large*, *Out of the Frying Pan*, *On Borrowed Time*, *Personal Appearance*, *Fly Away Home*, *Susan and God*, and *Mary's Other Husband*. Also in Eastern Pennsylvania, week brings Earl Mayo and his Dorney Park Theater at Dorney Amusement Park in Allentown for *The Ghost Train*; Gretna Players near Lebanon schedule *Whispering Friends* and *This Thing Called Love* for a split week; Hedgerow Theater at Moylan-Rose Valley splits the week with *Fanny Portrait* and *Bride of the Moon*; Colonial Players at Aldan offer *Let Us Be Gay*; Berkeley Players bring *On Stage* to Willow Grove Amusement Park near Philadelphia, and the Bucks County Playhouse at New Hope has Pauline Lord coming in Monday (30) for a revival of Arnold Bennett's *The Great Adventure*. . . . The Henry Howard Players in Philadelphia have been re-engaged for their fourth season of summer stock at the Waldmere Playhouse, Livingston Manor, N. Y., starting Friday (27). Lenore Ulric appeared in *The Bridge of San Luis Rey* at the William Penn Auditorium in York, Pa., last Monday (16).

The American Actors' Company, including Joseph Anthony, Patricia Coates, Horton Foote, John Hampshire, Bettina Prescott, Jane Rose, Joseph Sullivan, and Beulah Well, will play at the Montewase Playhouse, Bradford, Conn. . . . The present schedule for the Montewase Playhouse is July 1, *Broodway*; July 8, *Gaslight*; July 15, *Green Cross the Lilies*; July 22, *The Ferocious Hills*; July 29, *The Male Animal*; August 5, *Dark Enemy*; August 12, *The Swain*. Each week's show will open on Tuesday and run thru Saturday, with a matinee on Thursday.

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THIRD ANNUAL N. C. POLL

Billingsley, Proser, Rose Tops; Ross-Jacobs, Sobol-Hartman Again

(Continued from page 3)
publicity campaign on Amara made her a b-o. figure and put the Beachcomber back on the map.

Cafe Society (both the downtown and the uptown branches) placed third this season, compared with 18th place in last year's poll. Ivan Black, utilizing his radio connections, put both clubs on the map with campaign that included broadcasts, a Carnegie Hall concert of the club's artists, publicity, and recordings. Handicapped by lack of big names, the decline of red-hot interest in swing, and the difficulty of placing publicity about Negro artists, Black nevertheless jammed thru a vigorous campaign on the clubs.

The Stork Club, which placed fourth again this year, shuffled press agents during the season. Its combo photographer and p. a., Chick Farmer, was helped by Helen Gwynn, an American member of his Nine o'Clock job, and then Farmer quit to go to the opposition El Morocco. Arden then became p. a. photographer at the Stork. The Stork's ace, as usual, is Sherman Billingsley, who knows many newspaper men and who has a flair for getting publicity. (He was chosen best publicized local cafe owner for the second consecutive year.)

Fefe's Monte Carlo, which won fifth place, is another smartly publicized swank spot. It had Mary Anita Loos and Marian Strater early in the season and then switched to Helen Gwynn in November. Miss Gwynn, a first-time p. a., has done a solid job since and Tuesday (24) extends her activities to Fefe's new summer spot adjoining the Monte Carlo.

Michel Mok jumped his Diamond Horseshoe from seventh to sixth place and himself ninth to fifth as best night club p. a. His boss, Billy Rose, however, dropped from second to third place in the poll this year. The Diamond Horseshoe has been a tough spot to publicize, since it changes show only once a year and there's not much activity to publicize.

The Versailles went up one notch this year, with Leonard MacBain doing his usual steady plugging week in and week out. Leon and Eddie's, in eighth place compared to just one point last year, made strong publicity comeback thru Dorothy Gulman's steady work, especially on the Sunday night celebrity nights, and also the humorous pamphlets and direct mail pieces.

La Martinique had a good season, with Ed Dukoff again giving the spot a solid publicity job. Club 18 had another profitable year, with Len Golos plugging, mostly thru the columns. Other spots listed below as among the leaders represent consistent publicity jobs by established local p. a.'s.

Best Publicized Clubs

The best publicized clubs, according to the poll, are:

Night Club	Press Agent	Points
Copacabana (Jack Diamond)	143
Beachcomber (Dorothy Kay)	49
Cafe Society (Ivan Black)	30
Stork Club (Donald Arden)	28
Fefe's Monte Carlo (Helen Gwynn)	27
Diamond Horseshoe (Michel Mok)	17
Versailles (Leonard MacBain)	15
Leon & Eddie's (Dorothy Gulman)	10
La Martinique (Ed Dukoff)	9
Club 18 (Len Golos)	8
El Morocco (Chic Farmer)	7
Cafe Pierre (W. Ware Lynch)	6
Forbidden City (Ross-Jacobs)	5
Casino Russe (Sobol-Hartman)	5

Stunt—In Carnegie Hall

Among the classiest night club stunts of the year was the Cafe Society Swing Concert held at Carnegie Hall, New York, April 23. It drew picture and story plugs in *The Sunday Times*, *Herald-Tribune*, and *PM*, as well as syndicated stories that rolled up several hundred clippings.

Ivan Black, p. a. for both Cafe Society and Cafe Society Uptown, engineered the stunt for Barney Josephson.

Rainbow Room (Edward Seay)	4
Marden's Riviera (Carl Erbe)	3
Coc Rouge (Ross-Jacobs)	3
Fiesta Danteretta (Spencer Hare)	2
Havana Madrid (Ed Weiner)	2

One point each went to La Ruban Bleu and Algonquin Supper Club (Ross & Jacobs), Harberry Room; Cocomo Grove of Park Central (Ed Weiner), El Chico (Dorothy Kay), Iceland, Castleholm (Ed Weiner).

Best Publicized Owners

Winners among local night club owners are more or less the same as last year, with Billingsley, Proser, Rose, and Perry again the top men.

The poll proves that Billingsley, Proser, Perry, Perona, and Nick and Arnold are still the East Side's best publicized cafe men, with Benito Collada the best publicized in the Village section, and Leon and Eddie and Jack White the best on 52d Street.

The point score is as follows:

Owner or Manager	Points
Sherman Billingsley (Stork) 119
Monte Proser (Copacabana, Zombie) 116
Billy Rose (Diamond Horseshoe) 60
Felix Perry* (Monte Carlo, Cafe Pierre) 25
Ben Marden (Riviera) 19
Leon Enken and Eddie Davis (Leon & Eddie's) 17
Jack White (Club 18) 9
John Perona (El Morocco) 7
Benito Collada (El Chico) 5
Jim Moriarty (Harberry Room) 4
Nick Perona and Arnold Rosfield (Versailles) 3
Barney Josephson (Cafe Society) 3

*Five points were cast for Gene Cavallero and Felix Perry.

One point each to John Roy (Rainbow Room), Jack Kreindler (21 Restaurant), and Ferrer and Lopez (Havana Madrid).

Last year Mario Tosatti (Hurricane) was among the leaders, but after the closing of his Hurricane he went to the La Conga in Hollywood last month. Milt Rubin (La Conga, Meyer Horowitz (Village Barn), Svend Jorgensen (Wive's), Spivy (Spivy's Roof), Barney Gallant (Gallant's), Armando (Armando's), and Jack Silverman (Old Roumanian) drew votes among the leaders in last year's poll, but did not place this year.

Top Press Agents

The point score on leading local night club press agents:

Press Agents	Points
Dorothy Ross & Seaman Jacobs 63
Harry Sobol & Ted Hartman 62
Dorothy Kay 44
Carl Erbe (Riviera) 24

George White Spot Voted New York's Least Effectively Publicized Club

NEW YORK, June 23.—Newspaper men voting in *The Billboard's* Night Club Publicity Poll put the finger on George White's Gay White Way as the least effectively publicized local night club of the season. They gave it 30 points, with El Morocco and La Conga second with 25 points each, the old Hurricane, Fefe's Monte Carlo, and the Rainbow Room third with 13 points.

The Gay White Way, on the site of the Cotton Club, ran a stormy five months. Jack Diamond was the club's first p. a., brought in by his boss, Monte Proser, who had a percentage-of-profit interest in the club. Diamond dropped out after a couple of months and Leon Lee finished as p. a.

El Morocco, in 11th place this year as best publicized club, was chosen also as second least effectively publicized club. La Conga, which was fifth best publicized club last year, didn't get a single vote this year. Instead, it also was voted second least effectively publicized club in the city. The paradox is that its owner, Milt Rubin, is a press agent, and his partner, until a couple of months ago, was another p. a., Irving Zussman. Its decline in the estimation of local newspaper men is startling.

Michel Mok (Diamond Horseshoe) 23
Jack Diamond (Proser enterprises) 21
Len Golos (Club 18) 18
Edward Seay (Rainbow Room) 13
Mary Anita Loos* 12
Ivan Black (Cafe Society) 11
Donald Arden (Stork Club) 9
Chic Farmer (El Morocco) 8
Dorothy Gulman (Leon & Eddie's) 6
Leonard MacBain (Versailles) 5
Marian Carter* 5
Paul Winkler* 5
Ed Weiner* 5
Ed Dukoff (La Martinique) 4

*P. a.'s without names of a club following their name indicate they handled more than one night club account during the season.

Three points each went to Ted Saunter (Waldorf-Astoria), David Green; Bill Doll (Alointhe House, Roger's Corner), Dick Walsh (Society p. a.), Mike Gromy and Gloria Seifer (Belmont Plaza Glass Hat), Max Hecht & James O'Rourke; Ira Moralis (Maxin's, Bronx; Queen's Terrace, Woodside), Harry Davies (Village Vanguard).

Two points went to Charles Zerweck (Boulevard Tavern, Elmhurst), and one point each to Irving Zussman and Irving Kahn.

Teams again proved the best p. a. combo in town, with Rose & Jacobs and Sobol & Hartman again coming in one-two. Dorothy Kay climbed up to third. With Herb Kadison assisting, she's done a solid job plugging El Chico, Beachcomber, Dwyer's Sawdust Trail, and other spots. Carl Erbe, with Coleman Jacoby assisting, climbed up a peg. His only local account is Marden's Riviera, on which he does his usual big-time job. The rest of the year he spends in Miami.

Mok, a specialist in planning features, did a strong job on the Diamond Horseshoe.

Diamond, who didn't get a single personal vote last year, is sixth this year—a great advance. He handled the Copa, which won the poll this year, and the Gay White Way for a while; also the Beachcomber while Dorothy Kay was out, and now is concentrating on Proser's Dance Carnival at Madison Square Garden. He has eight p. a.'s assisting him on the Garden job. He's handled the biggest night club accounts of the season.

Len Golos climbed up, too, for his Club 18 job. Ed Seay is again a leader for his solid Rainbow Room and Rainbow Grill job. Mary Anita Loos is among the up and coming girl p. a.'s, getting favorable mention for her work at the Cafe Pierre, the Monte Carlo, and now at the Waldorf-Astoria.

Ivan Black, who didn't get a single vote last year, is now a leading p. a., the newspaper men giving recognition to his aggressive work on both Cafe Society clubs. Donald Arden, a comparative newcomer, just nosed out his former associate, Chic Farmer.

Dorothy Gulman, Leonard MacBain, Marian Carter, Paul Winkler, and Ed

Why the Poll?

The *Billboard's* Third Annual Night Club-Hotel Publicity Poll is again intended to dramatize the need for more and better night club publicity in New York and, since New York is the biggest night club city in the world, more and better night club publicity everywhere there are night clubs.

There are more than 1,200 night clubs in New York City and at least 200 active night club press agents trying to break the scores of newspapers, magazines, and syndicates emanating from New York. The competition to get publicity breaks is fierce, and one of the reasons for the poll is to throw the spotlight on those press agents who were more successful than the others.

The poll also hopes to help make night club owners more aware of the value of good publicity and of good publicity agents.

Fifty newspaper men cast ballots and comprise a good cross section of night club editors, syndicate writers, Broadway columnists, photo editors, city editors, picture magazine executives, radio gossip columnists. Their ballots are secret and nobody except *The Billboard's* night club editor knows who voted for whom.

Dukoff are other leading p. a.'s who scored.

(Hotel publicity will be analyzed in next week's issue.)

Brandt Suggests Vaude as Sub for Double Features

NEW YORK, June 21.—Harry Brandt, head of the Brandt chain of houses and president of the Independent Theater Owners' Association, who has been battling against the double-feature evil, has suggested that vaude, wherever possible, would be the ideal solution in returning movie houses to the single standard.

Brandt, as ITOA prez, last week castigated producers for doing nothing about the elimination of double-features, saying that the double policy is causing havoc among exhibitors by exhausting product and causing lower standards in the making of films.

Brandt said that the solution would be a fuller programming of shorts and/or resumption of vaude. He says that the public would definitely welcome a return to flesh, and cited the success of the policy at the Flatbush and Windsor, where, without the aid of feature films, only shorts, the box office has been holding up well.

He also said that the current scarcity of top flight film talent is directly attributable to the decline of vaude. Vaudeville, he said, developed many of the top film names. He said that a resumption of vaude would help fill the talent gap.

Philly Showboat Resumes

PHILADELPHIA, June 21.—Resuming the five-days-a-week Delaware River moonlight runs June 14, the Wilson Line Showboat has Willard Singley, Walter Walters, the Orey Family, and Harley Rogers, with movies and dancing, on opening show. Booked by Harry Taylor, of the Taylor-Smith agency here. Changes shows Wednesdays.

Candlelight Club Closes

HOUSTON, Tex., June 21.—The Candlelight Club flickered out May 19. Vlo Inskiro, operator, will devote his time to his band, which will open a summer engagement at the Aragon in June.

Coast Casa Manana Expands

CULVER CITY, Calif., June 21.—Casa Manana has completed its remodeling program, increasing dancing space by 1,000 square feet, installed lounge space for 400, and increased dining room capacity from 400 to 600.

Hurricane, New York

Talent policy: Floorshows staged by Truly McGee at 8, midnight, and 2; dance and show band; Latin relief band. Management: Irving Zussman, David Wolper and Virginia Hill, co-owners; Abe Weason, general manager; Joel Ross, press agent; Albin Berman, headwaiter. Prices: Dinner from \$1.25; \$1.50 minimum except Saturday and holidays \$2.

This 800-seat hard-luck spot reopened Wednesday (18), with the liquor license being oiled two hours before opening. As a result, the publicity for the opening was not strong, but the opening two days were sellouts due to big parties of friends of the entertainers.

New management has Zussman, who recently quit as co-owner of the near-by La Conga; Miss Hill, a rich gal, and her attorney, David Wolper. They have a nine-year lease, and Zussman says they don't expect to make dough during the summer. Not, he says, is \$8,500 a week, with \$3,000 for talent, and \$35,000 having gone for the opening (redecorating, advertising, etc.). The main band, Dick Saterfield, is in for four weeks; Billy Vine for six weeks and options, and Joy Hodges, Honeychile Wilder, April Ames, and Chiquito's rumba band for two weeks.

The revue runs less than an hour and is a far cry from the lavish girl shows the old Paradise used to run here. Truly McGee has only six girls to work with, but makes the most of them. She spots them in three numbers. Opener is You're Changed (by Jesse Mitchell and Douglas Deane), with handsome hand leader Saterfield warbling a bit, charming April Ames clicking off a tap ballet, and the girls in silk costumes. Their closer is another song by the same team, Fancy Meeting You Here, with the entire cast clowning. This is the better of the two songs. Girls are also on midway, being joined by the band boys for a cute idea which gives the illusion of a bigger show.

Billy Vine, a much changed performer since last seen in town, works quickly, cleanly, cutting his intros short, and doing three or four bits, each one a beauty. Truly McGee is excellent; the Laughton number's sure-fire, and his Rain burlesque with slinky Honeychile Wilder amusing. This job ought to mark the beginning of Vine's big-time climb.

Miss Wilder solos with a boring monologue that is only slightly amusing. She has personality and appearance, tho. This is her night club debut.

April Ames, a fresh, nimble tap dancer, does a couple of routines that are definitely classy. Her tango tap is her best. She recently closed in Louisiana Purchase.

Joy Hodges, a charming singer, scored easily with her clear, pleasing voice and shrewd, warm delivery. Did a special on Darktown Strutters Ball, then a rumba-bash Hansen Night, ending with the old ballad, The Best Things in Life Are Free.

Saterfield, a handsome tall guy, sings pleasantly, emcees a bit, and leads his good dance band. Three fiddlers provide that sweet touch. Chiquito sings in throaty style and fronts his Latin combo. His is a solid Latin band strong at rumbas and coogas.

Carlos Valdez is billed but could not be identified in show variety.

The American Guild of Variety Artists, unable to secure a salary bond for the cast, says it got a week's advance for the chorus and is collecting nightly for the principals. Paul Davis.

Curly's Cafe, Beachcomber Room, Minneapolis

Talent policy: Dance and show band; floorshows at 8, 10:15, and 12 p.m. Management: James Hegg, manager; William Morris Agency and Goldie Booking Agency, bookers. Prices: Dinners from \$1.25; drinks from 40 cents; no minimum, no cover.

One of the brightest local night spots, this room, fixed up several weeks ago at a cost of several G, oozes beachcomber atmosphere, with fishing nets, leis, and all; waitresses and barkeeps all decked out in costumes. With a twice-monthly change in shows, many out-of-towners are attracted.

A 35-minute show is paced by Tommy McGovern's four-piece ork. When reviewed a goodly crowd was on hand. Opener, ordinarily Guy and Corinne, was reduced to Guy alone, because femme half became indisposed few minutes before going on. Guy's tap dance indicated that he wasn't accustomed to soloing, altho his impromptu stepping wasn't bad.

LeGrandeur Sisters, three singers, did an outstanding job with Old Man Moses, scored with Jube Tack of the ork for Dolores, and came back with And the Band Played On, emcee Jimmy Hegg joining in.

The show-stopper was Lou and Lee, roller skaters who, despite the short floor put on some very intricate routines. Their closing was taking patrons for a spin.

Corinne joined Guy for the show finale, South American Fantasy, a tap and ballroom combo. She did some very intricate steps. With a partner Guy can step out in no mean style.

Hegg, emcee, is a show in himself, especially his smart ad libbing. He has an excellent voice. Has been here four years, proof enough that the customers like him.

For dancing, McGovern, at the story-tone, and his men give out with some sweet swing, as well as hot rug-cutting. Jube Tack, trumpet, handles vocals.

During intermission, Ocea Cook is at the piano in the cocktail lounge.

Jack Weinberg.

The Tombs, Columbus, O.

Talent policy: Floorshows at 11 p.m. and 1 a.m. in Cavern Room; continuous entertainment in Nut House. Management: Lee Kramer. Prices: drinks, 25 cents up; dinners, 75 cents up.

The Catacombs is dead—but in its place is a new spot, the Tombs.

The Catacombs folded and reopened overnight under new management, new policy, new name. In fact, all the old dislikes which was causing the old spot to die are supposed to have been eliminated.

The Catacombs was opened with national publicity (Life, etc.) about a year ago. It was supposed to be 300 feet underground and attended by servants in the guise of monks. In the change of name, local criticism surrounding "Catacombs" was dispelled.

Boss man now is Leon Kramer, who, besides being club manager, is a featured entertainer. He was associated in years gone by in Broadway musical comedies and is a ballad singing tenor who knows how to sell a song.

Floorshows are presented twice nightly in the large Cavern room. In an adjoining secluded room with a long bar, the Nut House, continuous entertainment is offered by singing waiters, George Gardner, Tommy O'Brien, Harry Selvan, and Danny Tucker. In their act, nothing is sacred, including the management, the customer, and even themselves.

Dancing and music for the Cavern floorshow is furnished by Rae Girard's five-piece combination. Schenck, comedian, is emcee. His best is the hilarious treatment of Brother Can You Spare a Dime. Others which received plenty of applause were Dark Eyes, and Yes, Sir, That's My Baby. He has a rubber-like face that keeps the patrons in the aisles.

Then there is a Boots McKenna dance line, Six Develloes, and Mildred Craig, who sings the blues.

Among the changes heartily approved by the local following is doing away with the complicated accession of entrance gates. There now is a direct route to the bar.

The company, which has taken a five-year lease on the spot, which formerly was operated by the Hotel Chittenden, has Kramer as president; Albert Tuller, vice-president, and B. M. Klekner, treasurer. Albert E. Redman.

Havana-Madrid, New York

Talent policy: Dance and show band; floorshows at 8:30, 12, and 2:30, produced by Del Castillo (Chillesse); costumes by Estela Kamentof. Management: Angel Lopez and Raymond Ferrer, operators; Ed Wiener, publicity. Prices: Weekday minimum \$2; Saturdays and holidays, \$2.50.

Del Castillo's improvement as a floor-show producer here is very much in evidence with the current layout. New show is one of the most colorful seen here in some time, talent being stand-out and costuming and routining setting it off to advantage. No evidence of budget pruning because of the heat is in evidence.

Newcomers are Ramon and Lucinda, whose Latin routines are clicko. Their first is a gaucho tango and they return later to do a samba and maxixe. Also do a straight ballroom number with line atmosphere that gets a big hand.

Belen Ortega, long at the downtown El Chico, has transferred her activities here. She is a sweet-looking item, whose procs run on the customers. While her voice hasn't a great volume, it is sufficient for this room. Her personality and salesmanship are fine. Took several bows.

Alberto Torres, during a solo, displays evidence of thoro ballet work. His concert piece with castanets has him doing some fine entrechats. Got a good hand. Also shows skill in other dance lines, doing a torchy Fire Dance with Aida Rodriguez that goes over big and a faruqua with Miss Rodriguez and Fay Torres.

Dolores, a good looker, shows some classy heelwork in her flamenco. Also contributes a sexy nanigo. Both good for big hands.

The line, this time, has several lookers who know their way about. Besides supplying atmosphere, they do a good singing job, castanet clickings, and some fast numbers.

Arturo Cortez emcees by reading from prepared notes. Displays an okeh tenor. Other male singer is Augustin Ribal, painted a high brown from top to bottom to suggest a slave, working in the finale.

House crowded at show caught. Froilan Maya and Juanito Sanabria do the musical chores. Joe Cohen.

A few ball balancing stunts keep the audience on edge. Close with a rainbow shower juggling effect, and off to great applause. One of the highlights of the show.

Jerry and Lilyan, a youthful dance team, waste time with two routines. First is straight ballroom while second is supposed to be a conga. Neither are routines, but are simply mad, rapid gyrations, sometimes in time with the music.

A novel perch act, France and LaPell, close the show. Use three stunts only, but all are sock. Open with LaPell climbing the perch to a bicycle, where she rides and handstands. A wraying perch stunt was spotted by a comparatively low ceiling. Close on a steel pole, gal spread-eagled and swung around. Nice appearance and nice tricks.

Mike Kepton.

Rumba Casino, Chi, Biz Holds Up; Ops Retain Bands, Show

CHICAGO, June 21.—Rumba Casino biz has been so good that Operators Al Greenfield and Milton Schwartz have decided to keep the current lavish talent policy to July 30. Both Eddie LeBaron and Don Pedro and their bands remain, as well as a five-act show. Replacements include Paul Sydel, who followed Andy Mayo, and Evelyn Farney, who comes in Monday (23) to take over Edna Sedgwick's spot. Casino is also looking forward to the Furniture Mart Show in July, which attracts thousands of visitors.

Another bright spot in the local cafe picture is the opening of the Arlington Park horse race season Monday (23) and continuing thru July 31. Neighborhood roadhouses cash in nicely, particularly Al Bouche's Villa Venice, which reopened last week.

Local authorities clamped down on the 4 a.m. curfew, proving a headache to the all-night spots. South Wabash Avenue and North Clark Street hangouts suffer by this ruling, particularly the 606 Club, which takes in a major share of its receipts from 4 to 5:30 a.m. Management is now forced to clear the spot by curfew time.

Script Shows From Nitory

PITTSBURGH, June 21.—New wrinkle in night club publicity added this week when Ted Blake, entertainer, and p. a. Kay Balfie, former radio announcer, began series of comedy script shows over WWSW from Al Mercur's Nuthouse.

Thanks to Messrs. Nito Platt, Wario Jones, Charlie Coffie and Ted Balfie.

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STINKS

LOUSEY

"MOIDER"

HE'S TERRIFIC

Strand, New York

(Reviewed Friday Evening, June 20)

Bill this week is a pretty powerful box-office combination, with Guy Lombardo's band on stage and *Out of the Fog* (adapted from *The Gentle People*) on the screen. It remains for the rest of the stage bill, however, to lift the show into a socko slice of entertainment.

Lombardo and his brothers (Carmen, Victor, and Lebert) take over the first four numbers, and many after that. Among other songs, the boys play *Guess Who, Oh, Look at Me Now, and You Stepped Out of a Dream*, the latter being sung by "my brother Carmen." Of the others, Kenny Gardner takes over the vocal chorus, interspersed with the backing of a trio of Lombardo songsters.

Gardner's singing, performed in a shy, effortless style, by far overshadows any other singing in the group. His many song choruses show him to be a clean-cut, talented vocalist. He's bashful, almost to the point of embarrassment.

Carmen is still a very self-conscious singer, with more feeling than talent. In this show, he works mostly with the trio. In all, however, the Lombardo part of the bill was a melodious session, using corking arrangements of *I Love You Truly* and *My God, My God*. Also went to work on *Hut-Sut Song*, and *The Band Played On*. A very tuneful session, but far too much.

The Bernards ("and their lovely ladies"), a dancing act with six gals and three gals and three guys, started out with a dance that looked like the modern counterpart of the minuet and just as boring, and broke into a faster number, and then into a mock wedding alla the hot dance. Three boys worked with two partners each.

Bobby May, juggler and comedian, and Sibyl Bowman, both took the house by storm and show-stopped many times. May worked a profusion of routines, starting with three pins, then four, working with a series of head spins. He then balanced a top hat on a cigar, went thru a session of straight juggling, and infinitum. Flashy, alive, full of personality, and a fine performer.

For Miss Bowman, she tore the house down with her impressions of Carmen Miranda, Miss Limehouse, a beauty winner from the bilmye gore regions; Beatrice Lilla, Gloria Swanson, and Mrs. Roosevelt. Gals change gowns on stage, but fast and energetically. Scored a solid show-stop with each one. A top performer.

House good opening night. *Sol Zatt.*

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Vaudeville Reviews

Million Dollar, Los Angeles

(Reviewed Monday Evening, June 16)

With the movie bill including *The Invisible Ghost* and *Penthouse Mystery* at Ralph Pollock's Million Dollar Theater for three days, the load of entertaining falls on the vaude. Following the usual pattern of this theater, there is nothing in the billing to up grosses, but the vaude is good.

Following a number by Charlie Crafts' orchestra, the show opened with Sammy Lewis doing a buck and wing. To get his breath he does a monolog that doesn't click. Material isn't the best and Lewis goes back to dancing none too quickly.

Helen Richards gets off to a slow start, but it's not her fault. There were a few giggles when she began to sing *A Heart That's Free*, but after a few notes the audience was convinced that Miss Richards really has it on the ball. She sang *Isabel Street Song* and *Amapola* as an encore. She is pretty, has poise, and knows how to put her songs across. Audience was well pleased.

Billie Nayshele came next with *I Want To See Where I'm Going So I'll Know Where I've Been*. Voice is better than fair. Neon lights on her abbreviated costume show up well during her good contortion work and sock acrobatic dance.

Crafts' boys took over for three times, including *G'bye, Now*, on which the maestro vocalized. Very good.

Show closed with Mack and Lynn, knockabout comedy team, offering tumblers and slow-motion dances. Act is good and went over big. *Sam Abbott.*

Chicago, Chicago

(Reviewed Friday Afternoon, June 20)

The picture's the thing on this week's bill. Frank Capra's *Meet John Doe* should be great box office. Jack Olford, who was comedy star of *Meet the People*, headlines the stage bill, but the Six Willys, novelty act, steal applause honors. *Summer Time*, colorful revue, features elaborate production numbers, the 16 Commanders working with an equal number of line girls to deliver some very entertaining routines. Show opens with a graceful summary number by the girls and Commanders, followed by the Commanders and Blanche Bradley in lively vocals.

The Six Willys, novelty stars of the recent Ed Wynn *Boys and Girls Together*, are the show's outstanding act. The three men and three women are versatile artists and the act is nicely dressed and faultlessly presented. Marvelous club and hoop juggling is supplemented by clever tumbling bits. One of the men is an expert bolo manipulator, snuffing out candles on a girl's head, then clipping the candles and a cigarette held in the girl's mouth. In a sensational finale, two of the troupe stand on the shoulders of

two men on unsupported ladders and do a club-juggling routine. A classy and entertaining act that gets a whirlwind of applause.

An elaborate Chinese production number is next, with the Commanders and line girls in gorgeous oriental attire doing a dance routine to *China Boy*, with solo vocals by Blanche Bradley, and finishing with a flashy Chinese sword dance.

Jack Olford, who has been used to working in more intimate theaters, did not fare so well here. His comedy chatter and slow-motion sports interpretations made but slight impression. His description of gangster and other films garnered a fair hand.

Finale is a beautiful Viennese production number, done to *Merry Widow Waltz*, with girls and the Commanders in typical Viennese musical comedy attire and Blanche Bradley featured in solo vocals. *Nat Green.*

Golden Gate, San Francisco

(Reviewed Wednesday Evening, June 18)

The three Andrews Sisters are the headliners this week, but it was an old vaude routine which accounted for an almost equal share in the applause, meaning Joe Jackson Jr., a chip off the old block, who is tops as the clown with the bicycle. One would almost swear he's the old Joe. His pantomime as the frustrated bike rider is a gem.

The Andrews' Roll Out the Barrel by way of a warm-up, with the comic Patty as chief roller. But the balcony storm really breaks with *Boogie-Woogie, Eagle Boy, Apple Blossom Time* is but briefly soothing before the harrowing tale is told in *Humbuggole*. The audience reacted by stomping and boistering and whistling for more. And the Andrews girls graciously replied with encores, such as *Sonny Boy and Daddy*.

The rest of the stage show is up to the high standard of the Golden Gate. Gordon and Rogers are clever Negro comedy team. Frank Parris dispenses with the usual curtain in operating his marionettes to good results. And a couple of Adonises billed as the Titans do some unbelievable things in the way of hand-to-hand balancing.

Screen fare, *The Big Boss* and a particularly good *Information Please*. *Edward Murphy.*

Orpheum, Los Angeles

(Reviewed Friday Evening, June 13)

Show this week is *Harlem Revue*, and it is just that. Show is built around Jimmie Lunceford and orchestra, with Dan Grissom, Edith Wilson, and Paul White handling the vocals. Lunceford uses an instrumentation of six brass, five reed, three rhythm, and guitar.

Lunceford missed and did a slick job. He introduced trombonist Truman Young, composer of *Whatcha Know*, Joe, featured in his own number. Next was Dan Grissom, sax, who sang *Blue Afterglow* to get a big hand. *Lady Be Good* was an all-out piece, with sax, electric bass, trombone, and drums, handled by James Crawford, getting solo.

Paul White sang *Honeysuckle Road* and went to town on a Harlem step that included handprints and splits. Pleased. Edith Wilson sang *Dixie*, *Isn't Dixie Any more* for a fair hand, but wowed with *Don't Advertise Your Man*. Sells a song in a big way.

Song of the Islands gave the trombone and sax a chance to show. Grissom was back on the next number, *Peace and Goodwill*, to get more applause.

Gordon and Rogers, one in a pea green suit and the other in a canary yellow garb, did a duet on *Hot Dogs*. Paul White, part of this team, sang *I Got a Heart Full of Rhythm*. The boys do terrific dances.

Lunceford brought the curtain down with his theme, *Uptown Blues*.

House was full. Films, *In Old Colorado* and *Strange Alibi*, don't count much as an entertainment. *Sam Abbott.*

State, New York

(Reviewed Thursday Evening, June 19)

Current bill is satisfactory, although there is one glaringly weak spot. Show, because of the length of the film, *A Woman's Face*, has been pruned to four acts. Thursday night's show, however, had Masters and Rollins in for a single performance, an audition for Ed Wynn, who is recasting some of the spots in his show.

Opener is by the Fredynoms, a seven-man teeterboard crew. Group works with

nice precision, climaxing their routine with a four-high mount, top man springing from the board. Got a good hand.

Simone Simon gets an A for effort, obviously trying to overcome her handicap of a voice that won't take orders from the score. At times her pipes and the pit cirk were at a variance. Nevertheless she's right in there punching. Did *Chi Chi Castagnone, My Sister and I, and I Got To Get Hot*. Is quite easy on the eyes.

Al Trahan, making his 22d appearance here, gets his usual prolific hand with his piano rowdyisms. Geri Dorsey, a blonde, is the sixth in a long line of stooges. Goes thru her songs, whenever the script permits, displaying a nice voice. Trahan also does a burlesque of baritones. Begged off by introducing the final act.

Patricia Bowman and Paul Haakon are two top-notch ballet artists, and artistically and choreographically leave little to be desired. Acts like this raise the artistic level of vaude and produce applause commensurate with their skill. Haakon does two solos, first to *The Sailor's Dance from The Red Poppy* by Glere and second a graceful waltz. Miss Bowman ballets to boogie woogie and gets a fine hand. They pair for a polka which carries a fine and subtle vein of comedy thruout.

The Louis-Cohn fight pic is aiding the b. o. Standees at show caught. *Joe Cohen.*

Paramount, Los Angeles

(Reviewed Friday Afternoon, June 13)

Fanchon & Marco's Paramount has one of its smoothest bills this week. While not designed for the hep-acts, it holds their interest. Bill features Harry Owens and His Royal Hawaiian Orchestra, the Singing Strings, the Hawaiian Sweethearts, Hilo Hattie, and the singing of Kenny Allen and Tommy Anahaou.

With backdrops to carry out the scheme of a visit to the Islands, show got under way with a choir of eight singing *Sweet Lei*, composed by Owens. The Royal Hawaiian Sweethearts, including Salome of Oahu, Luana of Maui, and Tehani of Tahiti, on next. Anahaou (guitarist) sang in English and Hawaiian, while the femme group did a native dance. Allen sings *Trade Winds*, with Salome dancing. The Sweethearts offered a ceremonial gourd dance, with Anahaou again piping in native tongue. Allen's vocal of *I Want To Go Back to My Little Grass Shack* got a big hand.

Allen was joined by the choir on a number, *Pleased*. Tehani offered the dance of *Thanksgiving* and Anahaou again sang in Hawaiian.

The Singing Strings, girl musicians, offered *Song of the Islands*, with Miss Lorraine doing an excellent job with her trumpet solo. Then their swing version of *The Sheik of Araby*, with fiddles taking the lead. Got a big hand.

Owens gave a brief language lesson and introduced Hilo Hattie, who sang in English. *Princess Papooly* was one of

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the times that brought down the house. Her horse act was a show-stopper.

With Luana dancing behind a shadow drop Allen sang *Lovely Hula Hands*. Went over big. *Little Butch*, an Owens' composition, was well sung by Allen. In bringing the show to a sock finish the spotlight is shifted to the male quintet and later to the Singing Strains planted in boxes. Owens orchestra includes three reeds, one brass, steel guitar, guitar, two fiddles, and three rhythm.

Audience was generous with its applause.

On screen, *One Night in Lisbon*.
Sam Abbott.

State-Lake, Chicago

(Reviewed Friday Afternoon, June 20)

Straight five-act bill, not balanced but entertaining. In the limelight is Victor McLaglen, aided by Joan Abbott, Chick and Lee, the Albins, and Claire and Hudson.

In the opener are Claire and Hudson, novel boy and girl balancing team, who contribute clean, smooth work. The tricks are difficult, accomplished with admirable ease. Girl is young, pretty, and quite suitable for this type of act. The boy displays amazing strength. In one of the tricks the girl stands on the partner's head while he runs about, sits down and gets up with normal speed. Wind up strongly, the man lifting the girl by her feet, while bent over a chair.

Joan Abbott, striking blond torch singer, gets attention with her flashy personality and, to some degree, with her interpretation of pop tunes. Her set included *I'm Nobody's Baby*, *Look at Me Now*, and *Amnapola*.

The Albins, comedy dance team, earned laughs with their screwy ball-room routines. The man, appearing as a comic Superman, takes care of the fun end, with his dainty partner dancing the straight. Wind up their waltz number with a strong, legitimate trick.

Victor McLaglen gets a rousing welcome on his entrance. He still is a fine-looking physical specimen and handles himself the way he is accustomed of doing on the screen. He doesn't have a strong act but, on a comparative basis, tries harder and works longer than many Hollywood celebrities. Starts with some biographical talk which he even puts into rhyme and is then interrupted by an eccentric, nervous stooge who wants his autograph and winds up taking orders as a private in the army. Fairly amusing. McLaglen concludes with a sketchy portrayal of his Academy Award winning character, the informer.

Chick and Lee, entertaining and off-the-beaten-path impersonators, close the bill. They went big with their monodisc caricatures of characters presented in a less stereotyped fashion. A hillbilly, Scandinavian politician, prima donna, and radio's tobacco auctioneer, in several dialects, are listed on their program. Strong response.

On screen, Paramount's *Power Drive*. His average in the afternoon. Joe Sanders and hand and Billy Gilbert, screen comic, come in Friday (27), followed July 4 by Harry Richman.

Sam Honigberg.

Music Hall, New York

(Reviewed Thursday Evening, June 19)

The Music Hall continues to put on the most amazing stage shows. This week it turned the tables by putting the symphony orchestra on the stage and most of the acts in the play. Effect was spectacular, with Mary Kay and Mario Naldi dancing against a mirrored background on orchestra floor level, the scene being a smart set night club, complete to the zebra striped couches.

Show is produced to give the effect of a summer carnival. Opener shows the orchestra on stage, pitched in a summer setting. Band is seated in an amphitheater, with Erno Rapee conducting the *Second and Third Movement Mendelssohn Concerto* and Jacques Gasselini rendering the violin solo. Very tony stuff and well received.

The Rays and Naldi assist in the "Mirror Room" was a thrilling spot in the show, working to Beethoven's *Moonlight Sonata* and *Berlin the Repulse*. In addition to their velvety routines, the background also lent a wonderful effect.

ACTS, SKITS, GAGS, MINSTRELS

Gene Arnold's COMPLETE MINSTREL SHOW, \$19; 60 RED HOT PARADES, \$11; 150 GAGS, \$15; 250 LAUGHING PRINCES, \$15; 50 RIFTS, \$15; BLACKOUTS, \$3; 100 Funny MONOLOGUES, \$5; 100 SKITS AND STUNTS, \$3; E. L. GAMBLE, Playright, East Liverpool, O.

Benny the Bum Decides To Become Dignified

PHILADELPHIA, June 21.—Last time with the speak era will be out early next month when Benny the Bum returns to local nitery operation. Setting up at his most recent site, which was shuttered by the federal agents for back taxes, he is dropping the "Benny the Bum" nomenclature.

Will select a smart name for his spot, and the management will read: "Benjamin Fogelman," his real name. Claims his "Benny the Bum" build-up has outlived its usefulness. Trade name of "Benny the Bum" was registered by Fogelman.

Jan Pearce completed the night club scene with *Night and Day*, then moved to the main stage on an Italian melody.

Con Collesano does a mid-act show-stopping routine on the tight wire, starting in full gaucho dress and removing his raiment to work in tighter garments amid a session of dancing and flips and somersaults on the wire. He does a terrific tango on the wire and other tricks, but lost out in the finish with a great production of a forward somersault and his failure to do it after two tries.

High spot was a satirization of an opera singer who turned hot-dog vender in an amusement park, which was sung by Earl Wroughton (music and lyrics by Maurice Brown and Albert Silliman). This is one of the most charming and funniest bits of business this reviewer has seen here, with the ballerina contributing most of it with a blacked-out routine, including incandescent hot dogs, rolls, and mustard. Grace Thomas and William Pillich were the leads.

Piece de resistance was the Parade of the Wooden Soldiers by the Rockettes, which sent the house limp with applause. Rocks didn't do their conventional precision dancing, but rather precision marching and all falling in unison at the finish when a cannon is fired by Helen Magur.

Two had that the picture, *She Knows All the Answers*, is such a terrific bore. House pretty thin opening night.

Sol Zeit.

Fort Worth Slump; Plan Reopening of Casa Next Summer

FORT WORTH, Tex., June 21.—The summer slump has hit local night life hardest since before the first Casa Manana summer show in 1936. With the closing of Hotel Texas's Den and the 400 Club last week, this city is now without a first-class night spot. There remains the Casino Ballroom on Lake Worth, which has booked Skynny Sinatra's band, June 20-21; Ted Weema, June 22-29, and then Hal Grayson's band, Paul Pendarvis, Clyde McCoy, Jack Teagarden, and Horace Heidt (one night). This lake spot draws lots of out-of-town patronage.

It is possible that Casa Manana, open-air cafe-theater, will be revived next summer. The directors met last week and voted to make Casa Manana a permanent structure. This has been talked about before, but this time the directors named architects to draw up plans for making the structure semi-fireproof as well as permanent. The backers didn't try to put on a show this year, as they could not find \$15,000 to repair the building. The directors, headed by William Monnie, president, are trying to work out a deal whereby part of the repair expense may be financed thru a WPA grant.

Bomber Plant Needs Air-Conditioned Unit More Than Nite Club

DETROIT, June 21.—Newest hotel room is not going to open for a while yet—maybe till fall, all on account of national defense.

The Tropics, being installed at the Hotel Wolverine, was to open complete with air conditioning. Then the powers that control priorities commiserated the air-conditioning unit intended for the Tropics for use in a bomber plant —and summertime temperatures don't encourage opening of a new swank room without it.

Yvette Wins on Appeal in Breach Of Contract Suit by Ex-Manager

NEW YORK, June 21.—The breach of contract suit of Maurice Duke against Yvette, radio and night club singer, was dismissed by unanimous decision in the Appellate Division of the New York Supreme Court, Wednesday (18). The opinion, written by Justice Edward G. Glennon, reversed two counts handed down in the lower court by Justice Ferdinand Pecora, and upheld a third. Duke's attorneys claimed that Yvette's mother fraudulently represented herself as the legal guardian of Yvette, when she was only the natural guardian, and sought to recover damages as a result of the alleged misrepresentation. The appellate tribunal said that, even if this were so, there is nothing in the law which would make Yvette's contract with Duke binding, inasmuch as sanction by the surrogate would not materially change the concept of the case, since a minor has the right to repudiate a contract at will. The decision said that "whether or not the mother had been appointed general guardian of her daughter would have no bearing upon the outcome of this controversy."

The second count charged failure to have the contract submitted to the surrogate for approval, after a promise had been made that this would be done. The decision said that this "so-called representation concerns a matter which the plaintiffs should have known could not have been fulfilled."

Pecora's earlier decision, in which he stated that there was no proof of malicious intent on the part of Yvette's mother in inducing her daughter to repudiate her contract with Duke, was upheld.

Since this suit was started, the New York Legislature passed a law making contracts signed by infants 18 years or

over legal and binding. The new legislation, however, ruled that all such contracts with 18-year-olds must be equitable and prudent to the infant. Attorneys who argued the case were Jack Goldberg, of Goldberg & Goldberg, for Yvette, and Morton Miller, for Duke.

Miller said that he would go to the Court of Appeals for reversal of the decision.

PAN-AM REVUE

(Continued from page 3)

the nut. Camacho and others are angling. *Alma America* calls for staging in the grand manner and producer Benitez will come out of this as the Billy Rose of Mexico or else. Opening scene will feature a U. S. battleship steaming thru Gatun Lake and the locks of the Panama Canal—real water, it is claimed, will be used—and then coming to a head-on stop center of stage. The cannons aimed point blank at the audience will belch forth flowers; a hatchway will open up amidships and representatives of each Latin American nation, dressed in native costume, will emerge. After this opening the 2½-hour long spectacle will get under way. Each nation will give a typical sketch, featuring plenty of song and dance.

Casting of the Mexican talent will start within a week or so. The director did not reveal what performers from the U. S. he would bring down, but said they would be names. He anticipates getting help from the various consulates in drafting talent into the show. Full diplomatic co-operation from each American nation's representative in Mexico is looked for.

Musical director of *Alma America* (which means "soul of the Americas") will be Federico Ruiz. Charged with bringing the ambitious stage sets to completion is Aurelio J. Mendoza.

Benitez predicts Mexico's summer visitors will turn out in large numbers this year to catch *Alma America*. Two shows will be presented daily.

SUGAR'S DOMINO

(Continued from page 4)

have seen their best days. The field is incalculably greater than that. The large talent offices, as well as the band offices, the musicians' union, the actors' organizations, the stagehands' union—all of these have tremendous stakes in the dual-feature problem. It is by no means a quixotic idea that they should all get together and exert pressure to bring about the death of duals.

With exhibitors working among themselves to eliminate duals and with the various other groups vitally interested in talent working from the outside, it is improbable that progress should not be made. We are convinced that the public is not kindly disposed towards duals. But the public is and will always be bargain minded. As much as the average movie-goer dislikes duals and balks at the adverse effect duals have had on the quality of films, his instinctive desire to get the best of a bargain propels him away from a single-feature show toward one that gives him a double portion. If he had no choice in the matter he would welcome single features with open arms—particularly if stirred up by an industry campaign explaining the reasons for the killing of duals. It is up to the exhibitors primarily, but every branch of show business that derives its take from live talent should do its share toward cutting this cancer out of the film industry's hide.

Chi AGVA Demands Salary Bonds as Members Lose 4G

CHICAGO, June 21.—According to Jack Irving, head of the local office of the American Guild of Variety Artists, all operators of new night clubs and unit producers in this area will have to post salary bonds before they will be permitted to cast their shows. Ventures of unit operators this year have cost AGVA members at least \$4,000 in unpaid salaries. AGVA members are being advised not to work for new managers before consulting the local office.

Latest loss to acts amounts to \$2,880, due to the folding of the Theater Cafe, which recently lost its liquor license. Sum represents the last week's salary of the bill's six acts and girl line. The acts were George Jessel, Yvette Dore, Emil and Evelyn, DeCosta and Lenora, Bill Gray, and the Ambassadors of Song (4). A complaint mailed by AGVA to operator Peter C. Tremont was returned unclaimed.

Other salary losses are due to the folding of the *Maid 'n America* unit in Erie, Pa. (around \$475); the *Stars Over Hollywood* revue (\$400), and the closing of the Alibi Club (\$300), which flopped earlier this year. The comparatively small sum involved in the *America* show is due to a \$2,000 bond posted with Irving here. It was used to pay back salaries.

IRV LEVICK, of the Four Collegians, is now a private with Battery E, 170th F. A. A. P. O., 29th Division, Fort Meade, Md.



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Vaudefilm Grosses

Berle, "Lisbon" Strong at Para; Roxy Okeh; Others Still in Slump

NEW YORK—Altho h.o. reactions this week have been more favorable than in several previous weeks, the general condition is not causing optimism among theater operators. A rising thermometer is causing a heavy nick in the takes.

The Paramount (3,664 seats; \$37,000 house average) has little room for complaint, with the current show consisting of Milton Berle, Joan Merrill, the Jansleys, Vincent Lopez's band, and film, *One Night in Lisbon*. Second and last week of this combo looks like a \$30,000 take. The first week took \$38,000. New set-up, with Danny Kaye heading stage-show and pic, *Caught in the Draft*, comes in Wednesday (23) and is set for four weeks.

The Strand (2,788 seats; \$33,000 house average) is feeling the full pinch of the slump. Second week of Les Brown's ork, *Dixie Dunbar*, and Bea Wain on stage, and *Milton-Dollar Baby*, got a sluggish \$17,000. First week got \$32,000. New bill, with Guy Lombardo on stage, and film *Out of the Fog*, is set to get around \$36,000 week ending June 28.

The Roxy (5,935 seats; \$36,000 house average) after the initial \$44,000 week, looks like healthy business will continue with a probable \$36,000 gate for the sec-

ond session. Bill has Wesson Brothers, Dennis Day, and film, *Man Hunt*.

The Music Hall (5,200 seats; \$84,000 house average) opened Thursday with Raye and Naldi, Con Colleone, and usual stage layout, along with *She Knew All the Answers* on the screen, and is set for light trade. Single week of this bill will do around \$64,000. The single week of *Sunny* ended Wednesday (18) with a fair \$72,000.

Loew's State (3,327 seats; \$22,500 house average) opened Thursday (19) with Al Trahan, Fredynsons, Paul Haakon, and Patricia Bowman, and Simone Simon, with *A Woman's Face*, and ought to do around \$23,000. Last week, with Gertrude Nelsens, the Hartmans, Adrian Rollini Trio, and pic, *Siegfried Girl*, did an okeh \$20,000.

Heat Puts Hex On Buffalo Biz

BUFFALO.—Another shade of hot weather on hand, making chances for a good week at the vaudefilmers look slim. Competition of parks, beaches, and other outdoor amusement promotions is heavier than in many years. Managers will probably be forced to settle back into the summer groove of lower takes and cut budgets in the process. Only exception to this is the Century, which has been bringing a steady stream of fine attractions and managing to do okeh with that policy.

The 20th Century (seating capacity, 3,200; house average with pic only, \$26,000) (See BUFFALO BIZ on page 26)

Bob Crosby Pulls Big 14G in Philly

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) realized one of its best grosses in weeks for the stretch ended Thursday (19) with a sock \$20,000 by Bob Crosby's band. Rainy weather, keeping folks in town, helped attendance. Crosby carried the spotlight alone, supported by the Pitchmen, the Del Rios, and Moke and Poke, and from the band, Lis Tilton. Screen had *Milton-Dollar Baby*.

New bill opened Friday (20), with Louis Armstrong heading an all-sepia show, got off nicely and figures on hitting a neat \$18,000. Septis shows have all done big business here this season. Sonny Woods and Ann Baker from the band, and the Golden Gate Quartet, the Two Zephyrs, Peg-Leg Bates, and Otto Mason round out the bill. Screen has *Time Out for Rhythm*.

Ted Lewis Big 12½G At Lyric, Ind'p'lis

INDIANAPOLIS.—Ted Lewis and his new show raised the corporate eyebrows of the Lyric (1,802 seats) management by grossing \$12,800 for the week ended June 19. No such figure was expected in view of the fact that Lewis's last two trips here have been box-office busts.

Surprising take is attributable to the fine show the veteran band leader is presenting for which he received excellent notices. Average gross for a week at the Lyric is \$8,500. Pic was *Angels With Broken Wings*.

Berni Vici, Marcus Units Flop in Har'b'g

HARRISBURG, Pa.—Count Berni Vici's *Pan-American* revue, headed by local critics as best vaude show in years, was comparatively poor at box office at State Theater (2,075 seats), June 12 to 14, while *Le Vie Pures* unit, highly promoted as A. B. Marcus Show, June 16 to 19, was perfect flop, bringing from Manager John Rogers the announcement that no more flesh would show in this spot for the summer. House will continue with straight films.

Heat Wave Cuts Chi Grosses; "Doe" And Revue 36Gs; McLaglen Fair 15Gs

CHICAGO.—The Loop's two vaude houses are feeling the pinch of the first summer heat wave which is driving many prospective patrons outdoors. It is particularly bad, since most the damage is done during the week-end when theaters look forward to the biggest take of the week.

Chicago (4,500 seats; \$32,000 house average), on a comparative basis, is better off this week (beginning June 20) than other downtown houses due to the strong, widely publicized Frank Capra production, *Meet John Doe*, which came in for a scheduled two weeks. Accompanying, perfunctory stage bill has Jack Gifford, late of *Meet the People*, and the Six Willys, in town recently with *Boys and Girls Together*. Expected to draw \$36,000 for initial week.

Week ended June 19, the Chicago grossed a big \$46,000 (the best in months), with Glenn Miller's band on stage and Paramount's *One Night in Lisbon*. Miller takes the lion's share of credit.

State-Lake (3,700 seats; \$15,000 house average) is not looking for anything better than \$15,000 this week (20-26) with a vaude bill featuring Victor McLaglen, Joan Abbott, and Chick and Lee and Power Div on screen. McLaglen's p. a. draw is not as strong as it would have been three or four years ago. Week

ended June 19, Ted Fio Rizo's band unit and second run of *A Girl, A Guy, and A Dog* grossed a good \$16,000.

J. Dorsey Gets 20G At Capitol, Wash.; Light 16G at Earle

WASHINGTON.—Torrid heat seems to be driving theatergoers out of town, because local downtown houses have pared estimates for current week.

Loew's Capitol for week ending June 25 expects \$18,000 with *Man Hunt* on screen and *Crazy With the Heat* rescue on stage. Willie Howard, Diosa Costello, and Sylvia Froos are featured. Jimmy Dorsey's band on stage last week with *Brooklyn Limited* on screen pulled \$20,000.

Warner's Earle for week ending June 26 is showing *Night in Lisbon* on the screen and anticipates \$16,500. On stage are Paul Remos and Migeta, Romo Vincent, Stuart Morgan Dancers, and the Roxettes. Last week *She Knew All the Answers*, with the quiz radio show *Truth or Consequences* on stage, fell below estimate, grossing only \$16,000.

Vaudeville Notes

ROSEMARY LANE will headline the Cleveland Festival July 4. . . . SALLY RAND, after an engagement at Hamill's Pier, Atlantic City, July 6, will turn to summer stock at Irvington, Conn. in *The Little Foxes*. . . . DIXIE DUNBAR is going to the Coast for a vacation. . . . DINAH SHORE is booked for the Chicago, Chicago, August 8. Gene Krupa will follow August 15. . . . HENRI THERRIEN to the Harper, Detroit, for four weeks, July 1.

Earle Theater, Philadelphia, gets EDDIE (ROCHESTER) ANDERSON with DICK STABLE'S band July 4 week.

LOS HERMANOS WILLIAMS, Spanish acro novelty turn that hasn't played American vaude in 10 years, closed at the Waldorf-Astoria Hotel, New York, Friday (18) to pick up four vaude weeks, including the Roxy, New York. Return to the Waldorf July 11 for 12 weeks more.

BILLY ELTON discharged from St. Luke's Hospital, Philadelphia, fully recuperated after a long illness, with the AGVA local taking care of the doctor bills. . . . WESSON BROTHERS set to return to the Earle, Washington, for July 7 week, including a July 11 performance at the White House.

Tony DeMarco's New Partner

NEW YORK, June 21.—Split between Tony and Renee DeMarco, with the latter leaving for Reno to get a divorce from her partner-husband, will not affect Tony's professional status. He has already engaged a new partner, Sally Craven, who has adopted the name of Sally DeMarco.

Miss Craven, a former ballerina, met DeMarco when both were working in Ed Wynn's legit show, *Boys and Girls Together*. They have already started working together. Tony and Renee appeared last at the Hotel Plaza here June 8.

Harrisburg Vaude Continues

HARRISBURG, Pa., June 21.—Acts at State Theater are being booked on into summer and will continue "as long as it pays," according to Manager John L. Rogers.

State has been doing well recently with flesh after an absence of several years. In addition to vaude, there is an occasional name ork booked.

Wildwood Cafe Opens

WILDWOOD, N. J., June 21.—Inlet Hotel Cafe, one of the resort's first after-dark spots, reopened last week for its 29th consecutive season with floor and bandstand policy intact. Vet nitery continues under management of the Moore family.

SAM A. SCRIBNER, treasurer of the Actors' Fund of America, has recovered from a throat ailment and has left Memorial Hospital, New York.

Talent Agencies

PARAMOUNT ENTERTAINMENT BUREAU newest booking office in Philadelphia; partners are Alexander Tiberini and Leon Kutler. . . . HARRY HIBEN, Philadelphia booker, inked in Mrs. Franklin D. Roosevelt to head the opening of the annual Northern Liberties Hospital maintenance drive next October 12.

ELOIN MASON, former Detroit agent, who recently had an office in Chicago, has gone to Hollywood for several months.

EE KROUGH, Chicago, is booking the Country Club, St. Louis, which reopened for the summer last week. Four acts and a line of girls are used, and shows will change every two weeks. Initial bill has Ballard and Roe, Lester Oman, Dorothy Keller, Kay Zorn, and Margaret Faber's girls (6). Joe Shirman and Willie Tyler from the two bands.

Chaz Chase Click

ATLANTA, June 21.—Chaz Chase made a hit at the Henry Grady Hotel last week, doing good business considering the blackout and the general let-down affecting all local b. o.

Lou Clancy's orchestra is featured. Watson Sisters open Saturday, following Chaz. Manager Juddie Johnson will use floorshows with at least one big act thru the summer.

New Roosevelt, N. O., Boss

NEW ORLEANS, June 21.—Fay M. Thomas, recent assistant to the president of Hotel New Yorker, New York, has taken over management of the Roosevelt here, succeeding George V. Riley.

NEXT WEEK

July 5 Issue

Second Installment of the Annual Night Club-Hotel Publicity Poll

- Best publicized hotel spot;
- Best publicized hotel man;
- Most effective hotel press agent;
- Least effectively publicized hotel spot.

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, fee 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.

Non-Theatrical Films

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

Summer Theater Group Uses 16MM. Films To Pull 'Em In

NEW YORK, June 21.—Student Theater group, under the direction of Cecil Clovelly, has made summer stock pay thru use of 16 mm. film programs. The group presents its plays in the Maverick Theater, Woodstock, N. Y.

Last year Wednesday night was known as Nickelodeon Night, with old-fashioned 16mm. movies featured. Films were shown for an hour, including audience participation in singing old songs. Another hour was given over to old-style vaudeville. Talent was drawn from the audience. It was a sort of combination amateur night and evening social. Prices for the evening were cut from \$1.10 to 40 cents, with children admitted for 15 cents. Theater was jammed on these nights all summer long. It is reported,

Another Nickelodeon Night has been demanded by subscribers for the current season. Interest has been so great that operators of the summer theater are considering possibility of playing a full week instead of week-ends and the mid-week film program.

This same theater group has also shown considerable ingenuity in creating interest in its legitimate stage productions. First production on this year's schedule is *Love for Love*. An innovation this year is the use of 16mm. color movie close-ups glamorizing the leads in the play. Films are shown during the overture, just before the stage performance begins.

According to Don McClure, formerly associated with Ripley's Believe It or Not movies, cameraman for the group, shooting of the films has a psychological effect on the audience. It is well-known fact that a person appears twice as glamorous on the stage if he appears as a movie actor.

About four weeks ago the Mid-Hudson Apple Blossom Festival was held and a Queen was crowned for the occasion. The Student Theater took colored movies of this event, giving prominent attention to the mayor and other local dignitaries. This film will also be shown at the theater.

So far as is known, this is the first summer theater to tie in with showings of old-time films and localized reels with the idea of stimulating interest in the legitimate presentations. Started more or less as an experiment last year, the interest created has exceeded expectations and topped box-office grosses.

Another promotion stunt used to develop business hinges around "Miss Maverick." Girl visits local stores in the area once a week and stops people about to enter, asking them to be guests at the theater. Five numbered passes are given away in each place of business. Films are taken of the girl interviewing shoppers with store as background. Then merchant is approached on advertising tie-in, with films shown at each performance. A \$5 prize is awarded to the pass holder whose number is drawn, providing the person is present in the theater.

The Student Theater group has a cast of 25, all potential stars. Such prominent film luminaries as Bette Davis, James Stewart, Osa Massen, and Olympe Bradna have contributed to the support of the group. The major picture companies this year have assigned talent scouts to cover every production at the Maverick. This is unusual, since at best companies in past have only covered two or three of the summer circuit shows.

Novelty Programs Draw Audiences

SIACONSET, Mass., June 21.—Tiny Day, entertaining New England roadshowman, has opened at the Old 'Sconset Inn, Nantucket Island, after a short vacation. Tiny has been doing particularly well with a combination of music and movies which he calls *Cineorgan Varieties*.

Among the most popular reels shown by Tiny during the past three months have been *The Movies March Along*, *The New York Hat*, *Safety Last*, and (until the withdrawal of Chaplin's *Koosy Street* and *The Immigrant*). He purchased almost all of these reels after a couple of rentals, as he feels they are handy to have around. In order to have a good program he also owns three or four sound shorts.

"I am equipped to put on any kind of entertainment," Tiny explained, "from a 15-minute theater act to an hour and a half show, with two or three shorts, vaudeville in the form of my musical act, and a feature picture.

"Recently I was taken by a sheriff to his pet project, a county jail farm, where I took 300 feet of Kodachrome of the boys working in the fields and building equipment sheds. Back at the jail later



TINY DAY, with organ and equipment used in his "Cineorgan Varieties" program, now at the Old 'Sconset Inn, Nantucket Island, near Siasconset, Mass.

I took shots of interior activities. The inmates were instructed to keep their backs to the camera if they did not care to have their features shot. Result was we couldn't keep them away from the camera.

"After editing and titling, the film was shown to the inmates with recorded music accompaniment. Chaplin himself never drew the laughs those guys and gals in the cink gave themselves. It was quite an experience."

ORCHESTRA ROUTES

(Continued from page 14)

Wls., July 1; (Capitol) Mansfield, 2, L. Wendell, Connie; (Ace of Clubs) Odessa, Tex., No. Whiteman, Paul; (Chez Paree) Chl. no. White, Ed (Blackstone) Chl. h. Whaley & His Tune Toppers; (Doc's) Baltimore, no. Williams, Glen (Greystone) Mansfield, O., no. Williams, Oreste (Gaiety) Ottawa, Ont., Can. no. Williams, Raleigh, Madcaps (Ramona Club) Hobbs, N. M., no. Wilson, Dick (Steve Brodie's) Phila. e. Wilson, Teddy (Safe Society) NYC, no. Windsor, Sir Reginald Guy (Toppers) Merchantsville, N. J., no. Winton, Barry; (Rainbow Room) NYC, no.

Y

Young, Eddie (Buena Vista) Hixton, Miss., h.

2 More for Richman

NEW YORK, June 21.—Harry Richman opens at the State-Lake, Chicago, July 4 and continues at the State here July 24. Ted Lewis will precede Richman at the State July 17. The William Morris Agency set the dates.

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Union Pulls Russell Band

CINCINNATI, June 21.—On instruction from James Petrillo, president of the American Federation of Musicians, Eddie Woekener's band was pulled from the Onaida Bros.' Circus at Onaida, N. Y., Saturday by Walter Ripley, secretary of the Onaida local. This action was the result of the show's failure to comply with a previous agreement to pay the circus musicians \$21 per week. The show would go no higher than \$16, Ripley, however, got the show to pay the musicians two weeks' wages at the \$21 scale.

In reply to wire from The Billboard regarding the matter, C. W. Webb, manager of the show, wired Thursday: "Can only blame Woekener for the pulling of his band. I told him that due to unfortunate circumstances I could only pay half salaries last Saturday (14), same as performers, but would make up balance Monday (15). He immediately contacted his local and informed it that I would not live up to agreement and pulled band against wishes of most of his men. We used public-address system Saturday night, but had full organized band, with most of same men, Monday night. Woekener and his men were paid in full according to previous agreement."

Both performances at Onaida were largely attended despite rain threats.

William Moore Joins

William Moore, veteran legal adviser with the white tops, joined the show in that capacity at Greenville, Pa. Others to join recently are Lew Klis, an additional clown ally, and James Kelly, assistant elephant man to Evin Welch. He joined at Ithaca, N. Y.

Toppy, 10-year-old chimpanzee, mascot of the show, died June 8 in a Cleveland clinic following a two weeks' illness. She was accompanied to the hospital by Mrs. Webb and Bob O'Hara during the show's stand at Alliance. Toppy was the center of attraction in the menagerie. Her death is mourned by everyone on the show.

Among those of the show who visited Cole Bros. at Warren, O., during Russell's stand at Alliance were Mr. and Mrs. Bill Antes, Mr. Ray Rogers, Betty and Bob Acevedo, June Russell, Ethel Jenner and daughter, Joe Ann, and Mr. and Mrs. Alex Brock. Fred W. Work, ardent circus fan of Akron, was a guest of Mrs. Rogers at Wooster and Alliance.

Tex and Alice Orton continue to draw loud applause in the big top with their sensational high perch routine.

Alex DeBarr, show artist, has been at work during the past week redecorating the big show ticket wagon.

Celebrities of the show and bidding radio stars shared the spotlight at the weekly luncheon of the Kiwanis Club at Alliance. The club program, presented under the direction of Bill Antes, included a humorous monolog and improvised song by Joe Gould, clown, and an Indian war song by Chief No Knife and Chief Three Trees, of the Side Show.

Other circus guests at the banquet, whose pictures appeared in the June 6 issue of The Alliance Review, were Ernie Clarke Jr., Bill and Edna Antes, Ann Robinson, and Margaret Ann Robinson.

Mr. and Mrs. James Cole and son, James Jr., Penn Yan, N. Y., visited friends on the show at Auburn, N. Y. Casey Whitaker, formerly with the Walter L. Main show, was also a guest at Auburn. Mal Fleming, Oil City, Pa., caught the night performance at Franklin.

Margaret Ann Robinson, Side Show doll lady, has been visiting newspaper offices with Bill Antes, press agent, and has been copying the lion's share of publicity. She scored the front page in The Warren-Times Mirror, Warren, Pa. In Ocean, N. Y. The Times-Herald carried a picture of her being interviewed by the press representative.

Frank Shepherd, who recently joined the act of the Flying Clarksons, accidentally struck his foot with a heavy mail in Ithaca and was unable to appear in the big top during that stand. He was back on the program the following day at Auburn.

BILLY LORETTTE noted clown, formerly with the Ringling and other shows, is a paralytic patient at the Oak Forest Infirmary, Oak Forest, Ill. Also there are John C. Clark, who for years appeared with Lillian Letzler on the Ringling show, and Thomas C. Riley.



WALTER R. EASTMAN, 64, former clown with Ringling Bros. Circus from 1891 to 1909, who died June 9 in Westfield, Mass. He was the originator of the "Yellow Kid." He had also been with the Docketstar Minstrels and Buffalo Bill's Wild West Show.

Yankee-Patterson Two-Day Stand in Santa Monica NSG

LOS ANGELES, June 21.—The Yankee-Patterson Circus played at Santa Monica for matinee and night performances two days last week to only fair success, although it was said to have been one of the best performances ever turned out by the Wood-Thornton Productions. Performance was presented in three large rings with gaily colored curbs. The size of the rings cut out the hippodrome track and made it necessary to eliminate the grand entry and Cheerful Gardner's elephant mount of 12 animals. Five elephants were used in Gardner's closing act.

Admissions were adults, 85 cents, children, 50 cents; grandstand seats, 50 cents extra; Side Show, 10 cents, and after-show, 10 cents.

Menagerie was one of the features. Acts included Louis Roth's wild animal act, Billy Dale, cloud swing and upside-down walk; Pina Troupe, foot juggling; Olvera Troupe, perch acts; Ora and Minera, bar act; Coscha and Anita, bar act; Irene McAfee and Bob Wallace, dog acts; Babe Velarde, bounding rope; Louis Winston's seals; Velarde Trio, including Eleanor on heat catch; Senor Velarde, unsupported ladder, and George Perkins, Bernie Griggs, Art La Rue, and Billy Mack, clowns. Side Show featured Bob Wallace's goat act, Gentry Bros.' gorilla, and the Yankee Whittier. After-show featured Frank Chicarella, knife throwing, and horse acts.

Show is feeling the pinch of labor due to high wages paid in defense projects. Moving from town to town looms as a major problem with this and other shows in the vicinity.

Announcing was done by Jimmy Wood; Bill Thornton served as equestrian director; Carl Knudsen, contracting agent; Bill Wagner, press agent; Ova Thornton and Ruby Wood, concessions, and Dad Fisher, Side Show. Music by Charles Post's band. Visitors included Lee McDonald, Doc Cunningham, Dick Gerald, Roy Cronister, Bertie Youden, Mrs. George Perkins, C. A. Buchel, Babe Thomasson, Harold New, Mr. and Mrs. S. L. Cronin, Hugh McGill, Curly Phillips, Bill Hoffman, Eddie Trees, and Bertha Matlock.

Providence Shrine Bows to 23,671

PROVIDENCE, R. I., June 21.—Despite heavy downpour of rain which drenched the grounds early in the evening, the annual Shrine Circus at Narragansett Park race track opened its week's run Monday night with an attendance of 23,671. Only one act was unable to go on, this being Paul Lorenzo, whose rigging set up during a heavy thunder-shower in the afternoon, buckled and had to be reset.

Show is sponsored jointly by Palestine Temple, Shriners, and Pawtucket Boys' Club, with proceeds going to the Boys' Club activities and Shriners' hospitalization of crippled children.

Cole's 2d Detroit Stop Gets 16,000 As Rain Dogs Show

DETROIT, June 21.—Cole Bros. Circus returned here for a Saturday and Sunday date (14-15) on a new lot at Mack and Warren avenues on the east side of town, playing to about 16,000 for the two days. Cold weather and rain on both days hurt the show seriously, with the rain providing some problems for the ground crew in readying the lot.

Saturday's matinee drew 3,500, with about 4,000 at the evening show. Sunday's matinee started before the rain came and drew a near-capacity crowd of 7,500. Sunday night, after several hours of intermittent rain, had about 3,500.

Rain dogged the show last week on its tour of near-by Michigan cities, but business was consistently good, considering the weather.

At Port Huron the show drew 4,000 at the matinee and 6,000 in the evening. Saginaw attendance was 7,000 for the two shows, with 9,000 at Flint, while Pontiac drew 10,000 despite a heavy rain that made the problem of setting up, after a three-mile haul from the tracks, so great that some members of the staff were in favor of canceling the date, Terrell said.

One record believed new in big-top history was made at Saginaw, where the main tent, which was thoroughly muddled in Pennsylvania a week before, was parafined and cleaned in the morning and set up in time for the afternoon show.

Visitors at Detroit included Mrs. Arthur Nelson, Mrs. Terrell's mother and her two nieces who joined the show for about 10 days from the neighboring city of Mount Clemens.

Lawyer Hildreth Goes To Work on Geo. Jean Nathan

WASHINGTON, June 21.—Melvin D. Hildreth, local attorney and ex-president of the Circus Fans' Association, this week sent a letter to the editor of Liberty Magazine in answer to a circus article in that publication by George Jean Nathan, veteran New York dramatic critic and author. Text of Hildreth's letter follows:

"One George Jean Nathan, who, in the Gay Nineties, edited a magazine entitled Smart Set, has sold to Liberty a smart aleck article entitled Circus Time. Nathan complains that the circus has been most guilty of lack of originality and has become largely an annual duplication of itself.

"Nathan complains about the man who is shot out of a cannon. Well, no circus has had a cannon act for more than three years.

"He complains about the lion tamer overawing his jungle beast. There has been no fighting lion act in any circus for four years. He refers to the dog rolling itself up in a rug. The act in which that stunt appears has been off the road for more than five years.

"The clown number with the blown-up costumes suddenly deflated by a sword ceased 10 years ago with the death of its originator, Jules Tournour. And the other clown has not been chased around the ring by the skeleton for several years.

"But the big parade before the show begins is the circus stencil, continually complains Nathan of the Nineties. The band . . . marches out of the farthest entrance into the sawdust trail and likewise go with more brass than Mussolini." Well, the band this year in the Ringling circus does not march and neither did it so march last year.

"The spectacle this year is the fifth number of the program and tells in a magnificent manner the story of Mother Goose.

"The circus is new; the circus is different; the only trouble is that Nathan is writing about a circus he saw years ago and he recalled it all just to sell an article to Liberty."

"DOODLES" DE MARIS, whose husband, Fred, circus clown, died recently, is employed at the Carson-Pirie-Scott department store in Chicago.



WHILE the mother camel looks on, Mrs. Zack Terrell crosses a new camel that was born on Cole Bros' Circus June 8 in Detroit, while the show was en route to Jackson, Mich. Photo was taken by Walter J. Pletchmann, secretary and treasurer of the Circus Historical Society.

Mills' Biz Fine; Larkin Troupe, Aerial Lakes Join

DANIELSON, Conn., June 21.—Mills Bros. Circus completed its sixth week here yesterday. Business and weather have been splendid since the opening. A big top, an 80 with three 40s, was received last Monday in Seymour, Conn., where two capacity houses greeted the show. It was the first circus to show that industrial city since 1926. Since the show's opening five new tractors have been received, replacing older equipment.

Karl Larkin and his troupe of furniture movers joined at Bellefonte, Pa. They made the jump from Reno, Nev. in five days. The Aerial Lakes joined in Havertown, N. Y. Jack Wash is in charge of the cookhouse.

Floyd King, general agent, and Ben B. Jones, contracting agent, were on the lot a few hours in Seymour. Jack Mills, manager, has returned after a business trip to New York. Milton Robbins, side-show manager, enjoyed his best day of the season in Honesdale, Pa. The side show was thronged from 10 a.m. until midnight. J. S. Kritchfield, superintendent of the front door, has been busy entertaining circus fans since the show entered Connecticut. Frank Stout and Kirk Adams are competing for fishing championship.

Garden Bros.' Show Postpones Opening

TORONTO, June 21.—Garden Bros. Circus, which was set to open June 30-July 5 at Hamilton, Ont., has decided to postpone the opening for a month due to the fact that the various committees under whose auspices the show is to play are presently busy on Canada's victory war loan drive. The show would also like more time to start the advance ticket sale.

Acts already booked include George Christy's unit, Herb Taylor Comedy Trio, Mills Brothers, high wire act; Avalons, letterboard; St. Onge Trio, double trapeze; Romanoffs, double wire; Topsy, side for life; Four Merrills, equilibrists; Gitanos, high perch; St. Parker and company, comedy; Yoma Troupe, Chinese wonders.

The show will be staged in three rings and will have a band of 10 musicians. Route includes Hamilton, London, Kitchener, Belleville, Oshawa, Peterboro, Niagara Falls, and Toronto.

DAVE MURPHY, radio announcer at Station WKNY, Kingston, N. Y., joined Hunt Bros' Circus there for a day as a member of clown alley. Kingston is the Hunt's home town. Murphy had the entire Hunt family on the air for a half hour, and Buck Steele for 15 minutes. Matinee biz was poor because of a hard rain, but the night crowd was good. Harold DeMarlo also visited. He and his wife are back from making shorts on the Coast.

Streamlining the Circus

or My Brother John

By HENRY RINGLING NORTH

IT WAS a normal day at Madison Square Garden during our spring engagement. Our secretary, Miss J., had paused in taking dictation as I talked over two phones, while my brother on 'tother side of the office was vociferously reorchestrating the band program with an equally articulate music doctor when my third phone rang. A voice of authority informed that it belonged to an editor of *The Billboard*, and would I write an article relative to streamlining the circus? On phone No. 2 a voice belonging to Jimmy Strock, of the Brooks Costume Company, inquired as to whether I'd like to see John O'Hara's Pal Joey, and Norman Bel Geddes on phone No. 1 invited me to have dinner with Miriam Hopkins—naturally I said yes. Well, I saw Pal Joey and it's swell. I had dinner with Norman and Miriam, which was perfect, too, but as for streamlining the circus that's a long story and I believe the editor said something about 2,000 words.

As I understand the term, streamlining is not new; in fact, it's as old as creation, for probably the most perfect example of streamlining is that applied by nature in the formation of a raindrop. Basically it means the adaptation of a form or a modus operandi to a point of perfection where said form or method of operation (to not only slide, but further point my scholasticism) performs its natural function with the epitome of ease due to an almost total absence of friction.

I suppose the above explains why there is so little perfect streamlining and also why only successors to P. T. Barnum would dare to attempt to streamline a circus. As a matter of fact, no such analysis of the term was indulged in during the summer of 1938, when crucial necessity visited the circus and fostered

a whole brood of timely innovations. You see, as with so many things, the circus began to be streamlined first and the term was applied thereafter.

Certain unpleasant episodes during the spring of 1938 indicated to my brother John, Charley Bedaux, McCormick Steele, and me that the use of caterpillar tractors might soon prove most expedient in the movement of the show. We made certain tentative arrangements. Came Toledo—premonitions became realities—enter the caterpillars, exit the horses—and the circus not only unexpectedly moved out of Toledo but truly made its greatest single step toward adapting itself to a changing world since that day in the early '70s when a circus first moved overland by rail.

But 1938 was a fateful season, for that move from Toledo only put us closer to Scranton, where it almost seemed as if the darkness escaped from the mines with the purpose of swallowing up the "Greatest Show on Earth." Enough loyal hearts and willing hands, however, stood by one strong young man who not only didn't know how to quit, but also, fortunately, knew how to make adversity do a turnabout thru sheer courage and determination.

I refer, of course, with great pride to my brother, John. Believe me, souls, too, were streamlined during those rainy five days in the Poconos. The Big Show moved again, but this time back to win-



HENRY RINGLING NORTH, vice-president and assistant to the president, Ringling Bros. and Barnum & Bailey Combined Shows, Inc.

ter quarters, and it was only June. Yet early July found many a Ringling showman on a hard, dusty Al G. Barnes-Sells-Photo lot in Redfield, S. D. And the Barnes show miraculously had a new top—longer and wider than ever before, but with only four center poles. The Barnes show returned to a different winter quarters, too, for it went to Sarasota, and when the spring of 1939 arrived it stayed at home, but the Big Show went out with the four-pole top. The canvas was new, the sections were wider, and the poles were higher, but there were only four instead of six, for we had found that a better performance to keener enjoyment could be presented where the end seats were closer to the center ring. Hence innovation No. 2.

As far back as 1927, when I was working during the summer on the front door, I began to be cognizant of the fact that the matinee business was falling off. Said decrease steadily continued. The fact was recognized. The cause was variously diagnosed from time to time, but as is too often the case with many malignancies, nothing was done. That is, not until February, 1939. Then my brother John did it. He came back from Europe, where he had booked an entirely new show and where, incidentally, he said he had had glimpses of a German army that was absolutely incredible and which he said was definitely about to start for somewhere, Russia probably. If he had only been right about the latter, fool!

He was determined that our 1939 show must be so wonderfully improved that increased business would make up for our losses of 1938, and he had decided that this could only be fully accomplished by building up our matinee business. I agreed perfectly, but queried how. It was simple enough, he said. All we had to do was air-condition the big top. Well, that, of course, was impossible, but he did it! I'll never forget the poor engineering chap Charley Bedaux dug up in Atlanta to come down and bid on the job. He became so infected with John's enthusiasm that he almost got fired for promising us things which his company heads feared they would never be able to deliver. But they did, and it worked, and he didn't get fired—he got a raise, and our matinee business has kept on steadily increasing. Innovation No. 3.

outside of Winona, Minn., I believe. My brother John was discussing color with Max Weldy, who had come over from France to settle the details about his spectacle, Marco Polo, when Freddy, our chauffeur, stopped the car at a crossing. A bullet-shaped silver-colored streamliner flashed by and John announced that come next spring there would be no more Pullman green on the coaches—the whole circus train would be silver. That's No. 4.

The winter of 1939-40 my brother John was rather inactive. Practically all he did was fly to Europe on the Clipper, where he signed all, or nearly all, of the best acts in Europe. They all got over, too, including Alfred Court and his 56 wild animals, in spite of Hitler, submarines, et al. During the summer of 1940, tho, he got productive as well. We had a bit of a problem due to the fact that it looked fairly certain that John couldn't go to Europe in the winter for acts, and John likes lots of new things in the circus. We sometimes wish he didn't have such a fancy for the novel and different when we have to load it for the first time.

The midway received his earliest attention, and after mentally and verbally re-doing that he moved into the menagerie. By the time we reached Chicago late in July he had already decided on the Mother Goose spectacle, and when we got to Texas we concluded that we had better get the best designer in the world to put everything down on paper; as we also needed an engineer there was only one possible choice—Norman Bel Geddes. Norman came and it rained blueprints in Sarasota all winter. Bill Yeske, who built wagons for our uncles in Haraboo, Wis., had a field day. Bill Curtis, our boss canvasser and a bit of an inventor in his own right, greeted the prospect of a poleless big top with the proper mixture of skepticism and enthusiasm, while Leonard Aylesworth, our boss salmaker, started walking crabwise from cutting so many geometric designs. Michael (Angelo) Carey just went on as usual and painted the whole show. After all, when one is a peg or so past threescore and ten one can afford to be blasé even about a Geddes. At least Mike can.

That's about it—that's streamlining the circus, or rather it's a beginning. My brother John says he has put so much importance on the performance and the movement only to insure continued good business. Next he wants to air-condition all the coaches and streamline the flies out of the cookhouse. I tell him that that last ambition seems a lot like trifling with the Almighty.

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Head With a Tale

OKLAHOMA CITY, Okla., June 21.—"Here's a hot news story," a telephone voice offered a Daily Oklahoman reporter here. "Somebody has just stolen the head of 'Adolf Hitler'—he's the skeleton in the Funhouse in Springlake Amusement Park—and now 'Adolf' hasn't a head to rest on his bones." "That so?" the reporter inquired. "How did it happen?" "Somebody just broke the glass and a screen in the case and made off with the head." "All right," the reporter insisted, "but how do you know?" The voice was triumphant: "I'm the guy who did it!"

Gains Are Big In Early June

CHICAGO, June 21.—Operating results for the period ending on June 8, before general rains hit many spots, indicated big gains over the corresponding period in 1940, according to questionnaires returned to offices here of Secretary A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches. Questions asked and replies received, according to territory.

How does your gross (in percentage) to June 8 compare with the same period of 1940?

Alabama, 55 per cent increase; California, 40 per cent increase; Eastern Canada, 57 per cent increase; Illinois, 69 per cent increase; Indiana, 33 1/3 per cent increase; Louisiana, 40 per cent increase; Central Massachusetts, 90 per cent increase; Northeastern Massachusetts, 80 per cent increase; Missouri, 66 per cent increase; Eastern New York, 30 per cent increase; Northern Ohio, 26 per cent increase; Oklahoma, 17 per cent increase; Oregon, less; Western Pennsylvania, 27 per cent increase; Tennessee, 50 per cent increase.

Takes Down in Oregon

How was your gross (in percentage) for the first week in June, including June 8, compared with the same period in 1940?

Alabama, 15 per cent less; California, (See JUNE GAINS HEAVY on page 37)

Jersey Fears No "Gasless Sundays" Before Labor Day

WILDWOOD, N. J., June 21.—Resorts in this area have little to fear from "gasless Sundays," at least until after Labor Day, Congressman Elmer H. Wene said he had been assured by Secretary of Interior Harold Ickes. Wene said he forcibly presented to Ickes the hardship that would be wrought in the district should mandatory gas-saving regulations be put into effect, which, he declared, would be "utterly ruinous" to what promises to be a record season.

Indicating that this thought of resort hardship previously had not been presented to him, Ickes is reported to have said that such action certainly was undesired and would not be taken if it could possibly be avoided. It is estimated that during height of the season resorts extending from Atlantic City to Cape May are hosts to upwards of 2,000,000 week-end visitors, mostly motorists.

A spokesman in Ickes' office told Wene the worst prospective shortage in the East of petroleum products is expected to be in the last quarter this year after the tourist season.

An appeal to Ickes was also made by Senator I. Grant Scott, Cape May, president of New Jersey State Senate, who said in a letter to Ickes that resort business is not a sideline but one of the major New Jersey industries, pointing out not only a monetary loss but an increase in unemployment would follow curtailment of auto traffic.

Sylvan Beach Batters '40

ST. LOUIS, June 21.—L. W. Peters, owner and manager of Sylvan Beach Amusement Park on Highway 66, about 12 miles from downtown St. Louis, reports exceptionally good business since opening on Decoration Day. With exception of the pool, attractions are showing a big increase in business and attendance is far ahead of last year's. He plans several rides and is to contract for a portable roller rink.

Buffalo Area in Sock Pick-Up

Crystal Beach Doubles Takes

Ontario spot shoots for a new record with 25,000 on special day with opposish

CRYSTAL BEACH, Ont., June 21.—Latest achievement of Crystal Beach Park, which had a record Decoration Day opening and has doubled 1940 business in its first three weeks of operation, was a crowd of 25,000 on June 14, Buffalo Nickel Day, moved up from the usual late August date. Near-capacity crowd, which stood in long lines before attractions until the 2 a.m. closing and disposed of every shred of food, was drawn in the face of the opening of the new municipal Beaver Island Park on near-by Grand Island.

George Hall, president of the operating Crystal Beach Transit Company and park general manager, said he expects 1941 to set a new record. He reported that company-owned rides and concessions have shown a 100 per cent increase to date over the corresponding period of 1940. Biggest problem is the manning of company-owned attractions. (See CRYSTAL BEACH UP on page 37)

Miller Gets Carlin Post

BALTIMORE, June 21.—John T. Carlin, owner of Carlin's Park here, announced appointment of Col. A. T. Miller as director of events, advertising, and public relations. Miller went to Carlin's from New York, where for some years he had been connected with an outdoor advertising concern in sales promotion and account executive capacities. He has had experience in general theatrical and amusement park operations and publicity in Atlanta, Louisville, Ky.; Cleveland, Akron, O.; and Nashville, Tenn. For a time he was associated with the late Lincoln G. Dickey in operation of Great Lakes Exposition, Cleveland.

Steel Pier in Earlier Bow

ATLANTIC CITY, June 21.—To meet demands for an early season beginning in face of heavy weekday and week-end crowds, Frank P. Gravatt, president of Steel Pier, dispensed with customary fanfare and without previous announcement, marked the pier's official summer opening last Saturday. Going into daily operation on that date to mark the pier's 44th season, Gravatt advanced the original opening date, June 28, by two weeks.



WALTER F. KEENAN JR. has been named general manager of Marine Ballrooms of Steel Pier, Atlantic City, by Frank P. Gravatt, pier president and operator. A parade of big name bands has been booked for the pier ballroom, which provides for 4,000 dancers. Keenan served in producing the first water ballet at Chicago's Century of Progress.

Danzigers, Miller Take Luna's Lease From Milton Sheen

NEW YORK, June 21.—Luna Park, Coney Island, is now controlled jointly by Edward J. and Harry Lee Danzigers and Bill Miller, agent-producer. Fourth party in Luna's 1941 reshuffling, Milton Sheen, has sold his interest and lease share to the trio at a cost reported to be as much as \$50,000 but believed to be closer to \$25,000. Deal was announced on Monday. Sheen took a 10-year lease of the (See LUNA LEASE TAKEN on page 37)

AC Pier Suit Switch Asked

ATLANTIC CITY, June 21.—An order to return its suit against Steel Pier to State Chancery Court from Federal Court was filed last week by John C. Wolfe, president of Atlantic City Restaurant Men's Association, seeking an injunction to restrain the pier from selling foodstuffs. In the application, filed by Wolfe's attorney, the complainant claims that the case rightfully belongs in Chancery Court. A hearing on the question will be held on June 27.

Celoron Draws Good Spenders

Personnel set for big season with wider interest evident among patrons

CELORON, N. Y., June 21.—Celoron Park on Chautauqua Lake is looking forward to one of the best seasons in years, and if the business done over Decoration Day week-end is any yardstick, everyone connected with the park should end in the black. Park is in good condition and several staff changes seem to have been made for the better. Ride owners and concessionaires who have been there several years report business ahead of 1940 and management reports patrons have money and are spending it. Interest in outdoor amusements is greater than in many years. Main attraction (See Spenders at Celoron on page 37)

Okla. Op Looks at Floods Thru Rose-Colored Glasses

OKLAHOMA CITY, Okla., June 21.—Rains which have flooded or threatened to flood most of Oklahoma for over a month have left Roy S. Stator, owner-operator of Springlake Park here, emotionally undisturbed. Bad weather has hurt the park business and until it gets hot we won't have too many swimmers in our pool, he said, but even so, we're ahead of last year and there is no cause for alarm.

Stator's theory is that a certain amount of rain can be expected each year and that it makes little difference whether it comes early or late in the season. Results are generally about the same. Business at Springlake started with a 82 per cent increase over last year and Stator believes that indicates a better-than-average summer. Casino Ballroom has had varying fortunes so far. Opening business with Russ Morgan was far ahead of last year, when the ballroom opened without a name band. Morgan's successor, Paul Penderaris and Hal Grayson, drew considerably less. Ted Weems is currently on the stand. Clyde McCoy and Olen Gray are other bands booked.

Dads' Day at Pontchartrain Draws; Pyro Bill for July 4

NEW ORLEANS, La., June 21.—Intermittent showers failed to hold down Father's Day crowds at Pontchartrain Beach here on June 15, and Manager Harry Bait reported the unusual interest was displayed in several new rides and concessions. Cockeyed Circus (fun-house) and Fly-o-Plane continued to lead in popularity, but all rides are doing better than a year ago. New outdoor act, Blondin-Bellins Troupe, opened for a fortnight, making its fourth season here. Pops Le Van, trapeze vet and founder of the Flying Le Vans, was given a special Dad's Day party by the Blondin-Bellins Troupe, joined by the Aerial Mathleus and the Harrisons, who left after two weeks as top attraction.

Peter Villere, in charge of special events, promises something new every Sunday for the remainder of the season. An elaborate fireworks and patriotic program is set for July 4 and an attendance peak is expected for the three-day weekend.

Sinclair Does Delayed Work

CANTON, O., June 21.—Encouraged by early upturn in patronage and increased spending, management of Moyers Lake Park here is rushing improvements planned two years ago but delayed because of uncertainties, said Carl Sinclair, general manager. A kiddie playground, including a battery of new-type swings, has been installed by the Playground Equipment Company. Neon has been placed on front of the high ride and more neon is planned throughout the park. Custer Cars will be in operation shortly and new games will be added. Free-act policy is being continued.



PAN AMERICANISM at Palisades (N. J.) Amusement Park: Jack Rosenthal (in civies), co-owner of the park, palming Ferdinand Aguirre, cousin of the President of Chile, surrounded by some midshipmen of the S. S. Matto, who are on a good-will tour of the United States. Holiday was arranged for the boys by Mayor Fiorello H. LaGuardia's Recreation Committee. And Palisades offers free admission to uniformed servicemen.

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By R. S. UZZELL

Rain and then more rain! It has been quite general. We do get the business between rains. Playland, Rye, N. Y., has everything right except the weather. Herbert O'Malley says the concessionaire should furnish the weather. Somehow we have lost our pull with the weather man.

Rex D. Billings says, "We are all very happy about the increase in business but certainly not glad about the weather." New concessionaires at Coney Island, N. Y., under heavy expense, naturally feel the weather handicap. One has a \$6,200-per-week overhead to meet and bad weather makes no contribution toward making an even break for the operator. Some of the unseasonably cold weather has been as bad as wet weather. Bathing has had very little chance yet.

We now seem assured that there will be no "galeous Sundays" until after Labor Day. This is a great relief to parks where auto traffic is the very big end of the business. Despite it all, we are ahead of the 1940 season for the corresponding time and only the middle of June is in the tally at this writing.

Practice for Black-Outs

Belmont Park, Montreal, had a complete black-out for a practice night. It was for only a few minutes and not on a busy night. Let us hope none occurs on a week-end or holiday. The park was well organized for it. Cashiers had been relieved of most of their money and each ticket booth was covered by faithful men while the lights were out. It took the fear from cashiers and surely was a wise precautionary measure. It requires organization to minute detail and thorough written instructions to all employees well in advance. The rides have their individual problems. The coaster would do well to have only one train in operation at time of a black-out. All should be cautioned to remain seated on all rides until lights come on. It is going to call for extreme caution because underables are going to look for a chance to take some advantage. Fortunate is the park with a public-address system with which to instruct patrons.

The outside independent places at the beaches will have to handle their problems alone but surely they can get together and exchange experiences. This, after all, is nothing like handling a flood, fire, or blowdown. If it must be done then we must get organized for it.

Test for Tardy Buyers

The stories of men who want to buy now and can't get anything better than an August delivery would make an interesting pamphlet. They hadn't the courage in the spring to make commitments until they could see what the business was going to be. Now they have courage and enthusiasm to spare, only to find that all orders ahead of theirs must have first attention. And some are expecting last December's prices to hold. A good test now is to endeavor to buy aluminum print or castings. Some of us are thankful that we do have some devices ready for prompt delivery, but this is not going to last long.

Big rains in what was the dust bowl are hard on amusement parks but they are going to make some great business. The writer saw two downpours in Kansas City, Mo., recently in one day that were almost flood producers, and this out where we were told a few years ago that they were going to return to the desert.

Norumbega Opening Is Big; Ballroom Draws From State

AUBURNDALE, Mass., June 21.—In Norumbega Park here business has been tops since opening on Decoration Day, said Owner Roy Gill. Many college students who come for dancing in Totem

Pole Ballroom remain to play games and patronize rides. Scooter and Lindy Loop have not been opened yet, but will be ready soon. New swan boats, purchased from the New York World's Fair, are being repainted.

Rides include Carousel, Caterpillar, Bug, and Seaplanes. Games include bottle ring hoop, cigarette dart, hit-the-cats, and Skee Ball. There are a miniature golf course, shooting gallery, archery range, and free open-air movies.

Name hands in the ballroom draw from various parts of the State. Parents accompanying their children are admitted free Monday nights. Move was made after a request for information from parents who wanted to know if it was a suitable place for their children. Result has been business from an older crowd, with the elders coming thruout the week and utilizing park facilities as well as ballroom. Free admission is given patrons whose cars carry a Totem Pole sticker. No hard liquor is served.

Scandinavian Spots Open; Denmark May Have New One

NEW YORK, June 21.—Belated mail brings word of opening of all major amusement parks in Denmark, Norway, and Sweden. Sweden's three important parks, Crona Lunds Tivoli and Nofsfaltet, Stockholm, and Liseberg, Goshenberg, opened on April 26. Crona Lunds Tivoli this season is being managed by Mrs. Nadezhda Nilsson, widow of Gustaf Nilsson who ran it many seasons. Nofsfaltet is being handled by John Lindgren, son of the late Johan Lindgren, former park director.

Denmark's two big spots are Tivoli and Dyreshavsbacken, Copenhagen, and there are several smaller ones in coast towns. Dyreshavsbacken is on the outskirts and Tivoli is close to the railway station in the center of the city. Apparently because of its location, Dyreshavsbacken is less restricted than Tivoli as plans announced for this season at Dyreshavsbacken are elaborate while those of Tivoli are vague. Tivoli, which opened on May 3, has been a popular night spot, so blackout and curfew regulations hamper it seriously. Dyreshavsbacken has many big rides, including a Norman Bartlett Flying Turns and an English-built Octopus, and several big shows, restaurants, and dance spots.

Efforts are being made to launch a big park at Aarhus, Denmark, popular shore resort, but the project was still undecided at last reports. If the deal goes thru, this will be one of the biggest in Denmark. Carl Mortensen is opening a park at Helsingor this season. Norway's principal park, Polkette Park, Malmo, opened on April 26.

While there are restrictions on gasoline, oil, and other fuel in Scandinavian countries, there appears no drastic curtailment on operation of autos, at least for commercial purposes or such devices as Auto Scooters and midget autos.

Tex. Ops Buck Wet Weather

GALVESTON, Tex., June 21.—While this spring has been one of the wettest in history of South Texas, Galveston Beach and resorts around Houston have not fared badly over week-ends. Galveston had its best week-end of the year on June 6-8, when the 10th annual Ocean Festival drew thousands from all sections of the South. Event opened Friday with a pageant and fireworks that night at 21st Street Pier. Annual bathing revue was held Sunday at Murdoch Pavilion, \$175 going to winners.

ATLANTIC CITY.—Flag Day on June 14 was observed at No. 1 Atlantic Ocean, otherwise known as Hamid's Million-Dollar Pier, with erection and use for the first time of a new flagpole, exceeding the former one in height, in front of the white mansion at end of the pier built and once occupied by Capt. John L. Young, who constructed the pier. George A. Hamid, pier operator, who now resides in the mansion, attended the ceremonies and raised the new flag.

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By UNO

Despite a wet sprinkle on June 14 and a little more on June 15, Coney visitors came in droves and exceeded by far the attendance records registered during fair weather week-ends. Old-time ops said it was like old times and that it was a quarter crowd coming to transplant the nickels and dimes.

John Liddy, executive secretary of the National Showmen's Association, was here on June 15 arranging for a lamboose on the Island in behalf of the Hospital and Cemetery Fund. . . . Mrs. Ben Merson, wife of the Long Beach (L. I.) ride owner, visited friends. . . . Harry Rosen, who runs the coffee games on Surf and on Boardwalk, is out to win a gold life membership card awarded for enrolling 50 members in the NSA. Busy canvassing the Island 'tween business duties. . . . Butch, child of Minnie, the cat mascot of the National (burly) Theater in Detroit, ornaments Streamlined Follies interior, brought here by Paula Norton, a new personality addition to Dave Rosen's show. . . . Bob Asemacopoulos is behind the bar of the Mardi Gras on Surf. His dad, George, has been on the one block, between West 12th and Stillwell, 38 years. George's Mardi Gras bar replaced the movie show bar and grill of the same name that occupied almost the entire block. Other sons, Jack and Joe, operate the new Dodgem ride on the Bowers and Seaside Walk, the last four seasons under the firm name of the J. J. Amusement Company, in existence 15 years. . . . Mrs. Ann Singer, a sister of Nathan Handwerker of Nathan's sidewalk eatery, has an innovation, a pickle stand, recently opened right near Nathan's frankfurters and her own custard corner. Pickles, according to Mrs. Singer, jibe with hot dogs and the custard makes up the desert. . . . Bathing beauty pageants are being held at Loew's with Larry McMahon as emcee.

Luna Shorts

Jack Maritz is concessionaire of six foot booths over which Jimmie Edell is general operator. . . . The Lone Ranger panoramas, adjoining the ballroom, is a new concession. . . . Bert Kaye, who was in charge of Lou Klein's girl show, closed by the authorities, waiting for the license commissioner's office to change its mind. . . . Gelb Brothers trying to induce Commissioner Mose to reopen Have You Seen Stella? . . . Shirley Raymond, last with Forbidden Tibet at the Flushing Fair, is out front lecturer and inside emcee for Tom McKee's Aquagals that opened with 10 female diving champs with previews on June 14 and 15. . . . Roster of the ad-change office includes John (No. 1) administration director; John (No. 2) Quelli, in charge of construction; Chick Quelli, electrical engineer; Bill Lombard, outside group manager; John Beardon, personnel director; Jerry Freeman, cashier; Marie DiNapoli, secretary, in her second year; Amy Frank and Marv Green, accountants; Lubik, Singerman & Capustin, general auditors; Walter Barnett, in charge of concession auditing; and Dave Weiner, plumbing engineer and manager of the swimming pool. . . . Leonard and Harold Raymond, ops of the Star burly house in Brooklyn, have been gifted with lockers, good over the entire season, for the pool by friends

Dave Weiner, pool master, and Henry Cooper, gym instructor, a former heavy-weight fighter. . . . Moe Hardy, drink doctor presiding behind the Midget Village bar, managed by Ben Lenhoff, has the reputation of being able to serve and hold constant chat with 20 customers at the same time. . . . Vivian and Mary West, Scotch misters, former accordionist, and later a singer, along with Crawford, another midget vocalist, are the entertainers atop the Midget bar.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Help Charity

This year, more than ever, benefit parties are being staged. While a great many are for war relief, local charities and community chests are doing their share. And pool operators are urged to join in. Tying up with some charity by arranging to conduct an affair in your tank can result in added revenue and at the same time net your spot some worthwhile publicity. If a fete can't be staged in the plunge, tie up in other ways by selling tickets or offering services of your orchestra or stars to a benefit. Much goodwill will be built up and you will have the satisfaction of doing a good turn. Contact charitable orgs in your vicinity, such as British War Relief, Bundles for Britain, Community Chest, etc. Find out if a party or benefit is planned. If not, suggest one at your plunge as a means of raising money.

Various procedures can be used in putting on a benefit party. You can offer a gala water carnival or stage a regular entertainment program, either on a float in center of the plunge or on a side of the pool. Whichever you do, make certain that the proposition is attractive enough so that charity can make some money out of it. Don't be greedy. Remember that a benefit party will enable you to entice a great deal of free advertising which you ordinarily wouldn't get, so mark off a little towards advertising and promotion.

After you've set a function, give the organization as much co-operation as possible. Naturally, it's best to line up with a group equipped to form committees and sell tickets. But at the same time you should do your part to sell some around your plunge and to publicize the event. In other words, don't expect to give nothing and get everything because it never works out that way. "Clarity begins at home." But you can begin it at your biz-estab. too—and (See POOL WHIRL on page 37)

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Biz good here despite efforts of Juke Pluvs to put a damper on festivities. Altho there were two days of rain, outings came in on schedule and were well attended. Recent visitors were George Long, Sea Breeze Park, Rochester, and William Mear, Roseland Park, Canandaigua, N. Y. They returned to their respective parks with compliments to Paul Morris, gen'l m. a., for his front-page layout in current issue of Playland Broadcaster. Flying Behees and Three Redingtons going over with a bang. June 23-29 free acts will be Maximo, slack wire, and Peaches O'Neill Sky Revue. Flag Day was observed with a patriotic music program over the p.-a. system. Jack Rowe and his speedboats are going great guns. Mrs. S. Tucker is causing Mike Bocco to be relieving on rides as is Ralph Weeks. John Mullins is manager of the Ark and W. Flynn of Carousel. Ray (Personality) Gregory is managing Rabbit Game for Gus Rosasco. Freddie Merrit has Les Lavine (manager), George Chamis, and Frank Bertino on stand No. 11, and cafeteria crew consists of Bert Conklin, chief; Mike Diamond, assistant; S. French, busboy, and Lou Fien, cashier. Fred Geortie and Vinny Smith, officers on duty at Arena, get a kick out of watching the acts. (They should be sold tickets!) C. Del Vecchio is manager of Dog Race for Rosasco. Walter Nelson is at Basketball Game; Red Mecca and Dick French, Ballroom Game; May Del Vecchio and Jimmy

Rice, new on Rosasco crew and doing

nicely. . . . O. G. Lindborg's office force: Norman Hamman, Don Seavy, Jerry Rowley, J. Cronin, Ray Monroe, Roswell (Bill) Nye. (See PLAYLAND, RYE, on page 40)

Atlantic City

Heinz Ocean Pier gets under way this week. Lois Miller, singing organist, is back again for daily recitals. Florida State Exhibit is an added feature.

Replica of the New York World's Fair, on tour, has been set for Hamid's Million Dollar Pier. Terrell Jacobs and his troupe of lions and tigers have been added to the program.

Frank P. Gravatt, president of Steel Pier, was host to county newboys on June 14, a party held annually on the day before Father's Day.

First of beach shower units has been installed. A lighthouse-type bathroom containing two showers and two drinking fountains has been erected for visiting bathers.

Defense industries and military service making their demands. Woodrow concessionaires are faced with a shortage of help. With prospects for a boom season, some games concessionaires are taking on girls as employees. Shortage of males has also hit Dutch Hoffman, in charge of life guards.

Woodrow Chamber of Commerce has ordered ornamental street signs to mark walk corners in the manner of Atlantic City's wooden way. Chamber also is to plant shrubbery on both sides of the road leading into the resort.

Mayor G. Fred Cronceker, in a one-man campaign to revive activity in Sea Isle City, announced eight band programs in the reconstructed music shell on the Boardwalk.

Palisades, N. J.

By MARION CAHN

Reports are that Clem White is much better and will be back soon. This writer's voice returned strategically just before payday. That takes care of the sick list. Business continues good. With showers over the week-end, June 14 was a terrific day, with Doc Morris jamming them in on his first outing of the year.

Free acts include McFarland Twins and the Kimira. Nightly WINS broadcasts seem to be going over nicely. Jack Negley, of WINS, is doubling on the broadcast and doing regular park free show in absence of Clem White. Talk along the walk: Who took Hymie Nierenstein's stand the other p.m.? Mike's magnificent work on the gardens surpasses anything he's ever done. Young Peter Nevins walked off with a baseball from Jackie Bloom's cat game; he thought the object was to throw balls at stool. Bobby Paulson got a patch over an eye by hitting himself in the eye while trying to open a box in the stockroom. Happy Di Matteo reports business better than ever at the Carousel.

Everyone is proud of Joe and Al McKee, who donated a flagpole to Whitehead Lodge, F. and A. M., in memory of the lodge's deceased members. Dr. Vita is giving hay-fever injections to Bert Nevins, which the writer hopes will be effective, as the noise of sneezing is most distracting in a small office all during August and September. Night of June 20 marked the most ambitious entertainment program ever at the park. Bergen Company American Legion Post, Harry Richman, Gertrude Niessen, the Hartmans, Lyle Talbot, Alan Dinehart being here to do their bit. That day saw the debut of Uncle Don's broadcasts direct from the park.

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Dance at MARLOW'S PARK

Affiliations of Young RSROA Are Far-Flung

CINCINNATI, June 21.—The affiliations of the four-year-old Roller Skating Rink Operators' Association of the United States are far-flung. In 1936-37 amateur roller skating in the United States was given consideration again after being in eclipse since 1914, says Roller Skating Tests and Competitions, issued this spring by the RSROA. After the passing of the old Western Skating Association little was done to encourage this field of roller skating and it went into rapid decline.

"With no governing body, this field of the sport was overrun with imposters and false records," continues the RSROA book. "It is quite possible that no athletic sport has ever had so many 'world's champions' and 'world's records' as has had amateur skating. With the arousing of new interest in amateur roller skating, it was found that in the intervening years control had passed to organizations that were predominantly ice skating associations. After on-and-off competitions for two seasons the RSROA was organized in the spring of 1937 and for the succeeding year held many and various contests throughout the entire country under its own sanction. This, of course, was done to gain strength that was needed for the eventual membership in the Amateur Skating Union of the United States.

Plan To Join 35,000

"During the spring of 1938 several questions of jurisdiction arose in roller skating affairs, with other organizations planning to enter the roller-skating field. Then in May correspondence from the presiding officers of the ASU invited delegates from the RSROA to conferences to consider membership in the present body and to devise the plan to bring more than 35,000 amateur roller skaters into the international sports affiliations.

"This cordial invitation was promptly complied with and in October of 1938 the RSROA became a member associa-

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

tion of the ASU with full rights covering all roller-skating activities under the banner of the parent organization. At the Congress of the Federation Internationale de Patinage a Roulettes, which was held at Montreux, Switzerland, in April, 1939, the status of the RSROA again came up for consideration and, upon being forcefully presented by the president of the International Figure Skating Committee with the further sponsorship of the English delegates, was accepted as a fully accredited member of that body. The FIPR, as this group is generally known, is the established international governing body and has as members some 12 active groups in their respective countries.

"These affiliations give the amateur roller skater full recognition of his or her title in every field of sport and in every country which is likewise affiliated. It protects the status of the amateur and penalizes the infringer. It also defines the professional and gives his prestige. Lastly, it assures the amateur roller skater of regular competition and a high standard of competition."

Many Nations Joined

Affiliation of the RSROA with the ASU and Federation Internationale de Patinage a Roulettes allies it with the Amateur Athletic Union of the United States, International Eislauf Vereinigung, American Olympic Committee, and United States Figure Skating Association; Federacion Argentina de Patin. Argentina; New South Wales Roller Skating Club, Australia; Federation des Stes. Belges de Patinage a Roulettes, Belgium; Amateur Skating Association of Canada; National Skating Association of Great Britain, National Roller Rink Hockey Association of Great Britain, England; Federation Francaise de Rink Hockey, France; N. S. Reichsbund fur Leibesübungen Pachtamt 23a und Rollschulsport, Germany; Federazione Italiana Hockey a Patinaggio, Italy; New Zealand Roller Skating Association, Portugal, and Federation Suisse de Patinage a Roulettes, Switzerland.

America on Wheels Buys Trenton Spot

TRENTON, N. J., June 21.—Skateland, Trenton's only roller-skating spot, owned by Rollerdom, Inc., of which Harry Freedman is president, was purchased by America on Wheels June 15. New management plans extensive alterations, to be undertaken immediately, and when the rink opens in the fall it will be known as the Capitol Arena. It will be remodeled inside and out along streamlines and will be entirely redesigned by Barney Singer, New York architect. Improvements call for a new ceiling, modern lighting, a new front, and enlargement of the rink, which will be 300 by 100 feet.

America on Wheels operates various rinks in the East, including the Perth Amboy Arena, spots in Mount Vernon, N. Y.; Passaic, N. J., and Roseland, N. Y., and is now building a rink in Elizabeth, N. J.

M. D. BORELLI and James Caramana opened an outdoor rink in Philadelphia.

PALLS (Pa.) Flyers, roller-skating club, gave an exhibition recently in Holy Trinity School, Swegerville, Pa.

CECIL MILAM, operator of Wheeling (W. Va.) Roller Rink, has completed installation of a portable floor at Wetron, W. Va.

ERNIE ARNO, upside-down skater, appeared recently at Wilson's Restaurant, Philadelphia. Otto Eason, skate dancer, was booked into the Erie Theater for the week ending June 28.

ARENA GARDENS, Sinking Spring, Pa., opened recently with a new floor. Operating nightly and Sunday afternoon with organ music, nights have been set for specialities. Wednesday will be couples' night, offering reduced admission; Thursday, ladies' night, and Friday, birthday night.

NEW all-steel Petersen Roller Rink, on Highway 67 between Clinton and Camanche, Ia., opened on June 13. Howard Petersen, Camanche, is owner-operator. It has a maple floor on a concrete base, with 9,000 square feet of skating surface.

FOUR COMETS, Bob and Pauline Sams and Troy and Dolly Hoskins, professional skating team, who recently took over operation of Uptown Skating Club, Oklahoma City, Okla., presented a program at new Will Rogers Air Field near that city on June 5. Show was one of a series of professional programs planned for service men at the field.

A NEW 208 by 148-foot outdoor rink opened at Jones Beach State Park, L. I., on June 20. Skating surface is smooth finished concrete divided into a rectangular inner rink, 120 by 60 feet, and an outer encircling track 30 feet wide and separated from inner rink by panels. Two periods are scheduled daily. Charge is 10 cents for persons with own skates, with rentals at 25 cents. From Monday thru Saturday, between 6 and 8 o'clock, rink will be used for basketball, old-fashioned square dances, races, and exhibitions. There are seats for spectators at no admission.

EARL VAN HORN'S Mineola (L. I.) Roller Rink will close its spring season with a gala celebration on June 28, when noisemakers will be distributed and there will be special numbers and exhibitions. During July and August the rink will operate on Wednesday, Thursday, and Friday nights and there will be no matinees. It will resume regular sessions on September 3. Weekday afternoon periods were discontinued on June 2, but Saturday morning Children's Club sessions are continuing. In Pathe News film on roller skating, scheduled for release in either New York's Capitol Theater or Radio City Music Hall, are many skaters, under the direction of Manager Van Horn, who took part, including Mineola's Lois Goeller, Dorothy and William Opatrny, Rita Luginbuhl, and Martha Weed. Many scenes from the skating carnival in Madison Square Garden on May 8 were

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Incorporated in the picture. Johnny Stern, Minnesota skate boy, and John Steve Warner, instructor, were recently accepted for army service.

CRYSTAL BEACH UP

(Continued from page 33)
since Canadian help is scarce. Because of the scarcity, the Canadian Government has been co-operating in permitting American help to come into the park. Other officers are Charles Laube, vice-president and treasurer; Charles Diebold Jr., secretary; Mr. Stumpf, passenger agent, and Bertha Damer, book-keeper.

Harold Austin is again managing the ballroom, biggest money-maker in the park. His own orchestra and that of Company "A" furnish music, but several name bands for one-night stands are under consideration, first to be Gene Krupa on June 28. Another innovation will be the booking of free acts. Eddie Polo, aside for life, will open an engagement on June 30. Canadians, boat plying between the park and Buffalo, is again featuring Saturday and Sunday night cruises, with floorshows booked by Walter J. Gluck and dining.

Concessions and attraction owners include archery and check stand, Mrs. Leo Smith; automatic toilets, Nik-o-Lock Company; bathhouse, Carrie and John E. Seubert; bowling alleys and billiard tables, Peter Babcock; Penny Arcade, Harry W. Burnett; souvenir check stand, Elva May Sheriff; dart game, Harriet Devine; Dodgem, B. D. H. Company, Ltd., and Cyclone Coaster, Cyclone Coaster Company, Ltd. Reno May is ride superintendent. Crystal Beach Company, Ltd., owns the Aeroplane Swing; auto checking, Auto-Racer, Caterpillar, Giant Coaster, Crystal Ballroom, Ferris Wheel, Old Mill, Laaf in the Dark, and bathing beach. Elms Amusement Company owns the Funhouse and Circus. O. C. Hall owns the candy and sucker stands, and Midway Restaurant, Ltd. Charles A. Laube, has the Lunch Pavilion, hot dog and bus stand, ice cream cones, sandwiches and soft drinks. Others on the roster are Hey Day, Hey Day Company, Ltd.; games, E. Enfield and G. Hunt; miniature golf, G. C. Hall; Miniature Railway, Le Jeune Brothers; Motor Boat Speedway, Mrs. George and William Mathewson; Octopus, G. C. Hall; lockers, Canadian Locker Company; pin game, Harry Burnett; Pony Track and Kiddie ride, Thomas P. Dillon; games, John O. Bisher; roller rink, U. J. Dietz; galleries, William O. Bruce, and Tumble Bug, Bur Company, Ltd. Art Nagel is superintendent.

SPENDERS AT CELORON

(Continued from page 33)
tractions are Pier Marine Room, featuring name bands and occasional acts; Skateland Roller Rink, and a Penny Arcade with many new devices also reports good biz.

J. G. Campbell is president and W. H. Waterman is secretary-treasurer of Celoron Realty Company, owner of several rides and stands. Campbell is also general manager of the park, with Waterman assisting.

Park-Owned Equipment

Rides managed by Henry Johnston include Merry-Go-Round, Laverne Carlson, operator; Dodgem, Robert Howig, operator; Ferris Wheel, Henry Reinhart, operator; Kiddie Aeroplane, Charles Daniels, No. 2 Merry-Go-Round, Henry Johnston, operator; Kiddie Chasiroplains, Charles Daniels. Other park-owned attractions are two shooting galleries, Milo Lawson, operator; Penny Arcade, Eddie Geibel, operator; Myrtle and Kate Webb, assistants. Monkey Island, William Howard, caretaker; miniature circus.

Six food stands are managed by Al Day; ice-cream stand, Lorraine Ulander, operator; caramel corn, Leroy Apotosh, operator; frozen custard, Richard Swanson, operator; popcorn, Elsie Mosher, operator; Emerald Jackson, assistant; hot dog stand, Warren McCrea, operator; Fred Thompson, Betty Thompson, assistants. Hot dog stand, Donald Hopkins, operator; Earl O. Adams, Harold Lind, assistants. Harold Pearson, helper at both stands.

Clifford B. McConnell is office manager. Henry Getman is in charge of publicity and public bookings. Floyd Newbree is head of maintenance department, which includes about ten men. Women's rest room, Mrs. Etta Wheeler; men's rest room, Allen Johnson.

Pier Marine Room is managed by "Shag" Day, who came here from the Royal Palm Club, Miami, where he had been manager several years. Phil Day is bar manager and cashier; Walter D. McDermott, chief tender; Kenneth Palmer, Harry McKain, Robert Burke,

Wallace Dunton, assistants (staff is expanded to 13 bartenders during busy weekends). Clarabella Newbree, Lucille Williams, Joan Steberg, Caroline Gindberg, regular waitresses; Elmer Lind, Thelma Howard, Irma Limberg, Doris Carpenter, Ceila Wright, extra waitresses. Audrey Zimmerman, cashier; Emerald Jackson, popcorn stand; O. C. Collins, headwaiter; Ray S. Kneeland, Buffalo, talent booker; Morrey Brennan's seven-piece band is currently on the stand, with Lyle Carlyle following in late June as regular house ork. On Saturdays and holidays, as in former years, name bands will be used. Vaughn Monroe is set to tee off the season on July 4. Weekly floorshows of eight people are presented nightly (excepting when name bands are on tap). First name act will be Beatrice Kay, Gay Nineties singer, June 24-29. Plocco, manager, inaugurated last summer, proved so successful that it was continued thruout cold weather.

Individual Line-Up

Outside owned or operated concessions and rides include Octopus (new addition), Thelma G. Georvitch, owner; Tom Marcus, manager; Jean Marcus, cashier; The Whip, William R. Myers, owner; Orlo Daniels, operator; Boyd Wagner, assistant; Ghost Alley, William Myers, owner; Ernie Smith, operator; Charles Thomas, assistant. Miniature Railroad, William R. Myers, owner; Richard Carlson, operator; Wesley Stenstrom, assistant. Aeroplane, William R. Myers, owner; Al Johnson, operator; George Lee, assistant. Aeroplane Swing, William R. Myers, owner; Robert Estus, operator; Kiddie Automobile Ride, William R. Myers, owner; Louis Freeman, operator. Greyhound Coaster, William R. Myers, owner; Jim Burrows, operator. Miniature Golf, William R. Myers, owner; Albert Lundgren, operator. Edward Lundgren, assistant. Oriental Bazaar, including billiard, pool, game, cigarette vending, rolling ball, conveners, Frank Yoshida, owner; Tomiko Takagi, assistant. Palmistry, Steve Nichols, owner; Marie Nichols, operator. Guess-your-weight, Steve Nichols, owner; Frank Yoppha, operator. Pitch-Till-You-Win, Steve Nichols Sr., owner; Steve Nichols Jr., operator. Ball game, Steve Nichols, owner; John Nichols, operator. Dart game, Milo Lawson, owner; Julia Lawson, operator. Cat game, Milo Lawson, owner; Billy Pratt, operator. Mouse games, Milo Lawson, owner; Barbara Lawson, operator. Sunset Cafe, Mrs. Henry Getman, owner and operator; Frank Stumpf, bartender; Mrs. L. Takagi, cook; Jeep Anderson, waiter; Florence Kendall, waitress; Harry Wallace, assistant bartender. Photomat, George Lee, operator.

LUNA LEASE TAKEN

(Continued from page 33)
park last year, so that it still has eight years to run, plus current season. The Danziger and Miller were Sheen's associates beginning with the 1941 opening. Reputed money men behind the venture are the Danzigers, who are attorneys and frequent backers of showbiz ventures on Broadway.

Friction is understood to have developed among the principals regarding policy and other phases of operation, climaxed by the foundering of Albert Johnson's *Stars on Ice*, the park's top attraction, which never really got started, although there were previews. Huge building is still dark, awaiting a new tenant for the show or an entirely different concession. Also dark part of this week was the new Water Scooter facing the ice arena building. As both are at the entrance to park, this region is an eyesore.

JUNE GAINS HEAVY

(Continued from page 33)
10 per cent increase; Eastern Canada, 63 per cent increase; Illinois, 30 per cent increase; Indiana, 20 per cent increase; Louisiana, 12 per cent increase; Central Massachusetts, 90 per cent increase; Northeastern Massachusetts, 70 per cent increase; Missouri, 50 per cent increase; Eastern New York 14.5 per cent increase; Northern Ohio, 10 per cent increase; Oklahoma, 30 per cent increase; Oregon, 10 per cent increase; Western Pennsylvania, 40 per cent increase; Tennessee, 50 per cent increase.

Now was weather for the first week in June compared with same period in 1940?

Alabama, cooler with rain; California, better; Eastern Canada, better; Illinois, equally wet and cold; Indiana, two days' rain; Louisiana, very bad; Central Massachusetts, better; Northeastern Massachusetts, better; Missouri, cooler, more rain; Eastern New York, same; Northern Ohio, better; Oklahoma, rain daily; Ore-

gon, terrible; Western Pennsylvania, same; Tennessee, cool.

New Special Promotions

How did your per capita expenditure for this week (in percentage) compare with the same week in 1940?

Alabama, same; California, better; Eastern Canada, 10 per cent increase; Illinois, 16 per cent increase; Indiana, better; Louisiana, 25 per cent increase; Central Massachusetts, 60 per cent increase; Northeastern Massachusetts, better; Missouri, 10 per cent increase; Eastern New York, 13.4 per cent increase; Northern Ohio, 5 per cent increase; Oklahoma, same; Oregon, better; Western Pennsylvania, 12 per cent increase; Tennessee, 25 per cent increase.

Did you have any special promotions for the week in question which were of extra benefit?

Indiana, free acts; Northern Ohio, Sunday concerts; all others, same or none.

Added reports for the period ending June 1: Central Massachusetts, 200 per cent increase; better weather; radio advertising; Southeastern Massachusetts, 237 per cent increase; better weather, same; Decoration Day fireworks; Midwestern New York, 50 per cent increase; better weather.

POOL WHIRL

(Continued from page 35)
make it pay. By all means, try benefit parties this summer.

Postman Rings Twice

In answer to recent query in this column about whereabouts of "Bill" Goll, former long-distance swimmer, I am a familiar figure at Canadian National Exhibition marathons, this department has a letter from Jack Lathkowiak, who writes from Woonsocket, R. I.: "Bill Goll is working on Lawrence Grand Shows and has had up to date wonderful races and rates sees high with his show. As for myself, I worked with Bill first part of last season, and left to join other shows. Last year I worked a few weeks and this year an entire season with Dick's Paramount shows."

A high-diving reader writes from Williamson, W. Va. She is my old friend, Lucille Anderson, who bills herself "World's Champion Lady High Diver." She writes, "I was much interested in your recent column about possibilities of a new high-diving contest. As I stated in a letter to you three or four years ago, when another contest is held I feel that it should be limited exclusively to divers and not bridge jumpers; that is, those who perform a galner, layout, swan, or jackknife and should not include those who jump, walk off, or run off ladders, as the last contest did."

Joe Dunn, former national diving champ and member of the 1920 Olympic team, is co-operating with the National Swim-for-Health Week committee by appearing on radio programs to expound advantages of the sport. He has a swell radio voice.

Mrs. Julius Ochs Adler, wife of the publisher of *The New York Times*, is desirous of hearing from Eastern pool operators interested in providing special rate for service men. She is in charge of newly organized recreation committee to provide entertainment facilities for draftees. She can be reached at 90 Park Avenue, New York City.

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SPECIAL No-White Floor Powder, holds lites, 25 lbs., \$1.50; add 25¢ for container. Regular \$2.00.

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Complete Rink Supplies

Mexican Expo Bids for U. S.

Pan-American Project Started

S. A. republics also expected to go in heavily—import taxes to be waived

MEXICO CITY, June 21.—Announcement has been made by Mexican officials of plans for staging a large Pan-American Exposition near here between October 12, 1942, and May 30, 1943. It is expected that 21 American nations will participate in the exposition, designed to cement inter-American solidarity and foment interchange of American commerce and culture. A fair to which European as well as American countries were invited was slated here for the winter of 1940-41, but was called off because of the war.

It is expected that the fact that the fair will be held at a season when outdoor show business in the U. S. is in the doldrums will bring many showmen to Mexico. All merchandise and materials arriving for concessions or exhibits will be exempt of import tax, and local operating taxes, if any, will be negligible, it is said.

See 7,000,000 Draw

Moving force behind plans is former President Pascual Ortiz Rubio, who predicts the exposition will draw over 7,000,000 visitors. He is president and art director of the organizing committee. Ezequiel Huerta, director-general manager, said that the committee is prepared to spend equivalent of \$18,000,000 for preliminary construction and creation of gardens, fountains, and central pavilions. He estimated that an additional \$10,000,000 would be raised by private individuals in Mexico for concessions and exhibits, and that governments of the United States and Canada and independent concessionaires from the North would spend money in excess of these figures. South American republics are also expected to invest heavily.

States Bodies Interested

Construction will begin this year at Babuena, adjacent to the army airport. Grounds will cover some 1,200,000 square feet. Presence of a large number of Mexico's biggest financial names on the organizing committee is indicative of the push local capital is giving the fair. State governors, chamber of commerce heads, and many high government officials have been drafted into directorate ranks. Official blessing of President Manuel Avila Camacho was placed on the franchise several weeks ago. Organizations in the United States which are reported to have indicated their willingness to co-operate with the committee are the offices of the Pan-American Union, headed by L. S. Rowe, and the American Chamber of Commerce.

Trenton Preps for Stock Exhibs, Contests, Racing

TRENTON, N. J., June 21.—Thru recommendation of New Jersey Livestock Council, premiums in the livestock department of the 1941 New Jersey State Fair here have been boosted thousands of dollars, and it is anticipated that one of the largest exhibits in history of the fair will be staged. Improvements have been made to Coliseum and livestock barns, and for herdsmen a reading room and restroom have been provided. This year barns and Coliseum will be brilliantly lighted until gates close.

In a Harvest Queen contest for the 119 subordinate Granges in the State each will select a candidate and the winner will preside over festivities on Grange Day at the fair.

Race Secretary Ed Leatherman is preparing his program and \$60,000 in purses will be up for events on Tuesday, Wednesday, Thursday, and Friday. No decision has been made as to whether permission will be asked to conduct pari-mutuel betting, which has been authorized by State law. Harry E. LaBregue, secretary-manager, has opened his office on the grounds.



EXTENSIVE IMPROVEMENTS, including new entrances and memorial features about the grounds, have been made by the management of York (Pa.) Interstate Fair. An aerial view of the plant is shown above. The York group, headed by President Samuel S. Lewis and Secretary John H. Rutter, veteran fair executives, is characterized for efficient management and progressive administration. The 1941 annual is sloganed "The Blue Ribbon Mason-Dixon Fair." Outstanding always are a stellar grandstand show and a meritorious midway.

Army Use May Cancel Raleigh

RALEIGH, N. C., June 21.—Strong possibility that there will be no 1941 North Carolina State Fair arose when it was learned that the Army was seeking use of the fairgrounds here as a supply base for extensive maneuvers which will be held in the border area of North and South Carolina next fall by 500,000 troops of the First Army.

Gov. J. M. Broughton has announced, "If the Army believes it is essential to use the fairgrounds, our attitude will be one of acquiescence." His statement followed a conference with Agriculture Commissioner W. Kerr Scott and Dr. J. S. Dorton, Shelby, manager of the fair. Manager Dorton immediately began conferences with Army officials to determine the exact situation.

Army use of the grounds, it is said, is contingent upon payment to the State of sufficient rental to compensate for (See MAY CANCEL RALEIGH on page 40)

Ariz. State Passes To 7-Man Commish

PHOENIX, Ariz., June 21.—Arizona's new seven-member State Fair commission was appointed by Gov. Sidney P. Osborn on June 13, the same day that a bill passed by the Legislature, which re-organized the commission and redefined its duties, became effective. New commission replaces the State's former five-man board, appointees of a previous administration.

On the new commission are Harry L. Nace, Phoenix; Henry Rubenstein, Tucson; John Scott, Holbrook; G. E. McDonald, Phoenix; Fay Rabb, Safford; Zack T. Addington, Phoenix, and Fred Faver, Buckeye Valley, Terms of Nace, Rubenstein, and Scott all will expire in January, 1942; those of McDonald and Rabb in 1943, and those of Addington and Faver in 1944. With expiration of these terms, future appointments will be for three-year terms. Commission will soon elect officers and appoint a full-time (See NEW BOARD IN ARIZ. on page 40)

Around the Grounds

BOONE, N. C.—Blue Ridge Fair Association, Inc., with principal office in Boone, has been granted a charter of incorporation by the secretary of state.

ELYRIA, O.—With abandonment of Lorain County Fair here, work has started on raising grandstand and other buildings on the grounds, which are to be used for industrial sites and homes. A move is on to shift the fair to Wellington, O.

SPRINGFIELD, Mass.—Plans for Centennial Celebration of Great Barrington (Mass.) Fair are progressing rapidly. Harry Storin, publicity chief for Edward J. Carroll, new owner of the fair plant, reports. Extensive alterations will be made. Engineers have gone over the grounds and their recommendations are being studied.

DES MOINES, Ia.—Additional funds will be needed to complete the 4-H Club building on Iowa State Fairgrounds here because weather delay and increases in price of materials. Secretary Lloyd Cunningham reported to the legislative committee. He said about \$10,000 probably would be needed to complete the building. Legislature voted \$50,000 two years ago and WPA contributed \$122,000. The secretary said contractors had promised

the building would be completed for the 1941 fair.

CALGARY, Alta.—More than 7,000 yards of clay-sand will be spread over race tracks on the grounds in preparation for the 1941 Exhibition and Stampede. Board officials, assisted by men from the city engineer's department, found a clay-sand deposit less than 300 yards from the race track gate. All turns will be properly banked.

BARRON, Wis.—Final meeting of the old Barron County Agricultural Society showed receipts of \$7,504 and disbursements of \$7,744 for the 1940 fair. Management of the fair has been assumed by a new corporation. Fair was refinanced with aid of a \$6,000 appropriation supplied over a five-year period by the county board of supervisors.

EDMONTON, Alta.—Canadian government has passed an order-in-council formally authorizing transfer of Edmonton Exhibition grounds to the national defense department for use in the British Empire air training plan. Financial agreement between city and Dominion was not announced. After the 1941 fair the grounds will be turned over to the (See AROUND GROUNDS on page 49)

Farm Products Demand Is Seen as Favorable

Condensed data from May summary by U. S. Department of Agriculture, Washington, D. C., continued from last report.

Developments during the past month were favorable to a considerable increase in exports of some agricultural products over the small volume of recent months. At the same time improvement in conditions affecting domestic demand for farm products promises to continue after the temporary slight setback due to labor difficulties. Exports of farm products apparently were smaller in recent months than at any time since shortly after the Civil War, and even a considerable improvement would still leave the general export demand picture very unfavorable. Nevertheless, government purchases for export to Great Britain under the Lend-Lease Act will be a definite factor in the market for some commodities. One billion three hundred and fifty million dollars has been appropriated for agricultural and industrial commodities under this legislation, but no definite portion of this fund has been earmarked for agricultural products. British food needs include canned meats, canned pork and lard, dried and evaporated milk, cheese, eggs, dried beans, dried fruits, citrus fruit and tomato juices, and starches. Canada will be able to supply British needs for wheat for a long time to come, and severe curtailment of British textile operations, together with shortage of shipping space, is not favorable to a material increase in cotton exports.

The purchasing power of factory wages is at record levels, contributing to increased consumer demand for farm products over the corresponding months of 1940. The money incomes of industrial workers recently have increased much more than the cost of living, although recent rises in wholesale prices of some commodities point to the probability of gradually rising living costs in the remainder of the year. In view of increased industrial activity and incomes, consumers will continue to have large purchasing power available for buying farm products.

F. L. THOMSEN.

Production Prospects

The 1941 farm production season got off to a good start, under generally favorable planting conditions and the stimulus of better prices this year than last for most of the products dependent primarily on domestic consumer demand. Farm pastures were in better-than-average condition; the Western ranges were in best condition since 1931. There was in general an ample carry-over of old feed, and new grass had started well in the early range areas.

Stocks of grain on farms were large in early April. Farm stocks of corn were smaller than at that time a year earlier, but stocks of oats were larger because of the unusually large production in 1940. Including barley and grain sorghums, farm stocks of all feed grain combined were about the same as a year earlier. Wheat stocks on farms were estimated at nearly 196 million bushels, or about 50 per cent more than the 10-year average on April 1.

The crop reporting board pointed out that fruit prospects were still quite uncertain, but that conditions were believed to be favorable in most areas. Reports on plantings of early vegetables in the South and on intended plantings of early planted vegetables in the North showed various shifts as between regions and between crops, but no "very significant changes in the aggregate acreage of vegetables to be grown for fresh market."

SAN FRANCISCO.—Jack Ruskin and Sid Wolfe, concessionaires at Golden Gate International Exposition here last year, and George Haley, who operated Rondavoo Cafe on the midway, have opened a Market Street eating place, Haley managing. Spot has been tabbed Silver Rail and the set-up is said to have cost about \$30,000.

Fair List

A list of fairs and expositions will be found in the List Section of this issue.



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Outstanding Flying Act - Fair People
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For the
**FIFTEENTH (15th) VERMILLION COUNTY,
INDIANA, FREE FAIR**
Aug. 9, 10, 11, 12, 13, Inc.
At CAYUGA, IND.
Six on Rides - Legitimate Concessions and
Shows, Independent to gift.
W. N. ASBURY, Sec.

WANT CARNIVAL
Week Sept. 5-13
**Fentress County
Agricultural Fair**
Best Carnival Town in Tennessee.
P. G. CROOKS, Supt., Jamestown, Tenn.

WANT RIDES
Five or Six Rides for the Week of September 8-13.
Address H. B. BROWN
Slater Fall Fair Assn.
SLATER, MO.

DAREDEVILS
Can use capable Auto and Motorcycle Daredevils—
who have had plenty of experience. . . . No Drinkers.
State where you have been with and stunts you do.
This is with aid established show—with real road.
State Salary expected.
Write A. K. SIMMS
Cleveland Hotel Cleveland, Ohio

Great Falls Spurts To 11th Year With Paid \$750,000 Plant

GREAT FALLS, Mont., June 21—Outlook for the 11th annual North Montana State Fair here is most favorable in history, with a prospect that all-time records for six-day attendance will be shattered. Conditions are much brighter than in any of the past 10 years, the management reports.

When the fair opened in 1931 the depression was just getting under way and local gloom was added to by a series of drought years. Despite all this, the fair went ahead to soaring paid attendance records and to fully pay for a plant now appraised at close to \$750,000.

This year steady rains in June have assured one of the greatest winter wheat crops in Montana history, and the government has pegged the price at \$1 a bushel, highest in a decade. Cattlemen and sheepmen have received doubled benefits in improved range conditions, due to rains which helped the wheat growers, and in increased prices. Local economic outlook shows vast improvement. The great smelter of the Anaconda Copper Mining Company here is running full blast, as are shops of the Great Northern Railway.

To match all this prosperity, one of the greatest entertainment programs in the fair's history has been signed by Secretary-Manager Harold P. DePue. Sally Rand will make her first public showing in Montana, as an added attraction. There will be a full rodeo program, staged by Leo J. Gremer; 45 running races, with pari-mutuels, for purses of \$19,000; attendance awards of \$3,000 in cash and notes; Rubin & Cherry Exposition on the midway; afternoon thrill and specialty acts and night revue, Music on Wings, booked thru Barnes-Carruthers, and fireworks by Thearle-Duffield.

More than \$45,000 in premiums will be awarded in various divisions. Among other features will be a Horse Show, which last year drew national acclaim and in which about 100 entries are already assured; Northwest International Herford Show, with \$6,000 in awards; Aberdeen-Angus and Shorthorn Shows, in which national breed associations are co-operating; one of the largest displays of pioneer relics in the nation; State 4-H Club and FFA Shows, with a week-long program of competition and demonstration, including a baby beef sale in which 175 head will be entered, and a fat lamb show and sale, with even more animals to be disposed of.

In the 10 years 1,908,614 paid admissions have been recorded. 32,591 exhibitors have displayed 130,224 articles in competition for \$248,476 in awards, and a \$259,579.22 surplus has been accumulated.

WANTED
A Good Carnival for
AURORA TRI-COUNTY FAIR
Sept. 18-19-20
State full particulars in first letter.
A. C. VANBURG, Chairman Shows and Concessions, Aurora, Illinois

WINDOW CARDS
14x22 Cards, \$4.00 per 100;
17x26 Cards, \$8.00 per 100;
22x28 Cards, \$6.00 per 100.
200 Bumper Strips, \$9.75.
BOWER SHOW PRINT with FOWLER, IND.

WANTED CARNIVAL
For
Monroe County Fair
Paris, Mo., Week Aug. 4th.
GEO. M. HAGSDALE, Supt. Concessions.

ST. FRANCOIS COUNTY FAIR
SEPTEMBER 25-26-27

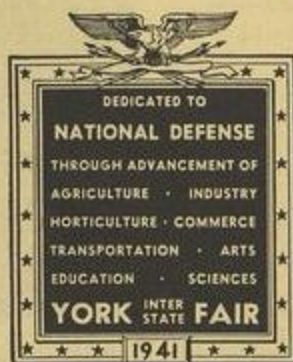
No contracts yet made on Rides, Shows, Concessions. Correspondence solicited. Write
JOE GRAND-HOMME, Secy., Farmington, Mo.

WANTED
INDEPENDENT RIDES AND SHOWS FOR
LINTON INDEPENDENT COMMUNITY FAIR
AUGUST 20-21-22-23, 1941
Supt. of the Twin Helms Safety Chapter. Write
LEXIE SMITH, Post Office Box 46, Linton, Ind.

YORK INTER STATE FAIR

THE BLUE RIBBON MASON-DIXON FAIR

It has everything



This is one Fair you can't afford to
pass up.

Write.

YORK INTER STATE FAIR
YORK, PA.

5 Days - Sept. 30 - Oct. 1, 2, 3, 4 - 5 Nites

OPERATE A BRAND NEW GAME!

ELECTRIC ARCHERY

Revolutionary New Idea in Skill Games
A fast money maker at FAIRS
PARKS - CARNIVALS - LOTS - STORES - ROADS - ETC.
WRITE - WIRE
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8 Days **GREATER READING FAIR** 7 Nights

With Reduced Admissions
BIGGER AND BETTER THAN EVER

SEPTEMBER 7, 8, 9, 10, 11, 12, 13, 14, 1941

Good locations open in Buildings for Exhibits, Jewelry and Novelty Stands. Desirable locations open for Lunch and Refreshment Stands. Legitimate Concessions at reasonable rates—but NO WHEELS.
CHARLES W. SWOYER, 522 Court Street, Reading, Pa.

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GEORGE BALL Theatrical Attractions

New producing Pasadena Firemen's Rose Bowl
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**WANTED FOR THE
NEW DEARBORN COUNTY FAIR**

AUGUST 18TH TO 23RD, INCLUSIVE, LAWRENCEBURG, INDIANA
Two Cook Houses. Good, clean Stock Concessions only. A golden opportunity to get set with an old fair on a new 56-acre location.
GEORGE KOETHEMEYER, Supt. Concessions; LEONARD HAAG, Sec.

WANTED
RIDES, SHOWS, CONCESSIONS AND FREE ACTS
AUGUST 10-15, DAY AND NIGHT—BIG SUNDAY OPENING
CARROLL COUNTY FAIR
TANEYTOWN, MD.

GRANDSTAND ATTRACTIVE

By LEONARD TRAUBE

For and About
Bookers • Buyers
Performers • Producers
Promoters

Hamburg's Act Array

Erie County Fair, Hamburg, N. Y., will mark its 101st annual this year with a well line-up of attractions. Lucky Teter and his Hot Drivers will appear for the fourth consecutive time on two nights. Engaged for the grandstand bill are Antaleks, perch; Little Fred's Football Dogs; Betty and Benny Fox, high pedestal dancers; Juggling Jewels; Flying Bees; Dixon Brothers, comedy acrobats; Reg Keboe and Marimba Queens, and George Ventre's Stetson Radio Band. Add fireworks, which will depict the historic naval battle at Montevideo in which the German pocket battleship Graf Spee was scuttled after encountering a British squadron. Harness races, a baseball series, and a horse show will round out a well-balanced six days. Bookers is George Hamid.

Jimmy Daley, agent for Buddy Lomas and His All-American Death Dodgers, says the unit will blossom out this season with an all new color scheme in ears and equipment—highlighted by silver and red. Stunt drivers and crew will be outfitted in red, silver, and blue uniforms. Emphasis of this contingent is on late Southern fair dates.

Following nine weeks with L. J. Heth Shows, Bob Fisher's Fearless Flyers

played Idlewild Park, Ligonier, Pa., where they are still on a five weeks' booking. Follow-up dates are Craig Beach Park, Diamond, O.; Summit Beach Park, Akron, O.; Forest Park, Genoa, O.; firemen's celebration, Shade Gap, Pa.; and Playland, Rye, N. Y. At close of park-fair circuiting the act is scheduled to return to the Beth midway for Dixie dates. In the troupe are Bob Fisher, Maximo Fisher, Mike Koculik, Peggy Koculik, Clem Fuller, and Selma Zimmerman. The latter returned to the business after many years of trouping, including a stretch on the old 101 Ranch Wild West. Frank Wirth is the booker.

Brown County Fair, New Ulm, Minn., has become part of the chain of Gopher fairs which will have major circuit auto races under sanction of CSRA. At a recent board meeting this year's contract was awarded to National Speedways, headed by Gaylord White and Al Sweeney. An extensive advertising campaign pegged around chauffeur Emory Collins is announced.

Generalities

A. P. (Art) Briese, secretary Thearle-Duffell Fireworks, says the company is having one of its real busy years, with the "Fourth" practically a sellout. . . . J. H. Waterman, owner of the performing oxen bearing his name, has two buffaloes which dive from a platform mounted on a power-operated hoist. Equipment is positioned in such a way that the animals appear to be going up the ridge of a hill. This is achieved by having that part of the canvas which is visible to the audience covered with artificial grass. . . . Jake J. Disch, better known as Bingo Sunshine, the Clown, and/or Orlene Corrigan, the Clown Cop, is booked in Illinois and Wisconsin. Was visited recently by Doc Weddell, the Circus Parson, in Cudahy, Wis. "The Doc, at 78 years young, looks fine," chirps Disch-Bingo-Corrigan. . . . The Prokop Brothers, Frank and Lee, are now motorcycle stuntsters on their own. Frank once did riding for Lucky Teter. In 1939 and 1940 they were with Flash Williams. They feature trick cycling in a repertoire of more than a dozen exploits.

MAY CANCEL RALEIGH

(Continued from page 38)
any loss that might be occasioned by cancellation of the fair, which is a money-maker. Army has surveyed the grounds as a possible storage point for supplies which would be concentrated here for shipment to troops participating in the war games next October and November. The fair is scheduled in October.

Governor Broughton said it was likely the Army would select the fairgrounds for storage purposes. He pointed out that 1,000 men could be quartered on the grounds and that facilities are available for storing huge quantities of materials. The governor added that some contractual difficulties may face the State because contracts already have been signed for amusements. Dr. Dorton signed Max Linderman's World of Mirth Shows last winter for the midway and it is understood grandstand and thrill show contracts have been signed with George A. Hamid and Lucky Teter respectively.

NEW BOARD IN ARIZ.

(Continued from page 38)
secretary. It has exclusive jurisdiction over the State Fair grounds here and all property thereon, and is authorized to make improvements and additions, conduct State Fairs, exhibits, contests, and other events on the grounds. Revenue will go into a special fund for financing future State Fairs. Commissioners are expected to center attention at once on plans for the 1941 State Fair.

Outgoing commission, of which W. A. Thompson was chairman and Scott Donnell, secretary, had financial difficulties as result of a deficit of nearly \$10,000 from the 1940 fair, revealed in an audit ordered for Governor Osborn in preparation for the setting up of the new board. Governor Osborn recently called in the old board to explain the deficit, but details of the session were not made public. Because of the governor's refusal to permit the old commission to make any further expenditures or increase the deficit, grounds and buildings for several weeks have been minus electric lights, and city is furnishing water on credit.

Nace, one of the State's pioneer showmen and long active in public amusement enterprises, came here 32 years ago as an acrobat with a circus, liked the country, and decided to stay. For many years he performed at State Fairs gratis for the enjoyment he got out of reliving his trouping days.

AROUND THE GROUNDS

(Continued from page 38)
government. All livestock events have been canceled, because even before the fair the government will begin work changing some of the stock barns.

CLEARFIELD, Pa.—Clearfield County Fair, operated by Clearfield Volunteer Fire Department with County Agricultural Society sanction, has advanced its dates five weeks over last year's. The new crop, William Erics Jr., managing director, said, will avoid cold nights that have plagued it in the past and enable the fair to join Pennsylvania Central Fair Circuit. Premiums will total over \$6,500. Lucky Teter and His Hell Drivers will return after a year's absence. First midjet auto races will be staged under direction of Hankinson Speedways. There will be three days of harness racing. George Hamid's 1941 Pastesties and acts will round out the bill. Cotlin & Wilson Shows will be on the midway.

BROCKTON, Mass.—A public hearing was scheduled for June 23 to determine whether pari-mutuel betting will be allowed at the 1941 Brockton Fair. Brockton Agricultural Society, operator, asked city council for permission to allow betting, and council voted to hold a public hearing. Two years ago, when Brockton was under a different type of city government, a similar request was turned down by the board of aldermen. Under the new charter decision is up to the council.

HILLIARDS, O.—At Franklin County Fair plant here, said Frank E. Kirkpatrick, president, a new grandstand is being constructed and grounds are to be enlarged by purchase of six acres on the north. The 1941 fair will run three days, ending on a Thursday. Exhibits must remain intact until Friday morning.

REGINA, Sask.—"Prize money will be paid in full" is the legend on lists of the 1941 Regina Exhibition. Last year the association was able to pay only 60 per cent of prize money announced because it was not until after lists had

been published that the federal government announced eliminating grants. Since then exhibition directors have adjusted their finances and the livestock prize list this year provides for payment of about \$2,800 more than in 1940.

EUNICE, La.—At a special meeting following resignation of some officials, directors of Tri-Parish Fair Association here again named Ferdinand Quirk, Eunice, president. M. J. Fruge, commander of the American Legion Post, was named secretary-manager to succeed B. B. McManus, resigned because of "faulty co-operation." Officers named are Joseph Ardoin, vice-president, and M. M. Milburn, treasurer. Board recommended that the 1941 fair be devoted to national defense.

RIO DE JANEIRO, Brazil.—Because of floods which have disorganized the State of Rio Grande do Sul, manufacturers and producers in that area will not be able to participate in this Brazilian Industrial Exposition which is to open in Montevideo, Uruguay, this month. According to the Industrial Workers Institute over 500 factories have been paralyzed since first of the month.

PARSONS, Kan.—J. B. Phipps, president of Tri-State Fair Association, said the 1941 annual here will be held on four days instead of five, and that there will be a rodeo on two days and a thrill show. On Thursday the KMBC radio show from Kansas City, Mo., will appear. Texas Exposition Shows will be on the midway. There will be free acts and a merchants' exposition.

OKLAHOMA CITY, Okla.—Prospects for 1941 Oklahoma State Fair and Exposition here are bright, according to Secretary-General Manager Ralph T. Hemphill. His optimism is based on two factors, the good crop outlook, and the high degree of employment caused by the defense program. Annual Baby Health Conference, to be held in connection with the fair, already has 468 entries, with a maximum of 600 allowed. Exhibit entries also are coming in well.

PLAYLAND, RYE

(Continued from page 35)
Jo Libbert is supervisor of collectors and cashiers. Gus Hudler, chief cashier, is a demon detector of phony money, especially the case-note variety. John Franklin is doing fine at baseball and golf range on North Walk. Frank Booth, veteran weight guesser, is back after wintering in Worcester, Mass. Uzzell Corporation has following "admirals" on Seneca Boats: P. Catalano, manager; Tony Catalano, J. Muldoon, Ralph Amello, Dick Hamilton, Ray Stecker, is again managing Tumble Bug. Henry (Tiny) Carelli is directing Lug in the Dark. George Jensen has done a wonderful floral job at the flagstaff. John Walters is managing the lake boats, with Tom Veratti as assistant and Al Buzzell, Dan Carroll, and P. Lenoir as personnel.

Arthur Marros has greatly improved his Broadwalk Spas. There's a Parisian-type sidewalk cafe as entrance. Director H. F. O'Malley instituted a patriotic opening at Playland a year ago and the policy continues. Fireworks display drawing plenty. Everyone misses Marie Rocco, who did not return this season. Great interest being taken in coming Playland Circus. Dick Williams doing well for Rosasco. Jess Orr convalescing at his home. Hasta luego.

WANT CARNIVAL

WEEK OF OCTOBER 13TH

For
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LAST CALL—TIMONUM, MD., STATE FAIR

JOHN T. MCASLIN, 131 E. BALTIMORE ST., BALTIMORE, MD.
August 31st to Sept. 11th. Two Sundays. Labor Day.

All people having booked space answer with deposit. Johnny Eck, Bryan Woods, Mrs. Doc Willis. Other Shows Write. Free Acts Write.

RAS Biz Builds Up At Centen in Dayton

DAYTON, O., June 21.—Royal American Shows' engagement at Dayton Centennial and Miami Valley Celebration got off to a slow start this week. Tuesday's events at grandstand and midway attracted 30,000, however, with midsummer weather and excellent grosses reported from virtually all midway attractions.

Centennial has been extended from today thru Tuesday. Royal American, however, will close Saturday night in line with advance arrangements and move to Toledo, O., for a six-day engagement sponsored by Veterans of Foreign Wars Post.

Kalamazoo, played by the RAS on June 10-14, was above expectations, according to Elmer C. Velare, business manager. Opening night attracted 8,000, with nightly increases that reached a peak of 14,000 Saturday night. Saturday afternoon kids' matinee, retarded by rain, was called fair by show executives.

Wednesday night business here was above expectations and indications were that the week-end would make the Dayton Centennial outstandingly successful for the shows.

Golden Arrow Okeh At Arkansas Dates

MINERAL SPRINGS, Ark., June 21.—Golden Arrow Shows wound up a successful stand here last Saturday, adding another satisfactory week to their list of good stands played in the State. Before exhibiting locally, shows worked to good results in Hartford and Luxora. Weather here was ideal.

Line-up includes Clyde Morton, owner-manager; Mrs. Clyde Morton, secretary-treasurer; Doc Swain, general agent; Dick Young, electrician; Percy Alford, The Billboard sales agent. Rides include Herman Myers' Ferris Wheel and John Myers' Mix-Up. Concessionaires are Mrs. C. Morton, photo gallery, shooting gallery, and pitch-till-you-win; Mary John, palmistry booth; Mrs. Green, penny pitch; Curly Green, percentages; and Doc Swain, cookhouse. Swain returned here from a successful booking trip.

Penn Premier Good In Tamaqua; Murphy New Business Mgr.

TAMAQUA, Pa., June 21.—Penn Premier Shows closed a week's engagement at Seitzinger Field here on May 31 to good business, under Citizens Hose Company auspices. W. C. Murphy was appointed business manager of the shows here, replacing Rocco Masucci, who purchased the Virginia Shows recently. Lew Palmistry booth; Mrs. Green, penny pitch; Curly Green, percentages; and Doc Swain, cookhouse. Swain returned here from a successful booking trip.

Shows' line-up here included Ten-in-One, Lou Alter, manager; Charles Dunning (See PENN PREMIER on page 43)

First Five Stands Are Satisfactory For Sunburst Expo

GARDENVILLE, N. Y., June 21.—Management of the recently organized Sunburst Exposition Shows at conclusion of shows' stand here on June 14 announced that the organization's early season tour has resulted in above par business. Shows worked to fair business locally under Zwillings Sprudels auspices despite two days of rain. Organization (See SUNBURST EXPO on page 43)

Operation Fatal to Fisher

MISSOULA, Mont., June 21.—Al (Big Hat) Fisher, well-known West Coast general agent on various shows and special events promoter, died in a local hospital on June 16 following an appendicitis operation. He was connected with Huggins Model Shows this season in capacity of general agent and previously has held the same position with Clark's Greater Shows five years. He was a member of the Pacific Coast Showmen's Association, and at one time served the club in an executive capacity.



WHEN M. & M. SHOWS PLAYED FORT EDWARD, N. Y., troupers turned out to pay homage to the memory of a famous circus man, George C. Satterlee, better known as Sig Sautelle, and his wife, Ida, who predeceased him by 12 years. Among those in the photo are Tex Pietzack, Albert Farley, Andrew Shass, Jack Ryan, John J. Kelly, Frank Brown, Thomas Roberts, Stan Girnas, Ross Manning, Philip Bartlett, Robert Dawson, Richard E. Warren, George Zeller, Chief Red Cloud, Princess Little Star, Vince Driscoll, and Mr. and Mrs. Joe Doherty.

BG Elmwood Park Starter Is Success Rain Cuts Jones's Davenport Opening

ELMWOOD PARK, Ill., June 21.—Large crowds of free spenders greeted Beckmann & Gerety Shows at the opening of a 10-day stand here Thursday night. Show train arrived early on Wednesday, coming from a highly successful stand in Hammond, Ind., but unloading did not get under way until midnight because of Harlem Avenue being partially under repair and heavy traffic on the street early in the evening.

Trainmaster Bradford and Agent Joseph S. Scholibo had everything moving smoothly, however, and all was unloaded by 7 a.m. on Thursday. A large group of members of the Showmen's League of America were on hand at the opening and Fred Beckmann and Barney Gerety renewed numerous acquaintances. General Manager J. C. McCaffery and Harry W. Hennies, Amusement Corporation of America executives, turned out and seemed pleased with the good opening chalked in this virgin territory.

Wyse Shakes Weather Jinx in Fredericksburg

FREDERICKSBURG, Ia., June 21.—Wyse Greater Shows shook off their rainy weather jinx, which has hampered them for the last two weeks, at the Dairy Days' Celebration here, where they worked to fair crowds daily and didn't miss a single night. Free acts continue popular.

Dick Clements was host to a number of friends in Whittemore, Ia., at Ed's Cafe. Guests included Art and Marie

Henry, Elwood Emery, Ed and Blanche Myhre, Mr. and Mrs. Bob Martell, A. J. Duffy, and Howard Heama.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Blowing Stock, Pa.
Week ended June 21, 1941.

Dear Editor:

This was it. Not a town in sight, not even a country store or a warehouse. All we could see was a railroad marker that read, Blowing Stock. The entire show, loaded on the train, stood silently on a railroad siding. The only location that I can give is that the train was on the third set of rails, counting from the right, but do know that we were some place in Pennsylvania. (Name of railroad is omitted, due to it being direct advertising that would conflict with our banner salesman.)

Early on Sunday (a little after sundown, to be exact) our train pulled out of the yards of last week's town and

parked on this siding after making a record 15-mile run. All with it knew we were making a short 300-mile run and took it for granted that we were stalling to give the plebs on its weekly break. But when Monday night came and the car was out of stock and the entire personnel out of brass and money, it was then that we sensed that something was radically wrong.

Tuesday arrived and still no locomotive had been coupled on the head end. It was then that we learned that our all-girl train crew had tied up the train, demanding the husbands that the office had promised them. Yes, Sherman was right; here was indeed a predicament for any manager to find himself in!

(See BALLYHOO BROS. on page 42)

Shows Obtain Good Biz in Chicagoland

CHICAGO, June 21.—Chicagoland territory, with mills and factories working full time, is proving good for shows, all of which have been doing excellent business when weather permits. Beckmann & Gerety Shows closed a successful engagement in Hammond, Ind., Wednesday (18) and on Thursday moved to a lot at North and Harlem avenues, on the western edge of Chicago. Shows played to record crowds in Hammond throughout its engagement, with the exception of one rainy day. Opening at the North Avenue location was good and indications point to a big 10 days.

Oscar Bloom's Gold Medal Shows encountered considerable rain last week at their Irving Park location, but chalked up a fair stand. This week at Skokie, north of here, they did well under firm auspices. John R. Ward Shows had a profitable week at Gary, Ind., and Wallace Bros.' Shows found East Gary okay. M. J. Doohan, Charles Miller, and other local showmen playing lots in and around Chicago, report good returns.

Clyde Beatty Honored at 2 Parties in Fort Wayne

FORT WAYNE, Ind., June 21.—Clyde Beatty, whose wild animal circus is a feature of the Johnny J. Jones Exposition, was honored at two surprise parties tendered him on June 11 in celebration of his 38th birthday while the shows were here. Before the first night show, personnel of the circus gathered in the big top to greet him with songs and best wishes. He was presented with a huge birthday cake, bearing 38 candles.

After the midway closed for the night, Owner E. Lawrence Phillips was host to Beatty at a party in the Berghoff Gardens at the Hotel Balmes, where a huge bouquet of flowers and a birthday cake adorned the party table, and Beatty was recipient of many congratulations. Phillips presented Beatty with a pen and pencil set, while Mrs. Johnny J. Jones gave Mrs. Beatty a huge basket of flowers.

In attendance at the party were Mrs. Johnny J. Jones, Jean Evans, Clara E. Knecht, J. C. (Tommy) Thomas, Tommy Allen, Ed King, Mike Michaels, Duke Drukenbrod, Johnny J. Jones Jr., Morris Lipaky, Mr. and Mrs. Ralph Lockett, Mr. and Mrs. George Davis, Mr. and Mrs. Buddy Paddock, and Mr. and Mrs. Bobby Wicks. While en route to Davenport, Ia., from this city, most of the guests at the party stopped in Chicago to witness Beatty's induction into the Showmen's League of America. Johnny J. Jones Jr., Duke Drukenbrod, and Bobby Wicks signed membership blanks at the same time.

Later all had dinner at the Sherman Hotel, after which the men took in the Chicago White Sox-New York Yankees baseball game, and the women attended a theater.

Strates Personnel Parties Dick O'Brien at Utica Date

UTICA, N. Y., June 21.—Dick O'Brien, assistant manager of the James E. Strates Shows, was honored at a surprise party tendered him by members of the shows in the Mayfair Park Dance Pavilion, adjoining the showgrounds during organization's stand here. Personnel and 35 members of the American Legion Post, sponsor of the shows, attended the party, which continued until early morning. Sol Solberg was emcee, and principal speaker included James E. Strates, General Agent William C. Fleming, and Marc Barlow, county vice-commander of the Legion.

Harlem Revue orchestra provided the dance and show music. Performers included Mario and Emanuel Zachetti, Eddie and Nan Martin, and cast of the Vanities Show. O'Brien was presented with a traveling bag from the shows and numerous gifts from individuals on the organization.

BV Winds Up Tour

NEW YORK, June 21.—B. & V. Shows closed the season in Secaucus, N. J., on Monday after a few weeks operation in that State. Outfit, piloted by Mike Buch and Justin Van Vliet, is planning to pick up a few celebrations. Sam (Humpty) Walker, concession agent, will join Harry Kaplan, concessionaire, in Baltimore.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

TAKE your vacation next winter.

JUNIOUS YOUNG, with Harlem Revue and band, joined Bantley's All-American Shows in East Palestine, O.

AMONG concessionaires joining Kaus Exposition Shows in West Haverstraw, N. Y., was Pete Benway with hoop-la.

MILLENNIUM. "Hey! Put those stakes back. They don't belong to us."

ESTHER LESTER joined Rogers Greater Shows in Frankfort, Ind., as annex attraction on the Slide Show.

MRS. CHARLES DROLLINGER has her miniature train on Bremer's Consolidated Shows.

THE honorable showman has no need to boast of the big show he operated 10 years ago.

JOINING Zeiger's United Shows in Rawlins, Wyo., with their cookhouse were Frank and Kittie Harrison.

HANDLING front of the Cotton Club Revue on Art Lewis Shows is Jim Bucini.

OFTEN the showman harvests the crops and the office harvests the profits.—Colonel Patch.

TEX PUTONAT has the front on Anna-John Budd's Side Show on Bantley's All-American Shows and his Slavonic Twin Girls are in the annex. He reports business has been good.

MEMBERS of Corey Bros.' Shows tendered Eva Perry a surprise party in celebration of a birthday in Kiamath Falls, Ore. A huge cake was presented to her in addition to numerous other gifts.

HE said the two agents sat together for an hour without saying one word—but I don't believe it.—Milo McCoof.

RISE MEN who were tendered a dinner by Owner Jack Ruback during Alamo Exposition Shows' stand in Albuquerque, N. M., included Bill Carr, Red Hughes, William Duggan, Jack Oliver, Wilford Fuxenstein, and U. Smith.

MAX MAIXEN cards from Newton, Ia.: "Since joining Reynolds & Wells Shows, as annex attraction, I've enjoyed one of my biggest seasons in my 16 years in the

ANOTHER BIG ELI

Purchased by James E. Strales, Three-in-Line No. 26 are the feature rides of the States Shows for 1941. Take a tip from experienced ride-men and buy another BIG ELI Wheel. Built for a life-time of steady profits.



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Yukon Kids, 12" high, 75c each; Yukon Queens, 18" high, 85c each; Yukon Kings, 14" high, 95c each. All made of heavy Ball Dux, stuffed with wood wool, have 2 1/2" x 1 1/2" inserted wood bottom, are strong in hand's wood and painted finish—outstanding colors, two sides. GEO. W. LANANCE, 782 Marion Ave., S. E., Atlanta, Ga.

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SCHORK & SCHAFER



CLYDE BEATTY, whose wild animal circus is a feature attraction on Johnny J. Jones Exposition, was tendered a surprise party in celebration of his 38th birthday on June 11 by E. Lawrence Phillips, owner of the show. Photo shows Owner Phillips together with friends and members of the show's executive staff who gathered with Mr. and Mrs. Beatty for a night of celebration in the Berghoff Gardens, Hotel Balfes, Fort Wayne, Ind., which were rented for the occasion. A huge bouquet of flowers and a birthday cake adorned the table and Beatty was recipient of many congratulations.

WRONGO. "I'm wise to that seal man. Pats 'em to locate their pokes."—Local Faux.

W. R. BUTLER, who recently closed with Dodson's World's Fair Shows, advises he has returned to Norfolk, Va., where he will remain indefinitely.

FOR the last two years with World of Pleasure Shows, Sailor Harris celebrated his 53d birthday and 39th year in show business on June 20.

YES, it costs to be a showman of recognized ability and it costs to be a flop. Life is funny that way.

WELL-KNOWN troupier James E. O'Brien is seriously ill in Lee Memorial Hospital, Fort Myers, Fla., Mary Hayes infos.

ALBERT WINES, who closed with Byers Bros.' Shows, has returned to West Frankfort, Ill. He says he plans to join another organization soon.

I gotta watch these light-fingered guys closer. Somebody stole my Pullman towel.—Juice Joint Sheety.

MRS. CHARLES LEWIS, recent bride of the manager of Art Lewis Shows, is the former Patricia Hardy, known professionally as Patricia Kelley.

LOUIS-LOUISE LOOSDON (Pinky Pepper) cards from Greensburg, Pa.: "As annex attraction on Anna John Budd's Freak Odditorium here I experienced the best week of the season so far."

business. New banners and blowups are expected soon.

EAVISDROPPING Along the Fronts. "Yes, sir; we take this little lady and put her back there on that platform, all right!"

RUE AND LAURA ENOS are back in circulation, presenting the free act on Art B. Thomas Shows, their fourth year there. Rue has recovered from injuries sustained while playing the Galety Theater, Portland, Ore., last November.

MRS. JAMES NEMAR is at her home, 7. H. 1. Box 519, Bedford, Ind., recover-

Winter Dish
THIS BEING THE TIME for showmen to lay away something for winter, here is a great recipe for a delectable off-season dish: Take 20,000 papers, six bundles of receipts for lights, trailer parking and awndust, and season with 600 pinched-out meal tickets. Let simmer slowly on a low fire, stir often, and thicken with torn bits of written complaints from the office for not carrying a better program. Serve cold on the half shell of a broken 200-watt globe. Garnish with two-foot pieces of broken neon. Remember, show business is like a porker going thru a packing house. Nothing is wasted but the squeal—DIME JAM JOHNSON.

Home Body

THE JACKPOTTERS were cutting it up. The subject was freaks this time. Everybody knew of a man taller, smaller, thinner, or fatter than ever had been exhibited. Suddenly Little Bill spoke up with, "There was a man in Philadelphia who was so fat that when they moved him out of his house to join a show for the first time they had to cut a hole in the wall to get him out." "H'mm, h'mm," yawned a doubting listener, "how did he ever get into the house?" "W-e-l-l," stalled Little Bill, doing some fast thinking. "Hell! He was born in it."

ing from injuries sustained in an auto accident on June 7 which took her husband's life. She says she'd like to read letters from friends.

D'YA hear about the show that was so busy lately? Ordered advertising for three towns for the same week.—Oscar the Ham.

WHILE Scott Exposition Shows were playing Covington, Va., members of the shows held services, conducted by Mrs. C. D. Scott, for Henry Yost, St. Charles, Va., who dropped dead on the lot on June 11.

CARNIVAL trouper Mr. and Mrs. Harry Stewart are still in Green Cove Spring, Fla., where they have resided since February. He has been working at Camp Blanding, Fla., but they will return to the road to make some fairs.

IN by-zone days press agents were swinging their typewriters into action. Now they are shooting flash bulbs.—John Oncoyear.

PRESS REPRESENTATIVE and cook-house operator on Businet Shows, Jack Gallippo has increased seating capacity in his cafe by 60 chairs. His grab stand which arrived from Florida will be added. A No. 2 cookhouse, operated by his brother, will play fairs in Indiana and Illinois.

VISITING Arthur's Mighty American Shows in St. Helena, Ore., were Artie Sussman, Delbert O. McCarty, Mr. and Mrs. Robert Brockman, Nadine J. Fromm, Mr. and Mrs. Eddie Lane, Sadie Hilderbrand, Rose Boylan, Dorothy Hilderbrand, and R. F. Davis.

THERE'S a lot of publicity attached to being a show treasurer. They advertised for me to join and then advertised for me when I left.—Cousin Peleg.

SHOWPOLK on Art Lewis Shows went on a trailer-buying spree while the shows were in Lynn, Mass. reports Roy B. Jones. Among those taking delivery on traveling homes were Leo Claudio, Leo Hirsch, Lou Bernstein, Hoc Hester, Jack Shaw, and Ford Munger.

FORMERLY with Johnny J. Jones Exposition, Eddie Karmel is now with Alfonso and his Bavarians, playing Pittsburgh. Line-up includes Alfonso, guitar; Emil Truter, accordion; Buddy Arson, sax

and clarinet; Karmel, drums, and Tony Gowenta, trumpet.

SOMETIMES I think that carnivals were invented for the sole purpose of giving employment to SOME people who have no desire to work.—J. George Loos.

CONCESSIONAIRES Karl Hovey and Darwin Glenn, after 16 weeks with Clark's Greater Shows, have joined Monte Young Shows for dates in Utah and Idaho. Glenn was with the Young combo last season with the air-machine-gun concession.

"SHORTAGE of girls in Canada keeps me busy presenting Cherie, sex oddity on Sims Greater Shows of Canada," Bobby Kork letter from Cornwall, Ont. "Cherie also is doubling as Margie in the International Revue and doing good business on both attractions."

AN attraction that turns down press passes on the sly shouldn't boast when it isn't mentioned in free newspaper readers.—Six Syllable Webster.

LU-LUCILLE and Gladys Dale made a successful 2,800-mile jump from Albany, N. Y., to Las Vegas, N. M., to re-join John T. Hutcheson's Modern Museum. Engagement marks Lucille's first appearance with the museum in eight years.

"WILL REJOIN Jo-Anne Lee attraction on Fred Allen Shows in Newark, N. J., soon," Doc Donald Cook cards from Lynn, Mass. "Had Leo Leistra and Allyn Parsons, annex attractions on Art Lewis Shows, as guests at my home here recently.

KIDS hold the future of carnivaldom. The lot attracts who think it smart to chisel sunks out of passes after they have worked a cheap thing to do.

FRED MAURER recently joined Stella Mae, three-armed, double-faced girl, annex attraction on Lew Alter's Ten-in-One Show on Penn Premier Shows. He is making second openings. Jimmy Shuster and Beale Russell are handling photo sales with the attraction.

LAGASSE AMUSEMENT COMPANY notes from Ludlow, Mass., by J. Gordon: Shows had two nights of rain here but opened regardless. Business was fair throughout. Rides have been getting good play, and the Diving Gordons, free act, is proving popular. Sound truck from the No. 1 Unit was here all week.

NEW days bring new jobs. For instance, some shows now have girls employed who can double in canvas or side steel. Could be titled, "Set-up and tear-down hostesses."—Side Show Sal.

W. E. LAMB who recently severed connections with Curly's Greater Shows to take out his own organization, visited the midway desk on June 18 while in Cincinnati on business. Lamb said his combo will be known as Scioto Valley Shows and will play Indiana and Illinois fairs and celebrations.

"WHILE en route to join Royal American Shows in Kalamazoo, Mich., write Fred and Jean Casey from Manistowic, Mich., "we stopped off at a spot near here where Claude Shipley (Claudine Claude), now owner of Claude's Amusement Company, was all set and ready for opening at a strawberry festival."

FORMERLY with Max Gruber's Famous Shows and the New York World's Fair, Virginia Campbell, midget, of New York and Chatsworth, Ga., has retired from outdoor show business and is co-owner of a large business which she and her brothers are operating in Chatsworth.

MOST visiting showmen have a good word for the organizations that they visit. But some managers who were left at first base when other shows were going places usually haven't a good word for any show.

SOUTHERN UNITED SHOWS' stand in Rapid City, S. D., where they provided the midway at Trail Blazer Days Celebration, June 8-11, was almost rained out. With clear weather on the last day big business prevailed, however. Rides did well, as did concessions. Clara Sutherland reports.

LINE-UP of Colleen McCormack's Underworld Show on World of Pleasure Shows includes Orin Thornberry, Johnny Mitchell, Lewis Zimmerman, O. E. Scott, Fred Titus, Elaine Perault, Ber-



GIRL SHOW OPERATOR of note, Norman G. Wolf was inducted into the army on March 19 and assigned to Headquarters Battery, 265th Regiment, Coast Artillery, Eighth Corps Area, Fort Crockett, Tex., where he holds the rank of private and is a qualified marksman with 30 cal. rifle. He's in the Master Gunners Section as instrument observer on surveying detail. One of his shows is with Endy Bros.' Exposition this season and he formerly had units on Sam Spencer, Rubin & Cherry Exposition, World of Mirth, Royal Palm, Benny Krass, Gruber's World's Famous, and Sam Laurence shows.

nita Wilson, Marcia Marsden, Jerry Lopez, and Patricia Sisco. Colleen is owner-manager and makes all openings.

CONSIDERABLE gloom was cast over the midway of Nolan Amusement Company on June 11 while the shows were in Waverly, O., when Oscar, trained gopher owned by Henry (Scotty) Hay, died, William L. Munger reports. "Oscar," says Munger, "was four years old and a pet of everyone on the shows."

TEX CONROY, vet side-show talker and wife, Jean, who have been managing Ches Paroo night club, Indianapolis, for the last 18 months, succumbed to the call of the road and are now with Don Newby's Side Show on Kaus Exposition Shows. Tex is manager and talker, while Jean is doing her act inside.

ROSTER of Lamb's Freak Show on Gold Medal Shows includes Barney Lamb, owner; Mrs. Lamb, manager-secretary; Bobby Burns, front talker; Slim Russell, tickets; Twist, anatomical wonder; Captain Bill, escape artist; John Cherry, whips; Burno, pain proof man; Bobbie Lee, fat girl; Jean Allen, and Mrs. Bill Hallers.

BUNNY, probably one of the oldest trouper in dogdom, having toured with Snapp Greater Shows for some 17 years, is dead. Bunny was the canine pet of Mr. and Mrs. William Snapp, owners of the show, ever since he was three days old. In his younger days he was a good hunter and Bill Snapp's constant companion. He was buried in Robert Touts's

EVANS' DICE WHEEL

A Sensational Money-Maker! Popular! Flashy! Fast!

Beautifully Designed
Extra Durable!

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Monarch Wheel, Paddle Wheel, Horse Race Wheel, etc. Showcasing Dice, Lotteries, and everything for the Midway. Send for Free Catalog.

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MANY SIZES. Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction in a 6 x 6 size. Canvas permanently attached to frame parts except roof, which is a hood. A beautiful stand with Flurry Ornaments and Black Strips. Shows the crowds. Circular and canvas samples free.

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MAKE \$50.00 A DAY ON CANDY FLOSS

Start a business of 3000 units, make real money at any time of year with CANDY FLOSS, get one of our highly efficient machines now. Post ready to choose from, sturdy built, easily operated. Price for full size. Write TODAY.

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SMITH & SMITH CHAIRPLANE, first class condition, like new, with 2 TON INTERNATIONAL TRUCK. Ride is new, hooked with Motor Oil Shows with a strong Michigan, Indiana, and Ohio Fairs. Price \$1,000.00 cash. Chetlers, see plans.

HARRY E. HUNTING, care Shows, as per post.

Loop-o-Plane — Octopus — Rollo-o-Plane and New NEW FOR 1941 THE FLYOPLANE

Top money flier on Crafts, 30 Bit Midway. Ultra modern. Greatest performance. Another Everts money maker.

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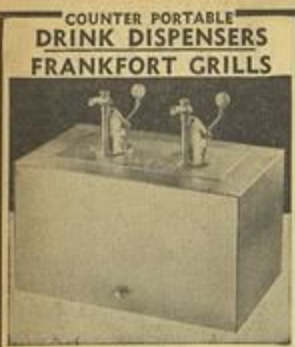
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C153 THERE'LL BE SOME CHANGES MADE THE WISE OLD OWL
C154 YES, MY DARLING DAUGHTER SCRUB ME, MAMA, WITH A BOOGIE BEAT
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Real circus or carnival atmosphere for your show. Records, \$1.00 each, plus postage; 5 records, \$4.50, plus postage. Satisfaction Guaranteed or Money Refunded.

SKATIN' TOONS P. O. Box 264 Malverne, New York



EUGENE C. COOK, well known in outdoor show circles and last season with Wallace Bros.' Shows, where he was lot superintendent and operated the Minstrel Show, joined J. J. Colley Shows in Bristol, Okla. In addition to being lot superintendent and secretary, he's The Billboard sales agent on the shows.



COUNTER PORTABLE DRINK DISPENSERS FRANKFORT GRILLS

Increases Sales 100%
Saves Ice and Labor

The most beautiful beverage appliance on the market. Made of Stainless Steel, Cook Included. This is the type of dispenser you have been waiting for. Life time guarantee.



Chromium Griddle Case

Increases Rate of Frankfurters Everywhere. Completely enclosed griddle with beautifully designed chromium plated case. Protected from dust by glass shield and covers all health laws. Electrically illuminated. All sizes. Griddle turns regular or bottled only. Write for folder illustrating additional new equipment—factory prices.

WM. KESTENBAUM, Inc.
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(a friend of the Snapps) spacious garden in Webb City, Mo.

YEAR 1926. Carnival Manager (to anyone who had an idea or some advice)—"This is my show. Where is yours?" Year 1941. Ex-Carnival Manager—"How about bellying the front of your store tonight?"

SEWING CIRCLE CLUB, headed by Mrs. W. J. Bunte, on Crystal Exposition Shows, tendered Mrs. Art Carver a stork shower while the shows were in Morristown, Tenn. Among those present were Mrs. Bill Pinkerton, Mrs. Bill Reed, Mesdames Johnnie, Billie, and Walter Bunte, Mrs. R. G. Peimet, Mrs. Pearl Woodcock, Mrs. Ruth Williams, Mrs. Leasure, Mrs. Agnes Murphy, Mrs. Tom Marshall, Mrs. Dixie, and Mrs. Bailey.

"BLOTNER Model Shows played the Charles Street parking lot here under American Legion Post auspices for the week ended June 14 to good results." Don Rockwood cards from Waterville, Me. "High winds on the first three days resulted in a near blank, but shows closed strongly. A number of concessions were not set up because of limited space. Blonde Sensations, free act, went over well. Also visited two other shows near by, Flanders in Fairfield and Pine Tree State in Randolph."

WHILE Arthur's Mighty American Shows were in St. Helena, Ore., show-folk with it found it necessary to live in Portland, Ore., and commute to the shows because of the defense program now in progress in the former city. Among them were Mr. and Mrs. Arthur, Mr. and Mrs. Allen Pine, Mr. and Mrs. Ralph Balcom, Mr. and Mrs. Bull Montana Walker and daughter, Phyllis; Mr. and Mrs. Charles Ford, Mr. and Mrs. Joseph Blash, Bess Newman, Mario Sylvester, Joe White, Harry Hillman, Archie Green, and Mr. and Mrs. George Steen.

WHEN a side boy went to the office of Rag Bag Bros. to draw six bits the secretary gave it to him in brass. "Boss, I can't use this to buy groceries," said the boy. "I do my own cooking." Secretary—"Boy, I can't figure out where'll you get money enough around here to buy a cooking outfit."—Home Brew Dick.

MATT BUNK tells from Greenville, S. C.: "Johnnie W. Heaton Exposition is

presenting an artistic midway. Combo is featuring eight neon-trimmed light towers, five Diesel light plants, and three light plants arrived in quarters here. Some work will be done on them before they are added to the shows. Jim Detrell, Albert Hyden, and I are directing quarters activities. Jacob Rocco and Moss Horton were here a few days before joining James E. Strates Shows, Mr. and Mrs. Carl Schustek visited for a few days and then left for Mighty Sheesley Midway."

GEORGE CONKLING and Walter Corline were hosts at a St. Helena, Ore., cafe to newlyweds Mr. and Mrs. Hal Williams during Arthur's Mighty American Shows' stand in the city. Guests included Marie Hanks, Jerry Tilton, Juanita Harding, Mr. and Mrs. Steve Bernard, Mr. and Mrs. Charles Greiner, Alice Blash, Phyllis Walker, Ruth Groff, Matt Hallas, Timothy Reeves, William Summers, Glenn Hunter, Jack Conklin, Jack Lee, Jack Gordon, Harry Brown, Franklyn Powers, Jim Gordward, Manuel Marcell, Mr. and Mrs. Glenn Henry, Mr. and Mrs. Tod Henry, Anna and Joe Metcalf, Mr. and Mrs. Joseph Ryan, Jack Barber, Patricia O'Brien, and Jerry O'Brien.

INDEPENDENT showmen with their own outfits, as well as those who operate in office-furnished frame-ups, are now very much in demand. Many bosses who did not recognize showmen during the lean years are now putting up fronts and empty tents to help fill their midways. Some are even carrying them on trucks and wagons, waiting or hoping for shows to join.—Whitely Gooks.

EDWARD (SLIM) JOHNSON, who is operating the Little Rock, Ark., branch of Midwest Merchandise Company, writes that almost all of the shows which wintered in that section have moved northward. The few small organizations playing the territory are doing exceptionally well. Slim says he misses the many showfolk he has called upon for many years, but hopes to see many of them this fall when they start playing their Southern spots. Harry Vliet, Slim's assistant, returned last week from Iowa, where he visited his daughter and other relatives. This is the first time in 30 years Harry has been off the road. He was in the concession business for many years.

NOW! TWENTY NEW NUMBERS AMERICAN MADE SLUM

STANDING BEARS
SHETLAND PONIES
SITTING DOGS
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BEAR AND BALL
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OUR NEW CATALOG CHUCK FULL OF ITEMS FOR EVERY CONCESSION
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DISCOVERY that Clinton (Ia.) county board of supervisors has been acting illegally in regulating carnivals by not having power to do so resulted in passage of an ordinance which requires that all traveling shows must obtain a \$100 license before they can exhibit. New law became effective after Mrs. Esther Speroni, owner of P. J. Speroni Shows, was arrested when shows exhibited on U. S. Highway 67 between Clinton and Camanche. Court charged she had no license to operate and fined her \$200. After being detained several hours it was discovered she did not have to have a license and, having committed no offense, was released. It was discovered that while the State law of Iowa authorized the board of supervisors to regulate carnivals, Clinton board had not actually assumed such power and had never passed any resolutions for the regulations of carnivals or other similar shows.

OPERADIO SOUND SYSTEMS

Sorry, but prices have gone up. Write for new catalog of outdoor sound.

WHOLESALE PRICES

Donald T. Hankins
16 So. 39th St., Philadelphia, Pa.
Selling Sound for 10 Years

COOK HOUSE MEN

We are headquarters for gasoline burners, tanks, pumps, hollow wire fittings, frankfurter griddles, juice powder, candy apple sticks and other supplies. Write for catalog and prices to new people. Please note new address:

WAXHAM LIGHT COMPANY
450A West 42nd Street, New York City

KIDDIE RIDE HELP

Wanted Men to take charge of Kiddie Ride. Must be competent and sober. Can also use good, experienced Ferris Wheel Man.

E. LACHMAN
933 O St., N. W. Washington, D. C.

Baker's Game Shop

New Counter Wheel Post

Fine Games of every description, Wheels, Skiflos, Wheel Posts, Bingo Blowers, COLOR GAMES. Catalog if you mention your business.

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CANDY FLOSS MACHINES KETTLE POPPERS WAFFLES Other Money-Makers

Make real money in Amusement Parks. The most for your money in all of the items. Some money-makers left in used equipment. See our list of Fun, Popcorn, Green Juice, Juice Joint, Carriers, Jockets, and many other items.

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Northern Exposition Shows

WANTED--WANTED--WANTED

SHOWS—Illustration, Small Minstrel, Hibilly, Mid-ge, Giant or Fat Show.

CONCESSIONS—Fish Pond, Bumper, Bleck's Bowling Alley, Penny, Scales, Blow, Blanket Wheel.

ALL SPOTS IN NORTH DAKOTA

JUNE—Casper, 11 and 15; Lakota, Sankshover (Zap), 19th to 21st; Willow City, 22 and 23; Mohall, 24 and 25; Bowbells, 26th; Rosam, 27th; Stanton, 30 and 1st.

JULY—Walford City, 2-3-4th; Dunn Center, 5 and 6; Platten Flat, 9-10-11th; all North Dakota.

15 Book Fide Celebrations in August and September Permanent Address: BOX 117, HAZELTON, N. D.

RIDE HELP—CANVASMEN—NEON MAN WANTED AT ONCE

As well as Working Men in all departments. Must be sober at all times. Also Hawaiian Musicians.

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ART LEWIS SHOWS

Auburn, Maine, until June 28th; June 30th to July 5th, Brunswick, Maine.

CAN PLACE

For Big Fourth of July Celebration, Olney, Ill. Annual Event, No Promotion.

Concessions of all kinds, especially want Skis, Staves of all kinds. No radioactive of any kind. Place Set Diggers for balance money. Place two Great Jockets. Ask anyone who has played Olney. Will book any worth-while Shows not conflicting. Finest any worth-while attractions. Foreman for Caterpillar, Book or lay Plan House. Place Immaculate Clean House. Everybody address.

AL WAGNER, Manager
Mt. Vernon, Ill., this week; Olney, next week. Place High Ave. to join after the Fourth. Must be successful.

SUNSET AMUSEMENT CO. WANTS

Manager for GEEK SHOW with Geek. Concession spots: Fun Pond, Cigarette Gallery, Pick U' Win, Dart Game, Bowling Alley, Street Game, Bumper, \$12.50 each still spots. Can place Cushman, Hi Striker, Hoopla, Snow Balls, Des Malines, Iowa, until July 2; Independence, Iowa, July 3, 4, 5.

MAXIE GLYNN WANTS

Cookhouse Help in all departments. No waddlers. Will work kitchen to people.

WEST BROS.' SHOWS
Aberdeen, South Dakota

Validity of License Taxes

By LEO T. PARKER, Attorney at Law

CONSIDERABLE discussion has arisen from time to time over the legal question: When and under what circumstances is a city license tax valid?

The importance of the answer to this question is readily apparent when it is considered that in many instances owners of circuses, carnivals, and other traveling shows, and also pitchmen and solicitors, may avoid payment of license fees when their knowledge of modern law enables them to distinguish invalid from valid tax ordinances.

First, it is important to know that a city taxing ordinance stands on the same basis as a taxing statute. In other words, the authority of a city to impose a license tax on business depends solely upon its charter, and if the charter does not contain the grant of power sought to be exercised, the ordinance is void.

Another important point of law is that license laws are always liberally construed in favor of the taxpayer and will

not be extended by implication. If there be substantial doubt regarding its validity it must be resolved in his favor. The reason for this rule of law is that all revenue laws, such as laws imposing taxes and licenses, are neither remedial laws nor laws founded upon any permanent public policy. On the contrary, such laws impose burdens upon the public, or restrict them in the enjoyment of their property and the pursuit of their occupation.

Therefore, when laws of this nature are ambiguous or doubtful, they will be construed strictly in favor of the taxpayer and against the taxing power.

For illustration, in United States vs. Merriam, 263 U. S. 179, in speaking of tax statutes, the Supreme Court of the United States said:

"If the words are doubtful, the doubt must be resolved against the government and in favor of the taxpayer."

An example of fatal uncertainty in a licensing statute may be found in State ex inf. Crow vs. West Company, 146 Mo. 156. Here the State Legislature specified when and how municipalities could pass valid tax laws. The higher court promptly held a city ordinance void which was not enacted in strict accordance with the provisions of this law. This court said:

"This attempt at legislation is so indefinite and uncertain . . . disposition of a great number of franchisees . . . that we must hold it incapable of practical operation and enforcement."

Also, see Union v. Texas, 62 Tex. 830, in which a higher court explained that for the protection of the taxpayer, tax laws should be certain and clear, both as to the thing taxed and as to the amount of the tax. A tax law which does not accomplish this purpose is invalid.

For example, in Williams vs. City of Richmond, 14 S. E. (2d) 287, reported May, 1941, it was shown that a license ordinance was passed which provides that any person, firm, association, partnership, or corporation engaged in any business or occupation for which no specific license tax was levied should pay a license tax of \$50 per annum.

It is interesting to know that the higher court promptly held this ordinance void, and said:

"It is a well-recognized principle that the test of the validity of an ordinance is not what has been done but rather what may be done under its provisions . . . In the undisputed section in the instant case, any calling, however menial, is subject to a yearly \$50 tax."

Unreasonable License Tax

The 14th Amendment of the Constitution of the United States provides, among other things, that no State may deprive any person of life, liberty, or property without due process of law.

This is perhaps the most widely discussed phrase in the Federal Constitution, and many thousands of words have been used to discuss its applicability to various situations. It is important to know that modern courts hold that when applied to substantive rights it is interpreted to mean that the government is without right to deprive a person of life, liberty, or property by an act that has no reasonable relation to any proper governmental purpose, or which is so far beyond the necessity of the case as to be an arbitrary exercise of governmental power.

In the leading higher court case, Young v. Commonwealth, 101 Va. 833, the court said:

"The word 'liberty,' as used in the Constitution of the United States and the several States, has frequently been construed, and means more than mere freedom from restraint. It means not merely the right to go where one chooses, but to do so such acts as he may judge best for his interest, not inconsistent with the equal rights of others."

In view of this constitutional provision, any United States citizen has a legal right to follow such pursuits as may be best adapted to his faculties, and which will give him the highest enjoyment. The liberty mentioned in the Constitution is deemed to embrace the right of the citizen to be free in the enjoyment of all his faculties; to be free to use them in all lawful ways; to live and work where he will; to earn his livelihood

by any lawful calling, and for that purpose to enter into all contracts which may be proper, necessary, and essential to his carrying out to a successful conclusion the purpose above mentioned. These are individual rights, formulated as such under the phrase "pursuit of happiness" in the Declaration of Independence, which begins with the fundamental proposition that all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among these are life, liberty, and the pursuit of happiness.

Therefore, when a State or municipality actually imposes such a burdensome tax as effectually to destroy the right to perform the act or to use the property subject to the tax, the validity of the license law depends upon the nature and character of the right destroyed. If so great an abuse is manifested as to destroy natural and fundamental rights which no free government could consistently violate, it is the duty of the judiciary to hold such an act unconstitutional.

Certain elements are essential in all taxation. However, everything that may be done under the name of taxation is not necessarily a tax; and it may happen that an oppressive burden imposed by the government, when it comes to be carefully scrutinized, will prove, instead of a tax, to be an unlawful confiscation of property, unwarranted by any principle of constitutional government.

For example, the Supreme Court of Florida in State v. Rose, 97 Fla. 710, explained that a citizen's right to pursue any lawful business is property that cannot be taken from him without due process of law. Therefore, a legislature may not, under the guise of protecting the public interests, arbitrarily interfere with private business or impose unusual and unnecessary restrictions upon lawful occupations.

In other words, it is well settled that, except as to those occupations or privileges in respect to which a restrictive or prohibitive fee or tax may be imposed, a license fee or tax, whether under the police power or under the taxing power, can legally be imposed only in such amount as, under the circumstances, is just and reasonable. If a license fee or tax is so high as to be virtually confiscatory or prohibitive of a useful and legitimate occupation or privilege, or to create a monopoly for the benefit of a few, the act or ordinance imposing it is invalid.

Therefore, all license laws are void which require payment of unreasonably

high fees. And all license laws are void which tax persons the same fees in many different business classifications.

For illustration, in a late case a court, in holding a license law void, explained that under the ordinance the newspaper delivery boy, the street bootblack, the pitchman, the domestic servant, the salesgirl, the insurance and railroad executive, the minister, the teacher, the music teacher, the movie actress, and the owner of a carnival are all placed in one class and all may be required to obtain a license and pay the same license fee.

(Continued in next issue)

Ky. May Tax Less

FRANKFORT, Ky., June 21.—Kentucky's amusement tax for May, including carnival licenses, was \$54,779.60, or \$1,833.98 less than was collected in May, 1940.

PALMETTO STATE SHOWS WANT

Show and Ride for the best ride and show territory in the East. CONCESSIONS—Legitimate only. Sell Exclusive on Custer, Digger, Penny Arcade. Martin Irvin wants wheel and wheel show stands. Shows with own equipment. Twenty-five per cent. Louis Augustina, Sid Smith, Dan Riley, Tony Fallon, Whitey Long, Waz Hussain, wife or next on. Rudy Kay wants girls for Girl Show. RIDES—Place any ride not conflicting nothing too large, nothing too small. Finance same to job, good population, long season. Can guarantee 14 Northern and Southern Fairs and celebrations closing Thanksgiving week. Newberry, S. C. Has seasonal Eastern Free Act. Riverton, N. C. Seasonal Celebration in City Park, June 23; big 4th July Celebration. Polk, Va. County, Albright Beach, N. J., week June 30th to July 5th; all Farmers' Celebrations to follow. Address as per route.

WANTED

COLORADO MUSICIAN FOR

JIMMIE SIMPSON'S MODERN MINSTREL

A-1 white Bill Foster that ran close contract, A-1 Ross Cannerman that can bring 1 or 2 working men. Want Best Show with or without horn, one more Trombone. State lowest salary. Eat on lot. Must join on wire. Pay your wire, 1 day min. JIMMIE SIMPSON, June 23, 24, 25, Seaford, Del.; 26, 27, 28, Laurel, Del.; week of the 30th, Oceanock, Va.

PEARSON SHOWS

WANT CONCESSIONS THAT DO NOT CONFLICT. Ben Walters wants Conkhouse Nip. Joe Moore wants Whistles and Banners. Address: Morton, Ill., this week; Whitehall, Ill., July 4th Celebration, next.

WANTED IMMEDIATELY

To open Left Roundup, July 2nd, and balance of season in Utah, Virgin territory.

COOKHOUSE, BINGO, CONCESSIONS of all kinds. Everything open to this listing. WILL BOOK RIDES, Shows, 10-in-1 Novelty Act for Free Show on midway. Can use good Ride Men. Write or wire

C. C. McDERMOTT ATTRACTIONS, INC.

(The Show of Shows) SALT LAKE CITY, UTAH
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WORLD OF FUN SHOWS WANT

For sixteen weeks bona fide Fairs and Celebrations in Maryland, main street locations, starting at Oakland, Maryland, biggest Fourth of July Celebration; followed by Western Port, Maryland, Farmer's Jubilee; Myerstown, Penna., Old Home Week; Midland, Maryland, Convention; Weyersboro, Penna., Old Home Week; West York, Penna., Firemen's Convention. No exclusives at Oakland, Maryland, except Bookings, Bingo, Picnics. Will book any Pit or Platform Shows, Fun Shows, Fun Shows, Penny Arcade, Mechanical City, Athletic, West Ten-Cent Grand Concessions, Novelty, American, Palm-No Gypies. Want Kiddle Auto Ride, any Flat Ride with own transportation, Ride Men. Tickets—Write for details, contact me at once. Want High Free Act for season.

WORLD OF FUN SHOWS, Hyndman, Penna., this week; Oakland, Md., June 30th-July 5th.

W. C. KAUS SHOWS, Inc.

Want for Fourth of July Celebration on the Streets in Auburn, Maine, Legitimate Concessions of all kinds, Candy Flat, Bowling Alley, Noctules or any Grand Show. Fat Day, Auburn, Side Show, or other Walk Thru and Pit Show with own equipment—good proposition. Workers for Corey Adcock Show. Girls for Posing or Girl Show—guaranteed salaries. Canvas Men or Ride Men in all departments. Two Kiddle Rides for sale cheap. Can be seen in operation on midway.

Write or Wire W. C. KAUS, MANAGER, SACO, MAINE

PENN PREMIER SHOWS

Want for big Fourth of July Celebration and balance of season: Cook House, privilege in tickets; Frozen Custer, Lead Gallery. Have panel front for Geck Show or Wild Animal. Can place Shows that don't conflict. Big American Legion Celebration this week and next. Address all mail: LLOYD D. SERPASS, Lock Haven, Penna.

IN MICHIGAN ★ ★ ★ ★
It's
WHITE CLOUD 4TH
★ ★ ★ ★ ★
★ Good? Ask anyone! First and last call. West Photo, Fishpond, Ball Game, Floss, Long Range, Cirk, Gals, etc. G. G. G. Watkins, Burgess, Neff, singer, Cole, singer.
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★ Also
JUNE 28TH
★ Best Festival at Farm-
★ tain. Everything open.
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★ **JOS. HOFFELMEYER & SON**
★ 748 Fountain, N. E., Grand Rapids, Mich. ★

BIG CELEBRATION
WHITE SULPHUR SPRINGS, W. VA.,
JUNE 30-JULY 5
Biggest Event in State.
Want Shows and Concessions of all kind. Four Rides booked. Parade and fireworks daily. Address: FRANK T. CRIFFITHS, White Sulphur Springs, West Virginia

CENTRAL STATE SHOWS
Want Shows, all open. Special proposition to Ride Show, Cook, Book, Mechanical, Farm, Monkey, or any Grand Show. Can use good Girl Show. Want man and wife for Elusion Show. We have everything. Joints open. Show, Lead, Guess Weight and Age, String Darts, Cigarette Gallery, Fish Pond, Bumper, Ball Game, Novelty. We play last July 4th in Kansas, Mahabro on the street; Senator Cooper, party at Topeka all in July; besides the best fair in West Kansas in the heart of the best wheat crop in 15 years. Hollington on Main Street, Labor Day. Fairs until October 10. Don't write, come on or wire Great Bend, Kan., until July 2. Will book Perry Rides. Have for sale 1 Car Tire, used three seasons, also tire-invention. Not a sacrifice but a bargain. Come see J. L. Wire C. A. Gore or P. M. Moser.

RIDES WANTED
To open July 4 or July 7. Concessions of all kinds, Benne Man or Woman, Electrical, Shows with own outfit. Real ride territory with fall fair. Open near Briscoe, Va. Write or wire quick. B. H. NYE, care The Billboard, Cincinnati, O., until June 30.

WILL COMPENSATE
Liberally propose furnishing satisfactory information regarding present whereabouts of E. L. Gordon, formerly of Coffeyville, Kan., who was with Anderson-Bruce Shows last year. Write BOX 880, The Billboard, Cincinnati, O.

WANTED
Concessions of all kinds. Kiddle Rides and Four Rides.
CLINTON, ILL., JULY 3-4
21st Annual on Streets
Wire or Write M. J. DRESSEN

WANT
Person for Twin Ferris Wheel. Top salary for nice, reliable man. Also two Seating Men. Address: **KEystone SHOWS**

Cherry Tree, Pa., Indiana County, this week; Apollo, Pa., week July 1st.

MIDWAY OF MIRTH SHOWS WANT
201 Person, job at once. Concessions: Ride Digger, Pitch To You Win, etc.
Coal City, Ill., this week; then per route.

Rights and Wrongs for Agents

Prolog

The train arrived on time. A man stepped off, grabbed the only available taxi, and went to the main hotel. Had dinner after making an appointment with the chief of the volunteer fire department. Then, after signing up the sponsor, giving a mimeographed story to the editor of the newspaper with the usual two-by-four ad and ordering a set of printing from the poster house to be sent direct to the sponsors for window displays and striping, he was ready to take the night train out.

Many general agents work in the above manner, but the show of which they are in advance never gets much business. So the manager hires a new general agent who promises to correct all the mistakes which his predecessor made, but, having only a little experience as a special agent, does not know what to do after meeting a committee or the city officials.

IT WAS a privilege for me to be asked for an article based on facts with the above title for *The Billboard's* Summer Special, with the idea in mind

that perhaps some managers and their shows might benefit from the experience of an active agent in all advance departments. From such well-known theatrical, circus, and carnival agents as J. C. McCaffery, E. C. Talbot, W. H. Horton, Clint Finney, Mike Nagle, Stanley Dawson, Bill Rice, Vic Cooke, Jake Wild, Ned Alvord, Frank Braden, Arthur Hoffman, Leander Richardson, Si Conner, Charles Washburn, Frank Whitbeck, George L. Barton, and others with whom I have worked I have gained knowledge on the right way an agent should act, and practical experience has taught me the wrong things to do, based on mistakes made by inexperienced or just plain lazy fellows who aspire to be outdoor show representatives. I have successfully handled publicity for Saxe, Fox, and Universal chain theaters in Milwaukee; 101 Ranch Wild West, big whale exhibitions, and Morris Miller's World's Fair Museum, and have been show operator or agent for Royal American, Rubin & Cherry, Sol's Liberty, Blue Ribbon, Lone Star, Miller Bros., Al Baysinger,

By FRANK J. LEE

BORN March 3, 1889, at Rockford, Ill., the son of John P. Lee, circus owner and race track operator, Frank J. Lee started in show business as head usher at the Fuller Opera House, Madison, Wis., in 1905. The ensuing five years he was property man for Dick Ferris, Grace Hayward Stock Company, Klaw & Erlinger's advanced Vaudeville units, Otis Skinner's *San Fresco*, Con T. Kennedy Shows, and Oelmar Bros. Circus. Then to Ringling Bros. Circus; advertising agent's Metropolitan Theater, Cleveland, and Grand and Orpheum theaters, Rockford, Ill.; brigade manager Buffalo Bill's Wild West; Ringling Bros. and Barnum & Bailey Circus; business manager United Play Company's *Third Degree*, *Greastark*, *Lion and the Mouse*, *Rowland & Clifford's My Mother's Boy*, and *In Old Kentucky*; and D. W. Griffith's *Birth of a Nation*; general agent Jarvis-Seaman Shows; company manager Western Vaudeville Managers' Association's *Around the Town*; owner of a touring unit, *Minister Vanities*, with Harry Van Possen.



During the next five years, except for a short period for Uncle Sam in the hospital corps, Lee was agent or manager for William A. Brady's *Baby Mine*, with Marguerite Clark *Angel Without Wings*, with Alice Brady; Shubert's *Durry Lane* production of *The Whip*; Irving Berlin's *Watch Your Step*, with Frank Tinney; Gilbert and Sullivan's *Opera with De Wolf Hopper*, and D. W. Griffith's *Hearts of the World*; then owner of the Lee-Way advertising agency and billposting plant for a number of years in Milwaukee, also publicity director, State D. Fair Park; then national director public relations Aviation Industries, Inc., Chicago. After a tour of Europe and the United States as outdoor advertising manager of the Blatz Brewing Company in 1929, Lee was appointed general press agent over all Pacific Whaling Company's educational exhibitions until 1932; owner and manager Catalina Whaling Company's marine exhibit in 1933-34; advertising manager Regal Brewery of New Orleans in 1935; press agent for Rubin & Cherry Exposition in 1936-37; press agent for Sol's Liberty Shows in 1938 and J. George Loo's Greater United Shows in 1939 and early part of 1941, and now general agent and director of publicity for the Texas Exposition Shows.

written lot contract and is able to help on other details, another agent will not try to book against your show. Then it is safe to leave town and know you won't be called back to straighten something out. A good general agent is worth his hire.

The Press Agent

What is public relations? One authority defines it thus: "Public relations is the process of finding out and of making known the factors in an enterprise which are of public interest." Another defines it by stating that it is a "constructively new activity that chiefly consists of formulating and maintaining good policies and in keeping all interested people informed." Public relations is the science of attitude control, the means by which every phase of human endeavor is keyed to man's want and brought to and sustained in public favor.

In olden days, when life was much more simple and the public's entertainment wants and activities few, this problem of public relations was also simple. All old-time publicity mediums have been swept away by our present-day complex social order. We must make ourselves heard thru the modern mediums of communication—the newspaper, magazine, and radio.

What can be accomplished by favorable public relations? Our greatest gain is to secure the good will of the public toward all show business. This is protection against adverse legislation being directed against carnivals. Ours is a profession, yet we fall in the eyes of the general public to attain a professional status. In the preparation of publicity material we must give the facts about our shows. Misrepresentation will soon be discovered by the public, and those patronizing our midway will soon spread the word if advance press matter exaggerates too much. Let us build a reputation for honesty, accuracy, and frankness.

We should not conceal our identity in relation to any of our published articles. If the information is not worthy of an author, it should never be given the public, therefore a by-line might gain some respect for our integrity. Avoid self praise. Be a booster, not a boaster. News stories have one of four elements: Novelty, size, human interest, and local interest. A human-interest story gets most reader attention. Naturally it must be applied to a member of the show personnel with only the actual facts given in a released article. Stories using local interest as an element can often be used in our work. Proper public relations will (See *Rights, Wrongs* on page 85)

SAVE MONEY ON CANVAS REPAIRS WITH DETJEN'S FABRI-PATCH

(A Gold Patch for Canvas and Other Tautia Fabrics)
No more hauling tents to a sewing machine for small patches. FABRI-PATCH works like repairing punctures in tires, except that it is made of canvas coated with compound that sticks to cloth. Repairs tents, tarpaulins, bags, canvas scenery, etc. Repair Kits in three sizes: Small—\$0.45; Medium—\$1.00; Large—\$1.50. Cash with order.
Introduced by Goodman Wonder Shows.
Mid. by CHAMPION CANVAS SUPPLIES, 6300 Clayton Ave., St. Louis, Mo.

HANDY-BURGER FOR MORE PROFITS

A money-maker for cookhouse and hamburger stand operators. No. 1 design presses from 14 to 20 patties from one pound of ground meat. No. 2 makes 7 to 13 patties. Rolls and presses a pound of hamburger for the griddle in less than a minute. Made of brass, chrome plated. Easy to clean. Sharp cutting edge. Perfectly sanitary. Patented. Guaranteed. Know where your money is going—Order Handy-Burger today. Price, \$2.50, parcel post prepaid. Identify title. No. C. O. O.

THE HANDY-BURGER COMPANY

802 NORTH VERMONT LOG ANGELES, CALIFORNIA

SNAPP GREATER SHOWS CAN PLACE AT ONCE

And for sixteen Fairs, starting July 3, Side Show, Motordrome or any worth-while shows not conflicting. Will finance capable man to frame Monkey Show. Can place Cook House and Diggers. Fred Rainey, wire. Wire or write Moberly, Mo., this week; Jersey County Fair, Jerseyville, Ill., July 3-8.

WATKINS GLEN, N. Y.—JUNE 30 TO JULY 5

COMBINED JULY 4TH AND FIREMEN'S CELEBRATION

FIREWORKS — PARADES — BANDS — ETC.

WANT Ferris Wheel and Flat Ride for balance of celebrations and fairs. Good proposition. Will book or buy.
WANT SHOWS, 25%. Want clean Grind Steers and Ride Help.
FAIR SECRETARIES — WE HAVE A FEW OPEN DATES

FRED ALLEN SHOWS

MEDINA, N. Y., this week.

WANTED . . . AMERICAN LEGION . . . WANTED MAMMOTH FOURTH OF JULY CELEBRATION

POCAHONTAS, VIRGINIA, WEEK OF JUNE BOTH TWENTY AND TWENTY-THREE
Advertised within a Radius of Fifty Miles, Heart of the West Virginia Coal Field. Working day and night with a \$50,000 Payday on July 1st—Greatest Event in this Territory.

MARKS SHOWS ON THE MIDWAY

Can Place Licenses Concessions of All Kinds—High Class Platform Shows.

RIDE HELP—Due to the Draft, Chet Dunn can place capable help for Rotolians and Outcrop rides.
ADDRESS—John H. Marks, Marks Shows, this week at Beckley, W. Va. Week of June 30th at Pocahontas, Virginia.

WE PLAY 12 WEEKS OF SOUTHERN FAIRS IN PROVEN TERRITORY A MORTON TOWNS

SMITH'S GREATER SHOWS

★ WANT ★

Formen and Ride Help for Wheel, Merry-Go-Round, Chair-Plane and Loop-a-Plane; top salary guaranteed. Have complete Minstral Show Outfit that I will turn over to organized troops; also have nice Ride Show Outfit that I will turn over to a good Ten-in-One party. Opening for Concessions of all kind. Miskey Ramsey wants Girl, experience unnecessary. Purcellville, Va., this week; Big 4th of July week, Marshall, Va.; followed by Washington, Va., Horse Show, and the big one, Berryville, Va., Horse Show and Fair. P.S.: Hire for title, Kiddie Chair-Plane, Jitterbug Ride and a Tilt-a-Whirl, all are in good condition. K. F. (BROWNIE) SMITH.

John R. Ward, Royal Palm, and Greater United shows in the carnival field. Therefore I feel qualified to write on the subject.

The General Agent

The general agent of a carnival ought to be versatile enough to converse on any subject that arises during his work while setting a town. First, have a good talk with the man who owns the show and pays the bills to learn his views on the season's routing, sponsorships, etc. On arrival in the first town to be played, if without previous information, be sure there is an available lot—not tied up. If there are several choose the best one regardless of slight difference in rental. Then close a contract with the committee, knowing what it must pay for lot, lights, and licenses in deciding percentage and concession terms. If positive no other show can predate your attraction, release "coming" stories to the newspapers (without duplication), order printing sent direct to the committee chairman with instructions to open on its arrival, and get some cards displayed in members' windows before your advertising agent arrives. This generally off-sets opposition, because if you get a popular committee that has city and county connections and positively has a

USED TENT BARGAIN

We'll be moving soon but we WILL NOT move this tent. It's yours if you hurry at a amazingly low price. Better wire your order.

1-000—35x52 Orlong Square End Ho Roof Tent, made in four pieces to lace, made for five center poles, roped at every third seam, tent it push pole style. Material in top 8 oz. khaki drill, red and blue trim. 2 1/2" sidewall of 8 oz. khaki duck, red trim. Condition fair to good.
Price for top with wall \$295

BAKER-LOCKWOOD

603 Hardesty, Kansas City, Mo.

WANT

One Rolliopans Feremar, salary \$25.00. Sam Stash Goldenstein wants Coupon and Wheel Agent. Jerry Fish wants Cook House help.

MOTOR CITY SHOWS

OSWOSCO, MICHIGAN

BINGO

Sell Bingo privilege, Coalport, Penn., Celebrate week June 30. Three parades, fireworks, etc. A real Bingo spot. Can use Concessions and Show.
M. A. BEAM, SAKTON, PENN.

Direct From the Lots

Penn Premier

Peckville, Pa. Week ended June 14. Location, ball park. Auspices, firemen. Business fair. Weather, cool.

Despite cool weather Monday night, shows, rides, and concessions did fair business. Much painting, building, and reconstruction work is being done by Lloyd Berlass, and all are getting ready for the celebrations and fairs which start June 30. Four new light towers will be added and all the fronts will feature plenty of neon. Jasper Lewis will leave soon to join the army. A Merry-Go-Round and another free act have been contracted. **CY MURRAY.**

Cotton States

Chenoa, Ill. Week ended June 7. Location, Dr. Berry Show Ground. Business, fair. Weather, ideal.

Aided by ideal weather and because of the fact that the town had been closed to carnivals for five years, spot showed a profit. Concessions did the best business and rides did fair. Rubie Watley turned in some good celebration contracts. E. J. Fay, Dundee, Ill., visited.

Mason City, Ill. Week ended May 31. Location, streets. Auspices, Booster Club. Business, good. Weather, good. Rides had their first week of good business here, with Askin's Ferris Wheel leading. Trubud's Chairplane was second. Henry Morris is in charge of the Kiddie Rides. Johnnie Montana's Side Show had a fair week, as did Curley Lewis's Girl Revue. Mrs. Askin's photo gallery is popular. Mr. and Mrs. Monroe Hogg joined with two concessions. Many new faces are seen daily on concession row. Rubie Watley joined here and took charge of the advance and contest work. Red Mason, Peoria, Ill., visited and contracted his concessions. Joe Sherry closed here. **DANNY JONES.**

Patrick's Greater

Baker, Ore. Week ended June 14. Auspices, American Legion Post. Business, good. Weather, good. Pay gate, 10 cents.

Short jump from Union, Ore., was made in good time and all trucks were spotted by 6 p.m. Sunday. Show opened Monday to good weather and crowd. Tuesday and Wednesday drew well and each night's gross topped the corresponding night a year ago. Thursday's Merchant Matinee was cut short by a heavy rain, which cleared in time for night play. Heavy rain Friday stopped in time for a 6 p.m. opening, but hurt business. Saturday matinee and night, with ideal weather, were exceptionally good. Eddie Billett was busy all week framing the circus, which opens next week. Carpenters were busy all week building blues for the circus. Mrs. W. R. Patrick spent the week visiting the Silver King Shows. Mr. and Mrs. Blackie Bife joined here and are framing an Illusion Show. An Thursday night first get-together of the season was held in the Athletic Show. A purse of silver was collected and sent to Mr. and Mrs. Jim Kitterman, of Silver King Shows, who are confined in the hospital. Mr. Clark and Mr. Hinkle, who have been on the sick list, are recovering. Mr. Queltlett returned from a booking trip. **DAN CONGDON.**

West Bros.

Sioux Falls, S.D. Week ended June 14. Location, golf links. Auspices, VFW Post. Business, poor. Weather, rainy.

In other years hot and dry weather prevailed, but this season shows encountered much rain during the stand and all but two nights were lost. Lone respite came on Saturday when clear weather brought out the largest matinee crowd of the season so far. Night play held

close to the season's high, with all shows, rides, and concessions doing well. Betty Tilton and Bob Wayne were given a reception Wednesday night after their marriage performed on the Scooter. Personnel attended and Butler's band provided the music. Mr. and Mrs. Stanley Schmidt and Mr. and Mrs. J. W. Laughlin purchased new trailers here from Charley Iseman. With a golf course adjoining the lot, showfolk spent much time on the links. Visitors include Mr. Schulte and daughter, Schulte Trailer Company; Mr. and Mrs. Charley Iseman; Mr. Rodin, Rodin Novelty Company, and Art Thomas, Art Thomas Shows. **DON TRUEBLOOD.**

Arthur's Mighty American

St. Helens, Ore. Six days ended June 14. Location, Columbia Highway. Auspices, St. Helens Fire Department. Business, fair. Weather, variable; two days hot. Pay gate, 10 cents.

Shows exhibited to fair attendance here despite the proximity of the Portland Rose Festival, which drew heavily

"TOBACCO ROAD"

America's Greatest Money Getter

Interested in renting or percentage basis with owner of modern, fully equipped tent seating around 1600 to play Upper New York State. Please state full particulars and where tent can be seen in operation close to New York. Write or wire

M. GOLDREYER

Paramount Bldg., 1501 Broadway, New York

F. R. HETH SHOWS

Appalachia, Va., downtown, this week; St. Charles, Va., big Fourth of July week. Quarter of a million dollars parrot; all mines working. Be in on the big money. Our fairs start in August.

WANT

Grand Shows and Side Show, also Concessions of all kinds except Bingo.

Great Sulton Shows CAN PLACE

Octopus, Roll-o-Plane, Loop-o-Plane. Will furnish complete frame-up for Girl Show, Snake Show, or any Single Pit Attraction. Concessions of all kinds. **COME ON!** Charleston, Ill., June 23rd to 28th; Vincennes, Ind., June 30th to July 5th; Eldorado, Ill., **FREE FAIR**, July 7th to 12th.

TILLEY SHOWS

WANT

Merchandise Concessions of all kinds for biggest Fourth of July in Illinois at Henry, Ill., in the City Park, July 2 to 6, last. Will place one more show; prefer Mechanical, Illusion or Glass House. Can use experienced Ride Help. Boaters and women-shavers, save your time and mine. Top salary and pay to each every week. Absolutely no brass. Address: **OTISAW, Ill.**, this week; **HENRY, Ill.**, next week.

WANTED AT ONCE

A-1 Promoters. Good proposition for right party. Must be 3500 Show Man, not Girl Show Talker. Do not misrepresent. Write or wire

AL TOMAINI

Care James E. Strasser Show
Manana, N.Y., this week; then Amsterdam, N.Y.

LADANE ATTRACTIONS

WANT

Shows and Concessions for Fourth Celebrations and Fairs in Texas. Seventeenth and Canal Streets, Houston, this week; Meira, Fourth July Celebration, next week. Wire only.

HELLER'S ACME SHOWS WANT

FOR FOLLOWING CONVENTIONS AND BALANCE OF SEASON

Corn Game, Diggers, Ride Help, Dancing Girls, paid from office; Talkers on Fronts, 15 per cent; Sideshow People and Manager. Have complete outfit and amplifiers to right party. Can place Shows that don't conflict with ours.

Elizaville, N. Y., Big 4th July Firemen's Convention; Monticello, N. Y., American Legion, to follow.

Can place Man with Monkeys for Monkey Circus. Have complete 100 ft. walkover front with cutouts.

All Address **HARRY HELLER**, Union Ave. and Crew St., Paterson, N. J.

PAN-AMERICAN SHOWS

WANT FOR RILES, MICHIGAN, BIG JULY 4TH CELEBRATION AND OTHER RED ONES to follow; Shows that do not conflict, with or without own outfit. Want manager who can supply acts, amuse attractions and people for side-show; Will furnish complete outfit, including rope for snake show. Can place manager for Monkey Show—we have the minks. Ride Help! Want terrain for 9-ace Tilt and Chairplane, second man for Ell wheels and other rides. Those who can drive omnis preferred. Top salaries paid. Concessions: Short Range, Snow-Grow, Candy Floss, Candy Apples, High Striker, Outland, Penny Arcade, and any grand stores that work for a dime. Ball games are sold exclusive. Can place mechanics and a show painter. Address this week: Rochester, Ind.

BANTLY'S ALL AMERICAN SHOWS CAN PLACE

For American Legion Fourth of July Celebration, Clearfield, Pa., and Balance of Season. Organized Minstrel Show with Band, Girls for Office Revue and Peeing Show, any worthwhile Grand Show. Concessions: Novelty, High Striker, Grand Concessions of all kinds.

Address **CHALEROI, PA.**, This Week.

Pennsylvania's Largest July 4th Celebration

WANT—Free Acts, Platform and High Act. Show to feature Flat and Kiddie Ride, Bingo, Lead Gallery, Hoop-la, any other concessions that work for Black. Jack Orr, who Bud Farmer. Want girls for Peeing Show, midget for Snake Pit. Will frame show for capable showman. Want good ride man and griddle man.

PIERCE GREATER SHOWS

IRVONA, PA. THIS WEEK.

Virginia Greater Shows

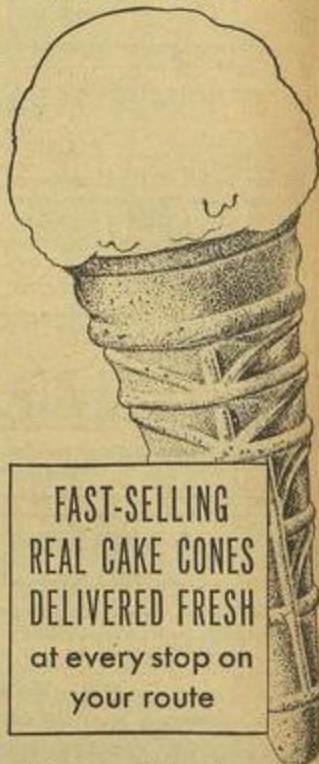
WANT FOR BIG 4TH OF JULY CELEBRATION, BLACKSTONE, VA. Organized Minstrel Show and Girl Show. Have complete outfit for both. Ten-to-One or any other show not conflicting.

LEGITIMATE Concessions of all kinds. Also Photo Gallery and Diggers. Will book or buy Roll-planes or Octopus.

WANT SENSATIONAL FREE ACT

Suffolk, Va., this week; Blackstone, June 30 to July 5. Wire or write **SOL. NUGER** or **ROCCO**.

**NO
BREAKAGE
NO
SPOILAGE
NO
SHIPPING
WORRIES**



**FAST-SELLING
REAL CAKE CONES
DELIVERED FRESH
at every stop on
your route**

No matter where the season's bookings take you, you're not far from one of the National Biscuit Company's 252 branches. That means you can have a fresh supply of Real Cake Cones delivered right to the lot at every stop, in any quantity you wish. It saves you the bother and expense of carrying large stocks of cones from place to place.

And don't forget that N. B. C. Real Cake Cones draw the crowds on any midway. Their crisp freshness makes ice cream taste better and sell faster than ever!

Mail us your route list today, and we will send our agency list and full information about this convenient, economical cone service.

Baked by "NABISCO"

NATIONAL BISCUIT COMPANY
449 W. 14th St., New York, N. Y.



WANT . . WANT . . WANT

For the Biggest Fourth of July Celebration in State, Tuscola, Ill., and 16 Bona Fide Fairs and Celebrations, ending at Prichard (Mobile), Ala., December 1.

Farmington, Mo., week July 14.
Batesville, Ark., week July 21.
Mansfield, Mo., week August 4.
Puxico, Mo., week August 11.
Mammoth Springs, Ark., August 18.
Jackson, Mo., week August 27.
West Plains, Mo., week September 8.
Louisville, Miss., week September 14.
Charleston, Miss., week Sept. 22.
Brookhaven, Miss., week Sept. 29.
Greenwood, Miss., week October 6.
Cleveland, Miss., week October 13.
Meadville, Miss., week October 20.
Natchez, Miss., week October 27.

Will Sell Exclusive on Novelties. Want any Legitimate Concession that works for 10 cents.

RIDES: Will book for balance of season, Rolloplane, Dual Loop, Octopus. Mr. Blondon, will book your rides.

WANT PENNY ARCADE
Want Inside Lecturer and Freaks to feature for Side Show.

All wires address
JOE GALLER, Gen. Manager
As Per Route

BUCKEYE STATE SHOWS

CARMI, ILL., THIS WEEK

JOHNNY J. JONES EXPOSITION

CAN PLACE

For our Follies of 1941 experienced Chorus Girls, Specialty Dancers and Rhumba Team. Good accommodations and salaries paid from office. DINING CAR MANAGER wanted for fully equipped dining car. Modernly furnished. A real opportunity for capable person as this is one of the best dining cars in service.

OPENINGS FOR RELIABLE RIDE HELP and useful Carnival People in all lines.

MID-SUMMER FESTIVAL MILWAUKEE (Lake Front)

July 12 to 20 Inclusive 2 Saturdays and 2 Sundays
CONCESSIONS WANTED—We have opening for strictly legitimate Concessions of all kinds. Open Midway. Positively no exclusive on ANY Concession.

Address: Duluth, Minnesota, June 24 to July 2. Chisholm, Minnesota, July 4 to 8; Milwaukee, Wisconsin, July 12 to 20.

WANTED FREE ACT

20 WEEKS—STARTING JULY 7

Must be high, sensational, daring. Good looking rigging, well lighted. No time to write; wire full details, lowest salary, references. Also want to hear from Side Show Acts. All address

BILL HAMES SHOWS

Brownwood, Texas, until July 1; Brady, Texas, July 3-4-5.

Greater United Shows

18 FAIRS AND CELEBRATIONS . . . LONG SEASON . . . EARLY OPENING

WANT OCTOPUS AND ROLL-O-PLANES

Can Place Fun House, Glass House, Athletic Show and Platform Shows. Will Furnish Complete Outfits, With Elaborate Fronts for Hillbilly and Illusion Shows. Good Openings for Cigarette Gallery, Fish Pond, Scales, Hoop-La, Ice Cream and Novelties.

Address: FREDERICK, OKLA., this week; WOODWARD, Okla., next week.

RIDES AND SHOWS WANTED

Will book Tilt-a-Whirl and Super-Rolloplane. Same must be modern, well painted and illuminated. Also must have own transportation. We can supply splendid route including strong circuit of Fairs. We can also use shows with own outfits and transportation; especially interested in Monster Show, Fun House, Midgets, Monkeys and other shows. No Side Shows. Address:

THE F. E. GOODING AMUSEMENT CO.

1300 Norton Ave., Columbus, O.

from this section. Lot was solid rock and it was impossible to drive stakes so sand bags and hogheads filled with water were used in the erection of the shows. General Agent H. W. Campbell and Dale Petross left for Eastern Oregon and Idaho on business. Martin, and Dolores Arthur recovered from a severe case of ptomaine poisoning, and Boss Newman has recovered from her recent illness. Alice Blash and Lucy Donnell won the Women's Bowling Tournament, while the weekly Pacific Coast Showmen's Association and Ladies' Auxiliary award went to Charles (Blacky) Ford. Hazel Fisher and brother, Fred, visited from their home in Portland, Ore., and Manfred Stewart made a flying trip to Kelo, Wash., on business. Hazel Fisher entertained the writer and a party of friends at the Stork Club, Portland, while Mr. and Mrs. Robert Brockman also were hosts during the week. The St. Helens Index and Chronicle were liberal with space. Special Agent William Martini spent two days on the shows and then left for Port Angeles, Wash. Jack and Dorene Dykes made a flying trip to Kelo, Wash. Mr. and Mrs. Ralph Balcom had Mr. and Mrs. Ora Ellenderbrand and Sudi and Dorothy Hilderbrand as their house guests. Mr. and Mrs. Joseph Adler added a scale concession. Manager Arthur purchased another semi. Mr. and Mrs. Charles Ferguson remodeled and repainted their photo gallery and pony arena. Mr. and Mrs. Clyde McGahn repainted their concessions. Mr. and Mrs. John Donnell entertained several showfolk at an Italian dinner.

WALTON DE PELLATON.

Bazin

Staples, Minn. Location, High School Playgrounds. Auspices, American Legion Post Concession. Business, excellent. Weather, fair.

After a 250-mile move from Winona, Minn., everything arrived in good time and shows opened up to a good crowd, altho rainy and cold weather marred business the first part of the week. Large crowds came early and stayed late Saturday and Sunday. Cliff Patton's Ten-in-One did turnaway business, with Eddie Perrelli's Revue and Sam Evans' Athletic Shows second. Tilt-a-Whirl and Octopus led rides, while bingo and cookhouse topped the front-end receipts, with the cookhouse adding an additional 60 seats. Shows joining here were the Alligator family and Eddie Lipper's World Fair Attractions. Hank Fischer, carpenter, has about completed the new ride fronts, and D. J. LaFond, scenic artist, is adding the finishing touches. Jim Baldwin, electrician, purchased a new car and Tex Rollins a new truck. JACK GALLUPPO.

DE SOTO CELEBRATION and MAMMOTH SPECTACLE "SAGA OF WATERS"

Hot Springs National Park, Arkansas, July 4-20

Need Clowns, Strolling Musicians, Spanish Musicians, Barber Shop Quartette and Novelty Acts for streets and hotels. Near-by acts, write and send photo. 1st week, Spanish Fiesta; 2nd week, Gay Nineties. HARRINGTON ADAMS, Business Manager.

MANAGER-AGENT

Due to postponed major event, at liberty for 1941 season. Builder, director, contracting, publicity. Previously identified with outstanding events only. Numerous C. of C. and Club contacts. Host of endorsements.

EXECUTIVE, Care Billboard
155 N. Clark St. Chicago, Ill.

Mighty Sheesley Midway WANT

Bill Poster and any Show of merit. Legitimate Concessions for Ravenna, Ohio, Firemen's Fair and Celebration, July 4. Address J. M. SHEESLEY, Lorain, Ohio, this week.

NEW LOOPER RIDE

Now Operating at Coney Island, N. Y. SENSATIONAL, SUCCESSFUL, and REPEATER
Owners Say: "Best Flat Ride Ever Built."
CARNIVALS—Amazing portability. Set up in two hours. Essential material on hand for three Rides, August delivery.
PARKS—See and order now for next season.

NORMAN BARTLETT

Amusement Ride Manufacturer
40 North Marion Street
North Tonawanda, N. Y.

POPCORN

LOW PRICES
SEASONING—CORN OIL
BAGS—BOXES
C. R. FRANK
Popcorn & Supplies
4310 Delmar Blvd., St. Louis, Mo.

**W. E. WEST
MOTORIZED CARNIVAL
WANTS**

A-1 Electrician that knows Transformers, Ferris Wheel and Loop-Plane Foremen, Concession Agents for grinds and coupon stores. All concessions open except Bingo. Will book Pop Corn, Octopus, Iron, this week! Nebraska City, Nebraska, July 3-4-5 celebration, downtown on streets. Booked solid through fairs and celebrations. Come on, don't wait.

BIG CELEBRATION

CROWN POINT, INDIANA, JULY 4-6-8
Can place independent Shows and Concessions for this date and also for a long circuit of fairs and celebrations to follow. Exceptional opportunity for Kiddie Rides. Address

W. G. WADE SHOWS

HUNTINGTON, INDIANA, THIS WEEK

(14 FAIRS) - - WANTED - - (14 FAIRS)

Fuzzell's United Shows

CAPABLE AGENTS—For Coupon Bowling Alley, Grind Street. Can place Show Store Agents. Have Handy Watch La. coin. WARY—Mechanic, Working Men, COOK HOUSE HELP. Have for sale to responsible parties modern Cook House. Will book on shows, as I have secured other interests. CAN PLACE Show Cones, Julie Grub, Long or Short Range Gallery, etc., Wire Workers Names. Those joining now will be given preference at Escondido, Ill., Fish Fry and Urbana and Carlinville, Ill., Fairs. Reply to ROY GOLSTONE, Chronicle, Ill., this week! Glen Riverment Iowa's biggest 4th July, 4 days on streets at LeMars.

**HUGHEY & GENTSCH SHOWS
WANT**

Man and Wife to take charge of well-framed Cook House. Must be reliable and good Cook. Join at once. Owen, Ill., this week! Toluca, Ill., next.

WANTED . . GIRLS . . WANTED

For Pooling Show, Girl Show, and Hawaiian Show. Also Hawaiian for Hawaiian show. Can also use good Candy Pitchman. Address:

J. SCIORTINO

STRATES SHOWS, this week, Massena, N. Y.

WANTED

Man to take charge of Trailer Grab Zola, also Man for Popcorn, Candy Apple and Korbball Stand. Good reputation. All replies addressed to
MR. HARRY KAHN
New Don Hotel Hartford, Conn.

FOR SALE CHEAP

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FARIBAULT, MINN.

Cetlin & Wilson

New Castle, Pa. Week ended June 14. Location, Cedar and Mehoning show-grounds. Auspices, South Side Club. Business, excellent when weather permitted. Weather, rain four days.

Rain kept stand from being a banner date. Monday night's opening was excellent and the two free acts, Delmar's Fighting Lions, with Captain Billy Reid in the arena, and the Six Queens of the Sky, clicked. Ray Wallace and F. Harrington, Station WKST, co-operated and gave several special broadcasts of show talent. Tommy Thompson, talker of Miss America Show; Emmitt, alligator-skin boy, and Perseilla, monkey girl, were featured on one of the programs. Rain spoiled Saturday night's business. Kiddies' Matinee went well until about 3:30 p.m., when rain interfered. Tom Rayburn is an addition to the Paradise Song and Dance Revue. Jessie Frank, woman lady bag puncher on Lautner's Side Show, received word of the death of her grandson, Harold Stumpf, who died from injuries sustained in an accident in a paper mill at Kimberly, Wis., on May 28. A. B. Conner, of Two-Star Ranch Show, was tendered a birthday party on June 18 in Erie, Pa. Doty Linsky, acrobatic dancer, was added to the Paradise Show. E. K. Johnson did good advance billing job here.

RAYMOND D. MURRAY.

James E. Strates

Utica, N. Y. Week ended June 14. Location, Mayfair Park. Auspices, American Legion Post. Business, fair. Weather, rain Friday and Saturday.

Two nights of rain spoiled a splendid week's business here, although fair crowds were on hand on both rainy nights. Location was a new one for the shows and lot was small to hold the organization. Fearless Egbert scored with his new lion act in the Motordrome. Joe Sciotino has taken over the Hawaiian Show and is now operating four shows on the midway. Allan Klassen's new Gangster Car has strengthened the Gang Busters Show. New blue tops on the midway add much flash. Bill Brown's Rocket is still topping rides. Ferris Wheels second. Emanuel Zaccini, free act, continues popular. Dick O'Brien celebrated his birthday on Friday, and Mrs. James Strates celebrated her's on Saturday. Dick received a traveling bag from the personnel, and Mrs. Strates a beautiful brooch. Betsy Lou Gibson, Perry, Okla., is visiting her aunt, Mrs. Ernest Dellabate. The four powerful searchlights attract plenty of attention. Committee co-operated and assisted Emcee Sol Solsberg in putting the birthday parties over.

"SIX" PUTNAM.

John H. Marks

Gary, W. Va. Week ended June 14. Location, old baseball park. Auspices, American Legion Post. Business excellent. Weather, rain and cold.

This coal mining town, smallest played in years by the shows, resulted in one of the best weeks of the season so far despite inclement weather. Shows were frequent from Friday until closing. Big payday stimulated business beginning Wednesday and Thursday. Friday and Saturday saw big attendance. Main gate attendance Saturday night was 8,900 and most of the show's rides, and concessions remained open until 1:30 a. m. Dave Rosenberg, advertising agent, did a good billing job, and three spot announcements were carried daily over Station WJIS. Bluefield, W. Va. Owner Marks is planning a number of innovations for the fair four and several shows and rides will be added. Graves H. Perry, of the State Tax Commission, visited. Charles A. Abbott, general manager, was back on the show for a day. Two new Diesel plants are giving satisfactory service, augmented by an auxiliary 75 kw. unit. New light towers will be used about July 1. WALTER D. NEALAND.

Endy Bros.

Waterliet, N. Y. Week ended June 14. Location, Schuyler Plaza. Auspices, Masonic Club. Business, fair. Weather, unsettled.

With cold weather and showers thru Thursday and Friday this usually good spot was only fair this year. However, Saturday afternoon drew a large crowd of free-spending children, and that night's gross far exceeded the last four years, with some 11,000 peaking the midway. Charley M. Tibby, Snake Show owner, was taken to Good Samaritan Hospital, Troy, N. Y., Mon-

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day suffering from a serious intestinal condition and, following an operation Wednesday, remained in a serious condition. Mrs. Thayer was advised in Baltimore, Md., and rushed to the bedside. Mr. and Mrs. George Webster, concessionaires, celebrated their 15th wedding anniversary Wednesday. Earl Lewis and Chuck Syne, of Casa Mana Show, celebrated their birthdays on the same day. First Jamboree of the season was held Wednesday night in the Casa Mana top and almost all with it were of hand. President David B. Esley, in a brief speech, welcomed members of the State Police, the committee, and several visitors from the Ideal Exposition and Traver shows. Show featured Cleo Hoffman's line of girls, Murphy Sisters, and Richard Scott's Rainbow Prolia. Jamboree ran two hours and was enjoyed by all. Mrs. Wilno, treasurer, reported that \$165.40 remained in the treasury from last year. Bob Gruver, former ride man with the shows, is in the Schenectady (N. Y.) General Hospital, and many friends visited him during the week. About 200 children from the St. Coleman's Home were guests of the press department Thursday night. A new truck was delivered for Al Fisher's Pun-house Saturday. Other visitors included Nell McGrath, city editor Troy Times Record; Herbie Campbell, city editor Albany Times-Union; Paul Dehnia and Johnnie Lee, Woko-Waby, Albany, and John W. Sutphen, Station WTRN, Mark Randall and committee co-operated.

JOHN W. WILSON.

Kaus Expo.

West Haverstraw, N. Y. Week ended June 7. Auspices, Fire Department. Business good, weather permitting. Weather, rainy.

Rain hit Sunday as shows were setting up, but cleared by opening time Monday night. Several loads of shavings and cinders put the lot in shape for opening. Tuesday and Wednesday nights were lost to rain. Remainder of the week saw good weather and excellent crowds, and satisfactory business was done. Mr. and Mrs. Don Coulston have joined the cookhouse staff. Lindsey Cruise is a new agent on Mack's bingo. Several on the show enjoyed a picnic at Bear Mountain Park. Mr. and Mrs. Justin Van Vliet, B. & V. Show, visited, as did Harry Heller, and Mr. and Mrs. Myrtle Craig. Mrs. Lillian Van Sickle is on the sick list. Lot Superintendent James Kane has a new living car. James Dowdy's popcorn has a new blue top.

LESTER KERN.

Dee Lang's

Fort Dodge, Ia. Week ended June 14. Location, Exposition Park. Auspices, American Legion Post. Business, fair. Weather, rain and cold. Pay gate, 10 cents.

Altho rain and cold prevailed thruout, local engagement was a profitable one. Committee, headed by Commander Jacob Kirchner and Adjutant Paul Halfpap, gave good co-operation, as did the ticket committee. A. A. Johnson joined with his machine gun concession. His son was injured here. John Sweeney's bingo clicked, as did Viola Fairy's palmistry booth and Lew Gordon's photo gallery. Jimmy Morrissey, Baker - Lockwood Manufacturing Company, visited, as did Curly Reynolds, Reynolds & Wells Shows. The writer was the happy recipient of a number of gifts on Saturday, his birthday. Wagon building by Howard McKee, blacksmithing by Bob Neely, and painting by Gambian and son is rapidly readying the shows for their fair and celebration dates.

Waterloo, Ia. Week ended June 7. Location, Cedar Park. Auspices, Kojer Grotto. Business, good. Weather, unsettled. Pay gate, 10 cents.

A serious accident marred the 100-mile trek here from Commanche, Ia., when a large sedan struck head on a Ferris Wheel-laden truck near Cedar Rapids, Ia., demolishing the tractor, killing the driver of the car and hospitalizing 10 people. Shows' truck driver Artie Rumsower and his helper, Charles (Shorty) Thomas, miraculously escaped injury and were absolved of all blame. Jay Barton's cookhouse added several large electric fans and fluorescent lights among other improvements. Sam H. Jordan is assistant to Joe Klein, electrician. Charles T. Goss delivered new tractor and semi-trailer here. Waterloo gave shows excellent business and it was the major best stand of the season so far. Kajor Grotto, newspapers, and radio gave good co-operation.

DAN J. MEGGS.

Bantly's All-American

East Palestine, O. Week ended June 7. Location, High School Lot. Business, good when weather permitted. Weather, rain and threatening.

Shows opened on time Monday night, but shortly before the parade broke up at the lot, shows were left in darkness because of difficulty at the city power plant. Shows being the largest ever to exhibit here, power company was not prepared for the heavy overload. However, the lights came on after an hour. Time was short and crowds moved so fast that little money was spent. Tuesday and Wednesday were lost to rain. Business picked up on Thursday and Friday, however. Rain put a big dent in Saturday's receipts. Despite the bad weather, shows broke even on the week. Prince Leon and Gus Wayne, aided by Walter Paul, produced the show for Goodfellows Club, which drew a large crowd. Al Dorso is remodeling his popcorn stand. Bud Brewer rebuilt another revue. Visitors included Jake Shapiro, Triangle Poster Company.

WILLIAM S. WHITMORE.

Wallace Bros.

East Gary, Ind. Seven days ended June 15. Location, Point Show Grounds. Auspices, Fire Department. Business, fair. Weather, rain. Pay gate, 10 cents.

With five days of rain out of seven, this stand proved to be an endurance contest for the personnel. Lot became a veritable quagmire, which was almost impossible to walk on even after many loads of sand, cinders, and shavings had been used, and it was necessary to borrow a 60-ton caterpillar from the State Highway Department to drag the trucks of the grounds. Fire Department had a pumper on the lot all week and

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gave good co-operation, but could not overcome the elements, so the engagement ended on the wrong side. Bob Parker spent the week on the show acquainting Mr. and Mrs. William Shields with the operation of his diggers and commuted between Gary and Chicago daily. Richard Kaplan, associate counsel, American Carnivals Association, briefly visited and took show's application, as well as several individual ones. G. L. (Foots) Rice and family joined to operate concessions, and Mr. and Mrs. Herabell King spent several nights on the show as the guests of Mrs. Farrow. Buddy Frank arrived from Clarkdale, Miss., to spend the summer with his parents, Mr. and Mrs. Abe Frank, while Mr. and Mrs. Mack Thompson joined to operate the Hawaiian Show. Visitors included Dave Tennyson, Charles Lantz, Mr. and Mrs. Paul Varner, Fire Chief John McDonald and party, of Black Oak, and almost the entire personnel of Fidler's United Shows. WALTER B. FOX.

World of Pleasure

Ludington, Mich. Week ended June 14. Auspices, VFV Post. Location, Park throughout. Business, poor. Weather, cold and rain.

Extreme cold. Interspersed with rains, including a Thursday night cloudburst, gave shows the worst date of the season. A new top was added here. New bingo top arrived, but will not go up until next week.

Grand Rapids, Mich. Week ended June 7. Auspices, American Legion Post. Location, rear of Hotel Rouse show lot. Business, good. Weather, fair except Thursday.

Business here was good excepting on Thursday night, when rain interfered. Shows chalked a big Children's Matinee business. The stand, sponsor, and location were the same as last year. Shows required a bit of crowding because of the erection of a brewery since last year, but lot man Bill Postlewaite did a good layout job. A swell job of billing, and radio hook-ups helped. Committee gave good co-operation. Shows and rides did well. They feel visited, as did Dr. A. Kelly. Harry Lessinger closed here to assume his duties with the Hudson Fireworks Company, his seventh consecutive year there.

COL. ARGYLE POINTDEXTER.

Gold Medal

Norwood Park, Chicago, June 9-15. Location, Irving Park Boulevard. Auspices, Civic Improvement Association. Business, good when weather permitted. Weather, rain and cold.

Rain and cold weather almost ruined this stand, and three nights and two matinees were lost to rain. The other four nights showed a good gross despite rain. Betty Frenzel, daughter of Frenchy and Thelma Frenzel, was taken to the hospital suffering from an ailment which physicians have been unable to diagnose as yet. Sunshine Club meeting in Club Libby, near the lot, was a success, with the club furnishing seven acts and orchestra, and the shows providing acts. Visitors included Edith Streibich, Jeanette Wall, Lucille Hirsch, Mr. and Mrs. Bill Caraky, Mr. and Mrs. Sunny Bernet, Mr. and Mrs. Johnny O'Shea, Mrs. Ben Blake, Mrs. Midge Cohen, Sam Bloom, Zebe Fischer, Kenneth and Viola Blake, Ida and Dorothy Gilbert, Earl Taylor, and Bernie Mendelson. Circus move found shows ready to go at opening Monday. Barney Lamb, who has the Side Show, Expose, and Revue, plans on enlarging. Stelman's Motordrome continues to click. Bruce Duffy, after a brief illness, is back on the job. Miller's Battlefield is popular. Dick Taylor was bitten by Tarzuka, giant chimp, but not seriously. Paul Belfonte is still holding his own with his Sex Show, while Crime and Eden shows show steady gross increases. Capt. Jimmy Jamison, free act, was given a leave of absence over Sunday to make a celebration. Writer has started a "Buy a Bond Club."

HARRY E. WILSON.

Art Lewis

Lynn, Mass. Week ended June 14. Location, Barry Park. Auspices, Foresters of America. Business, fair. Weather, clear, but cold.

This city, with two of the largest electric plants in the country, gave shows a satisfactory week's business. Attendance was held down considerably because of cold nights, compelling all around the midway to dig up their topcoats. Saturday matinee, with tie-up with a

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Want Shows, Rides and clean Concessions. American Palmistry, Grand Stores of all kinds; also Girl Shows with own outfits for the best Celebrations in the East, as follows: Week of June 30th, Alpha, New Jersey; town's 30th anniversary, with parades, fireworks; two Sundays included. Week of July 7th, Kutztown, Pa., Carnival and Exposition, on the Fair Grounds. Week of July 14th, Marsville, Pa., American Legion Celebration. Week of July 21st to Aug. 2nd, Kimberton Fair. Week of Aug. 4th, Fawn Grove, Pa., Fair, and then the "Big" of the Biggest—the one you all had news about, Emma, Pa., Celebration for the American Legion. Free Acts, contact at once. Address all mail and wires to

R. H. MINER, POTTSTOWN, PA., WEEK JUNE 23.

large department store, was one of the best of the season so far. Polites, in charge of Al and Virginia Mevey, took top show honors, while Spiffire led rides. Frank Seager, trainmaster, brought the train in early after a bad move thru Boston, and the newly painted wagons impressed coming down the main streets of the city. Hank Campbell, scenic artist, finished the new neonized front for the Monkeyland Show. Tractor driver Ed Kelley's wife and son joined him here. Mrs. Leo Hirsch and baby daughter, Helen, arrived from their home in Clifton Forge, Va., for an ex-

tended stay. Nellie Anstett is the new cashier in Barkoo's cafe. Mrs. Swede Erickson has added new flash to her pitch-till-you-win stand. Steve Bronson, assistant trainmaster, is doing a capable job. Lucie Gilette and the Four Stars, free acts, are proving a strong draw. Visitors included Bucky Allen, concession operator; Herman Singer, side-show manager; Harry Chipman, Wallace Bros.' Circus; Duke Brownell, Clarence Keyton, Ralph Decker, Judy Campbell, Connie Burke, and Mike Sturgis. Mr. and Mrs. E. B. Braden were hosts at a luncheon to Mrs. Katherine O'Brien,

SHOW WANTED

LARGE OR MEDIUM, FOR BIG PATRIOTIC JULY 4TH AND 5TH CELEBRATION
WISCONSIN FAIRGROUNDS
 Will promote and advertise. Featuring Thor-ougbred Horse Races; also 100 Motorcycles taking part in races and contests; also other attractions. Plenty free parking space, good reasonable. Will give good contract to right party. Contact
B. F. CALMAN, Wisn., Va., Chamber of Commerce and Business Men of Wisn. co-operating.

FIREMEN'S FALL FESTIVAL

LENA, ILLINOIS
 SEPTEMBER 4, 5, 6, 1941
WANTED
 Concessions, Shows, Rides.
H. V. WALES, Secretary

ADRIAN JULY 4TH CELEBRATION

OPENING TUESDAY EVENING, JULY 1
 Can place Concessions and Shows. (A few exclusive Concessions have been sold.) We have many good celebrations and fairs after Adrian where we can place you all seasons. I will be at Adrian Monday afternoon, June 30, to locate.
F. L. FLACK, Midway Manager
 This week at Springwells and Cahalan Aves., Detroit, Mich. (Evenings Only)

WANTED

Legitimate Concessions of all kinds except Rings, Novelties, Photo, Novel Long Range Lead Valley, Ball Game, Large Cook House, (Licenses issued by Governor) Bricker Sunday, July 28, 20,000 people expected.
FORT RECOVERY SESQUICENTENNIAL AND HARVEST JUBILEE
 July 29-30
 Write: **B. B. BURKE**, Box 175, Ft. Recovery, Ohio.

WANT CARNIVAL

FOR
V. F. W. SOLDIERS AND SAILORS' REUNION
MERCER CO. FAIRGROUNDS
 AUGUST 8, 9, 10
 Write **G. H. YALE**, Alamo, Ill.

ANNUAL CELEBRATION ASHVILLE, OHIO

20 Miles South of Columbus, Ohio
 JULY 24-5
 Can use legitimate concessions and Shows. Come on. Write **CLOYDE BRINKER**, Ashville, Ohio.

WANTED

A Carnival, Rides and Games
 In July, at London, Ky.
 Sponsored by Daughters of America, London, Ky.
 Get in touch with **GEORGE V. SUTTON**.

WANTED

Free Acts for Labor Day Celebration, Monday, Sept. 1, 1941.
SULLIVAN COUNTY LABOR DAY COM.
J. HURLEY DRAKE, Chairman, Sullivan, Ind.

WANTED

CONCESSIONS AND SHOWS
BOSWELL, IND., JULY 2-3
ELEVENTH ANNUAL CELEBRATION
 Miller's Rides booked, 14 Free Acts booked. Free acts every night. Free Dance Rally.
CAN USE ANY CONCESSIONS.
EDGAR BURNETT, Secretary,
 Box E, Boswell, Indiana. Phone 64.

MEREDOSIA ANNUAL HOME-COMING

AUGUST 28, 29 AND 30
CARNIVAL WANTED
C. A. KORSMAYER, Secy., Meredosia, Ill.
CHARLESTOWN LIONS' CLUB CELEBRATION
 WILL BE HELD THE WEEK OF JULY 20TH
 Gooding Amusement Co. will furnish Rides. Any one desiring Concession Privileges contact
JESE E. HILL, Charlestown, Ind.

PROMOTERS

Capable of handling full details of high classed Shows, Police, Guards, K. of C. Circus Concessions, Strictly legitimate in every way. You must give reference and bond. No drinkers. Can use only hard and willing workers. Can use 3 Promoters. Write **A. K. SIMMS**, Cleveland Hotel, Cleveland, Ohio

the program in general. Concessionaires on downtown streets did practically no business and ride owners and showmen met the same results. *Hoofbeats of the Post*, pageant directed by Bob and Virginia Colton and produced by John B. Rogers Producing Company, was presented on the last two nights to good business. Four presentations had been scheduled.

Supervised Pyro Displays Okehed by Solons in Illinois

CHICAGO, June 21.—Bills before the Illinois Legislature in Springfield, aimed at preventing sale of fireworks, have been passed by Senate and House and have been sent to Governor Green for his signature.
 New legislation does not prohibit "supervised displays," and will not affect fairs, celebrations, and other sponsored events. City and county authorities are authorized to grant permits for supervised displays on application of a group of three persons, providing a "competent individual" handles the display.

WP Gets Mich. Cherry Show

TRAVERSE CITY, Mich., June 21.—Midway contract for the three-day National Cherry Show here has been awarded to World of Pleasure Shows, reported D. W. Tink, show representative, who said sponsoring officials expect attendance to near the 500,000 mark.

Shorts

PLAIN CITY (O.) Business Men's Club is completing plans for an Independence celebration. There will be harness, pony, and mule races; baseball, concessions, free attractions, and fireworks.

FRANK WHEATLEY, member of Michigan State Fair board of managers, is in charge of arrangements for a one-day community celebration to be held in Big Rapids, Mich.

ANNUAL Saxonburg (Pa.) Firemen's Celebration will be held six days, with R. H. Wade rides again on the midway, with Larry Fallon's concessions, Lester Rodgers' peanuts, shows, and free acts. Parade will be a highlight, with the event broadcast over KDKA.

C. A. KLEIN Attractions set Silvers Johnson and his comedy Austin and Aerial Ortons for Michigan dates, including Allegan, Grand Rapids, and Detroit. Bill Blomberg's Rodeo-Circus also played the dates.

G. HODGES BRYANT and Associates have contracted with National Miss Liberty Belle contest management to handle Southeastern Massachusetts' finale in connection with the Taunton (Mass.) War Veterans' Council Liberty Week Celebration, reported Bryant. Clinton

Oates, formerly with Hamid-Morton, has been appointed contest manager to work in affiliation with Bryant for remainder of the season. National finals will be held in Philadelphia.

CONTRACT for parade floats and street decorations for Decatur (Ala.) Independence Day Festival was awarded to L. Robert Rehm, National Decorators, by the sponsoring Chamber of Commerce.

FRIENDSVILLE (Md.) Fire Department has booked Bright Light Exposition Shows for its old home week, reported C. E. Ross, secretary of the sponsoring organization.

F. D. HUTCHINSON, partner of C. H. Todd in the Fraternal Producing Company, had a nervous breakdown recently and is recuperating at his home in Cleveland under care of a nurse, reported Todd. They had a successful winter season of home-talent promotions in Ohio.

EDITH STERLING'S Hopi Indian Village was attraction at the third annual five-day Columbus (O.) Sportsmen's Show, held in the Auditorium and heavily attended.

RAIN on several nights marred Shelby (O.) Firemen's Carnival, which closed in the old ball park on June 14. J. E. Edwards Shows, with six rides, Eddie Weekly's cookhouse, Lee Wyant's Princess Marie, and about 40 concessions were on the midway. There were contests and free acts. Fire Chief Eugene Schull was chairman.

CALIFORNIA LEGISLATURE which adjourned on June 14 allotted \$10,000 to the annual Los Banos May Day Festival to build a new arena and pavilion for the 1942 event, reported Arthur P. Cramer, festival manager, who aided in securing passage of the appropriation bill.

FREE ACTS, concessions, and merchants' exhibits were planned for the 15-day Butte (Mont.) Miners' Union Exposition, Home Defense Show, and Carnival which was scheduled to open on June 16 for the benefit of the union drum and bugle corps, reported Manager E. H. Roe. Hank Carlyle reported he would book several concessions.

RIDES and concessions will be featured at a two-day Independence Celebration in Nelson's new Danceland, Ferrysville, Wis., under auspices of the Millers and Nelsons, reported Mrs. H. H. Miller. There will also be boating and boxing.

CHARLES CRAWFORD has been named grounds and concession manager of the four-day Everton (Mo.) Picnic, reported C. W. Crawford, who is acting as general secretary. E. S. Crawford will have charge of the program for the four-day Miller (Mo.) Picnic, with Charles Henry in charge of concessions.

AMERICAN LEGION STATE CONVENTION

Week of August 18 to 23 Inclusive

PEOPLE
 1,000,000 — One Million — 1,000,000
 PEOPLE

WANTED

Shows, Rides, and Concessions. Will sell exclusive—Refreshments and Novelties to the right people. We have already appropriated \$20,000 for free events. Act quickly—first come—first served.

Address all mail — AMERICAN LEGION 1941 CONVENTION CORPORATION, ALEX FINN, General Convention Manager, 14 Morgan Street, Fall River, Mass.

CONCESSIONS WANTED

FOR OGDEN, UTAH, BIG PIONEER DAYS CELEBRATION

JULY 17 TO 24, BOTH DAYS INCLUSIVE

Midway Located Right in the Heart of the City, on the Main Drag. Must be Concessions of skill, no Rides. This will be one of the biggest celebrations in the West. Held right in the center of the national defense program. No sale to military. Two mammoth parades. Write, Write or Phone **BOB WAHLEN**, care Bob's Barbecue, 2351 Washington Blvd., Ogden, Utah.

CONCESSIONS AND SHOWS WANTED

High Strike, Lead Gallery, Game Rack, Pitch Tin You Win, Gigant Gallery, Dart Balloons, Hoopla, Duck Pond, Guess Your Age, Stalls, Giant and Other Legitimate Concessions.
 We Operate Bingo, Eat and Drink, July 14-19.
 Rides Booked, Free Act Contracted, Free Gate. Write or Wire
HARRY FLEGER, Mgr. Concessions
 Annual Firemen's Celebration, Saxonburg, Pa.



for
REAL THRILLS and the biggest CROWDS
 turn to the
INSIDE FRONT COVER
 of this issue and the BACK COVER
 of the Outdoor Attractions Section!

WANTED
 SHOWS, LEGITIMATE CONCESSIONS, CAPABLE RIDE HELP
 FOR
ELKS' FOURTH OF JULY CELEBRATION
 All Week (June 30th to July 5th)
 Onstonten Fair Grounds,
 Onstonten Fair Grounds,
 Onstonten Fair Grounds, to follow. Address all mail and wires to
J. R. Edwards Shows
 WILLARD, O.

TIPTON, INDIANA
 Annual American Legion Celebration
 July 8-9-10-11-12, On the Streets.
 Can use clean Concessions of all kinds. Positively no Gifts. Also Shows of merit; no Girl Shows; Miller's Rides. This is a bona fide Annual, well posted. Best of Free Acts and privileges is very reasonable. Address all communications to
TOM L. BAKER, Sheridan, Indiana

WANT PHONE MEN
 Three months' work. Program and tickets; labor supplies. All boom towns. Open for exclusive on complete Thrill Show and Concessions for four straight weeks. Contact
GEORGE HOWARD
 1240 Main Street Hartford, Conn.

American Legion Home Assn. Carnival
 North Baltimore, O., July 14-19
 For booking write **C. DUKES**, Pres.

WANTED
 Four good Phone Men. Experienced on advertising and ticket sales. Labor deal; strong supplies. Working all of Central Pennsylvania territory. Contact immediately.
P. T. HENRY
 1450 Vurnon St., Harrisburg, Penna.
 Phone 47924

WANTED
 CONCESSIONS AND SHOWS
County 4-H Club Round-Up
 August 7-9, Danville, Ind.
C. R. BAKER, Danville, Ind.

RIDES WANTED
 FOR
Firemen's Block Carnival
 WEEK AUGUST 3 TO 9 OR 17 TO 23
 Three to five Rides, consisting of Ferris Wheel, Merry-Go-Round, etc. Two blocks from main street.
CARL L. WELLENGER, Pres.
 Hove Co. No. 4, Martinsburg, W. Va.

CALLIOPE RECORDS
 (See Ad on Page 45)

Alabama

Alexander City-East Ala. Fair Assn. Oct. 14-18. Lewis B. Dean.

Arkansas

Batesville-Independence Co. Fair Assn. Sept. 30-Oct. 4. Miss Robt. Ella Case.

California

Alhambra-Contra Costa Co. Fair. Aug. 7-10. Alden Sutton.

1941 FAIR DATES

TRADE SHOWS FEATURE

Pomona-Los Angeles Co. Fair. Sept. 12-28. C. E. Miller, Secy.

Colorado

Akron-Washington Co. Free Fair. Aug. 13-15. Robert W. Vance, Secy.

Connecticut

Avon-Cherry Park Fair. Sept. 28-29. Howard M. Deming, Winsted, Conn.

Delaware

Harrington-Kent & Sussex Fair. July 28-Aug. 2. Ernest Raughter.

Florida

Bushnell-Summer Co. Fair & Rodeo, Am. Legion. Nov. 10-15. Harry E. Coverton.

Athens-American Legion Fair. Oct. 13-18. Tony Beckwith, Secy.

Hawaii

Kahului-Maui-Maui Co. Fair. Oct. 9-11. Iopa Nichols.

Idaho

Blackfoot-Eastern Idaho State Fair. Sept. 13-19. Eric Snodgrass.

Illinois

Alton-Edwards Co. Agr. Fair Assn. Sept. 2-5. J. T. Ford.

Flora-Clay Co. Agr. Fair Assn. Aug. 23-29. Edgar Bookler.

Indiana

Akron-Akron Agr. Fair Assn. Sept. 10-13. Fred A. Blackburn.

SPECIAL SECTION

The Billboard

The World's Foremost Amusement Weekly

Section 2

June 28, 1941

4th
Annual
Edition

OUTDOOR
ATTRACTIONS

THIS YEAR EVERY TOWN IS A
“**BOOM TOWN**”

FOR THE *FAIR* THAT PRO-
VIDES A GRANDSTAND SHOW
WITH THE STRENGTH TO PULL
A RECORD ATTENDANCE

OUR THIRTY YEARS OF CONTINUOUS
SERVICE TO HUNDREDS OF FAIRS, EX-
POSITIONS AND CELEBRATIONS IS YOUR
ASSURANCE OF SATISFACTION.

THIS YEAR OF ALL YEARS BOOK WHERE
THE VARIETY IS GREATEST. NO CONTRACT
IS EVER TOO SMALL—NONE EVER TOO LARGE.

COME TO THE NATION'S HEADQUARTERS
FOR THE MOST POPULAR—MOST THRILL-
ING—MOST SENSATIONAL FEATURES.

**SUPER-MUSICAL EXTRAVAGANZAS—REVUES—
RODEOS—WILD WEST—BANDS—CIRCUSES—
RADIO STARS—THRILL SHOWS—ACTS**

• **BARNES-CARRUTHERS** •

FAIR BOOKING ASSN.

121 NORTH CLARK ST., CHICAGO, ILL.—ALL PHONES: FRANKLIN 1561

OUTDOOR ATTRACTIONS

Covering the Fields of
Fairs—Parks—Celebrations—Carnivals

Statistical
and
Other Data
Gathered From
Buyers
and
Sellers
in the
United States
and
Canada

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FOURTH ANNUAL EDITION

Published annually by The Billboard Publishing Co., publishers of The Billboard, "The World's Foremost Amusement Weekly." Main Office and Printing Works, The Billboard Bldg., 25-27 Opera Place, Cincinnati, Ohio. Branch Offices in New York, Chicago, St. Louis, Los Angeles, Philadelphia, London and Sydney, Australia.

Novelty and Thrill Acts

Their niche as "backbone" of entertainment bills at fairs firmly held as managers attest their popularity and adaptability with races and revues. Draw as attractions not seen elsewhere in hundreds of communities. Park ops acclaim them as builders of attendance and publicity Midway heads declare their necessity behind pay gates and to hold crowds.

NOVELTY and thrill acts are justly called the "backbone" of entertainment programs at fairs. This was again amply proved in a survey of leading fairs made by The Billboard, in which foremost amusement parks and representative carnivals were also called upon to have their say about what such acts have done for or to them. And if the acts are a dependable anchor upon which to hitch a fairgrounds bill, then the fairs are by the same token a safe and certain haven apparently always waiting for the troupes, doubles, and singles that are so much in favor.

Of the fairs canvassed 90 per cent are using novelty and thrill acts and 10 per cent are in the "don't use" or "never did use" class. Voting to continue the acts, as of this time, are 83 per cent of fair managements. The remainder are split between those who are in doubt as to future policy, those who will not continue with acts of this class, and those who did not reply, with the doubtful contingent having a healthy plurality.

Parks, which have been in-and-outers for some years with off-again-on-again gate and free-act policies, are known to have found the thrill and novelty offerings needed assets in recent years. Of leading parks, piers, and beaches polled 62 per cent are in the affirmative column, 33 per cent not using them and giving various geographical, topographical, and economic reasons for the pass-up. Definitely committed to continuance are 53 per cent of operators who replied. In the indefinite class for next season is a large proportion of the residue with those who give the not-to-continue verdict almost nil.

Popularity of novelty and thrill acts rises again in a nose count of owners and managers of representative carnivals. Among these collective amusement organizations 86 per cent are putting on the gate justifiers. A robust 65 per cent vouch for work for acts in future. Those who profess to want no part of the acts are about evenly divided between ops who have no gate, who are of a mind to drop the presentations, and those who are hazy as to next season's line-up.

Offices Lead in Booking

Bookers get the call by a long lead in placements among the fairs surveyed. Agencies set 62 per cent of the acts. Fairs that book independently or thru offices are 24 per cent of the total and indie booking run only 14 per cent. Flat-rate deals are the general practice, of course, but the figure is 63 per cent, the other fairs doing business on both

Users' Comment and Criticism on Act Routines and Bookers

"NOT enough real showmanship presented."—Secretary H. L. Finke, North Dakota State Fair, Minot.

"There are some good and some bad ones and the fair manager does not have an opportunity to actually witness presentations of acts before making a purchase."—Secretary Harry L. Fitton, Midland Empire Fair, Billings, Mont.

"I have found fault with the acts when they were not up to standard."—Secretary H. W. Power, Mississippi Valley Fair and Exposition, Davenport, Ia.

"Fairs and booking agencies should work out some arrangement whereby free-act programs could be changed in middle of week."—Secretary W. L. Tabscott, West Virginia State Fair, Lewisburg.

"The responsibility of aggression in grandstand shows must be assumed by booking offices and fair managers, who must be alert to the upward trend of the times and be quick to sense any new ideas that have show possibilities."—Secretary C. B. Afflerbaugh, Los Angeles County Fair, Pomona, Calif.

"Misleading advertising of some bookers should be corrected."—Manager H. D. Gilmore, Whalom Park, Fitchburg, Mass.

"There is room for improvement in material for publicity, especially photographs, and in equipment and costumes."—Owner John J. Carlin, Carlin's Park, Baltimore, Md.

"Better booking conditions are needed. We became disgusted part way thru last season. Acts did not draw pennies at matinees. Booking office started shifting acts around on us. Too much money for some in relation to their possible drawing power."—Owner Edward J. Carroll, Riverside Park, Agawam, Mass.

"Most acts that were priced within reason for a free gate lacked necessary showmanship. Practically all circular advertising does not give prices of acts. All advertising without price lists we throw into the waste basket."—President John L. Coleman, Riverside Park, Indianapolis.

"Some acts should have more adequate means of erecting rigging and not have to call on park help to assist at inconvenient times."—Jack and Irving Rosenthal, Palisades (N. J.) Park.

"Acts should change their routine, if possible, on Sundays, as Sunday crowds expect something different."—Manager Benjamin Sterling Jr., Rocky Glen Park, Moosic, Pa.

"More illumination and better condition of properties in general is indicated."—Floyd E. Gooding, Gooding Greater Shows.

"I don't think inferior acts, when the public expects something sensational, should be used merely as an alibi for a gate charge."—J. George Loos, Greater United Shows.

"Acts should have diversity for each night, instead of presenting only one routine."—John R. Ward, John R. Ward Shows.

"There must be more effort put into selling the act. The midway manager buys acts largely for publicity and on half of the shows that have them they are not properly sold."—Owner Art Lewis, Art Lewis Shows.

"About 50 per cent are too difficult to get along with."—Harry H. Zimdars, Golden Belt Shows.

"Too many performers resist any efforts to show them their mistakes."—Manager Sam Lawrence, Lawrence Greater Shows.

"Some acts stall too long and hurt the midway gross. A ground act cannot be properly seen except on a platform. I am strong for comedy but have been unable to catch such acts."—Herman Bantly, Bantly's All-American Shows.

percentage and flat rate running about equal in number.

Praiseworthy comment on the worth and conduct of novelty and thrill acts by fair sees is nothing for the acts to feel sorry about, 69 per cent of the employers coming thru with complimentary references or no fault to find. But there is no total

absence of pick-on talk, about 2 per cent of the fair men talking on the corrective side and the others making no criticism. Most of the replies give two main reasons for booking the acts—as gate stimulators and to balance programs. The fairs contacted run a wide range of years in use of acts, from New Mexico State

Fair, Albuquerque, where Secretary Leon H. Harms said the baby Stater had had acts for two years, to Bangor (Me.) Fair, where Secretary J. W. Moran said such acts had been used for 40 years.

Not all managers polled whose fairs do not use the acts give reasons for omission. Publicity Director Levi P. Moore, Indiana State Fair, Indianapolis, said the acts that come with the revues, to which the fair is thoroughly committed, are considered sufficient. Several secs apparently confused novelty and thrill acts with automotive thrill shows, stating that they would or would not use the latter. Phil C. Travis, general manager, Tennessee State Fair, Nashville, said auto races on closing day would give a capacity crowd and, "as thrill acts are staged thruout the year, it is no novelty to offer one during the fair." Secretary D. C. Todd, Spartanburg (S. C.) Fair, replied, "They have interfered with other program, but we will have them one day this year." Secretary Mabel L. Stire said Mississippi State Fair, Jackson, now had no track. "No facilities at present" was the reason given by Secretary J. E. Frenkel, Pensacola (Fla.) Interstate Fair. Secretary Kenneth Hamaker, California State Fair, Sacramento, said that, while the fair had used the acts many years, popularity of trotting and running races with pari-mutuels made it doubtful whether acts would be used this year. Secretary W. H. Mearns, British Columbia Exhibition, Victoria, gave no reasons for not using the acts.

Seen as Program Necessity

"Novelty and thrill acts, used here for 36 years, increase our attendance," said Secretary H. B. Correll, Bloomsburg (Pa.) Fair. Secretary C. B. Afflerbaugh, Los Angeles County Fair, Pomona, Calif., said, "High-class acts in front of the grandstand are the best media of satisfying our patrons. We feature pari-mutual racing afternoons and turn them away. In our mixed crowds some do not care for racing and novelty and thrill acts are what they like." "We use novelty and thrill acts with our grandstand revue as well as free acts on the grounds. The latter have become very necessary, as the public looks forward to them. Attendance has been greatly increased by some," said Secretary H. E. Bridges, Tulsa (Okla.) State Fair. Secretary John H. Rutter, York (Pa.) Interstate Fair, said, "Novelty and thrill acts give our patrons an outstanding show which cannot be seen anywhere else in this community." "The acts give a program variety and that is what we

like to give our patrons," said Secretary Rose Sarlo, Ionia (Mich.) Free Fair.

Secretary J. W. Moran, Bangor (Me.) Fair, said, "We are able to round out a well-balanced vaudeville program by using novelty and thrill acts." "Such acts are integral parts of a well-rounded night grandstand program, as they fit in perfectly with production numbers of our revue," said Secretary S. M. Mitchell, Kansas State Fair, Hutchinson. Secretary W. R. Hirsch, State Fair of Louisiana, Shreveport, said, "We are strong for novelty acts and contract for them to be used with revue numbers." "They draw box office," commented Manager Maurice W. Jencks, Kansas Free Fair, Topeka. Secretary A. N. Peckham, Rhode Island State Fair, Kingston, said, "Great for grandstand entertainment between races." "By having the acts it is possible to have entertainment that will appeal to everyone, young or old," said Manager Ralph E. Ammon, Wisconsin State Fair, Milwaukee.

Proved as Business Getters

"Thrill acts are popular here," said Secretary Raymond A. Lee, Minnesota State Fair, St. Paul. Secretary Charles W. Swoyer, Reading (Pa.) Fair said, "They bring increased attendance and receipts." Secretary Charles A. Somma, Virginia State Fair, Richmond, said, "Our public likes this type of entertainment." "The acts have proved good business getters for us," said Secretary Charles W. Green, Missouri State Fair, Sedalia. Secretary James A. Terry, La Porte (Ind.) Fair, said, "Novelty and thrill acts give us a diversified program which we can use by units between race heats and as a complete night show." "We book them to offer the public a free grandstand show," said President Mike Benton, Southeastern Fair, Atlanta. "They have greatly increased attendance the past three years," said Secretary Clarence H. Harnden, Saginaw (Mich.) Fair. Secretary H. H. McElroy, Central Canada Exhibition, Ottawa, Ont., said, "We have always used the acts. They appeal to our patrons." "They have filled out our attractions program for 25 or 30 years," said General Manager J. Charles Yule, Calgary (Alta.) Exhibition and Stampede. "They have provided a good grandstand show for 20 years," said Secretary Norman Y. Chambliss, Rocky Mount (N. C.) Fair. "The acts give a maximum of entertainment for admission charged," said Secretary Roy Rupard, State Fair of Texas, Dallas. "They bolster up certain days, give a change, and add spice to programs," said Secretary Ralph T. Hemphill, Oklahoma State Fair and Exposition, Oklahoma City. "They take well and give us a diversified program," said Secretary R. V. Wilkinson, North Iowa Fair, Mason City. Secretary Harold F. DePue, North Montana State Fair, Great Falls, said, "Thrill acts and good novelty acts cause more comment than about any other feature."

Reasons for Parks Non-Use

Booking practice runs nearly even in the parks heard from. Indies are favored by 20 per cent, booking offices by 21 per cent, and 22 per cent book thru both. Those not answering or not using the acts run 37 per cent. Flat rate is paid by 49 per cent, 2 per cent work on flat rate or percentage, and the remainder are accounted for as not using or not replying. None reported exclusive percentage policy. That acts are no longer considered useful only on off days is evident by the reports that 37 per cent do not book for such days. Those that do total 2 per cent and the others contacted did not reply or do not use acts.

Of returns received 44 per cent either praised acts or had no fault to find with them. Comment or

criticism was received from about 20 per cent. Thomas M. Wheeler, manager of Saltair Beach, Salt Lake City, said, "In recent years we have not found them profitable." "They are not adaptable to our set-up," said Owner George K. Whitney, Playland-at-the-Beach, San Francisco. Manager Robert A. Reichert, Riverview Park, Des Moines, Ia., said, "We may continue to book novelty and thrill acts but they have not drawn as we believed they would." Acts are booked only on the Fourth of July at San Cruz (Calif.) Park, said Manager J. R. Williamson. "We book only when we can pick up a week reasonably," said Manager Charles Deibel, Idora Park, Youngstown, O. "We use them when they come our way but we do not specialize in them," reported Owner R. M. Spangler, Rolling Green Park, Sunbury, Pa.

Manager Roy Rupard, Fair Park, Dallas, said rides and other attractions there are so scattered over a large area that acts would help some rides but would take the play away from others. Owner Edward J. Carroll, Riverside Park, Agawam, Mass., is in doubt about booking acts this season, saying he was disappointed in their drawing power and in booking conditions last season. "All our acts are in the class of water sports and ocean events," said Manager W. D. Newcomb Jr., Santa Monica (Calif.) Pier, "but all parks should use novelty and thrill acts wherever possible. We may use some this summer." Manager Paul H. Huedepohl, Jantzen Beach Park, Portland, Ore., said, "Our geographic location makes the cost of acts out of proportion." "We use a stage show consisting of five acts," said Manager Richard F. Lusse, Forest Park, Chalfont, Pa. "We lack necessary space and business has always been profitable without them," said General Manager Leonard B. Schloss, Glen Echo (Md.) Park. Manager Harold K. Barr, Washington Park, Michigan City, Ind., reported no facilities.

Ops See Valuable Assets

"Aerial acts are favored in Oaks Park, Portland, Ore., because they can be seen plainly, are thrilling, and keep the public away from the midway for only short periods," said Manager E. H. Bollinger. "We find they have drawing power," said Mrs. Minette Dixon, manager of Lake Winnepesaukee, Chattanooga, Tenn. Manager B. F. McNab, Edgewater Park, Detroit, said, "They are valuable as buildups and material for advertising." "Our daily free acts add entertainment to our bill and stimulate attendance," said President A. B. McSwigan, Kenneywood Park, Pittsburgh. Rex D. Billings, manager of Belmont Park, Montreal, said, "There should be more of them. They are now limited here because of war and resultant immigration difficulties. We work with a booking office to get responsibility back of the acts. You wouldn't contract with individual musicians for a dance band." "We book acts to make the park more attractive, to get publicity, and some to please booking offices," said Owner John J. Carlin, Carlin's Park, Baltimore, Md. Rex D. Billings Jr., Seaside Park, Virginia Beach, Va., in his first year there as manager, said, "I understand acts have been booked here to increase patronage in general." "We thought patrons might like a change from our regular show of five circus acts on free open-air stage with band music, but patrons thought the time given to the acts was too short," said Manager Henry A. Guenther, Olympic Park, Maplewood, N. J. President W. B. Haefner, Enna Jettick Park, Auburn, N. Y., commented, "We have found novelty and thrill acts to be excellent propaganda."

President and General Manager Edward L. Schott, Coney Island, (Continued on page 26)

LOEW'S STATE, NEW YORK CITY
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Name and Other Bands

Majority of leading amusement parks like dance combinations with national reputations, but price snags others. 75% to continue policy. Booking vexes some pilots. Many users caustic critics. Nearly 72% of those engaging names also employ bands in non-name categories. Less than 25% of those not using names provide other professional music.

MORE than 60 per cent of the leading amusement parks, piers, and beaches in the United States use bands of the name variety, and three-fourths of these spots will continue that policy, according to a nationwide survey made by The Billboard. The question as to whether or not parks used dance combinations with national reputations was answered as follows:

Yes 63%
 No 37%
 The powerful "will-continue" vote makes the better amusement park a most fertile employer of such music. Here's how the users of name units stacked up:

Will continue 75%
 Will not 14%
 Uncertain 3%
 No answer 8%

If half of the "uncertain" and "no-answer" brackets were placed in the "will-continue" percentage table, the total would be a resounding 89 per cent for an uninterrupted policy of engaging names.

Reasons for Booking

Those with no fault to find had this to say under "reasons for booking":

Have no gate, hence no attendance figures. Use name bands for same reason as free acts—to stimulate attendance and make the park more entertaining.—Kennywood Park, Pittsburgh (A. B. McSwigan).

Until 1936 we used local bands exclusively, but patronage fell to such a low level we were under the necessity of bringing in new bands. Since that time we have used traveling bands, changing at intervals of three or four weeks, and have spotted name bands once or twice a month to spice up business. Results have been encouraging.—Saltair Beach, Salk Lake City (Thomas M. Wheeler).

Since booking name bands from time to time general attendance has improved. Bands give prestige to spot.—Coney Island Park, Cincinnati (Edward L. Schott).

To stimulate park business generally.—Enna Jettick Park, Auburn, N. Y. (W. B. Haefner).

Bring to the park a different type of business than on regular trade.—Idora Park, Youngstown, O. (Charles Deibel).

Public demand.—Elitch Gardens, Denver (Eli M. Gross).

Found patrons seemed to like a change in band personnel as well as the difference in instrumentation. We figure the difference in receipts is reflected in the park generally—not only on the dance floor.—Euclid Beach Park, Cleveland (C. R. Killaly).

To increase our revenue.—Excelsior Park, Minn. (Fred W. Clapp).

Suggestions and Comment

LEST it be thought that the bed for the bookers is one composed exclusively of roses, the survey of leading amusement parks, piers, and beaches reveals that 30 per cent of those who employ names find fault with presentation, price, etc. And it is a strange fact—or is it?—that virtually 100 per cent of the "fault-finders" come thru with suggestions and comment based on improvement.

Some of these suggestions will be "educational" and "inspirational" to those who are interested in booking bands, as well as to the bands themselves and those who may be considered prospective buyers. The big bogey is price. Principal comments follow:

Someone to sponsor a booking agent with at least a small degree of honesty, integrity, and conscience.—Harold K. Barr, Washington Park, Michigan City, Ind.

Promptness must be emphasized.—Jack and Irving Rosenthal, Palisades (N. J.) Amusement Park.

More equitable terms whereby the pay would be fixed for actual drawing ability rather than imaginary popularity.—John J. Carlin, Carlin's Park, Baltimore.

I think they should have more advertising materials and make a personal appearance for publicity. I found it big.—Joseph F. Paness, Coconut Grove Beach, Niagara Falls, N. Y.

Tax liability only. They must pay their own tax.—L. H. Firestone, Flint (Mich.) Park.

Leaders to get on job more promptly and stay there more often.—John W. Sauer, Joyland, Lexington, Ky.

Booking situation seems knotted. Much maneuvering behind the scenes.—Edward J. Carroll, Riverside, Agawam, Mass.

Price too high for the small spots.—Hoyt R. Hawke, Capitol Beach, Lincoln, Neb.

Price is too high.—Robert A. Reichardt, New Riverview, Des Moines, Ia.

Some medium-priced bands are not so good.—Leonard B. Schloss, Glen Echo, Md.

Develop larger amusement park circuits, causing the name bands to attach more importance to amusement parks. This will ultimately achieve lower rates.—Roy Staton, Springlake Park, Oklahoma City, Okla.

They want too much and give too little.—Henry A. Guenther, Olympic Park, Maplewood, N. J.

Prices are too high.—W. J. Kuhlman, Geauga Lake, O.

Guarantees are often too large in view of the fact that percentage privilege is demanded by most of them.—J. B. Sollenberger, Hershey Park, Pa.

When it came to giving "reasons for booking" the dance-band units, objections were counteracted by favorable comment on the part of many of those who found fault. Prestige plays a big role. Some examples follow:

We play them for the advertising value, not to make money. Impossible for us to make money on a name band.—Benjamin Sterling Jr., Rocky Glen Park, Moosic, Pa.

They maintain old interest and create new.—Washington Park.

Younger element (18-30 years) appreciate and comment to others favorably. The more mature favor thrill presentations, so we combine them.—Palisades Park.

For publicity, to stimulate dance business, and to provide park patrons with as many attractions as possible.—Carlin's Park.

Business is very much better.—Coconut Grove Beach.

To increase attendance in park and for prestige.—Joyland Park.

We use them when available as a means of keeping up interest in our ballroom, but don't consider them appropriate to use at all times.—Capitol Beach.

They give us an excuse for publicity which redounds to the park's general good. Our gross receipts are obviously much greater because of increased box-office rates and larger attendance, resulting in more people patronizing other concessions.—Springlake Park.

To try to build up the dance hall business.—Gaugua Lake Park.

Receipts on name bands greatly overshadow our policy of local bands. This is based on 11 years' experience.—Hershey Park.

Use them on Sunday nights only and have been satisfied with draw.—Roton Point Park, South Norwalk, Conn. (Harry von Dwingelo).

Best draw for the money.—Hunt's Ocean Pier, Wildwood, N. J. (Guy B. Hunt).

Public demands name or traveling bands. Our nights will bring them 100 miles or better. Public is always calling to ask when or if certain bands are coming.—Natatorium Park, Spokane, Wash. (Louis Vogel).

Employed local bands for first five years and lost. Began employing name bands and has been a success since.—Jantzen Beach Park, Portland, Ore. (Paul H. Huedepohl).

I believe name attractions are the making of the dance business. Competition of night clubs and beer gardens has ruined the legit dance spots.—Craig Beach Park, Diamond, O. (A. E. Mallory).

Critical Remarks

A reasonably large number of park officials who did not express any particular objections under "faults" nevertheless offered critical remarks. The more representative ones were:

We have not been satisfied with name bands. Unable to secure enough attendance to make it worth while.—Conneaut Lake Park, Pa. (T. C. Foley).

Booked them only because we have been forced to. Large attendance—but after paying bands and large advertising bills, what have you?—Whalom Park, Fitchburg, Mass. (H. D. Gilmore).

We have experienced too many losses thru the use of name bands due to the dance hall being too small and guarantees too large. We may get back to some of the lower priced bands on Saturdays.—Forrest Park, Hanover, Pa. (A. Karst).

When there is a free gate and the ballroom is operated as a separate concession and not by the park itself, officials find it difficult to compute the income, comparison, etc. A typical case is one park owner who says, "the net on some nights with bands without big reputations has often passed those for whom the concessionaire paid off in big figures, I was told."

Use Non-Name Bands Also

It is significant that of those who maintain a consistent policy of engaging names, nearly 72 per cent also employ bands in non-name categories. Of this percentage, about 30 per cent said that they would continue this policy. This is a clear indication that the average amusement park is well supplied with both names and non-names, many of them with both, and still more with either class. Naturally,

non-name, run-of-mill, local bands, etc., preceded the biggies by decades, having appeared on the scene before the automobile and radio, long before the talkies, and some of them even before silent pictures.

Palisades Park has had this type of band for better than 20 years. Carlin's Park, 20 years; Capitol Beach, about 20 years; Geauga Lake, 20 years. This 20-year figure, given by operators themselves, is more than mere coincidence. It represents the period almost directly following the World War, when jazz and, as a result, the traveling band, name and non-name, were just being conceived in the popular imagination. It probably follows that radio and talkies, which came later, have helped to stimulate the dance business and the use of bands with national prominence.

In the quarter-century class as far as the conventional band is concerned is Olympic Park; Euclid Beach, 33 years; Kennywood Park, 40 years. Several spots answered "for years," "always," "since park started," etc., to the question of length of time the park has employed other than the names. Many of these would be in the 20, 25, 30, and more years' class.

When it came to stating how long they used names, the following showed 10 years' use or more: 10 years, Roton Point Park, Carlin's, and Elitch Gardens; 11 years, Hershey Park; 12 years, Craig Beach; 20 years, Flint Park, Joyland Park, and Kennywood Park. Not a single park could go beyond the 20-year mark. This fact adds up.

Arrangement or booking basis, according to the survey, lines up as follows:

Flat rate and %.....	52%
Flat rate.....	34%
Percentage.....	11%
No answer.....	3%

Why Name Bands Not Used

Operators who answered "no" to the question of usage gave out with pungent comment of which the following are typical examples:

State prices in advertising circular. When prices asked are such that a park can book them, let the operator get that price. We have no dancing. Interesting to note that we attempted to book a name band for roller skating, but we could not get a price on a good band, even though we were ready and able to pay for same.—John L. Coleman, Riverside Park, Indianapolis.

Have no use for such expensive entertainment.—Richard F. Lusse, Forest Park, Chalfont, Pa.

No place to spot them.—George

Name Bands Not Figured To Be Standard Fare for Grandstand

As to the buying tastes of officials of the larger fairs and expositions, The Billboard survey reveals that about 20 per cent of these officials have provided their grandstands with name band attractions in the past.

A good many of those who responded construed "name bands" to mean only "bands with reputations," whereas "name bands" are nationally known units dispensing dance music—not brass bands, military bands, fraternal bands, etc., regardless of the prominence of the latter.

The leading question asked was: "Has your fair used name bands in the grandstand?" The voting:

No.....	75%
Yes.....	25%

Of the 25 per cent, about a fifth are known to have answered the questions wrong, as "accredited names" were not booked. This would make a re-tabulation as follows:

No.....	75%
---------	-----

K. Whitney, Playland at the Beach, San Francisco.

We do not dance at Idlewild. Name bands are completely out of line on price today.—C. C. Macdonald, Idlewild Park, Ligonier, Pa.

Competition here is unique. There are three clubs using big names within a few miles.—Rex D. Billings Jr., Seaside Park, Virginia Beach, Va.

Municipal band is located adjacent to amusement zone.—Jefferson W. Asher, Ocean Park Pier, Ocean Park, Calif.

Do not have a ballroom or place for them. Ballroom is used for badminton now.—W. D. Newcomb Jr., San Monica Pier, Santa Monica, Calif.

Lack of interest in Quebec.—Rex D. Billings Sr., Belmont Park, Montreal.

Near-by Palais Royal uses name bands occasionally.—J. Van Evera, Sunnyside Beach, Toronto.

Found it was not profitable.—John T. Clare, Crescent Park, Riverside (Providence), R. I.

We cut out dancing.—John J. Shea, Bayside Park, Clear Lake, Ia.

Use bands within 75-mile radius for Sunday and holiday concerts. Dance bands occasionally.—R. M. Spangler, Rolling Green, Sunbury, Pa.

No dancing since 1935.—N. S. Alexander, Woodside Park, Philadelphia.

No ballroom.—B. F. McNab, Edgewater Park, Detroit.

Use several different school bands. Names too expensive.—Mrs. Minette Dixon, Lake Winnepesaukee, Chattanooga, Tenn.

Dance hall too small to secure large nightly door receipts.—E. H. Bollinger, Oak Park, Portland, Ore.

Too much money.—E. G. Via, Camden Park, Huntington, W. Va.

Our park operates rides and other attractions. These cover a large area. Therefore, while such attractions (name bands) would help some rides, they would take the play away from others.—Roy Rupard, State Fair of Texas Park, Dallas.

Among those who do not employ names, less than 25 per cent provide other professional music. While this ratio may be considered insignificant and a "slap" at conventional, non-name, local bands, etc., the figure must be viewed in light of the fact that many of the non-name parks do not have facilities for dancing. At any rate, the percentage is to be compared with the 72 per cent who use low-priced music in addition to names. Quite revealing is the fact that the 25 per cent class is virtually unanimous for continuance of the non-name policy.

Yes.....	20%
Doubtful.....	5%

If those in the "doubtful" class were put in the "no" table, where they probably belong, the percentages would read:

No.....	80%
Yes.....	20%

Carrying out a similar system of reckoning, the "do-you-intend-to-continue" question works out like this:

(1) Continue.....	43%
Won't.....	29%
Uncertain.....	22%
Others.....	6%

(2) Continue.....	37%
Won't.....	36%
Doubtful.....	18%
Uncertain.....	9%

(3) Continue.....	36%
Won't.....	55%
Uncertain.....	9%

An index to employment possibilities is the big percentage which

(Continued on page 13)

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Fairs
BARNES-CARRUTHERS

Grandstand Revues and Units

Demand from fairs greater than ever thru public's craving for spectacular, resulting in increased number of shows. Total this year estimated at more than 100, employing over 3,000 people. Secretaries find little wrong with programs. Bookers emphasizing patriotic angle in line with trend of times. Ventures entail heavy investments for brief season.

ARE revues and units increasing or decreasing in popularity as grandstand attractions for fairs? Have they been successful from a box-office standpoint? How does the demand for 1941 compare with other years? These are a few of the questions which The Billboard set out to answer in a survey of fairs and booking offices, as a service to the thousands of readers interested in the fair and general outdoor field.

Results of the survey, obtained from a representative list of fairs and booking offices, indicate a steadily increasing popularity of revues. The demand for them is greater this year than ever before; the number of shows produced will be above last year, and better quality shows with greater use of name attractions are indicated.

The production of revues for outdoor showing has become an extensive and important business that calls for the expenditure of large sums of money and gives employment to several thousand people over a period of some 15 to 20 weeks. Many fair men have little conception of the tremendous amount of work that goes into the production of the shows that play their grandstands. While the actual playing time extends over a few months—July thru October at the most—the work of the producers and others engaged in outfitting and handling the shows covers a large part of the year, entailing the expenditure of tens of thousands of dollars before the shows open. Planning for next season's shows begins shortly after the current season closes. Talent must be contracted and some idea of the form shows are to take must be worked out months in advance. Costumes must be designed and made, scenery must be manufactured, or old sets redesigned and painted; special lighting effects must be worked out, arrangements made for adequate p.-a. systems, publicity campaigns laid out, and a thousand and one details attended to far in advance of the opening of the season. All of this cost money—and plenty. Then if the booking offices succeed in booking a good route and weather and industrial conditions are favorable, the shows stand to yield a nice profit for both offices and fairs. If, on the other hand, the weather is bad, or other conditions are unfavorable, profits may go by the board. It's a chance that must be taken, and the law of averages is depended upon to even things up.

The popularity of revues is based upon the people's craving for the spectacular, the glamorous. A prominent Eastern fair secretary sums it up in a few words: "We feel that there is nothing that has more appeal to the present fair-going public than a glamorous revue." That he

is right is indicated by the tens of thousands who pack the grandstands at fairs when a colorful revue is presented. The inherent love for music, comedy, youth, and beauty is satisfied by the elaborate present-day spectacles seen at the larger fairs and, in lesser degree, at hundreds of the county fairs.

40 Revues, 60 Units This Year

The extent to which revues have grown is well illustrated by the number of shows which will be produced for grandstand presentation this year. There will be at least 40 of them, some employing 60 or more people. In addition, there will be some 60 or more units in the field. Two offices, the Barnes-Carruthers Fair Booking Association, of Chicago, and George A. Hamid, Inc., of New York, have for years been outstanding in the production of grandstand shows for fairs, and still produce the bulk of the larger revues. But they are not alone. In the last few years Music Corporation of America has entered the fair booking field and this season will have several elaborate revues. Frank Wirth, Boyle Woolfolk, Gus Sun, Tommy Sacco, and various others also are active in the field.

Due to many of the country's largest fairs being located in the mid-section of the United States, the Barnes-Carruthers office has for years produced some of the largest and most elaborate revues for grandstand showing. In the East, George A. Hamid has dominated the field. The two offices this year will have, between them, more than 20 revues and as many units. Among the larger, or No. 1, shows produced by Barnes-Carruthers are "Fair Follies

of '41," "Music on Wings," "State Fair Revue," "Belles of Liberty," "Flying Colors," "Star Brigade," and "Americana." Their smaller revues include "Step Lively," "Shoot the Works," "America Swings," "Laff-a-Poppin'," and "Cavalcade of Hits." In the Hamid list of revues are "New York Rhythmettes," "Paramount," "Echoes of Broadway," "Roxettes Revue" (2), "Fantasies," "Revue Moderne," "Behney's Revue," "Bonnie Brownell's Revue," and "Haines' Revue." Hamid also will put out 10 units. Next in number comes the Gus Sun Booking Agency, which lists "Let Freedom Ring," "Glorified Revue," "Tan Americana," "Parisienne Follies," "Rustic Revellers," and "Mystery in Swing." Their units include Sun Bros' Circus, Hoagland's Hippodrome, Sun Bros' Rodeo, "Gus Sun Swing Show," "Rodeo Ramblers," and "1941 Fair Special."

Music Corporation of America will have three revues and three units. Among its offerings will be "Stars Over America," "Cavalcade of Stars," and the Sally Rand unit. Boyle Woolfolk will have "Hello, America," "Gay Ninety," and one as yet untitled. Frank Wirth Booking Association has three, "Thumbs Up," "Happy Landing," and "Salute to Freedom." Henry H. Lueders, United Booking Association, will produce two revues and three units, among which are "Rhapsody in Blue," "Pan-American Varieties," and "All-Star Society Minstrels." Two revues, "Fiesta La Conga" and "High Lights," will be produced by Tommy Sacco. Half a dozen smaller offices, among them the Betty Bryden Entertainers' Bureau and the

Northwestern Amusement Company, also will produce a number of revues and units.

In the questionnaires returned few offices gave a list of their bookings. This is understandable, as bookings are by no means complete. MCA listed seven large State and district fairs and two county fairs. Neither Barnes-Carruthers nor George A. Hamid gave their listings, but both have scores of fairs booked. Henry H. Lueders stated: "Route incomplete. So far approximately 25 fairs in Michigan and Ohio, as well as many celebrations. All bookings far ahead of last year." The Gus Sun office said: "Booked in Minnesota, Iowa, Wisconsin, Illinois, Ohio, Kentucky, Michigan, West Virginia, Georgia, Tennessee, North and South Carolina, and other States." Practically all offices reported the demand for revues better than last year.

The number of people employed in revues and units can be only roughly estimated. George A. Hamid stated he will employ approximately 250 people. Barnes-Carruthers gave no estimate, but undoubtedly will employ upward of 400 people during the season. Figures given by some of the other offices as to number of people per revue are: MCA, 50 to 60; Frank Wirth, 25 to 60; Tommy Sacco, 30 and 35; Betty Bryden, 25 and orchestra. In all, these shows will furnish employment to upward of 3,000 people.

Fair Men Well Satisfied

So much for revues from the booking-office angle. Now what do the fair men think of them? Obviously they must find these shows attendance boosters or there would not be such a great demand for them. Replies to questionnaires were received from a representative list of fairs, nearly 80 per cent of which stated that revues are used. A majority of the fair secretaries who replied expressed themselves as well satisfied with the shows and their pulling power. Many were enthusiastic in their praise. A few offered suggestions for improvement. Of the 20 per cent who do not use revues most of them had no fault to find with that type of show but for one reason or another found it unsuited to their use. For instance, G. M. Nevius, secretary of the Danbury Fair, Danbury, Conn., says: "Tried them, and a failure because of severe cold nights in October." J. A. Mitchell, secretary of the Anderson (S. C.) Fair, gives "crowded grounds" as his reason for not using them. "We do use an assortment of stage acts, such as bicycle, animals, acrobats, and musical novelties," he states. "At the South Texas State Fair, Beaumont, revues were discontinued when track was discontinued and grandstand was torn

Suggestions for Improvement Few

FROM the survey of fairs made by The Billboard it appears that the buyers of revues are well satisfied with the shows as they are, for only a small percentage made suggestions for improving them.

J. S. Dorton, manager North Carolina State Fair, Raleigh, thinks that some change in the program nightly, or at least several changes during the week, would be advisable.

Charles A. Nash, general manager of the Eastern States Exposition, Springfield, Mass., says: "They usually make a messy looking stage for afternoon shows." However, very few revues are presented as afternoon shows.

H. E. Bridges, secretary Tulsa (Okla.) State Fair, suggests more variety in the program to interest patrons in attending several nights during the week. "I believe this would be a vast improvement if it could be worked out, as attendance would be increased manifold," says Bridges.

"Bigger and better revues if possible; you only get what you pay for," declares Howard W. Power, secretary Mississippi Valley Fair and Exposition, Davenport, Ia.

"Better lines, more production," is the suggestion of Frank H. Kingman, Brockton (Mass.) Fair, while Charles A. Somma, Virginia State Fair, Richmond, suggests better scenery. And Levi P. Moore, Indiana State Fair, says: "The only suggestion I could offer with reference to the revues we have been having is to enlarge our grandstand. Our prices run from 25 cents to 75 cents and we do not feel as tho we should raise them."

down," says Secretary L. B. Her-ring Jr.

The fact that revues have proved excellent drawing cards is, in effect, the main reason given for their use by most secretaries. Says Kenneth Hammaker, secretary-manager of the California State Fair, Sacramento: "In the past we had small stage revues, not of the extravaganza type, along with the nightly fireworks program. For the past three years we have used the 'spectacle' type of stage show—line of girls, variety acts, name personalities, etc., and have packed our 12,000-capacity stand and filled all standing space, playing to a total of about 18,000 nightly. In 1940 we used the name-band type of entertainment along with line, with same results, S. R. O."

W. R. Hirsch, secretary of the State Fair of Louisiana, Shreveport, says the fair has used revues or units for 30 years and will continue to use them. "The best reason we can give for booking the present-day revue," he says, "is that we play to capacity practically every night and often it is necessary to give two performances, which not only shows a gate increase but one at the grandstand."

Attendance Jumps 75%

The Bangor (Me.) Fair has used revues for three years. "Since using stage revues," states Secretary John W. Moran, "our grandstand attendance has increased 75 per cent. Last year we had virtual sellouts on three of our six nights."

The Tennessee State Fair, which formerly used revues, has discontinued them. Says Phil C. Travis, general manager: "As we have free admission to our grandstand it is difficult to estimate the pulling power of our revues. We substituted circus acts for the reason that revues cannot be staged in the afternoon while harness racing is in progress. Our stage is in front of the grandstand. We find that one or two high acts give good satisfaction because everyone can see them whether they are in the grandstand or elsewhere. Revues are all right when you have a suitable building and they can be presented in the afternoon as well as at night."

Officials of the Indiana State Fair, Indianapolis, are enthusiastic believers in revues. "We pack our grandstand nearly every night," says Levi P. Moore, publicity director, "because these revues are different from what the public can see in the theaters. As stated above, we have built our grandstand to sell out nearly every night—about 9,000 seats—where we used to hardly get enough to pay for the attractions." The fair has used revues for nine years.

Chilly nights are given as the reason for discontinuing revues at the Georgia State Fair, Macon, according to E. Ross Jordan, secretary. "We used large revues for several years," he says, "but since our fair comes late in the fall, chilly nights kept attendance down because the public seemed to prefer moving around rather than sitting thru an open-air program; so now we use shorter feature acts and entertainment."

The Wisconsin State Fair, Milwaukee, has used revues for 12 years, and attendance during that period has shown a steady increase, according to Ralph E. Ammon, manager. "Any comparison with years when revues were not used would be unfair because so many other factors must be considered," he says.

Others Comment

Here are some brief comments from secretaries who have found revues eminently satisfactory:

Frank H. Kingman, Brockton (Mass.) Fair: "They furnish youth, color, spectacle—something different at night."

Leo G. Spitzbart, Oregon State Fair, Salem: "We felt there was a need for this type of entertainment. We're well pleased with the response from the public."

Charles A. Somma, Virginia State Fair, Richmond: "They have increased our grandstand receipts each year when the weather is favorable."

S. M. Mitchell, Kansas State Fair, Hutchinson (has used revues for 25 years): "We always attempt to buy what we consider the best. Our patrons know that when we advertise a show they can expect something high class. We do not worry about anything except the weather."

H. H. McElroy, Central Canada Exhibition, Ottawa: "Has been consistently good attraction. No theaters or playhouses in vicinity where similar entertainment may be had."

Norman Y. Chambliss, Rocky Mount (N. C.) Fair and Greensboro (N. C.) Fair: "We believe in giving our patrons a real up-to-date grandstand show and we find a real revue goes over big financially and otherwise."

Rose Sarlo, Ionia (Mich.) Free Fair: "We present only State fair productions. Our patrons appreciate high-class entertainment and we find our receipts increase each year due to the high type of production presented. We played to 4,700 more people in 1940 than the year previous."

H. B. Correll, Bloomsburg (Pa.) Fair: "Increase in attendance."

Expressions such as the foregoing could be multiplied many times proving conclusively that revues are an extremely popular form of entertainment at fairs, and that they not only pay their way but, under favorable conditions, are a profitable investment for the fair.

Most Shows at Flat Rates

While half of the booking offices queried stated that they book revues at a flat rate and half said both flat rate and percentage, very few shows are booked on percentage, according to the answers received from fairs. Of these 94 per cent stated their shows are booked on a flat rate, 2 per cent stated percentage, and 4 per cent both flat rate and percentage.

From the foregoing it appears evident that revues, properly presented, are immensely popular, and that they increase attendance and revenue at both grandstand and front gate. Fairs which replied to the questionnaires have been using revues for periods varying from 3 to 30 years.

Most of the offices supplying grandstand shows are alive to the need for constant improvement. They follow the trend of the times and shape their shows accordingly. Thus, many of the 1941 revues will emphasize the patriotic angle in one way or another. Each year sees new ideas in costuming, lighting, and presentation introduced, the constant aim of the producers being to present a show that will have sufficient beauty, novelty, and variety to please the thousands of everyday people who make up the bulk of fairgoers.

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★ An Act amazing by its cleverness and breath taking in its audacity and perilousness, uniquely costumed. The winner of first place in high wire division (all branches) of The Billboard Favorite Outdoor Performers' Contest. The feature of two World Fairs, at Chicago and New York. Originators of the three bicycle pyramid. Troupe performing the highest high wire act, no net. Cash appearance bond offered to guarantee our appearance. EVENTUALLY—Why not this year?

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★ MILT ★ BRITTON

"The Clown Prince of Music"

and his MAD MUSICAL MANIACS

Personal Management: Chas. V. Yates, R. C. A. Bldg., New York

Automotive Thrill Shows

71% of larger fairs go for "deliberate destroyers." 68% to resume booking, but 20% won't. Buyers comment on improving business. Many would stage motorized maniac menus if room were available. Officials looking for new and more spectacular features. Some say thrillcades are best box-office bets. Horses nixed in many spots.

A SURVEY of the larger fairs in the United States and Canada made by The Billboard shows that 71 per cent of them have engaged automotive thrill attractions in front of their grandstands. This type of presentation emerged as a box-office magnet only in the last decade.

The leading question asked was: "Has your fair used automotive thrill shows?" The answers:

Yes71%
No20%

An almost equal percentage of those who made the automotive thrillcades a part of their grandstand programs expressed themselves as definitely interested in such layouts for this year and thereafter. Sixty-eight per cent said they would continue, 20 per cent that they would not, giving reasons.

Will continue68%
Will not20%
Uncertain 7%
No answer 5%

If half of the "uncertain" and "no-answer" classes were put into the "will-continue" bracket, the total would be 74 per cent for continuance, which is another conclusive piece of evidence that the thrillers are popular in the majority of communities where the fairs surveyed are held.

Arguments Against

Of interest to the producers and bookers of thrill shows is the important "will-not-continue" class, which represents a fifth of this buying market. These answers should serve as a tipoff to the producers-bookers, and with that in mind the principal reactions are quoted:

Do not draw. No good here. We kept trying on account of their reported drawing power. Does not draw sufficiently to warrant continuance. Liability insurance too heavy; eats up profits. Thought it would increase receipts but sadly disappointed. Horse racing better here. Horse owners will not use a track hardened by auto use.

Reasons for Using

More valuable matter as to "reason for use" was furnished by those who answered "yes" to the question. Some of the reasons:

On Sunday, an off day. As substitute for running races on Saturday afternoon. To add variety to week's program. Night grandstand up compared to revue or rodeo. So popular that it was necessary to increase appearance from one to three days in 1940, and each day proved more successful than previous day. One or two days' bookings build attendance on off days. Used them in place of harness races because of scarcity of latter. Draw well on

These Are Specialists in "Destruction by Design"

AUTOMOTIVE thrill units involved in the survey are Lucky Teter and His Hell Drivers, Jimmy Lynch and His Death Dodgers, Flash Williams Thrill Drivers, Suicide Hayes and His Hell Drivers, B. Ward Beam's Dare-Devils, Bobby Ward's Hollywood Death Dodgers, Wild Bill Cathorn and His Death Riders, C. W. Hinck's Congress of Thrillers, and the Hollywood Thunderbolts.

The Jimmie Lynch aggregation is divided into three units directed by Pat Purcell, Irish Horan, and Frank Winkley. They book on both percentage and flat rate, independently and thru an office (Barnes-Carruthers), and claim an investment of \$60,000. They employ about 100 people and state that the 1941 demand emphasizes the afternoons, although some bookings will be made for night shows. Answering a query on new stunts planned, a spokesman says that inasmuch as these stunts cannot be copyrighted, "the less said, the better."

George A. Hamid, Inc., answering for Lucky Teter, which is the sole unit he books, says his own investment runs to about \$75,000; books on percentage and flat rate; demand, 10 per cent better; several new stunts planned; about 50 people employed.

Ward's Hollywood Death Dodgers books on p. c. and flat; represented by 20th Century Attractions; demand, about 30 per cent better; new stunt planned, somersault in mid-air; 12 people employed.

Wild Bill Cathorn Death Riders books independently on p. c. or flat; investment, about \$10,000; new stunts, prefers not to say; 8 to 12 people employed.

Hinck's Congress of Thrillers books on p. c. or flat; independent; demand, about the same; investment, \$15,000; new stunts, "refuse to divulge"; employs 16; says he has operated continuously since 1919.

Hollywood Thunderbolt books on p. c. and flat; independently and thru Tommy Sacco Theatrical Mart; demand, better; investment, about \$14,000 divided between producer and booker; employs 10 people, of whom five are drivers and the rest are workers.

Flash Williams books on p. c. and flat thru Gus Sun Agency; demand, better; new stunts, bomber dive, relays, and catapult; 20 people employed.

Suicide Hayes Hell Drivers books on p. c. and flat thru Frank Wirth; demand, big increase; new stunts, several, "prefer not to disclose"; about 15 people.

Beam's Dare-Devils books thru Boyle Woolfolk; percentage; demand, "not as good."

opening and closing Sundays. Our 1940 receipts on Thrill Show Day were 50 per cent greater than in 1939. We got only a few hundred for harness racing on Saturday afternoon, compared to 4,000 for Thrill Day. Always show an increase at gate and grandstand and are more popular each year. Have drawn well in bad weather. Better than harness racing. Drew best crowd of period in afternoons. Increased attendance and receipts. To add to revenue, to draw crowds, and as added feature. Much better than horse races. Always pack grandstand. Best drawing card before American public, in this section, anyway, is a real thrill show. They have a place in a well-rounded-out program. Has always paid well.

Nevertheless, even some of those who employ this type of attraction will continue to do so had some fault to find in connection with presentation. Some of the reactions follow:

Hard to find new spectacular features. Producers at fault. Sameness. Still big, but pulling power declining. Some of them use too much time. Need new and different stunts. Too much sameness. No material change. Public getting tired of them. New stunts needed, but this is easier said than done. Need change of program and additional stunts.

Reasons for Non-Use

Some of those in the 29 per cent class who answered "no" to the question whether they have ever used this character of program gave interesting reasons which indicate that the percentage of non-users would be reduced if certain qualifying factors were absent or present or certain conditions changed. Some of the principal reasons for non-use:

Have no facilities. We are in temporary location. We have running races. Track not suitable for both. No track. We have sellouts

in the grandstand every afternoon from running races. So far we have had no place on our program where thrill units could be used to advantage. Like to give patrons variety instead. Do not require that entertainment as we feature a stampede and have for years. No place to locate them and no time in our particular type of program. No track. No time or place. Do not feel we could use them profitably. May try one this year. No particular reason. No facilities to stage them satisfactorily.

Used Not Only on Off Days

Another significant phase of the survey reversed the general set-up at a time when these programs first became popular. In that period, creators and suppliers of thrill units sold the field on the idea of engaging the shows for so-called off days. It was not long before these hitherto "weak" days pushed other days for box-office strength as a result of the thrillsters. The following question was put to determine the booking basis:

Have they (units) been used on usually off days? This brought the following answers:

Yes40%
No50%

The remaining 10 per cent was divided equally between "booked on 'Thrill Day'" and "booked on 'Opening Sunday.'" This indicates that certain days have become definite fixtures. The fact that half did not book on off days shows clearly that the great majority of the fairs surveyed are convinced that almost "any day" will do. It is known that the automotive congresses have been responsible for building up given days and after so doing have been booked for other days of the week, etc.

The following table shows the booking arrangement of those who responded:

Flat rate49%
Percentage39%
Both12%

Those who answered the survey engaged the thrill units on an average of slightly more than four years apiece on their grounds. The biggest bracket was five years, followed by six years, three years, and one year, which were equally divided as to number of seasons' bookings. A few said they engaged the unit for 10 years "off and on," and a small percentage booked them for nine and seven seasons.

Specific Comments

A few specific comments follow: W. R. Hirsch, Louisiana State Fair, Shreveport—Thrill Days always show an increase at both main gate and grandstand, which is one

reason why they are booked. They are growing more popular each year, which, of course, increases attendance naturally.

L. B. Cunningham, Iowa State Fair, Des Moines—For the last four or five years we have used either one or two days of automotive thrill shows to build up attendance on off days. They have attracted very satisfactory grandstand crowds, especially when we had an outstanding thriller. We find it difficult to locate and contract for outstanding spectacular features. We feel that the producers of automotive thrill shows are failing to produce anything new and spectacular. Most of their shows consist of driving cars over ramps, rolling cars over, jumping cars over trucks or passenger cars, and head-on collisions between junk cars. While a number of these events are thrillers, they have been produced at our State and county fairs for the last three or four years and fail to have the pulling power they did when first produced. (Answered "yes" to continuance.)

Ralph E. Ammon, Wisconsin State Fair, Milwaukee—They have been before the public so long without any material change that we are inclined to think the public is getting somewhat tired of them. New stunts should replace some of the features which have been in use continually. (Answered "yes" to continuance.)

Raymond A. Lee, Minnesota State Fair, St. Paul—A good thrill show with a couple of real headliners brings in our best afternoon crowd of the fair period. They (the people) expect, and get, a genuine thrill show.

Phil C. Travis, Tennessee State Fair, Nashville—Thrill shows have become very common. When you have seen one you have seen them all. They play still dates thruout the year, and when the fair comes the announcement that you are going to present a so-called thrill show offers nothing new to the people of your community. (Answered "no" to continuance.)

Motorized Maniacs Scarce on Midways; Reasons Are Cited

Purely as an experiment and for future reference, The Billboard also queried the carnival field about automotive thrill shows, knowing in advance that few, if any, midway organizations employed presentations of this type, especially where Motordromes existed. Of the answers received from carnival managements, two said they had engaged the motorized maniacs.

These were Crescent Amusement Company, of which L. C. McHenry is manager, and James E. Strates Shows, piloted by James E. Strates. Crescent Shows had a 10-people unit for one week on percentage, does not intend to continue the booking, said the gross did not compare favorably with that of other shows on the midway, and found fault with presentation, but did not comment on this.

Strates Shows booked a unit for two weeks on a flat arrangement, does not intend to repeat it, said gross was "fair" compared to other midway attractions, did not find any fault, but said such shows are good for grandstands only.

It is also known that Johnny J. Jones Exposition used a unit at fairs.

Some of the "no" comments on reasons for not using such attractions are interesting:

There are none on this Coast.—Arthur's Mighty American Circus Shows (California).

Prefer merchant coupon tickets and a giveaway each night.—Bee's Old Reliable Shows.

Show not large enough.—Zacchini Bros. Shows.

Haven't enough space.—C. F. Zeiger United Shows.

We have never been quite able to book one but have had one in mind for some time. We are very successful with our Motordrome.—Ender Bros. Shows.

Stirs up too much dust. These shows belong in front of grandstands.—Dyer's Greater Shows.

Don't think it practical.—Goodman Wonder Shows.

Not familiar with it.—Heller's Acme Shows.

We have a Motordrome which is as good as any thrill show.—World of Mirth Shows.

Have never been approached with the idea. I would be very much interested in same if introduced to me by a reliable person.—Alamo Exposition Shows.

This show has perhaps been fortunate in having Motordrome operators who gross good money.—Art Lewis Shows.

No room to carry same.—Rubin & Cherry Shows.

Too much investment for size of show.—John R. Ward Shows.

We have never had a proper set-up to exploit a proposition of this kind.—Conklin Shows.

Show plays lots mostly in town and I believe this (thrill show) takes up a lot of room.—Pioneer Shows.

No applications.—Happyland Shows.

Have had no opportunity to book one, but would on percentage.—Pearson Shows.

No room.—Huggins Model Shows. Never had occasion to use same.—Keystone Modern Shows.

No one out on the Coast with one to book.—Joyaland Shows.

No such show available in this territory.—Patrick's Greater Shows (Washington).

Investment; also small lots used in California by carnivals.—Crafts 20 Big Shows.

None has applied for booking.—Southern States Shows.

Not properly equipped.—W. E. West Motorized Shows.

Would not have the proper space to present this kind of an attraction on a carnival midway.—Dodson's World's Fair Shows.

Show not large enough for the expense that would be involved.—Elite Exposition Shows.

Just couldn't get one.—Golden Belt Shows.

Show operates with no admission charge to grounds.—Reynolds & Wells Shows.

Would not have room for same when playing still dates as most lots in town are crowded for space.—Dee Lang's Famous Shows.

Never had any on my midway but have played fairs that had them and will state that they draw big crowds. I think they are okeh but never could see them on show.—Miner Modern Midway Shows.

Show too small.—Sickels United Shows.

Requires too much space; many showgrounds would not permit the use of such an attraction on this account.—Gooding Greater Shows.

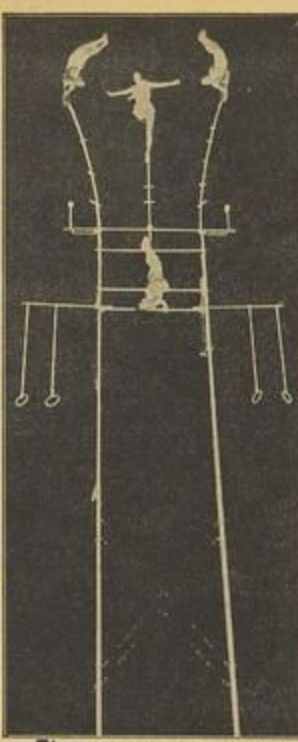
It would be impossible for a carnival to carry an arena large enough, with the proper seating capacity (except large railroad shows), to stage a good thrill show. On a smaller scale, attendance would not justify the cost of crash cars or the breaking up of other equipment. Without the thrills, what good would the show be?—Bantley's All-American Shows.

Know nothing about such a show.—Franks Greater Shows.

Prefer aerial acts.—Frank Burke Shows.

No gate.—Dailey Bros. Shows.

Only three of the shows queried did not offer comment. These were J. R. Edwards, Wallace Bros., and Mighty Sheesley Midway.



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120 FEET HIGH

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The Original and Only
Double Swaying Criss-
Cross Perches

Top figures sway on 20 ft. perch poles from side to side and criss cross over girl in middle. Sensational routines — rings, traps, double one-arm handstands, one-arm handstands, iron jaw, and 20 ft. breakaway. Real thrill for any program. Some time available.

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Automobile Racing

Popularity zooms at fairs thruout States and Canada, except where pari-mutuels conflict or facilities are lacking. Has been means of building up "off" days. Secretaries acclaim it as booster of attendance and receipts. Big cars hold the spotlight. Promoters predict 1941 will be one of best years in history.

AUTOMOBILE racing, first introduced at fairs as an attraction which would boost attendance and receipts on "off" days, has zoomed in popularity during the last decade until today Mondays, Fridays, and Saturdays that formerly drew only a handful of people now attract full grandstands when the speedsters are announced.

Many people care nothing for auto racing; many more regard it as a thrilling, colorful, and spectacular attraction. There is no middle ground—they either like it or do not. And the number who like it is sufficiently large to make it a profitable attraction. The number of races held during a season mounts into the thousands, covering the entire country. There does not appear to be any favored section as far as popularity is concerned altho, because of a preponderance of population, most of the racing is done in the East and Middle West. The sport is just as well liked in other sections, and wherever population is sufficient races are successfully held.

Booking Done Independently

Unlike other attractions, auto racing seldom is handled thru booking offices. Most of the booking is done by independent promoters, operating under sanction of either the American Automobile Association Contest Board, International Motor Contest Association, or Central States Racing Association. The AAA and IMCA are the older organizations and for years have been dominant, controlling most of the choice fair dates as well as the larger still dates. But during the last few years the CSRA has rapidly forged to the front and this year with the acquisition of many new spots it is making itself felt as a national organization. Entrance of midget cars into the racing game some years ago served to create added interest in automobile racing, both midgets and large cars; and while there is a large number of midget fans, chief interest remains in the large cars. In a survey of the larger fairs conducted by The Billboard about 71 per cent of fairs that answered have auto racing. Of this number, 79 per cent are large car races, 7 per cent midgets, and 14 per cent both midget and large.

Midgets Few at Fairs and Parks

Still-date races, held principally from May to July, have a much higher percentage of midgets. Few amusement parks stage races, principally because they have no facilities. Of the more important parks which answered questionnaires sent them, only eight have races, all midget. Hence it would seem that parks are a poor field for this particular attraction.

Fairs using midget races are so few as to be negligible, and comment of those which have used them

Secs Have Improvement Ideas

AS A suggestion for improving auto races, Ralph E. Ammon, manager of Wisconsin State Fair, Milwaukee, says: "Dress up the show by having better looking automobiles; have drivers wear colors, same as jockeys." Many other secretaries made pertinent comments as to how races could be improved.

"Perhaps too much hippodrome racing," says S. M. Mitchell, secretary Kansas State Fair, Hutchinson. "Open competition events are the only solution, in my judgment." Maurice W. Jencks, secretary Kansas Free Fair, Topeka, thinks trial heats are too long, there's too much hippodrome, and not enough diversification.

"Improve handling of drivers, mechanics, and cars in front of grandstand," advises Charles A. Nash, general manager Eastern States Exposition, Springfield, Mass. "Better presentation; cars in proper places, men properly uniformed. Cars in pits or in designated individual places. There has been too much appearance of a mob."

"Cut down on the private advertising racket," says D. C. Todd, secretary Spartanburg (S. C.) Fair. And Frank H. Kingman, secretary Brockton (Mass.) Fair, advocates "more active interest on part of associations; establish uniform conditions and enforce them."

Dr. J. S. Dorton, manager North Carolina State Fair, Raleigh, believes there should be more showmanship, more drivers of the better class, and better cars. "The only fault we find," says W. R. Hirsch, secretary State Fair of Louisiana, Shreveport, "is that we have not had the proper co-operation in publicizing the races." Harry E. La Breaque, secretary of the New Jersey State Fair, Trenton, says, "Our experience has been that auto races are most successful the last two days of the fair. Races need showmanship and more discipline of mechanics, and help should be in uniform. Better and simpler rules and regulations and more informative and condensed announcements. The average announcer does not realize that there are many among the spectators to whom auto racing is new. We find both midgets and big cars are popular in our territory and increase our attendance considerably."

is not favorable. Will L. Davis, manager of the Rutland (Vt.) Fair, states that large cars were used in 1940, but midgets will be tried this year. The fair has had races for 12 or more years. "Receipts at gate and grandstand greatly increased the first time we used auto races," says Davis, but he does not give results of subsequent years. He states that large cars will no longer be used if midgets are successful this year. As a suggestion for improving the races he says: "Think the reverse start would help, especially on half-mile dirt tracks. The public is tired of seeing the one best car go out in front and lap the field. They want to see some passing. There should be some way to make the cars more evenly matched and still produce a race. We are changing to midgets this year in the hope we will produce racing the public will like."

A. N. Peckham, manager Rhode Island State Fair, Kingston, states the fair used midget races last year. "Did not use a sanctioned race," he says. "Tried midgets only once and cannot tell much about actual results as drawing card. Think midgets too small for half-mile." Continuing, he states: "We are not allowed to book on percentage, and flat rate is too expensive. Our track is excellent for harness racing and

committee is afraid autos would do too much damage. Also, we have not been able to obtain reasonable insurance rate."

Midget races were used for two days by the Central Canada Exhibition, Ottawa, in 1935, but H. H. McElroy, secretary, states they were unsatisfactory and were discontinued.

Large Car Races Big Draw

Among the fairs using large car races it is generally agreed that they are an excellent drawing card and tend to increase attendance and receipts. "Auto race days have always been our best days for revenue," writes R. V. Wilkinson, secretary of the North Iowa Fair, Mason City. "They are a good attraction," says Ralph T. Hemphill, secretary Oklahoma State Fair, Oklahoma City. The Missouri State Fair, Sedalia, has used auto races for eight years and finds them a big drawing card. Says Charles W. Green, secretary: "We had auto racing in 1933-'36 inclusive on one day only; from 1937 to 1940 inclusive on two days, the extra day being added because of increased interest and grandstand receipts. We always race on opening day (Sunday), devote the day exclusively to auto racing, and it is the second largest day in point of attendance and gate and grandstand

receipts. The second day of auto racing is Saturday (7th day), which used to be a poor day. Auto racing is consistently building up this day. We contract a promoter to stage the races for us, but we give purse races open to everyone. It is our plan to continue this two days of auto racing."

The Reading (Pa.) Fair has been using large car races for 14 years. "The races bring increased attendance and receipts," says Charles W. Swoyer, "and we have made money with the races ever since they started."

The Minnesota State Fair plays four days of its 10-day fair with auto racing as its afternoon grandstand headliner. "Auto racing is the best revenue producer and a sure attraction," says Raymond A. Lee, secretary. The Wisconsin State Fair, Milwaukee, has had large car racing for 23 years, and Ralph E. Ammon, manager, says attendance results are wonderful. "In 1939 two-thirds of our afternoon grandstand receipts were received from three auto races," he says. "Horse races and other attractions the other six afternoons resulted in only one-third of the total."

When the Virginia State Fair, Richmond, started using auto races 13 years ago, Saturday was the fair's poorest day. "Now," says Secretary Charles A. Somma, "it is our second-best day." Rose Sarlo, secretary of Ionia (Mich.) Free Fair, tells a similar story. "Our auto races," she says, "are held on Saturday afternoon. In 1940 we had the largest afternoon attendance on Saturday that we have ever had in the history of the fair. We played to 8,725 people. We believe the average individual loves thrills and that auto racing is ideal entertainment."

The Bloomsburg (Pa.) Fair has used large cars for 25 years.

Large car racing at the Danbury (Conn.) Fair was discontinued, Secretary G. M. Nevius states, because police restrictions make large car races impossible without large expenditure. The public, says Nevius, likes the midgets, and the fair's grandstand, seating 7,500, usually is full.

Why Some Are Against

While a few of the fairs that reported not using auto races gave as the reason that they did not draw, the reasons given by most of them were conflict with horse racing and lack of facilities. Here are some typical answers: Mabel L. Stire, secretary Mississippi State Fair, Jackson: "Made no money for a number of years, if ever. Lost truck when fire made it necessary to make a ball field in our infield." President Mike Benton, Southeastern Fair, Atlanta: "We found that the cost of auto races during the fair was more than the additional attendance justi-

fied." Harold F. Depue, manager Northern Montana State Fair, Great Falls: "We have dropped auto racing because the races conflict too much with thoroughbred running races and pari-mutuels." P. W. Abbott, secretary Edmonton (Alta.) Exhibition: "Do not draw well enough. But real reason is horse racing every afternoon, which pays much better." Elwood A. Hughes, general manager Canadian National Exhibition, Toronto: "Do not think auto racing can be successfully handled on a half-mile track." H. L. Fitton, secretary Midland Empire Fair, Billings, Mont.: "Auto racing and thoroughbred racing do not work satisfactorily on the same track, and we believe the thoroughbred running races are more advantageous to us, since we conduct pari-mutuels." Roy Rupard, secretary State Fair of Texas, Dallas: "No facilities for large car racing and midgets not successful as a fair attraction. Therefore we permit midget racing only during the summer." W. L. Tabscott, secretary West Virginia State Fair, Lewisburg: "Tried it out several years ago two different years on an 'off' date without success. Our public seems to have no enthusiasm for auto racing." Kenneth Hammaker, secretary-manager California State Fair, Sacramento: "Many years ago we had auto racing but the public did not like the color of blood. Our track is used for horse racing, and we did not like the idea of putting the track in shape for the horse races." C. B. Afferbaugh, secretary Los Angeles County Fair, Pomona, Calif.: "Impossible to have a good track for harness and running races on the same track with the autos."

Demand Is Up

Bearing out the statements of secretaries that auto races have proved to be attendance stimulators, promoters handling the majority of race bookings are unanimous in saying that the demand for races is better this year than it has been in the past. Walter C. Stebbins, biggest operator in the East, says: "Far better than in previous years. Many new spots are coming into the racing picture. New midget tracks are being built and fairgrounds which have not had races in years are coming back into the picture." "Very much better," says W. R. Caine, of the Caine Auto Racing Association, "with the outlook very good for the old experienced promoters and not so good for some of the new ones, due to a car shortage." Sherman L. Crise reports a greater demand than usual, with many requests for new sanctions which cannot be issued due to divisional agreements with promoters. "Demand much better than in other years," writes H. G. Clark, of American Speedways. "Midgets are much more in demand. Big cars are also much more easy to book." Aut Swenson, operations manager of RCA, says of the demand: "Generally speaking, equally as good, only opposition being thrill shows, which to date have not cut into the number of auto racing days at fairs but possibly have cut into auto race receipts." Al Sweeney and Gaylord White, of National Speedways, report: "For our initial season as an organization, splendid." Mel Moore says interest in racing appears to be increasing. "The people are changing their opinions on racing, as it is one of the cleanest sports in the country," he says.

Reports from the still dates around the country are encouraging. Business has been good wherever the weather has been favorable. Fair bookings are far ahead of last year, according to reports received from leading promoters, and, all in all, it looks as if 1941 will be one of the best auto racing years on record.

NAME AND OTHER BANDS

(Continued from page 7)

stated that the cost of such employment is "too high." This ratio was 35 per cent. Next in line, each with equal force, came "not a good grandstand attraction" and "no facilities available." These accounted for a total of 34 per cent. "Perfer local bands" drew 8 per cent; "experience of others," 5 per cent; "union and immigration difficulty," 6 per cent; other answers, 12 per cent.

Better than 41 per cent of the ballots said that they employ or have employed regular professional grandstand bands other than "names"; 7 per cent that they do not; 29 per cent that they use other professional bands "on the grounds," and the rest did not answer.

The heaviest user of name bands at a fair, the Canadian National Exhibition, Toronto, answered "no" to the question of employment—in the grandstand. Elwood A. Hughes, general manager, stated: "We have used leading bands for a period of seven years in a regular dance pavilion, where they have been extremely successful. We do not consider name bands a grandstand attraction."

Another past employer of name bands, the New York State Fair, Syracuse, said, thru its director, Paul Smith: "We consider a concert band preferable in front of grandstand or any other place unless opportunity to dance is available."

Comment of Users of Names

Comment from those who answered "yes" to employment of names in grandstand (also some of them are known to have had the wrong type of "name" in mind):

Harry E. LaBrequé, secretary New Jersey State Fair, Trenton, of which George A. Hamid, head of outdoor booking office George A. Hamid, Inc., is president: "We thought the popularity of name bands would prove a big drawing card. To our sorrow and disappointment, our name bands were the poorest draw to our grandstand of any attraction we ever had." Found following faults: "They do not belong in front of a grandstand. The type of patrons who visit the fair and patronize the grandstand are accustomed to and want flash, comedy, animal acts, novelties, and thrilling acts for their entertainment. While name bands are popular with certain classes of people, their popularity is definitely restricted to certain places of amusement other than in front of the grandstand. This is my opinion."

(Foregoing is typical of misinterpretation. Mr. LaBrequé is referring to a brass band name. Nevertheless, those who did book accredited dance-band names, such as Toronto, found objections similar to those voiced by LaBrequé. Mr. Hamid is known to object to the dance units as sight-or-sound attractions for grandstands on two grounds: 1. They may fit into the fair picture but not as grandstand entertainment. 2. Possible competition to his novelty and thrill attractions.)

E. Ross Jordan, Georgia State
(Continued on page 21)

Sensational BALANCING & JUGGLING On One Foot!



THE

AKIMOTOS

Featured again in the CENTER RING,
MADISON SQUARE GARDEN

RINGLING BROS.-
BARNUM & BAILEY
CIRCUS
2nd Season!

"Mermaids
of the Air"

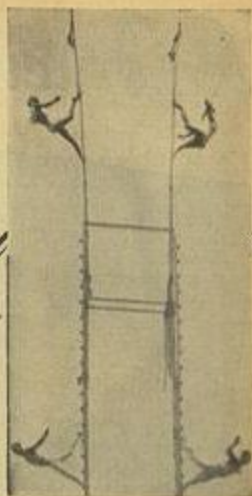
NELSON SISTERS

Only Double Trapeze
Novelty Act of Its
Kind

Available for
FAIRS HOTELS
THEATERS
NIGHT CLUBS
CELEBRATIONS

Closing June 26
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Chicago, Ill.



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they are!

2

of the country's
leading and outstanding

HIGH AERIAL ACTS

★
Four Sensational
Stars
and
Daredevils
in Midair

★
AVAILABLE FOR LATE
DATES
AUGUST-OCTOBER

Write or Wire NOW

EDDIE VIERA

care of
The Billboard, Cincinnati, O.



YOUTH Plus PERSONALITY

Best Costumed Act in Show Business

SIX CRESSONIANS

Aristocrats of the Teeterboard

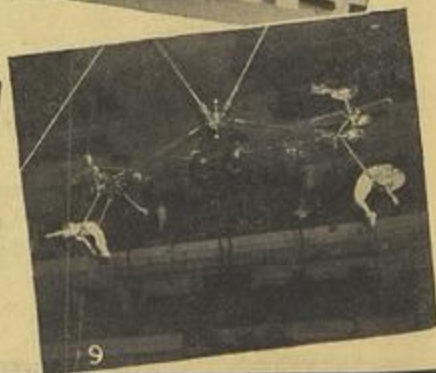
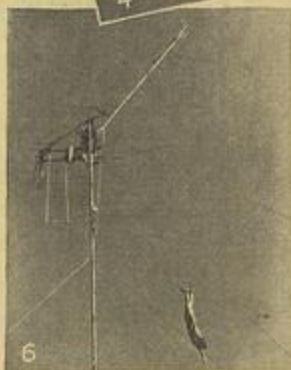
(The first to accomplish the double somersault into a barrel from the teeterboard)

Personal Representative

CHARLIE ZEMATER,

54 W. Randolph St., Chicago, Ill.

A Talent Buyers' Guide for Fair,



- 1 **THE WALKMIRS**—outstanding perch act, featuring the unusual in tricks and apparatus. Act was on the Ringling Bros. and Barnum & Bailey show for five years, and its travels have taken it into leading spots in Europe, including London, Berlin, Paris, and Vienna.
- 2 **CALIFORNIA SKYETTES**—The four lovely Skyettes and their male partner present one of the most thrilling and spectacular aerial performances to be seen anywhere. Working on a unique rigging, 110 feet off the ground, they feature acrobatic balances with simultaneous dancing on aerial platforms, starting gymnastics on a rotating wheel and unusual high-pole work.
- 3 **JIM WONG TROUPE**—This Chinese five-man-and-a-girl acrobatic troupe has been a favorite at fairs for the last decade. Worked Middle Western State and county fairs for seven years and are scheduled for a series of appearances at Eastern fairs this season.
- 4 **LIME TRIO**—Internationally famous headline act, which is tops on entertainment and novelty. Working as "The Golliwogg," Emil Lime presents an assortment of contortionistic maneuvers that astounded audiences the world over.
- 5 **DIXON BROTHERS**—Laughs galore is the order of the moment when these two brothers from Wales go thru their excruciatingly funny miscued balancing routines. Really finished acrobats, the Dixon Brothers jumble trick after trick in a manner which gets belly laughs out of the coldest of audiences.
- 6 **SKY LARKS**—Newest of the Milo Linwood thrill high-act creations, this attraction outdoes itself on unusual apparatus and death-defying feats. Features a double breakaway as well as a drop of 40 feet.
- 7 **WATKINS WONDER WORKERS**—features four outstanding circus novelties: Sylvia's Canine Capers, Captain Watkin's Chimpanzees, Buddy and His Trick Mule, and eight perfectly matched Military Ponies. Photo shows Sylvia and mate of her Reg. French Poodles.
- 8 **FOUR AERIAL APOLLOS**—managed by Jack Brick, feature a double one-arm handstand. Poles are supported by two high ladders, and routine consists of rings, traps, perch, poles, and breakaway.
- 9 **THE RADIO RAYS**—an outstanding revolving aerial attraction which combines thrill with beauty. The apparatus is very elaborate and colorful, and while it revolves at a dizzy pace the members of the act offer tricks that definitely carry out its tag line of "rendezvous with death in mid-air."

Attractions Mean Greater Attendance

Park, Celebration, and Show Managers

10 **THREE MILOS**—Featuring Milo and Marion Linswood—is a thrill high act which features apparatus of an unusual nature. They work at 125 feet without nets. For thrills and chills, it ranks high among acts in this field.

11 **STUART ROBERTS TROUPE**—presents an unusual amount of comedy, skill, and experience in its aerial bar act which includes something new and different—a young lady performer who adds grace and exceptional talents to this type of attraction, which ordinarily is restricted to men.

12 **ST. CLAIR AND DURAND**—Well known in the night club and hotel fields, have developed a series of routines especially adapted for fair grandstand shows. These include spectacular adagio, acrobatic, and ballroom numbers, which the duo tried out on fairs last year.

13 **FOOTBALL DOGS**—Two teams of a breed of dogs not often seen in this country (French boxers) play a bang-up game of a sport that may be described as a cross between rugby and hockey, under the expert direction of Little Fred and Sonja. High twisting leaps into the air to butt the ball, mad charges from one goal to the other and back again feature the antics of these athletic canines.

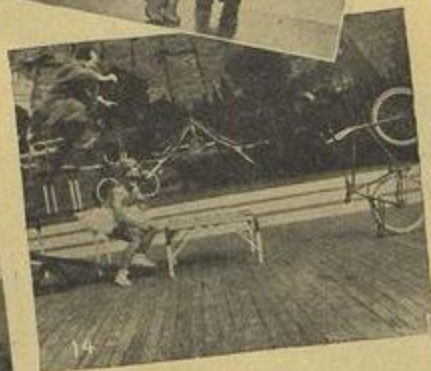
14 **WILL MORRIS AND BOBBY**—a father and son act combines trick bicycle riding with various other types of comedy. They are known as the "Lords of Laughter."

15 **SELDEN, THE STRATOSPHERE MAN**—is shown here performing before a large crowd in a small Western town during a special celebration. His widely publicized and well-known high swaying pole act is familiar to most all fair, park, and celebration officials.

16 **WLW PROMOTIONS, INC.**—producer of the WLW Boone County Jamboree, WLW Barn Dance, Scramby-Amby, and "By Dawn's Early Light," has booked more than 50 fairs and festivals for 1941. Picture shows Lulu Belle and Scotty, feature attraction.

17 **FRANK'S TRAINED STEERS**—Frank Scruton offers the only act of its kind, a group of steers trained to do a routine of tricks, featuring two steers on a seesaw, a steer jumping over his mate and a man, a steer doing a "handstand" on his front legs, etc.

18 **MILT BRITTON AND HIS MUSICAL MANIACS** are internationally known as "America's Craziest Orchestra." Headed by Britton himself, the organization has appeared with "Ziegfeld's Polka," on the screen, at fairs, in vaudeville, revues, and various de luxe picture houses.



Plan a Well-Balanced Program

A Wide Variety of Talent Is Avail



19 **CONLEY'S FREE ATTRACTIONS**—Offer an ideal combination of circus animal acts consisting of bareback riding, high school horses, and comedy ponies, monkeys, and dogs. Acts are beautifully costumed.

20 **FIVE JUGGLING JEWELS**—A group of five girls, embodying a series of juggling feats employing tennis rackets, hoops and clubs. Appropriate and novel electrical effects provide a beautiful, surprising flash during an interval of darkness in the routine.

21 **PEEJAY RINGENS**—Peejay Ringens' spectacular suicide ride and leap down a steep incline on a bicycle into a shallow tank of water has become one of the "standard" acts in the outdoor show business. The act has played in countless parks, fairs, and other spots throughout the world.

22 **FANCHON AND FANCHON**—Nothing is too difficult for this outstanding and well known contortionist hand-to-hand balancing act. Photo shows Edwina Fanchon doing her famous glass trick supported on the hands of her partner.

23 **WILLIAMS AND BERNICE**—Present an interesting and hilariously funny dog act this season along with their other attractions, trampoline, trapeze, and ropes. They have four distinctly different acts.

24 **JAYDEE THE GREAT**—Trapeze contortionist spies the spies in a realistic manner including vocal utterances which make his performance unusual and outstanding. His antics are performed on a high pole rigging.

25 **BLONDIN BELLIM TROUPE**—Present an unusual feature in their high wire act. Dainty Miss Peggy, said to be the first and only lady to perform a handstand on a bicycle in a high wire act. Group played two World's Fairs and will be featured at many parks and fairs this season.

26 **FLYING ALLENS**—Is a cannon balloon act, featuring the only girl cannon parachutist. Cannon is hoisted high in the air and Eddie or Florence Allen are then shot from it, descending by parachute.

27 **THE AKIMOTOS**—Featured for the second consecutive year in the center ring at New York's Madison Square Garden with the Ringling Bros. and Barnum & Bailey Circus, the Akimotos are now presenting a breath-taking double slide-for-life. Another outstanding feature of the act is the balancing and juggling of three ladders on one foot.

28 **SENSATIONAL MARIONS**—Owned by Milo Linwood, features the very unusual and breakaway flagpole. The act is 115 feet high and works without a net. This season the act has worked indoor circuses, fairs, parks, and celebrations.



A Buyers' Guide for Talent Buyers

able --- Use It and Get the Crowds

29 **THE HANNEFORD FAMILY**—George and Tommy of the Hanneford Family are shown in this photo in one of the riding tricks which have made the Hannefords famous thru the years as one of showdom's leading equestrian families.

30 **IRENE MCAFEE'S DOG STARS OF HOLLYWOOD**—Offer diversified amusement including dancing, acrobatic, balancing, juggling, high leaps, etc. Dogs have appeared in over 160 films and were at the 1940 San Francisco Exposition.

31 **HUBERT CASTLE**—Has been featured as the "somersaulting, acrobatic comedian of the tight wire" with many shows. Currently with Ringling Bros. and Barnum & Bailey, his famous feet-to-feet somersault thru a hoop is one of the most amazing tricks ever performed on the wire.

32 **HUDDY LUMAR AND HIS ALL-AMERICAN DEATH-DODGERS**—Under the personal management of Jimmy Daley of Jimmy Daley Attractions, Albany, N. Y., is an aggregation of Thrill Providers who have added several new and more daring stunts for the coming season.

33 **ROLAND TIEBOE SEALS**—Captain Roland Tieboe, now presenting an entirely new and different seal act, started in show business at the age of 14, with his father's seal act. He was with Ringling Bros. and Barnum & Bailey Circus, the Bertram Mills Circus in England, and many other big shows.

34 **OLIVE MILES & CO.**—Presents **FIN**, the cock-eyed cow, whose humorous routine has proved side-splitting audience entertainment. Also included are Paul Mix, Northwestern champion trick roper, and Mrs. Arlena, singer and accordionist.

35 **ALYERS TROUPE**—Are talented youngsters who do five difficult and outstanding acts. None is over 17 years of age and the youngest is only 6. Their rolling globe acts are unusual numbers.

36 **RUTON'S DOGS**—The Rutons put their dozen dogs through a series of stunts which provoke amazement and laughter. Featured are a fluffy pooch doing one-paw balances, a poodle executing a difficult double somersault onto his master's thumb, and a double tight-wire performance by two dogs.

37 **GREAT SIEGFRIED**—Presents his Ski-Jumping act, doing the stunt without the use of snow. He was held over for the entire season of the New York World's Fair in 1940.

38 **PEACHES O'NEILL'S SKY REVUE**—Precision dancing, thrilling acrobatics, balancing feats, and swinging pole stunts all performed on a high rigging make the act one that thrills with its daring and beauty. Climax of the act is death-defying plunge earthward.



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Something for Every Program

New Attendance Records Possible With



- 39 **PAPE AND CONCHITA**—Billy Pape shoulders the highest perch used in show business and partner Conchita goes thru a whirlwind series of free teeth-swing and muscle-grind stunts on top of it. Pape also has a secondary act which he calls Billy Pape & Company.
- 40 **VICTORIA TROUPE**—Long heralded as one of the most spectacular and funniest trick cycle and musical acts in show business, the Victoria Troupe (six) are known as the "Music Pedalers."
- 41 **WALLENDAS**—Karl Wallenda is a descendant of four generations of top-flight aerial performers and manages another act known as the Grotofefts. Both are outstanding high wire attractions.
- 42 **SIX CRESSONIANS**—Five boys and a girl doing unusual teeterboard work, feature the double somersault into a barrel as well as full twist into a barrel.
- 43 **NELSON SISTERS**—Victor and Elaine, offering a double trapeze novelty act, the only two girls doing it. Feature such tricks as double planges, neck spins, hand and feet changes, and a double revolving spin.
- 44 **THE JANSEYS**—This group of Risley experts dispense interludes of hilarious comedy coupled with unusual showmanship in the execution of difficult tricks.
- 45 **CHILCOTT'S NOVELTIES**—A streamlined miniature circus, presenting two people and seven dogs in unusual tricks, using a slack-wire and featuring Mignon, only dog ever to stand erect on hind legs on a 30-ft. slack wire.
- 46 **THE GREAT KNOLL**—High single trapeze act—120 feet. Features one-arm roll-ups, double dislocation of the shoulders, neck hangs on the straight bar, etc.
- 47 **BEE KYLE**—Her 100-foot back-somersault into a shallow tank of water aflame is only one of many stunts in her repertoire.
- 48 **GEORGE VENTRE AND HIS STETSON RADIO BAND**—For seventeen consecutive years one of the leading bands of its kind, George Ventre and his group are today recognized as one of the best show bands in the world.
- 49 **DONATELLA BROTHERS AND CARMEN**—Feature the tambourine artistry of Rosa Donatella; Pietro Donatella's playing of the shepherd's horn (the only one on the American stage).
- 50 **FOUR STARS**—Double high ladder act is a breath-taking exhibition of skill and daring. Managed by Eddie Viera, who also has another act, the Viera Four.
- 51 **ERIC THE GREAT**—Working atop a high swaying pole (210 feet from the ground) Eric the Great has thrilled audiences thruout the world with his one-arm and head-balancing stunts.

Select Your Acts and Attractions Now

Good Free Acts and Attractions

52 **DE COSTA & LENORE**—Play an amazing array of instruments in one of the finest musical presentations seen on the fair circuits. DeCosta plays the wind instruments and Lenore the accordion.

53 **FLYING VALENTINOS**—All girl fliers execute a variety of difficult turns—two-girl carrying trick, double, double twisting, and triple somersaults, and forward-over passing leaps.

54 **THE PAROFF TRIO**—Atop a small platform high above the ground, one of the Paroffs holds and balances two high ladders, which are otherwise absolutely free and unsupported. Two partners then run thru a sky fire drill of fast-paced, hazardous stunts.

55 **POWERS' ELEPHANTS**—Played the New York Hippodrome for 18 years and appeared in 29 countries within 10 years. These four well-trained and most versatile pachyderms are dancers, actors, comedians, and ballplayers.

56 **HUSTREI TROUPE**—Internationally known high-wire act, managed by Maria Hustrei. Attractively costumed and using chromium balance poles, they present a diverting routine of thrills.

57 **THE GREAT PETERS**—Tops off a breathtaking series of aerial acrobatics and spectacular stunts with "The Hangman's Noose," in which he drops 50 feet with his neck in a noose.

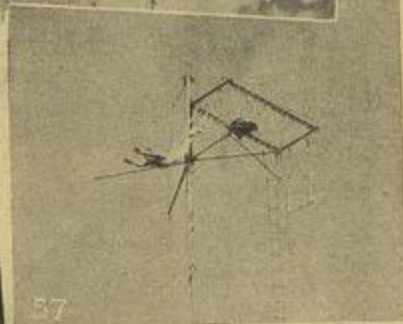
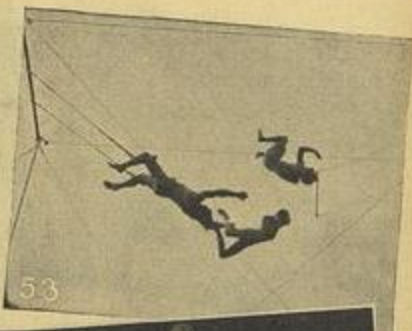
58 **THE JUVELYS**—Present a balancing specialty with balls. One of the most difficult and featured stunt is balancing four balls head to head.

59 **LAMONT'S COCKATOOS AND MACAWS**—Present 20 performing birds of brilliant color, offering headstands, back somersaults, forward rollovers and giant swings, which all make for something out of the ordinary.

60 **THE NOVAK SISTERS**—Young, pretty and exceedingly talented, they present a routine of acrobatic tumbling, difficult head and hand balances and spirited comedy capers.

61 **WILFRED MAE TRIO**—Fast juggling and hoop rolling, beautiful costumes are the earmarks of the Wilfred Mae Trio, two men and a girl.

62 **WOLANDI**—Bounding high-wire performer does a wide variety of stunts including riding a 6-ft. unicycle on the wire. For a dramatic and exciting finish he climbs a 5-ft. ladder balanced on the wire and then falls to the ground.



Entertainment --- Keynote of Success

Keep This Talent Buyers' Guide



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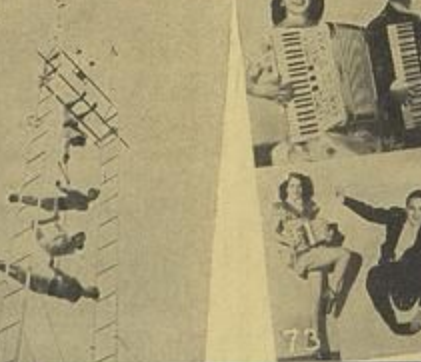
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63 FISHER'S FEARLESS FLYERS—Internationally known flying stars present a complete and well-rounded act which includes all of the usual and most difficult flying turns. Three ladies and three men, managed by Bob Fisher.

64 BOBBY WHALING AND PARTNER—Known as the "foxyous cyclomantacs," Bobby Whaling, one of the greatest triok cyclists in show business, and his lovely partner run thru a series of thrilling and exccratically funny stunts. The climax has the girl catapulted onto Bobby's shoulders while he whirrs precariously on a high unicycle.

65 CHARLEY DELPS—High pole performer is nationally known for his movie stunt work, dived from Golden Gate Bridge, and from iron jase slide across Niagara Falls. Act includes a long slide thru blazing board wall and tunnel of fire.

66 WILL H. HILL'S SOCIETY CIRCUS—Has a definite appeal for children and fascination for adults. Comprises two small elephants, six ponies, and 10 dogs, all exceptionally well trained. Elephants do almost everything from wire walking to dancing, drill, etc.

67 UNCLE RUBE AND ALBERTA—Two comical entertainers and their driverless Ford provide many good laughs. These rube characters will again be appearing at many fairs this season.

68 HANK SIEMON—Ventriloquist working with "Archie," the laughing and singing personality. Shapes up as two pleasing personalities, with quick voice changes. Featuring the alphabet, tickling bit and also singing comprising novelty, swing, and classical songs.

69 COLONEL WILBUE & JUANITA—Is a sharp-shooting act in which a "strip tease by gunfire" is the highlight. The Colonel shoots the dress off a beautiful girl. Routine includes many other skillful and daring shots.

70 THE FLYING MELZORAS—Action photo shows the unusual passing trick, a high dive somersault over the returning flyer. It is an outstanding flying trapeze act, featuring the comedy of Raymond Melzors, original flying trapeze clown. Provides thrills galore and gets hearty laughs besides.

71 BALZER SISTERS—Blanche and Audrey Balzer enjoy the distinction of being America's most sensational and best known lady athletes. Their routines of daring, skill, beauty, and equipoise have established them as an exclusive feature attraction.

72 THE FOUR OSSANIS—High ladder act, under the management of Maria Huatret, working at a height of 123 feet. Offering an assortment of sterling feats, this act makes for a real thriller. Playing Playland Park, Rye, N. Y., June 30 to July 6, and Idlewild Park, Ligonier, Pa., July 7 to August 4.

73 HENRY BALABANOW AND HIS SINGING, DANCING ACCORDIONAIRES—A class presentation featuring unparalleled musicianship, singing, toe-tap and inimitable feather-footed dancing, ear and eye appeal, fast moving and modern showmanship that makes this revue a whole show in itself. One of the finest acts of its kind in the Americas and a spectacular applause getter.

74 HAROLD BARNES—Known from Coast to Coast as one of the foremost wire artists of the day is shown here performing one of his difficult tricks.

Choice of Attractions is Important



75 **THE FOUR SAILORS**—A fast moving feature act, these four young men do pyramid acrobatics, agile hand and head balances and hurricane tumbling. The act is well known throughout the country and is always favorably received.



76 **BOGASH & BARDINE**—These two comedians offer hilarious pantomime entertainment. Act features many stormy bumps and falls. They will keep your crowds laughing with their roguish pranks.

Photo Was Not Received on the Following:

77 **GREAT MEZA**—Offers an unusual act, billing himself as "The Man on the Flying Rope." This is his outstanding accomplishment, but he also provides four other sensational acts.

NAME AND OTHER BANDS
(Continued from page 13)

Fair, Macon: Used them (number of years ago) as drawing features but could see no benefits compared to the employment of two local bands; in fact, latter seems best for us. **Fault:** "They do not draw patronage commensurate with their cost."

Phil C. Travis, Tennessee State Fair, Nashville: "In 1939 a name band helped us immensely with a record attendance, but in 1940, without a name band, we made more money than we did in 1939, altho our attendance dropped 8,000."

J. Charles Yule, Calgary Exhibition and Stampede, Calgary, Alta., Can.: "We have used them on five or six occasions, not for special days but all week. Our other expenses are as much as we figure we should spend on attractions and we do not think a name band would bring us in enough extra revenue to pay for the extra cost."

Leo G. Spitzbart, Oregon State Fair, Salem: "We think a name band is a drawing card."

Frank H. Kingman, Brockton (Mass.) Fair: "Originally used (for two years) to gain extra publicity and create new business." **Fault:** "Bands by themselves are good only for a few minutes."

Rose Sarlo, Ionia (Mich.) Free Fair: "They are a good drawing card."

L. B. Herring Jr., South Texas State Fair, Beaumont: "Public is now 'name' conscious."

(Many did not give "reason for booking." Others found faults in presentation, etc., but would not specify what they were.)

Comments of Non-Users

A fairly representative index to the situation may be gleaned from comments of those who have not employed names. The most important comments were:

C. B. Afflerbaugh, Los Angeles County Fair, Pomona: "Name bands on Pacific Coast on downgrade from general public standpoint. Okeh for dances but not for grandstand."

Roy Rupard, State Fair of Texas, Dallas: "We use only local bands, except those with grandstand or auditorium show."

Ralph T. Hemphill, Oklahoma State Fair, Oklahoma City: "Cost too much for what they draw."

Harold F. DePue, North Montana State Fair, Great Falls: "Not in the past, but will use a name band this year in the night show."

Charles A. Somma, Virginia State Fair, Richmond: "Do not think the grandstand is the place for them."

Ralph E. Ammon, Wisconsin State Fair, Milwaukee: "Not an attraction which appeals to all classes of people; belong in a ballroom; at most, they might take the place of one or two grandstand acts, but this would be rather costly."

Ralph Lynch, Greater Grand Forks State Fair, Grand Forks, N. D.: "Can't use them in dance hall; new union ruling."

Raymond A. Lee, Minnesota State Fair, St. Paul: "Reports of dissatisfaction with name bands from other fair officials."

Charles W. Swoyer, Reading (Pa.) Fair: "Do not have suitable building."

S. M. Mitchell, Kansas State Fair, Hutchinson: "No place for dancing; do not believe the so-called name orchestras were ever intended for outdoor productions."

W. R. Hirsch, Louisiana State Fair, Shreveport: "Feel we do not need a name band in our grandstand show, and for lack of proper building or location do not use one. We are in hopes of erecting a suitable building and when we do, contemplate using name bands."

Mike Benton, Southeastern Fair.
(Continued on page 33)

The World's Most Original Wire Artist

HUBERT CASTLE

Says Thanks To—
"AMERICAN" MAGAZINE
and Maxwell Coplan
July Issue, 1941

HUBERT CASTLE IS THE ONLY ARTIST TO EVER ACCOMPLISH THE AMAZING NEWLY DEvised FEET TO FEET SOMERSAULT THRU A HOOP ON THE WIRE

Direction:

New York—Mark J. Leddy
Chicago—Danny Graham



★
STUART ROBERTS TROUPE
COMEDY AERIAL HORIZONTAL BAR ACT
★

One of the country's leading entertaining acts—comedy, thrill, precision, every stunt and routine clearly visible. An outstanding attraction for Parks, Fairs, Celebrations, Indoor and Outdoor Events. The greatest in entertainment. A first-class combination of Aerial Bars and Trampoline net. Lighting, 7,500 watts.

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Cincinnati, Ohio

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Springfield, Ohio

THE FLYING MELZORAS

Aerobats of the Air

★ Flying Trapeze Thrills and Comedy

First to attempt and accomplish the passing trick—a high drive somersault over the returning flyer.

FAIRS — PARKS — CELEBRATIONS

Direction: CHARLIE ZEMATER, 54 W. Randolph St., Chicago, Ill.
Permanent Address: 2509 Webber St., Saginaw, Michigan

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presents
1941's Greatest Thrill Attraction
BUDDY LUMAR and his ALL AMERICAN DEATH-DODGERS

In New and Daring Thrill Stunts. This attraction can be furnished in small, medium or large size units to fit the budget for your fair.

For Terms and Open Dates Contact
JIMMY DALEY ATTRACTIONS

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ALBANY, N. Y.

THESE ATTRACTIONS ARE SURE-FIRE ATTENDANCE

AMERICA'S PREMIER LADY ATHLETES!



The
**BALZER
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STRICTLY 100%
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TWO TRAINED STEERS ★ SHOWING 10-25 MINS.

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NOVELTY, THRILL ACTS

(Continued from page 5)

Inc., Cincinnati, said, "We book at least three acts and a large fire-works show thru booking offices to build up attendance during the last 10 days of the season." "We book acts thru the season, depending upon what is available in this territory and at what price," said Manager Hoyt R. Hawke, Capitol Beach, Lincoln, Neb. "In our experience of over 20 years we find that high-class acts bring good crowds," said Manager C. C. Macdonald, Idlewild Park, Ligonier, Pa. "We will continue to use some novelty and thrill acts because of their drawing power," said Manager H. D. Gilmore, Whalom Park, Fitchburg, Mass.

From 2 to 30 Years

"We try to secure the best that are obtainable, as the public finds interest in novelty and thrill acts," said Jack and Irving Rosenthal, Palisades (N. J.) Park. "We will continue to use them because they draw crowds," said Manager Fred W. Clapp, Excelsior (Minn.) Park. "Such acts are best suited here because they do not hold people away from amusements long, they draw the best crowds, and give us something to exploit that we do not get in other types of acts," said Manager A. Karst, Forest Park, Hanover, Pa. "We find they attract patronage," remarked Manager Jefferson W. Asher, Ocean Park (Calif.) Pier. "We use them successfully on a free stage from 8:15 until 9 p. m.," said Manager James Van Evera, Sunnyside Beach, Toronto. "They increase our attendance on Sundays and holidays," said Manager Parker Beach, Chippewa Lake (O.) Park. Novelty acts will continue to be used in Camden Park, Huntington, W. Va., declared Manager E. G. Via. Manager Art E. Mallory, Craig Beach Park, Lake Milton, O., said, "They bolster up slow periods." "They add novelty and life to park operation," was the comment of Director Herbert F. O'Malley, Playland, Rye, N. Y. "We will continue to use them occasionally. We have a free gate and have been unable to find that the ordinary spectacular free acts have proved beneficial financially," said Manager Roy Stator, Springlake Park, Oklahoma City, Okla.

Novelty and thrill acts have been booked, according to the survey, from periods of two years in several new spots to 30 years in Palisades (N. J.) Park; 23 years in Chippewa Lake (O.) Park; 20 years in Carlin's Park, Baltimore, and Sunnyside Beach, Toronto, to 15 years in Oaks Park, Portland, Ore., and Kenneywood Park, Pittsburgh.

Carnivals Still Heavy Buyers

Carnival operators who employ novelty and thrill acts at all of their still dates comprise 60 per cent of those surveyed. The others use acts part of the time or not at all. Naturally, flat rate booking prevails, to the tune of 69 per cent. Only one op reports a percentage deal and others have both salary and percentage arrangement or do not use acts. Independent booking prevails among 65 per cent of those heard from, one works thru a booker, and others book both indie and thru offices. Midway managers who have praise for the acts or no fault to find comprise 47 per cent of those polled. Criticism and comment are offered by 36 per cent and the others are in the don't-use or no-say brackets. Reasons for booking acts were stated by 51 per cent. Comparatively recent revival of the gate on carnivals marked a general return to act policy and so periods of act employment have been brief in most cases. Many report using them only for a few weeks, also F. E. Gooding Amusement Company claims 10 years, and Conklin & Garrett, Ltd., 15 years.

Many of the same reasons for

using the acts or for not using them are given by carnival owners. "No gate" is the response of H. T. Freed, Dailey Bros.' Shows. "We used acts while our repeating cannon was at the World's Fair," said Bruno Zucchini, Zucchini Bros.' Shows. "We have not used acts in recent years," said General Manager Max Linderman, World of Mirth Shows, "because of the large size of our show. We do not think them necessary to draw crowds. Because of daylight saving time we can not spare 20 or 30 minutes for any kind of act. We feel that the public gets enough free entertainment on the ballys." Martin E. Arthur, Arthur's Mighty American Circus, said, "Ours is a combo. We present 10 circus acts in a specially erected arena, giving a performance of an hour." "Our show is not large enough, altho in principle I approve of booking novelty and thrill acts," said Anna Jane Pearson, Pearson Shows. Robert L. Lohmar, manager of Rubin & Cherry Exposition, said, "Acts would detract from our business, which hits its peak about two hours nightly. If an act were set for 11 p. m. or later only a few people would see it. If an act were to go on to please the top crowds it would hold up business for about 25 per cent of patrons' peak time." "The act we carried, which won first place in The Billboard's Outdoor Performer Contest (barcasting division) in 1939, was shelved because of the selective service draft. However, we had a contract with the remaining performers but the owner of the rigging was called to service, so it left us without a reliable act," said C. W. Byers, Byers Bros.' Shows.

C. F. Zeiger, of the shows bearing his name, remarks, "Good thrill acts draw people and, for the admission charge, we can give them their money's worth. Our acts are well billed and publicized in newspapers." "There is less difficulty in getting people thru pay gates when such acts are presented, as the public is interested in them," said Frank Burke, of the shows bearing his name. "Thru a booking office, we have used numerous standard acts," said President David B. Endy, Endy Bros.' Shows. "To get the big pay gates to which our show is accustomed, we must present high-type acts. They hold people and account for much spending by those who come largely to see the acts. We consider them a big asset." L. C. McHenry, Crescent Amusement Company, said, "We must have novelty and thrill acts, especially for our fairs and celebrations." Max Goodman, owner Goodman Wonder Shows, said, "We present a nationally known thrill act and find that our patrons thru the pay gate are more than satisfied and that our attendance is increased." Manager Ted Lewis, Heller Acme Shows, declared that acts are used because they have proved their drawing power. "We will continue to use acts, but unless they are highly sensational they will not draw extra money," said Manager J. George Loos, Greater United Shows. "Novelty and thrill acts are and will be okeh with us," said Owner-Manager James E. Strates, Strates Shows. John R. Ward, of the shows bearing his name, said, "Acts are gate pullers, they hold people on the midway, and are distinct assets."

Managers Laud Drawing Power

J. W. (Patty) Conklin said Conklin & Garrett, Ltd., had presented acts for 15 years, that the show always had tried to buy the best, and that outstanding thrill acts had increased attendance and held crowds later. "They draw and hold patrons," said Mickey Percell, Pioneer Shows. Manager E. E. Farrow, Wallace Bros.' Shows, said, "We are for them because they help increase attendance." "We have found that

(Continued to page 32)

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Write or Wire
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Care The Billboard, 1564 Broadway, N. Y.



Ice Skating Shows

Real icers play only very small part in amusement programs of leading fairs and expositions, only one reporting in survey finding venture a success. Great drawback is lack of buildings and other facilities. Carnivals no go for anything but muck shows because of heavy expense involved in operating and time requirement for setting up.

A SURVEY made by The Billboard to determine first the inroads made by ice skating revues in the outdoor fields and, second, to determine the possibilities of such attractions operating profitably in the future reveals that the icers have hardly scratched the surface in the fair and carnival fields. Returns from the leading fairs and representative carnivals canvassed, however, carry a note of optimism regarding the ice shows. While very few fairs and carnivals have used the ice revues, either muck or real shows, as paid attractions, a number of fair managers and carnival managers have evinced a desire to give that type of attraction a whirl in the future provided certain handicaps can be overcome to assure profitable operation.

Ice revues are not shoestring propositions. Cost of equipment, costumes, lighting, and sundry items gives such a venture a heavy starting nut. Of prime importance to the fair or carnival manager contemplating using an ice attraction is a building or tent of sufficient seating capacity to permit profitable operation. Use of an ice show out in the open in front of a fair grandstand is unfeasible. To freeze ice to proper consistency for skating under a boiling sun is well-nigh impossible, not only from a mechanical standpoint, but from the expense angle as well. Thus, to start with, the proper building or canvas theater is the most important requisite.

Real Icers by Two Fairs

Among the returns from the fair field, only two secretaries replied as ever having featured an ice revue. Paul Smith, director of the New York State Fair, Syracuse, revealed that his fair used the "New York Ice Revue," with a cast of 50 skaters, in 1940, booking the unit on percentage.

The attraction pulled on an average of 5,000 people nightly into the Coliseum. Show was staged by Harry Losee, and included Vivian Hulten, Theslof and Taylor, Maribel Vinson, and Guy Owen. A cattle show was put on over the ice during the afternoon, and the only complaint was that the tanbark could not be removed from the ice in time for the skaters to get in warm-up practice before going on. Smith had no further comment to make, other than that he planned to continue to use such shows.

The other fair to use an ice attraction was the Oregon State Fair, Salem. This fair booked an ice revue for one season on a flat rate basis, but found it no go, the weather in that section proving unsatisfactory for that type of show, according to Secretary Leo G. Spitz-

Rube Yocum Gives His Views On Ice Shows for Fairs

RUBE YOCUM, an authority on ice revues and a partner with Gladys Lamb in the operation of the Lamb-Yocum "Ice Parade of 1941," hovers between optimism and pessimism on the idea of presenting lavish ice revues as a separate paid attraction at leading fairs. While he feels that such fairs offer a possible field, he isn't sold to such a degree that he would gamble his own money to back up his opinion—at least not just yet.

The use of an ice revue as an attraction in front of a fair grandstand is definitely out, Yocum believes. Not only would the presentation in the open and under a boiling sun provide an almost insurmountable refrigeration problem, but the cost of maintaining an ice rink under such conditions would be prohibitive.

Yocum feels, however, that major icers can be operated successfully at leading fairs, provided the fairs have suitable buildings with a seating capacity of not less than 6,000 people, the icer to give two performances a day, matinee and night.

To induce a promoter or producer to take a chance on playing the leading fairs with an ice revue, he should be assured of a circuit of fairs with at least 20 weeks' playing time, Yocum says, with the dates running consecutively to avoid costly layoffs. As a sizable ice show requires from four days to a week to set up, it would be necessary for an icer playing fairs to carry two refrigeration units to avoid layoffs for the company while the plant is being installed.

No fair with less than a week's run would be acceptable, and no consideration would be given to fairs attracting less than 100,000 people thru the main gates in a week. To protect his investment, Yocum says, the ice show producer should work a fair date on a guarantee and percentage arrangement, with guarantee covering a substantial part of the show's net for the engagement.

He estimates that the cost of launching a first-class ice revue to play fairs, including scenery, wardrobe, and two refrigeration units, would be about \$75,000.

bart. From his statement it is assumed that the show was presented outdoors.

One other fair used an ice show in 1940, but in that case the icer was part of the Royal American Shows. The fair was the Tennessee State Fair, Nashville, of which Phil C. Travis is general manager. Travis reveals that the carnival's ice revue grossed \$2,916.25 in the six-day run of the fair, top money for any tented attractions on the fair's midway. The carnival attraction, however, was not truly an icer, the skaters performing on synthetic ice, known to the trade as muck.

Roy Rupard, secretary of the State Fair of Texas, Dallas, reports that the fair board there is now laying plans for an ice rink, with ice revues a likelihood in the near future.

Of the fairs receiving questionnaires, 31 per cent offered no reason for not using ice shows in the past. Twenty-three per cent of the fair managers canvassed gave as their reason for not going for the icers lack of proper buildings or facilities. Ten per cent replied that they had never been offered an ice revue for their consideration, and 5 per cent branded them as "too expensive." One, R. V. Wilkinson, of the North Iowa Fair, Mason City, said he was

interested in this type of entertainment.

Comments

Other comments ran along the following lines: James A. Terry, La Porte County Fair, La Porte, Ind.: "Some day when conditions are right I may try an ice show, if we can arrange one with enough diversified entertainment." J. E. Frenkel, secretary Interstate Fair, Pensacola, Fla.: "Have not found it advisable." Charles R. Somma, secretary Virginia State Fair, Richmond: "Our grandstand attendance was increased each year with favorable weather, thus we do not want to make a change in type of show." Rose Sarlo, secretary Ionis Free Fair, Ionis, Mich.: "We hope to be able to present an ice show in the future." Ralph T. Hemphill, secretary Oklahoma State Fair and Exposition, Oklahoma City: "I understand our carnival will present one this year."

Fairs like the Indiana State Fair, Indianapolis, and Tulsa State Fair, Tulsa, Okla., present the larger ice revues in their Coliseum buildings during the regular season, thus eliminating any chance for an ice show to play there during the run of the fair. A. N. Peckham, of the Rhode

Island State Fair, Kingston, frowns on the ice revue idea, due to the fact that large ice shows play in a nearby city at intervals thruout the year.

Another thing to be considered in the booking of ice shows at fairs is that many major fairs are located in sections where ice skating is a major sport and entertainment feature during the winter. The reply from Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto, voices the opinion of 4½ per cent of the fair secretaries who replied to the questionnaire with his statement, "We have too many ice shows with excellent skaters in season to make it a worthwhile attraction during the exhibition period."

Carnival Possibilities Nil

For profitable operation of real ice revues the carnival field looms as a total blank, at least until such a time when portable ice rink equipment can be sold at a price a manager can afford to pay and talent can be obtained a bit more freely than today. And the term "more freely" is used advisedly. The thought of any of the major carnivals of today using a large ice revue of from 30 to 50 people, with expensive wardrobe, lighting effects, appropriate scenery, and expensive refrigerating equipment is entirely out of the question.

Carnival Angle on Icers

"An ice show, unless presented on a pretentious scale, would not have any drawing value, and an elaborate show combined with merit and class would be too expensive for a show of our size to operate.

"Unfortunately, the public in the smaller towns are accustomed to 5 and 10-cent shows, and it is impossible to give them anything of merit at those prices."—J. George Loos, manager Greater United Shows.

First, there is the matter of toting a big enough tent theater to house such a production, one that would permit the packing in of some 4,000 to 5,000 paying guests. Then again there's the matter of admission price. Those amusement lovers who attend carnivals are not the type that will or can afford to spend the kind of an admission fee that a lavish ice revue would call for. If that isn't enough to tell you that ice shows are not for carnivals, consider the problem and expense of transporting such an outfit, and remember, too, that a portable ice rink of the size needed requires anywhere from four days to a week to

(Continued on page 21)

Fireworks and Fireworks Specs

Majority of executives of leading fairs, expositions, amusement parks, piers, and beaches in this country and Canada shower praise upon pyrotechnics for their result-producing powers. Displays, of course, used mostly. Faults rare, likewise suggestions, showing almost 100 per cent satisfaction. Ordinances and climatic conditions among reasons for small number dropping programs. Carnivals provide another good outlet.

THE vast majority of leading fairs and expositions and amusement parks, piers, and beaches in the United States and Canada that have used fireworks or fireworks specs, or both, in the past will continue to present them this year, a survey made by The Billboard discloses. Of the representative carnivals that have gone in for fireworks displays, almost half of them will continue the use thereof, plus possibly many of the shows whose managers failed to commit themselves. Only one manager actually said he would not continue offering them.

Eighty-eight per cent of the fairs and 82 per cent of the parks participating in the survey have presented fireworks or fireworks specs, or both, in years gone by. Fifty-nine per cent of the fairs had fireworks, 25 per cent specs, and 16 per cent both fireworks and specs. Seventy-four per cent of the parks had fireworks and 26 per cent both fireworks and specs. At some fairs they have always been a feature of the grandstand program. Others have used them for periods of one to 65 years. Parks have been using them from one to 25 years, and carnivals from two to 23 years.

Of the 88 per cent of fairs that have used either fireworks, fireworks specs, or both, 78 per cent will continue to present them this year, 9 per cent will not, and 13 per cent are doubtful. In answering the question, "Have they been used only on usual off nights?" the fair men answered as follows: Yes, 10 per cent; no, 74 per cent. Sixteen per cent did not state. Seventy-six per cent said they booked on a flat-rate basis. Only one fair secretary said he booked on percentage, and only one said both flat rate and percentage. Almost 24 per cent did not answer the question.

Eighty per cent of the parks that have used pyrotechnics said they would continue, 10 per cent said no, and the remaining 10 per cent are in doubt. Seventeen per cent said they used them on "off" nights, 63 per cent said they did not, and 20 per cent gave no answer. Eighty per cent stated that they booked on flat rate. Only one park man said he booked on both flat rate and percentage, and almost 20 per cent did not answer.

Of the 50 per cent of the carnivals figuring in the survey and using fireworks in the past, 41 per cent said they would continue with them. Only one manager said "no" to the question, but gave no reason, and almost 59 per cent gave no answer. Forty-one per cent said they used fireworks occasionally. Two managers said "nightly," and one said

Faults and Suggestions Scarce

FIREWORKS and fireworks specs have been giving practically complete satisfaction to their users, the survey made by The Billboard reveals. But a very small percentage of fairs and exposition people filling out questionnaires had complaints to make, and suggestions ran about the same.

Harry E. La Breque, secretary New Jersey State Fair, Trenton, thinks that "fireworks companies should modernize their presentations and keep pace with the trend of world conditions. We believe that fireworks can be improved upon by using figures from cartoons, by putting in lance work and present-day happenings similar to a newsreel theater, and by better coloring and timing."

J. S. Dorton, manager North Carolina State Fair, Raleigh, has been using both fireworks displays and specs for four years and finds that "there has been too much sameness."

P. W. Abbott, secretary Edmonton (Alta.) Exhibition, a user of pyrotechnics for at least 30 years, said he believed "quick firing is very essential, as it gives not only a greater kick but frees the crowds to patronize other events."

Park men complaining were very small in number, too. John L. Coleman, president Riverside Amusement Park, Indianapolis, said: "We have not had a reasonable price offer from a fireworks spec." His park has used fireworks for 25 years.

N. S. Alexander, manager Woodside Park, Philadelphia, found that "the only difficulty in regular displays is the lack of variety in bombs, etc. They are always the same." His park has presented fireworks for 25 years also.

Joseph F. Paness, manager Coconut Grove Beach, Niagara Falls, N. Y., found this fault: "They don't give a large display if the weather is not good, even the I advertise it."

And Rex D. Billings Jr., manager Seaside Park, Virginia Beach, Va., feels the same as Secretary Abbott, of the Edmonton Exhibition, that "fireworks should be short and eye-filling—no time gaps—shoot them all in close formation."

Not one carnival manager who figured in the survey had any faults or suggestions to make for improving fireworks programs.

"at fairs only." Almost 59 per cent did not commit themselves.

Fair Men's Reasons for Using

Some of the reasons given for using fireworks or fireworks specs by fair and exposition officials follow:

Tulsa State Fair, Tulsa, Okla. (H. E. Bridges): "Public expects to see them and would be greatly disappointed if cut out."

York (Pa.) Interstate Fair (John H. Rutter): "Always popular in this community and especially since the recent enactment of the Fireworks Act which prohibits exhibitions except under municipal authority or by associations granted permits. Best evidence of popularity is the fact that the crowds in the grandstand do not leave until after the fireworks."

Saskatoon (Alta.) Industrial Exhibition (S. W. Johns): "It is good business to send patrons away with such thrills."

Iowa State Fair and Exposition, Des Moines (L. B. Cunningham): "Has always been pleasing to our patrons."

Rutland (Vt.) State Fair (Will L. Davis): "A real novelty when we

first used them and they still have drawing power."

Ionia (Mich.) Free Fair (Rose Sarlo): "Furnish a spectacular climax."

Brockton (Mass.) Fair (Frank H. Kingman): "Believe they have universal appeal."

Los Angeles County Fair, Pomona, Calif. (C. B. Afferbaugh): "Just another attraction to please grandstand patrons. I do not believe fireworks bring in any additional revenue."

Southeastern Fair, Atlanta, Ga. (Mike Benton): "Always have been a good drawing card with us."

Calgary (Alta.) Exhibition and Stampede (Charles Yule): "We used a small fireworks program for five or six nights for several years. Then we thought it would be better to have one big program a week instead of a small one each evening. We decided to have the big program on Saturday evening as a closing feature. That was about seven years ago. It was a distinct success—a sellout—and it has been ever since. We also thought that there must be a lot of people who would not come Saturday night on account of stores

being open, and we considered there would be a number of patrons who would attend two such programs. Three years ago we decided to take a chance on a second extensive program and selected Monday evening, the opening night. Again it was a success—a sellout—and it has been since. We consider two such feature programs bring us a great deal more business than a small program with the regular features each evening."

California State Fair, Sacramento (Kenneth Hammaker): "We believe that good fireworks are an attraction. We do not top-bill them but they always have been used to open the night show."

Anderson (S. C.) Fair (J. A. Mitchell): "They add to the glamour of the event and certainly let the surrounding countryside know that something is going on."

Tennessee State Fair, Nashville (Phil C. Travis): "We charge fireworks to publicity. When the sky is illuminated by bursting shells and the sound is heard for miles, the entire city knows that the fair is in progress. Fireworks are a distinct asset from the spectacular standpoint."

Kansas State Fair, Hutchinson (S. M. Mitchell): "We believe fireworks increased attendance and receipts at our gates and grandstand. They make a very excellent finale to any night show and put people in a good mood for the carnival afterward."

New Jersey State Fair, Trenton (H. E. La Breque): "We think they add to the finale of our big night revue and wind up the grandstand program to the delight of patrons."

West Virginia State Fair, Lewisburg (W. L. Tabscott): "Contribute to general interest of fair and undoubtedly increase outside gate admissions."

State Fair of Louisiana, Shreveport (W. R. Hirsch): "We are under the impression that a fair's program is incomplete without closing it with fireworks."

Wisconsin State Fair, Milwaukee (Ralph E. Ammon): "Our patrons expect to have the night show close with fireworks and probably would be much disappointed if this were not the case. Many comments on fireworks have been received, and our impression is that there exists a real demand for them."

Minnesota State Fair, St. Paul (Raymond A. Lee): "Our public demands them and wouldn't be satisfied if omitted."

Reading (Pa.) Fair (Charles W.

Swoyer): "Increased attendance and receipts."
 Virginia State Fair, Richmond (Charles A. Somma): "One of the features of our fair."
 Missouri State Fair, Sedalia (Charles W. Green): "Our patrons demand them. In 1934, on account of severe drought and to curtail expenses, we canceled fireworks and received much criticism from our patrons."
 State Fair of Texas, Dallas (Roy Rupard): "We believe they tend to hold night crowds on the grounds."
 Oklahoma State Fair and Exposition, Oklahoma City (Ralph T. Hemphill): "A splendid attraction and one the public does not tire of. A fine finale for a night show."
 Midland Empire Fair, Billings, Mont. (H. L. Flitton): "Not only children but also grown-ups enjoy a good fireworks program."
 Edmonton (Alta.) Exhibition (P. W. Abbott): "Very popular. Many repeats. Always more than pay cost."
 Georgia State Fair, Macon (E. Ross Jordan): "Our public likes them and we believe they are our best item of entertainment."

Why Eliminated

Some of the reasons given by secretaries of the 9 per cent of fairs which had pyrotechnics in the past but which will not have them this year follow:
 Bloomsburg (Pa.) Fair (H. B. Correll): "City ordinance against same."
 Mississippi State Fair, Jackson (Mabel L. Stire): "Cannot use specs and revues. Cannot afford to buy enough straight fireworks to make it a good show."
 Rhode Island State Fair, Kingston (A. W. Peckham): "We have always used fireworks every night of fair, but will cut them out this year and add money to revue. Our climate is such that most of the time the effect of the fireworks has been lost in the night fog."
 North Iowa Fair, Mason City (R. V. Wilkinson): "Material needed by British."
 Comments from some of those who have never used fireworks follow:
 Greater Grand Forks (N. D.) State Fair (Ralph Lynch): "We use a big revue and can't afford fireworks with it."
 Oregon State Fair, Salem (Leo G. Spitzbart): "Too foggy."
 La Porte County Fair, La Porte, Ind. (James A. Terry): "Our grounds are within city limits and surrounded by homes on all sides. Home owners get nervous. May some day use fireworks, however."
 South Texas State Fair, Beaumont (L. B. Herring, Jr.): "No facilities."
 Interstate Fair, Pensacola, Fla. (J. E. Frenkel): "Not deemed necessary."

Park Men's Reasons for Using

Some of the park men and their reasons for using fireworks and specs follow:
 Idlewild Park, Ligonier, Pa. (C. C. Macdonald): "Bring plenty of people."
 Forest Park, Hanover, Pa. (A. Karst): "They always increase attendance 25 per cent or more on special event days, Decoration Day and July 4."
 Riverside Park, Agawam, Mass. (Edward J. Carroll): "Set them off Tuesdays, ordinarily an off night."
 Euclid Beach Park, Cleveland (P. N. Killaly): "A good attraction for the holidays, but having no gate charge cannot tell the exact difference it makes in our attendance."
 Idora Park, Youngstown, O. (Charles Deibel): "Increase in business."
 Washington Park, Michigan City, Ind. (Harold K. Barr): "To satisfy the growling of the 'home guards'—and more important, to obtain new out-of-city patrons."

Playland, Rye, N. Y. (H. F. O'Malley): "Here the outstanding attraction. With good weather the park is filled on any fireworks night."
 Craig Beach, Lake Milton, O. (A. E. Mallory): "A good display always packs them in."
 Sunnyside Beach, Toronto (J. Van Evera): "Used at midnight on holidays to hold crowds."
 Springlake Park, Oklahoma City, Okla. (Roy Stator): "Fireworks not too frequently are the best crowd-getters that we know of."
 Coney Island, Cincinnati, O. (Edward L. Schott): "Build attendance last 10 days of season."
 Camden Park, Huntington, W. Va. (E. G. Via): "They draw very good."
 Woodside Park, Philadelphia (N. S. Alexander): "Displays constitute our best special attraction. No specs presented account lack of space."
 Ocean Park Pier, Ocean Park, Calif. (Jefferson W. Asher): "Increase attendance."
 Hershey Park, Hershey, Pa. (J. B. Sollenberger): "Increase business on holidays."

Why Dropped

Some of the reasons mentioned by officials of 10 per cent of parks which presented fireworks in the past but which will not have them this year follow:
 Saltair Beach, Salt Lake City (Thomas M. Wheeler): "We used fireworks on all major holidays but they became so commonplace that we discarded them. Cost not warranted by increase in attendance."
 Enna Jettick Park, Auburn, N. Y. (W. B. Haeffner): "Tried to stimulate business generally with them, but stimulus completely gone."
 Sunnyside Beach, Toronto (J. Van Evera): "Close to a hospital."
 Palisades Park, Palisade, N. J. (Jack and Irving Rosenthal): "Fire hazard and a residential neighborhood make it impossible. When permitted only set pieces were allowed and they were not spectacular enough to measure up to our standards."
 Belmont Park, Montreal (Rex D. Billings): "Probably the most expectative free attraction available. We have discontinued for the present due to limited space and psychology. (Canada is at war)."
 Lake Winnepesaukee, Chattanooga, Tenn. (Mrs. Minette Dixon): "I used some fireworks about three years ago—until our city park started using large, expensive displays. My smaller ones failed to draw good."
 Comments from some of those park men who have never gone in for fireworks:
 Hunt's Ocean Pier, Wildwood, N. J. (Guy B. Hunt): "We have pier—no suitable place."
 Glen Echo Park, Glen Echo, Md. (Leonard B. Schloss): "Do not require them. Business good enough. Even if considered to use them to improve, lack of space."
 Elitch Gardens, Denver, Colo. (Eli M. Gross): "No location suitable."
 State Fair of Texas Park, Dallas (Roy Rupard): "Park operates riding and other attractions. Fireworks would help some rides, take play away from others."
 Beach Park, Galveston, Tex. (Sam Serio): "Display put on by Galveston Beach Association."
 Playland at the Beach, San Francisco (George K. Whitney): "Not adaptable to our set-up."

Why Carnivals Use Them

Some of the reasons given for using fireworks by carnival officials follow:
 Gooding Greater Shows (F. E. Gooding): "A great drawing card, especially pleasing to children, also wonderful publicity stunt."
 Franks Greater Shows (W. E. Franks): "Still have drawing power. Also it is good reminder to come out."
 (Continued on page 34)

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Exhibition Rodeos

Poll presages gloomy outlook for engagements at larger fairs in 1941 as exhibitionists are confronted with a 28 per cent loss in bookings. Fair men cite too much sameness, lack of new settings and presentation methods, and inadequate facilities as some of the reasons for discontinuing cow-type shows as grandstand features.

EXHIBITION rodeos face a gloomy outlook for engagements at the larger fairs in the United States and Canada, according to a poll conducted by The Billboard.

Of the many questionnaires sent to fair execs, 55 per cent of those answering said that they had used rodeos as an attraction in the past. Of that number, 70 per cent said they will not repeat on the presentations in 1941, which means that the majority of the exhibitionists in the rodeo field will be forced to look elsewhere for their play dates this season. Of the 45 per cent who haven't used exhibition rodeos, only four signified their intention of including them in their programs for this year. These four plus the 30 per cent who had this type of attraction last year and who will continue with it in 1941, are representative of the 42 per cent of the fairs whose secretaries plan to use the entertainment this year. Thus, exhibitionists are faced with the sordid fact that 28 per cent fewer fairs will use their attractions this season.

Survey revealed that 67 per cent of the fairs booked the units under a flat rate, with 21 per cent working under a percentage take. Twelve per cent operated under a percentage and guarantee arrangement. Fair men advanced various reasons for the dwindling interest in the presentations and the resultant 28 per cent decrease. Chief among them were that the exhibition-type rodeo was being stifled by too much sameness, a definite lack of new settings and presentation methods, and inadequate operating facilities at various fairgrounds. Others pointed out that the numerous contest rodeos in some sections of the country took the edge off the exhibition shows, thereby making it a losing proposition to present the latter type attraction as a grandstand feature.

A number of those queried attributed the poor draw from rodeos as being responsible for their junking, while others felt that an exhibition rodeo is not the type of attraction which can be successfully presented year after year. Still others complained that they had not been able to obtain rodeo units good enough to interest their patrons and that the shows were either too slow from a production standpoint or in many cases lost money for the fairs which booked them.

Why They Discontinued

Here are some of the answers from the 70 per cent of the fairs whose officials have used rodeos as a grandstand attraction, but will not have them in 1941: Kenneth Hamaker, secretary-manager, California State Fair, Sacramento: "We had a couple of rodeos years ago

Faults Found; Suggestions Made

FAULTS found with exhibition rodeos and suggestions advanced for improving the presentation hereof came from the following fair men:

Secretary H. W. Power, Mississippi Valley Fair and Exposition, Davenport, Ia., said: "Don't run the shows consecutive years. Need more showmanship."

"Guard against shortage of stock. That happened to us once," said C. A. Nash, general manager, Eastern States Exposition, Springfield, Mass.

"They are too long drawn out and too much time is wasted between events," said Secretary E. Ross Jordan, Georgia State Fair, Macon. "There usually is not enough snap in their continuity."

Frank H. Kingman, secretary Brockton (Mass.) Fair: "They need something to give them a new appearance."

H. L. Finke, secretary North Dakota State Fair, Minot: "Speed them up. We've had them for 10 years, but the feeling here seems to be that they are too slow moving."

Secretary Maurice W. Jencks, Kansas Free Fair, Topeka: "Chief fault we find is that there is too much sameness."

Mabel L. Stire, secretary Mississippi State Fair, Jackson: "Haven't been able to get a good enough rodeo here to interest our patrons. Those we had for two years were of such poor quality that no one went into the grandstand."

Ralph E. Ammon, secretary Wisconsin State Fair, Milwaukee: "We have booked rodeos at various times but feel that they cannot be put on successfully year after year. This is because it's difficult to make a new and different show with the material at hand."

Secretary Ralph Lynch, Greater Grand Forks State Fair, Grand Forks, N. D.: "Rodeos are all right for small fairs, but they do not carry enough interest for a full-week program. Two days is long enough. Then too, a good production is too expensive for the returns."

when they were new. After they spread thruout the State, we cut them so as not to put on the same type of entertainment that our neighbors were presenting. Then, too, they did not tie in with our programs after the first few years."

"We discontinued them after one year, because they didn't draw for us," reported Charles R. Somma, secretary Virginia State Fair, Richmond. H. B. Correll, secretary Bloomsburg (Pa.) Fair: "We had them one year, but they didn't attract the crowds." Secretary H. E. LaBreque, New Jersey State Fair, Trenton: "The rodeo shows we have had usually were successful especially in the beginning, but they seemed to have been overdone here and were no longer a novelty."

Secretary of the La Porte County Fair, La Porte, Ind., James A. Terry, said: "Exhibition rodeos do not draw enough people to our fair to make it a good business proposition." President Mike Benton, Southeastern Fair Association, Atlanta: "We used them at two fairs but have discontinued them." Secretary S. M. Mitchell, Kansas State Fair, Hutchinson: "Do not believe a fair and rodeo go together. It should be one or the other." Secretary W. R. Hirsch, State Fair of Louisiana, Shreveport: "We've had them for several years, but cut them out because we don't have the proper facilities." Raymond A. Lee, secretary Minne-

sota State Fair, St. Paul: "Our people are not interested in the rodeo. We have had two good shows which were well staged, but they played to poor business."

"They just don't draw people in this section. That's the only reason I discontinued them," Secretary Norman Y. Chambliss, Greensboro and Rocky Mount (N. C.) fairs, reported. Secretary Ralph T. Hemphill, Oklahoma State Fair, Oklahoma City: "So many rodeos are held in our State that interest in exhibition rodeos is waning." General Manager Elwood A. Hughes, Canadian National Exhibition, Toronto: "The one we had, as presented, was a poor show, but do not believe that a successful rodeo would prove popular to our patrons." Levi P. Moore, publicity director, Indiana State Fair, Indianapolis: "We haven't used rodeo shows for about 12 years, because they don't seem to go so well at our fair." Secretary Roy Rupard, State Fair of Texas, Dallas: "Our arena is in such general use during the fair that we cannot use it for a rodeo. Had them several times, but not in the last three or four years."

Good Matinee in Some Spots

Of the 30 per cent who will continue to use the exhibition shows in 1941, Harold F. DePue, secretary of the Northern Montana State Fair, Great Falls, says: "Have found this type of rodeo to be a very good afternoon entertainment sandwiched

in between our horse racing events." Secretary H. L. Fitton, Midland Empire Fair, Billings, Mont.: "Our complete rodeo, augmented by trick riding and roping, is used every afternoon in front of the grandstand to fill in between thoroughbred races." L. B. Cunningham, secretary Iowa State Fair and Exposition, has used the shows for six years. Fair plans to continue to present the attraction in the future, except in 1941. Cunningham says in 1934, 1935, and 1936 his fair used a "championship" rodeo along with circus acts and fireworks as a night attraction in front of the grandstand. From 1937 to 1939 they used three nights of rodeo, circus acts, and fireworks and five nights of musical shows with fireworks. In 1940 the fair discontinued the rodeo and used eight nights of musical show, circus acts, and fireworks. The 1941 program will be similar to last year, he said.

Calgary Exhibition and Stampede, Calgary, Alta., Can., with J. Charles Yule as general manager, has used a rodeo as a grandstand attraction for 19 years, but it's a contest with all events competitive. H. E. Bridges, secretary, Tulsa State Fair, Tulsa, Okla., said: "Too many rodeos are held in Tulsa and vicinity during the year, but believe this year a rodeo will go well and intend to have one several afternoons during fair week."

Why Never Used

Of the 45 per cent of fairs that haven't used exhibition cowboy shows, the following gave these reasons for not doing so: "They are not popular in this community, neither can they be dovetailed into our night programs," said John H. Rutter, secretary, York (Pa.) Fair. Secretary S. W. Johns, Saskatoon Exhibition, Sask., Can., said: "Our association is organized to demonstrate improvements in brands of livestock, not the bronk or wild cow type." Rose Sarlo, secretary Ionia Free Fair, Ionia, Mich.: "We do not feel that this is the type of entertainment for our fair."

Secretary W. L. Tabscott, West Virginia State Fair, Lewisburg: "Consider the ordinary rodeo show not up to our standard of entertainment. To have the better class of rodeo would necessitate the elimination of other features we would rather have." Secretary Charles W. Swower, Reading (Pa.) Fair: "Do not believe the rodeo is a popular attraction while you have horse racing during the week of your fair and a revue at night. We feel that the revue brings greater revenue and attendance than a rodeo." Manager J. S. Dorton, North Carolina State Fair, Raleigh: "Don't believe they would pay in front of the grand-

stand. Probably be all right if we had a coliseum."

Ray of Hope

Only bright ray in the otherwise gloomy outlook for exhibition rodeos came from booking offices and rodeo producers, whose answers indicated the demand for rodeo shows this year in some sections seems to be better than in other years. The Gus Sun Booking Agency, which handles two shows, with an investment totaling \$5,000, and books them both on a percentage and flat rate basis, replied that the outlook this year seems better than last. However, instead of featuring an outright rodeo, the Sun office added extra circus and thrill acts to make for a smoother and better performance. Units employ some 80 exhibitionists. Frank Wirth Booking Association, which handles the Colonel Gatewood Rodeo, totaling 75 people, and books the unit under a flat rate, replied that no noticeable increase in the demand for rodeos is apparent, however, Hamid, Inc., out of which the Jim Eskew J. E. Ranch Rodeo is booked, reported that the demand is about the same as in other years.

Of the rodeo producers queried, the George L. Buchnau Amusement Corporation, Columbia, Tenn., reported that the demand in that sector seemed to be on the increase. Unit, which represents a \$2,500 investment and carries about 40 performers, is augmenting its presentation with circus acts this season, however. Jim Eskew's JE Ranch Rodeo, which is booked under a guarantee and percentage arrangement and which represents a \$30,000 investment, and employs 85 people, doesn't seem to be affected by the current drop in interest, and expects to play at least 30 weeks this year. Feeling there is that the demand is greater than ever before.

ICE SKATING SHOWS

(Continued from page 27)

set up for operation, a problem which can only be overcome by using two refrigeration units, one a week ahead of the show to permit setting up before the arrival of the carnival.

The closest approach to a real ice revue attraction ever used on a carnival was "The Ice Palace" presented by the Royal American Shows at several of the major fairs last season. However, this was not a real ice attraction, the skaters performing their glides on synthetic ice (muck). With actually no expense for refrigeration and with only a limited number of trick and fancy skaters on the pay roll, the show proved a profitable venture. At the Tennessee State Fair, Nashville, the muck show did \$2,916.25 on the six-day run of the fair, a tidy figure for such an attraction and, incidentally, the top money-getter for any tented attraction at that particular fair.

However, there is a vast difference between a real ice show and a so-called muck show. A muck show is naturally much slower than a real ice attraction, and extremely hot weather has practically the same effect on the synthetic ice as it has on the real product. Most of the

top-notch skaters couldn't be made to risk their necks on a muck rink for love or money. However, from the standpoint of expense and practicability, the so-called muck show gets the call over the real ice as far as carnival consumption is concerned.

Misinterpreted Question

Nearly 41 per cent of the carnival managers who replied to the questionnaire missed the bus on the question, "Has your carnival used an ice show?" From their answers it was obvious that instead of an ice skating revue, they had in mind the ice show wherein a performer is encased in a block of ice and made to remain there for an indefinite period, after which the half-frozen human is hacked out of the ice to the amusement and edification of the crowd. Such ice shows have been featured with innumerable carnivals in recent years. In view of the misinterpretation of the questionnaire question, these 41 per cent must be eliminated from consideration.

Approximately 14 per cent of the managers answered "no" to the question, giving no reason for their failure to use such an attraction. Judging from their blunt reply, it is assumed that they understood the question.

Thirty-six per cent of the managers replied that the terrific expense entailed in the operation of an ice revue would eliminate all possibility of a carnival operating such an attraction profitably. R. L. Lohmar, manager of the Rubin & Cherry Exposition, replied that his show expected to have an ice show by August 1. Only about 5 per cent of those managers who replied evinced any interest in operating an ice revue in connection with their carnival, but all of these tempered their replies with something like "provided the cost would not be prohibitive."

Bookers' Views

Of the booking offices canvassed in the survey, only two claimed any experience with handling ice shows. The Betty Bryden Entertainment Bureau replied that it set an ice show on an outdoor enterprise for 15 weeks during 1940 on a flat-rate basis, but failed to give the name of the attraction booked. No answer was given either on the question as to what arrangements were being made by the office to book ice revues at fairs, carnivals, or other outdoor enterprises during 1941.

Bob Shaw, of the Gus Sun Booking Agency, replied that his office had experimented with an indoor ice show the past season and is convinced that such attractions are practical for outdoor enterprises. Shaw reveals further that his office is now working out a plan with engineers for the production of a Gus Sun ice revue at fairs in 1941. The rest of the offices that replied simply answered "no" to the query about booking ice shows at fairs and other outdoor enterprises.

Of the replies received from ice show producers, not one branded the producer as having had any experience in playing ice revues at fairs or carnivals.

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For Fairs, Parks, etc. Equally suited for Theatres and other Indoor Shows.

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"Most Outstanding Novelty Bird Act"

—A REAL TREAT ON ANY SHOW—

FAIRS — PARKS — CIRCUSES — CELEBRATIONS
SPORT SHOWS — THEATERS — ALL ENTERTAINMENT

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Special Added Attractions

Larger fairs in United States and Canada using entertainment of these types in the minority, altho 58 per cent of those which have presented them will continue, with 26 per cent giving no answer, survey shows. Radio artist bureaus and booking offices, however, say demand is greater than ever. Few faults found by users and suggestions for improving are nil.

HAS your fair used special added attractions such as shows with an admission charge like the Sally Rand Company and "Boone County Jamboree" in buildings or tents; name bands both in your grandstand and on the grounds; artist celebrities before the grandstand; a night club (with orchestra and floorshow) on your grounds; free acts in various sections of the grounds for the purpose of shifting crowds, and high-pole or other acts aside from the regular grandstand program?

This question was put to executives of the larger fairs and expositions in the United States and Canada in a survey made by The Billboard, and 34 per cent of them answered that they did use one form or another for periods ranging from one to 12 years, while 66 per cent said they did not. Of those who have presented such attractions, 58 per cent said they would continue, 16 per cent said they would not, and 26 per cent gave no answer. Booking of these types of attractions is done mostly on a flat rate basis. Three fairs booked on both flat rate and percentage and one on percentage only.

Reasons for Booking

Some of the reasons given for booking such attractions follow:

Indiana State Fair, Indianapolis (Levi P. Moore): "For several years we have used a radio attraction on the opening Saturday night with great success and are having it again this year. We also use a high-pole attraction on each side of the grandstand with our big revues. We made money on the radio feature, having had sellouts. We cannot accommodate the crowds in our new Coliseum after putting in over 3,000 chairs in the arena."

Michigan State Fair, Detroit (Bernard J. Youngblood) used a religious show in a building, and name bands for dancing and said they always proved draws.

Bangor (Me.) Fair (John W. Moran): "We used a high-diving (free) act on the midway and found it kept people there after our grandstand performance."

State Fair of Texas, Dallas (Roy Rupard): "We have found that free entertainments at various points on the grounds attract good crowds and stimulate attendance in general."

State Fair of Louisiana, Shreveport (W. R. Hirsch): "Have used special added attractions in connection with the grandstand show, such as radio stars, and they gave us increased drawing power."

North Montana State Fair, Great Falls (Harold F. De Pue): "Thrill shows, lightbulbs, public weddings, Sally Rand, etc., have been used as

Very Little Fault; No Suggestions

THE users responding in the survey found very little fault with the attractions, and not one suggestion was made for improvement thereof. Faults were given by only three fair men. One of these was H. E. La Breque, secretary New Jersey State Fair, Trenton, who said:

"It is very difficult to acquaint the fair public with the attractions unless they are the type that every one knows. Most of the added attractions have certain followers which makes it difficult, especially when you have so many other things to advertise for regular fair attractions and exhibits. In our case the attractions did not try to help themselves but depended entirely on the fair."

H. H. McElroy, secretary Central Canada Exhibition, Ottawa, said he used a band name for dancing and that it was not successful due to location on the grounds and local conditions. And C. A. Nash, general manager Eastern State Exposition, Springfield, said: "Used a name band once. Changed from horse show. Results unsatisfactory."

added grandstand attractions and always increased our attendance."

California State Fair, Sacramento (Kenneth Hammaker): "Last year we gave a free musical and dance attraction with a slide-for-life just after the grandstand show dump. This was to keep people who did not go to the stagershow in front of the grandstand and the horse show hanging around in the exhibits, carnival, etc., a little longer. Also, as we used our name band only about one hour and a half on the stagershow, we decided to get some additional revenue by throwing the bands in Governor's Hall after the performance. We used four name bands in the 11 days of operation. The stagershow we have had the past three years drew plenty repeats. The bands did also, but they were only here two, three, or four days each."

Greensboro (N. C.) Fair and Rocky Mount (N. C.) Fair (Norman Y. Chambliss): "We used a barn dance attraction one year at six of our fairs. I use a name band to furnish music at grandstand at Greensboro. Must give something different to bring people to the fair."

Reasons for Not Booking

Reasons given by some of the fair men who have never had special added attractions follow:

La Porte County Fair, La Porte, Ind. (J. A. Terry): "They can see a lot of this sort of entertainment in close-by Chicago. We use for Saturday night a radio attraction or some specially selected program like it."

Los Angeles County Fair, Pomona, Calif. (C. B. Afflerbaugh): "Have not found it necessary to spend additional funds."

York (Pa.) Fair (John H. Rutter): "Our attendance has been such as not to necessitate added attractions."

Georgia State Fair, Macon (E. Ross Jordan): "Do not believe spe-

cial attractions where admissions are charged would prove profitable." Would cut in too much on midway attractions."

Edmonton (Alta.) Exhibition (P. W. Abbott): "Expense is too great for patronage available. Lack of building also a factor."

Midland Empire Fair, Billings, Mont. (H. L. Fitton): "All forms of entertainment except that which is used by the carnival company is presented in front of the grandstand, which in our opinion is the most advisable."

Virginia State Fair, Richmond (Charles A. Somma): "We feel they would detract from our grandstand."

Mississippi State Fair, Jackson (Mabel L. Stire): "Have no dance floor or coliseum, so name band would be no help."

Tennessee State Fair, Nashville (Phil C. Travis): "We have no suitable building in which to present them."

Tulsa (Okla.) State Fair (H. E. Bridges): "Celebrities of the type mentioned are booked into Tulsa constantly and would probably be no novelty for the fair. Outdoor grandstand shows have more appeal."

West Virginia State Fair, Lewisburg (W. L. Tabscott): "Do not consider their presence would add anything to our outside gate. Would act as competitor to grandstand, and income from such sources would not make up the difference."

Kansas State Fair, Hutchinson (S. M. Mitchell): "We have always felt that our exhibits and grandstand attractions, with proper advertising, can stand on their own feet. No added attractions have been needed."

Bureaus Say Demand Is Up

Only two radio artist bureaus responded to the questionnaire. They were WLW Promotions Inc., and WLS Artists Bureau. Both find the

demand for special added attractions up, WLS saying that "it is greater for our type of shows, and we are showing a big increase in the number of dates." WLS said: "We are 50 per cent above last year." WLW gave as its list of attractions "Boone County Jamboree," "WLW Barn Dance," and "Scramby Amby Quiz Show." Contracts are both on percentage and flat rate. Seventy-five per cent of the outdoor engagements are booked independently, the rest thru the Gus Sun Agency. Dates booked for the "Jamboree" include 39 fairs, five parks, and one festival. The "Scramby Amby Quiz Show," the bureau says, will be an innovation at fairs this year. WLS mentions "Hoosier Hot Shots," "Prairie Ramblers," "Graham Western Riders," and a quiz show as among its attractions, the last two named being new features. It books on percentage and flat rate, both direct and thru the Barnes-Carruthers Booking Office, and claims 80 fairs signed up plus a number of celebrations. WHO Artists Bureau was discontinued two years ago.

Two booking offices reported the demand better than ever, they being Music Corporation of America and Gus Sun Booking Agency. Boyle Woolfolk said the demand is "as good as before," the Times Square Amusement Enterprises said it books such attractions "at times." MCA books the Sally Rand unit and "Stars Over America" on a flat rate basis. Sun books such special added attractions as "Boone County Jamboree" (in conjunction with WLW), high acts, and name bands flat rate. Woolfolk mentioned as his attractions "Whitey Ford Radio Revue" (with "The Duke of Paducah") and Lewis Bros. Circus, with booking done on percentage. George A. Hamid Inc., Betty Bryden Entertainment Bureau, and Frank Wirth Booking Association said they did not book these added features.

NOVELTY, THRILL ACTS

(Continued from page 26)

they not only draw but hold people on the lot," said Co-Owner John F. Reid, Happyland Shows. Manager Jack Ruback, Alamo Exposition Shows, said, "Capable acts behind a pay gate satisfy patrons, give them more for their money, help publicity thru regular advertising as well as word-of-mouth, and so justify themselves." Owner Art Lewis, Art Lewis Shows, remarked, "If thrill acts are publicized thoroughly and sold properly they mean increased patronage and that means increased grosses on midways." "Acts draw thru our pay gate, give flash to the midway and, if they

are worth while, people will repeat," said Harry H. Zimdars, Golden Belt Shows. General Manager Sam Lawrence, Lawrence Greater Shows, said, "Acts please our public." "We use acts at fairs as well as at still dates," said Manager Herman Bantly, Bantly's All-American Shows, "for we have proved that a good act will draw to the midway after the grandstand is out. We think a free act is only as good as the number of people who stay to watch it. Ringing creates interest. An act should not be judged by what it draws in any one week and publicity given before and during the date is important." Manager Bob Sickness, Sickness United Shows, said, "We have used acts and will do so again next fall. As gate attractions they top all others." Floyd E. Gooding, head of F. E. Gooding Amusement Company, said, "Novelty and thrill acts stimulate patronage thru a pay gate, satisfy patrons, and are valuable for publicity."

Bookers' Demand on Rise

Booking offices that returned questionnaires report 100 per cent as selling on flat rate. George A. Hamid, Inc., reports about 250 novelty and thrill acts booked this season at fairs, parks, and celebrations, and on carnivals, approximately a 25 per cent increase over past seasons. Several hundred thousand dollars were said to be invested in acts that give employment to about 1,000 people. With no specific bookings reported, the concern states it books over 70 per cent of leading fairs and parks in Eastern Canada and the States.

Demand for acts is on a par with last year's, said Gus Sun Booking Agency, which reports 50 novelty and thrill acts booked, representing an investment of about \$5,000 and employing 150 people. Twelve weeks of parks and about 150 fairs are said to be set for novelty and thrill acts this season. Frank Wirth Booking Association reports a much greater demand for such acts, saying the number booked will employ 250 people.

Bookings of about 100 acts are far ahead of those of 1940, it is reported by Henry H. Lueders, United Booking Association. While routes are now incomplete, it is estimated that 100 acts are booked for about 25 fairs and celebrations in Michigan and Ohio. Demand is as good as that of last year and 40 acts are booked at fairs, parks, and carnivals, is the report from Boyle Woolfolk Agency. Tommy Sacco Theatrical Mart finds demand ok as compared with 1940, with 50 acts booked. John C. Jackel reports more acts, of from one to six people, placed than last year at this time.

NAME AND OTHER BANDS

(Continued from page 21)

Atlanta, Ga.: "Too expensive for grandstand attraction; we have limited seating capacity."

H. H. McElroy, Central Canada Exhibition, Ottawa, Ont.: "Our board does not consider name bands comparable to good varied grandstand program."

Sid W. Johns, Saskatoon (Sask.)

Industrial Exhibition, Can.: "Too expensive. Labor or union difficulties in immigration."

Will L. Davis, Rutland (Vt.) Fair: "Have a local band we prefer to use."

Other Comments

P. W. Abbott, Edmonton (Alta.) Exhibition, Can.: "We used old country military bands some time ago; cost is too great; name bands are also too expensive for revenue available."

James A. Terry, La Porte (Ind.) Fair: "We have five very good bands in our county and must use home music. They give us very good satisfaction. However, may some day use a good name band."

L. B. Cunningham, Iowa State Fair, Des Moines: "Have been using a musical show that carries its own band to play the score. For that reason we do not deem it necessary to employ a name band also. Use three professional bands for full period of fair and bring in a dozen or 15 city, high-school, and farm bureau bands for one and two-day engagements."

Flat Rate for All Names

Employers of name acts used them on no particular day about 86 per cent of the time, an indication that dance combos are not in the same class with automotive thrill shows and other "spot" attractions when it comes to the outside gate. Virtually all booked the bands on flat rate. Nearly 65 per cent said they also employed regular professional grandstand bands, and of these, close to 80 per cent will continue that policy, with 11 per cent uncertain and the rest giving no answers.

The Band Bookers

Following offices market name and other bands for outdoors (as taken by response from survey on the subject):

Music Corporation of America—Books on flat rate and percentage; demand, best in years; employment, 15 to 17 people in each unit. "Will be booking name bands at about 40 fairs this year, which is a great increase." Parks: "We cover the situation pretty thoroughly."

Consolidated Radio Artists, Inc.—Flat rate and p. c.; five bands; demand, better; investment, \$100,000 or more; employment, 75 or 80 people. General Amusement Corporation—"Booking name bands into parks that maintain a summer principle of featuring name attractions in their ballrooms once or twice a week. Occasionally we book a band for some outdoor celebration."

George A. Hamid, Inc.—Name bands booked, "quite a few"; flat rate; demand, less; investment, "none by us"; employment, "varies"; number of other bands, "varies"; flat rate; demand, about the same; employment, about 100.

Boyle Woolfolk—Name bands booked, "about three"; demand, no better.

Tommy Sacco Theatrical Mart—Name bands booked, five; flat rate; demand, good; other bands, 15; flat rate; demand, good.

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(Act not subject to draft.)

PERMANENT ADDRESS GEORGE VALENTINE

Care The Billboard

Cincinnati, Ohio

FIREWORKS AND SPECS

(Continued from page 29)

if used early in evening as announcement that fair or carnival is opening."

Southern States Shows (John B. Davis): "They draw crowds, please them, and hold them on the lot."

Pearson Shows (Anna Jane Pearson): "Old and young like fireworks and will drive for miles to see them."

Pioneer Shows (Mickey Percell): "They bring out people that don't ordinarily come to a carnival. On nights of display we always have largest crowds."

L. J. Heth Shows (Joe J. Fontana): "Loud reports let people in town know that we are open, and an aerial display after the free act helps the gate attendance."

Crescent Amusement Company (L. C. McHenry): "Good advertising value on opening nights."

Smith Bros' Shows (Casey Smith): "Can't beat good fireworks to hold people until a late hour."

Endy Bros' Shows (David B. Endy): "A very big draw."

Miner Modern Midway Shows (R. H. Miner): "Receipts more than double themselves on fireworks nights."

Lawrence Greater Shows (Sam Lawrence): "Receipts are always larger when fireworks are used."

Sickels United Shows (Bob Sickels): "Fireworks and especially bombs wake the natives up to the fact that something is in town."

John R. Ward Shows (John R. Ward): "Use loud-report bombs at beginning of each night's business to remind people we are in town. Use also to signal beginning of free act. Bring definite results."

Why Some Have Never

Comments from some of those carnival men who have never used fireworks follow:

Alamo Exposition (Jack Ruback): "Amount of money wanted for displays out of question. Suggest that a display be offered at a price whereby carnivals can use them."

Dyer's Greater Shows (William R. Dyer): "Run into money and force the pay gate, which we don't like."

Goodman Wonder Shows (Max Goodman): "No room on a lot and don't think practical."

World of Mirth Shows (Max Linderman): "Because lots of times find prohibited."

Dodson's World Fair Shows (M. G. Dodson): "Afraid of fire. A carnival midway is too small to present the right kind of fireworks."

Producers' Views

As to the demand for fireworks specs this year, Thearle-Duffield Fireworks Inc., says it is very good and that the demand for aerial displays is the best in years. TD has fire specs and books independently, both on percentage and flat rate. The firm is featuring dramatization of current events and employs 150 people in the presentation of fireworks.

United Fireworks Company says it has two specs and that the demand points to this season being one of the best in many years. The reason given is that many States which prohibit the use of the smaller type fireworks are interested in public displays. The general run of the firm's displays consist of aerial and ground pieces.

All of its feature pieces this year are of a patriotic and educational type. The company employs 44 people in the presentation of fireworks. Its specs are booked flat rate, both independently and thru the Gas Sun office.

Illinois Fireworks Company doesn't have any specs, but reports the demand for aerial displays "about the same." It books independently on a flat rate basis, and employs about 50 people.

Lo Russo Fireworks Display Company reports a great demand for aerial and comical devices. It books on both percentage and flat rate, independently. Ten people are employed.

International Fireworks Company declares that the demand for aerial displays is about the same, with patriotic devices having the call. The firm has been planning a different type of show but has been handicapped by the many demands made on it by the government. The company employs 40 people.

Offices booking fireworks displays or specs are few and far between, the survey shows. Besides Sun, George A. Hamid, Inc., says it books about five specs, employing about 200 people, on both flat rate and percentage, and that the demand is "about the same." The Times Square Amusement Enterprises reported that it goes in for fireworks "sometimes."



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NO OTHER ACT OR INDIVIDUAL CAN MAKE THIS STATEMENT

Only a single act but scores as impressively as the single seated dive bomber triumphs over the might, expensive, well manned battleship. 45 bowlers, carnival owners, park managers, circus impresarios, etc., think so and give me 45 weeks annually.

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*From
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*Our thrilling and
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and spectacles are
arousing the patri-
otic enthusiasm of
millions of Ameri-
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★ Suspense . . . breath-taking and spine-tingling moments of real, honest-to-goodness daring . . . these are the keynotes of today's outstanding, crowd-producing "thriller"! Coupled with the most advanced and exclusive publicity possibilities, you can't go wrong with Selden, The Stratosphere Man. For the largest and even the very smallest kinds of places and events . . . write today.

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Concessionaires Anticipate New July 4 Receipt Marks

Fourth expected to exceed Memorial Day takes as new items capture public fancy—banner day for patriotic items appears to be certain

NEW YORK, June 21.—Preparations for the July 4 week-end have been completed and concessionaires and pitchmen are confident that a new record for sales will be made. Reports on Memorial Day business showed record takes, proving that Mr. and Mrs. America are again in a spending mood. Supply houses here have also reported unusually large shipments of merchandise to shore and mountain resorts throughout the country. The July 4 week-end is a natural for patriotic items, as fever pitch and trends to stimulate sales of any merchandise that plays up the patriotic or military angle. Leading items for the day, of course, will be American flags, auto-flags, flag stick, and lapel pins.



MASSACHUSETTS House of Representatives voted last week to keep alive a bill to investigate bingo games in the Commonwealth by a standing vote of 60 to 27. Rejecting the recommendation of the legal affairs committee that the measure be rejected, the House sent the measure to the joint committee on rules for further study.

Representative Charles Kaplan, Boston, member of the legal affairs committee, declared the committee had found no need for an investigation of the game, which he described as a harmless pastime. Kaplan pointed out that bingo provides revenue for distribution of food to the needy, with the balance going to churches.

It was understood on Beacon Hill that the Legislature was divided on the measure, with those in favor of the investigation having in mind the malpractices of each bingo game. Those opposed to the measure are said to be afraid that the investigation may turn out to be a "witch-hunt" in which legitimate merchandise-award games will suffer because of the bad reputation and tactics of cash game operators.

BINGO JOBBERS in all sections of the country have bought over 500 of the Aero Bingo Blowers introduced by the Morris Mandell Company last winter. Although sales of the blower have been gratifying, many operators were not in a position to invest in a three-figure item, it was reported. In order to meet demand for a less expensive device, the firm's engineers are working to perfect a motor-driven giant bingo cage, with chute. According to recent reports, it will be available for distribution within a short time.

This new cage is similar to the giant bingo cage now on the market. It is 50 inches in circumference, with a 32-inch chute, and holds 75 ping-pong balls. However, instead of being propelled by hand, the motor does the work. By pressing one button, the cage reverses and mixes the balls. Then by pressing another button the cage goes forward and ejects balls into the chute.

BINGO PARTIES in Cincinnati for May totaled 263 games, with an attendance of 269,932, according to figures of Police Chief Eugene T. Weatherly. Gross was \$205,455.65; prizes \$49,112.45, leaving a net of \$155,343.21 to sponsoring organizations. The figures are considerably above April totals, when there were 222 parties, attended by 234,175 persons. Gross was \$164,337.15; prizes, \$44,068.04, and net \$120,269.11. Average net cost per player was 51.3 cents.

WARB WEATHER is a distinct advantage for bingo operators. During winter months games have to be operated in (See BINGO BUSINESS on page 77)

Rebuilt Watches In Great Demand

NEW YORK, June 21.—The public has been well educated regarding the merits and bargains offered in rebuilt watches. This means that pitchmen, concessionaires, salesboard operators, and other workers will find it profitable to carry a popular assortment of reliable, guaranteed makes.

There are many offerings in re-conditioned wrist and pocket watches, including such popular makes as Bulova, Elgin, Hamilton, Illinois, and Swiss. Workers have reported considerable public interest in these reliable standard makes. The low price is a strong selling factor and enables workers to make good profits.

A watch is a necessity and that is why rebuilt wrist watches are good money-makers throughout the year. As prize offerings they are top due to their practical appeal and the many attractive styles offered.

Defense Program Benefits Workers

NEW YORK, June 21.—The huge national defense program is in full swing, with the government spending ever-increasing sums of money. Merchandise workers in industrial and army camp areas have already made a good deal of money, and operators will have a banner season during the coming summer months.

Army and navy defense contracts awarded in New York State totaled \$75,299,681 for the month of May, according to a statement released thru the Office of Government Reports. An additional \$2,064,708 was allocated to various government agencies in the State for special defense projects. New York firms also received a total of \$11,828,911 in loans for plant construction.

Contracts for the entire nation for the month of May totaled \$879,547,835. An approximate additional \$100,000,000 has been paid out in loans and for the various other government agencies, according to the reports.

All this huge governmental spending and the stimulus it gives to private industry are beneficial for all merchandise users. It means more construction of plants, more workers, larger pay rolls, more money in circulation. And all this breaks down into greater crowds interested in entertainment and a bigger take for resort concessionaires, pitchmen, novelty workers, and other merchandise users.

Already reports are coming in from all sections of the country showing tremendous takes by bingo and salesboard operators, concessionaires, streetmen, pitchmen, and agents. The height of the season is approaching, and many new season records will be made before the season draws to a close.

Novelties Click At Shore Points

ATLANTIC CITY, June 21.—Concessionaires and resort workers predict a big year for novelties and welcome the new lines introduced this year. The public is well into the great spirit of spending plenty of coin this season. A good deal of this money will roll into the laps of the smart lads who have looked ahead for a big season in this line.

Sunburn lotion and sun glasses are due for a bigger and better play. Popular jewelry novelties such as rings with colored stones and women's favorite whitestone sterling rings are also meeting strong demand. Stuffed dolls and canes, including those of the drum major type, and American flags are particularly hot numbers.

Old-timers are counting on hand-painted floral-design parasols to bring



By BEN SMITH

Operators are always interested in getting advance information on new items. Manufacturers should be just as anxious to get this advance information to them, for the salesboard operator, if he likes a product, can gain for it quick public acceptance and wide distribution. Manufacturers have been able to break retail outlets with the salescard's help they could not crack in any other way, and manufacturers who have had that experience will work with operators at every opportunity. Not only do they get a good volume of business from the operator directly, but thru his efforts develop large orders in other channels.

We are willing to do our share in spreading the word on new merchandise. All that the manufacturer has to do is to drop us a line when he has something new to offer. Each item illustrated on a salescard receives some of the finest publicity obtainable, and it doesn't cost the manufacturer a cent.

Before placing cards in a new town the smart operator will first make contacts and straighten himself out on local laws and local public opinion. Doing this, he can go about his business intelligently and with fewer headaches.

This business is a fast business. The average life of a deal is comparatively short and in most cases money must be made quickly, if at all. Operators know that, but sometimes many of them forget or suddenly become ultra-conservative. They'll see a new deal, a new item—but instead of taking a little flier to test its possibilities they'll say, "We're from Missouri; we want to be shown." By the time they are shown it is often too late for them to cash in on it. We believe that every new deal is worth a test if nothing more. There is no terrific gamble involved in placing a few cards just to see how they'll go. Maybe the operator who does this will lose a couple of bucks occasionally and his time, but in testing all possibilities the chances of missing out on the big deal will be measurably lessened.

When setting up a deal it's wise to list an item at the true retail value. This applies especially to the distributor who creates deals for resale to operators. Nothing can get a man into hot water quicker than misrepresentation.

More often than not The Billboard's special issues are the springboard for the introduction of the coming season's click salesboard numbers. This Summer Special should be no exception. Go thru it carefully. The chances are you will find one or more items that will rake in the shekels.

HAPPY LANDING.

Some cash dividends. Cools and miniature straw hats are also money-makers, especially the minnies with colored feathers.

Flying birds and various colored canes are in demand more than ever before. Stuffed dogs are doing well, with better takes on those having tags with the resort's name on it. Balloons are popular, sea-shell brooches are going good, and costume jewelry is off to swell start!

NOW READY FOR MAILING OUR NEW CATALOG NO. B136

The Show World's Greatest Buying Guide for
Over 50 Years!

WRITE FOR A COPY NOW!

State Business You Are In As We Do Not Sell Consumers

BELOW WE LIST JUST A FEW OF THE THOUSANDS
OF MARVELOUS VALUES SHOWN IN OUR CATALOG!

The "QUINTU- PETS"

Here are the most unusually designed animals of the season. A 7 1/2 floppy, four-legged animal with a real 10 x 10 of humor in them. They are soft and huggable. Filled with kapok, covered with a knitted brushed cloth and have button eyes.



The Original
and Genuine
SLEEPY-HEAD
DOLL

THE CUTEST AND MOST LOVABLE
DOLL. Zipper arrangement on back allows plenty of room for pajamas or bathing suit, which fit neatly into body of doll. Made of washable plush in assorted pastel shades, with kapok stuffed body, mask face and wool hair. Packed each in box.

18 Inches Tall NO. B41N155 Per Dozen \$18.50 Each 1.55	24 Inches Tall NO. B41N155 Per Dozen \$24.00 Each 2.10
---	---

No. 41N21—"SUSIE" the Fern, 28 inches.
No. 41N20—"JACK" the Donkey, 29 inches.
No. 41N21—"BILL" the Horse, 26 inches.
No. 41N22—"RELLIE" the Cat, 31 inches.
No. 41N23—"NIMI" the Lamb, 31 inches.
Each \$3.50. Per Dozen, \$39.00.

CASH IN ON THE BIGGEST SEASON IN YEARS!

FEATHER DRESSED CELLULOID DOLLS

B34N51—4 1/2" Doll.
Per Gross \$4.50
B34N56—6 1/2" Doll.
Per Gross 7.50
B34N57—10 1/2" Doll.
Per Gross 16.50
B34N50—7" Doll.
Major Doll.
Per Gross 7.50



FLYING BIRDS

Large Size, Tricolor With Tinsel and Inside Hummer.
B38N71—PER GROSS \$3.00

CANES

B10N100—Pompadour Canes (for Dolls, Pen-nants, etc.)
PER 1000 \$6.35
PER 10068
B10N137—Curved Handle Bamboo Kiddie Cane
PER GROSS 4.00
B10N70—Bamboo Cane, Greek Handle.
PER GROSS 4.25
B10N132—Men's Bamboo Walking Stick.
PER GROSS 5.50
B10N152—36-Inch Chesterfield Cane, Brown
Dowel.
PER GROSS 8.00
B10N131—30-Inch Chesterfield Cane, Assorted
Colored Dowel.
PER GROSS 9.00

CHINA HEAD SWAGGER CANES
B10N130—Kiddie Swagger Cane, Guiton
Character Head.
PER GROSS \$5.40
B10N131—Adult Swagger Cane, Assorted
China Head.
PER GROSS 7.20



Cash in on the
Bathing Season
Beach Balls. Made of
Heavy Wright Fresh
Live Rubber, Tan and
Brown, Combination
Colors.

BALLOONS

B28N83—No. 9 Favorite Ast.	Per Gross \$2.40
B28N84—No. 11 Favorite Ast.	Per Gross 2.80

OAK FALLOONS

B28N85—No. 9 National Colors	Per Gross \$2.75
B28N87—No. 9 Patriotic Salute	Per Gross 3.60
B28N86—No. 9 Circular Stripes	Per Gross 3.60
B28N88—No. 9 Scene Prints	Per Gross 4.25
B28N89—No. 10 Mickey Mouse Head	Per Gross 3.25
B28N90—No. 12 Mickey Mouse Head	Per Gross 4.25

FUR MONKEYS

B33N255—6 1/2" high.	Per Gross \$3.60
B33N256—8" high.	Per Gross 6.00
B33N257—12" high.	Per Gross 12.00

MINIATURE STRAW HATS

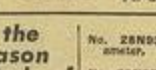
4-in. Net. Colored
Feather.
B45N80 — Per Gross Hats \$3.50

8-Inch Net. Duplicates of
real straw hat in every-
thing but use.
B45N81 — \$4.50
Per Gross



COOLIE HATS

B45N15 — 12 Inches Wide.	Per Gross \$9.00
B45N14 — 18 Inches Wide.	Per Gross 12.00



No. 28N93 — 9" di-
ameter. Per Gross \$7.80

No. 28N98 — 12" di-
ameter. Per Gross \$16.50

Red, Blue and Green
Combination Color.

No. 28N92 — 11" di-
ameter. Per Gross \$16.50

N. SHURE CO., ADAMS & WELLS STS. CHICAGO

CARNIVAL & BINGO SUPPLIES
MILITARY SOUVENIRS—PREMIUMS—PARTY FAVORS—HATS—BALLOONS
Write for REVISED No 50 CATALOG. Many new items
BE SURE AND MENTION YOUR LINE OF BUSINESS
MIDWEST MERCHANDISE CO. 1006 BROADWAY
KANSAS CITY, MO.

Modern Trends in Merchandise

By D. J. JACOBY

Mills Sales Company

THERE can be no doubt that the out-
standing merchandise trend in 1941
is the strong interest shown by the
public in patriotic items. I have seen
the demand for this type of merchandise
increase steadily, spurred by the turbu-
lent events that have taken place in
Europe during the past 12 months. Public
interest in war news is at high pitch.
The dormant spirit of nationalism has
been awakened and consequently the
public has been wholeheartedly receptive
to the diversified patriotic items placed
on the market.

practical merchandise items offered.
Workers at camps and beach and re-
sort concessionaires are giving promi-
nent display to the merchandise and
pushing it.

An important factor today, as I see it,
in contrast with the situation in the last
war, is that the manufacturers of mili-
tary and patriotic items are better pre-
pared to handle the enormous demand.

WHY PAY MORE?
Buy From Bengor and Save!

ARMY RINGS
Medium Nickel or Gold
Plated. Will not tarnish.
Assorted sizes to each set.
For all branches
of service, sell-
ing every pair.
DOZEN \$1.65
RED, WHITE, & BLUE LABEL
CHEVRONS — Individually
Carded. Gross \$1.25
Single Edge Razor Blades, 1000 \$3.00
Double Edge Razor Blades, 1000 2.50

BENGOR PRODUCTS CO.
875 BROADWAY, NEW YORK, N. Y.

FUR COATS AND JACKETS

• \$9.00 UP •
Write for Free Price List
BUY DIRECT
From Old Established
Firm Since 1897
COHEN BROS.
& SONS
145 W. 28th St., N. Y. C.

HERE IT IS—
A Least Substitute for
BINGO and BANK NIGHT

"SO-NO"
New Prohibited
Local
YES
NO
Write for Details and Territory
JA-JAX ENTERPRISES
Marion Hotel Bldg. ATLANTA, GA.

LARGEST, BUSHIEST, GENUINE
Fur for TAILS

1600
PER 100
\$5500
A THOUSAND
SEBULETO
with-
out
Cost
Cash
Kiss, Premium Workers!
Here's this season's big-
gest seller — The
money-maker you can
always count on. Tail
plus 2 strong cords for
a u.s.a. motorcycle, bi-
cycle, etc., with colorful silk
red, white & blue streamer, or
"comic saying" cards. Popular ac-
cessory & lock charm, 25¢ Dep., Bal.
C.O.D. Write for FREE Catalog of novelty, showing
items. H.M.J. FUR CO., 150-W. 28th St., N.Y.C.

Now— SPECIAL VALUES
Wallham-Elgin
and other famous makes
Write for Price
List!
\$1.50 EACH
18 SIZE ONLY
IN LOTS OF 30
Sample 30's Extra
M. FRIEDMAN - 74 FORSYTH ST. - N.Y. C.





TWINFLEX

The only Genuine focusing reflex camera under \$25.00! It eliminates fuzzy, blurry shots for you can focus the picture first! You can't beat it for eye appeal and quick profits! Nationally advertised and Fair Trade protected at \$4.95 list. It's a natural!

UNIFLASH

An attention-getter that looks like a million and takes pictures equal to those taken by cameras costing 4 and 5 times as much! Indoors or Outdoors... Day or Night... in any weather, the Uniflash gives perfect results! Nationally advertised and Fair Traded at \$4.95 list. It's a natural!

OPERATORS and CONCESSIONAIRES—WRITE FOR DETAILS and SPECIAL DISCOUNTS

UNIVERSAL CAMERA CORPORATION · DEPT. B-1 · 28 WEST 23rd ST., NEW YORK, N. Y.

SPECTACULAR FUR COATS
JACKETS, BOLEROS
 1942 STYLES with every most detail revealing the richness of Radiant Fur. Quality Workmanship at Popular Prices.
 We offer Coynex, Sealine, Beaverette, \$8.00
 Casteln, Marmota, Up
 Kuduine, Kruggen,
 Squirrel, Persian Pers,
 Racoon, Skunk and Furca.
 Buy Direct From Manufacturer and Profit.
 Ask for FREE LIST and ILLUSTRATED CATALOG.
S. ANGELL & CO. Manufacturers Furriers
 238 W. 27th St., Dept. B-7, New York, N. Y.

This is due to their foresight in anticipating the increased public interest. They are still preparing and working out new numbers in an effort to make the line as complete as possible.
 Another market for military and patriotic items has been opened up by the government's program of constructing naval and air bases in the Caribbean and Newfoundland. I have been advised, and I feel that it is a very important point, that not only American stores, but the local stores of the particular countries where bases are being established, feature military novelties. Salesmen are buying unusually large stocks of merchandise for shipment to Bermuda, Trinidad, Newfoundland, and the other United States base locations.
 The workmen now busy constructing new army camps and enlarging existing camp facilities also open up an additional market for patriotic, novelty, and general merchandise. These workers are chiefly in the skilled trades—carpenters, electricians, engineers, etc.—and earn higher than average salaries. With money in their pockets they are unusually good prospects for essential personal accessories.

FURS OF DISTINCTION
 DIRECT FROM OUR FACTORY
 MAKE YOUR SELECTIONS FROM OUR SENSATIONAL 1941-'42 STYLE FUR COATS, CHUBBIES, JACKETS AND BOLEROS.
\$5.75 UP
 Muskrats, Squirrels, Raccoons, Skunks, Foxes in all shades, Marminks, Checkings, Caracul, Mountain Lamb, Pony, Kid Skins, Sealines, Beaverettes, Persian and every other Fur from
 WRITE immediately for our new illustrated catalog and price list just off the press. It is free.
ANDREW PAUL AND E. ARKAS
 Manufacturing Furriers
 154 West 27th St. (Dept. B) New York, N. Y.

LADIES' WATCH
 Very Flashy
WHITE GOLD COLOR chromium plated case with metal link bracelet to match. 10 1/2 inch case. Guaranteed jeweled movement. Gift boxed. Looks like a \$10.00 watch.
 \$2.25
YELLOW GOLD COLOR case with chromium plated back. Metal bracelet is yellow gold color. Otherwise same as above.
 \$2.50
 400 Page Catalog New Road.
ROHDE-SPENCER
 223 W. Madison Chicago

It has been brought to my attention that military and patriotic items have been pushed by many new outlets, in addition to the good work done by concessionaires, souvenir and novelty workers, pitchmen, etc. For example, gasoline stations in some localities have been giving out military and patriotic souvenirs to create good will. Veterans from other wars push the items in army camps, carnivals, and small towns. At traffic stops ex-soldiers offer patriotic merchandise in conjunction with other low-priced novelties. They also sell higher priced goods whenever the opportunity presents itself.
 A boat concessionaire in Connecticut wrote to me saying he gives a patriotic souvenir to all who hire his boats. Horse-riding academies also use this merchandise in their promotional work. Lapel

Attention!
OUR NEW 1941 CATALOG Is NOW Ready
 You can't afford to miss the hundreds of "Money-Making" values to be found in our Big General Catalog No. 57. It brings to you the most extensive lines of Premiums, Novelties and Souvenirs we have ever offered—at Prices That Defy Competition. Hundreds of illustrated pages featuring thousands of items that can make money for you! Send for your FREE COPY of this big "Buyer's Guide" today!
 Send For Your FREE Copy to-day
GELLMAN BROS. 119 NO. 4TH ST. MINNEAPOLIS MINN

SELL TIES—OVER 100% PROFIT
 \$1 STARTS YOU IN BUSINESS
 Six Lined Ties, Sample 154, Doz. \$1.50; Royal-Op Ties, Sample 254, Doz. \$2.40; Custom Made Ties, Sample 204, Doz. \$1.80; Hand-Made Ties, Sample 284, Doz. \$3.00. 25% deposit, balance O. O. D. Write for FREE Wholesale Catalog. PHILIP'S NECKWEAR, 20 W. 23d St., Dept. B-28, New York

AMERICA'S LEADING MANUFACTURERS OF
FELT RUGS
 Lowest Prices, Sample, \$1.95. Postage Prepaid.
 EASTERN MILLS, EVERETT, MASS.

BULOVA — GRUEN — WALTHAM — ELGIN
 WE LEAD FOR PRICE AND QUALITY
NORMAN ROSEN
 801 SANSON ST. Wholesale Jeweler PHILADELPHIA, PA.
 Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogs.

NEW HIT SENSATION! La France FLORAL PLAQUES

Sure-fire hits that captivate men and women! Gorgeous, brilliant, colorful picture-plaques with lifelike flowers under full-bulged convex glass! Each item an object of art! Assorted human-interest subjects—comic, religious, baby, floral and novelty. Whirlwind sellers at 25c and 51. Perfect for premium or prize—a natural for pitchmen, novelty workers, bingo operators, salesboards, etc. Quick! Get fast action with this phenomenal hit!

WIRE OR AIR MAIL YOUR DISTRIBUTOR!
IF YOUR DISTRIBUTOR CANNOT SUPPLY YOU, ORDER DIRECT!

SPECIAL SAMPLE ASSORTMENT

- #B1801—4 Ass'd. Plaques (2 in box)
- #B2101—4 Ass'd. Plaques (indiv. boxed)
- #B1401—6 Ass'd. Plaques (2 in box)
- #B1241—8 Ass'd. Plaques (indiv. boxed)
- #B1180—8 Ass'd. Plaques (indiv. boxed)

30 ASSORTED PLAQUES \$9.75

TERMS: 1/3 Deposit, Bal. C. O. D. F. O. B. Chicago.

LA FRANCE FLOWER AND NOVELTY CO., INC.

314 S. Franklin St.

Chicago, Ill.

SPECIAL QUANTITY PRICES



No. B2101—Square or Round artistically screened Mirror Plaque with Garden Scene approx. 10"x10". Assorted scenes, gay, colorful strawflower arrangements. \$7.20 per doz. asstd. (indiv. boxed.) Minimum 1 doz.

No. B1401—Garden Scene Plaques, 6 1/2" diam. Ass'd. scenes, bright strawflower arrangements. \$4.80 per doz. sets (set of 2 in box). Min. 1 doz. sets.



No. B1801—Original Hollywood Twin Plaques, 6 1/2" diam. Canals, Sweet Peas, Apple Blossoms, Eucalypti, Baby's Rose, Orchid. \$7.20 per doz. asstd. (2 in box.) Min. 1 doz. sets.



No. B1241—Thermo Plaques, Accurate thermometer, beautiful floral effects, colored background. \$2.00 per doz. (indiv. boxed.) Min. 1 doz.



No. B1180—Square Screened Mirror Plaque, approx. 5"x5", baby subject, attractive strawflower arrangements. Also asstd. garden scenes. \$2.00 per doz. asstd. (indiv. boxed.) Min. 3 doz.

Originators of HOLLYWOOD FLORAL PLAQUES

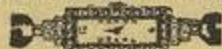
BINGO SUPPLIES

JOBBER!!
Write for information and illustration of the Sensational **YANKEE BINGO BLOWER**
"The most beautiful electric Bingo Blower ever presented."
Headquarters for all Bingo Supplies



METRO MFG. CO. 28 W. 15 St., NEW YORK CITY

SENSATIONAL OFFER JEWELED LADIES' SAQUETTE WATCH With 50 Sparkling Fac-Simile Diamonds



SPECIAL: No. 190—HIGH GRADE JEWELED Brand New Movement. Guaranteed to keep accurate time for 3 years. Modelled from a \$300 Article. In Lots of 3. Each \$4.75

25% Deposit, Balance C. O. D. SEND FOR CATALOGUE CONTAINING COMPLETE LINE OF WATCHES AND JEWELRY. **FRANK POLLAK** 72 BOWERY NEW YORK CITY

BINGO JOBBERS

Buy your Special BINGO Blower Direct from the Factory
Write to: ST. MARKS PRINTING CO., 86 PARKER AVENUE, NEW YORK, N.Y.

5 USED, RUNNING, \$7.50 Pocket & Wrist WATCHES

American and Swiss, our assortment. **B. LOWE, Box 525, Chicago, Ill.**

in archery sets and dart-throwing games as a result of the national publicity given these sports in the past few months. Dash, pep, and color have also been added to the old stand-bys, including the various stuffed animal items: Standing black scottie, sitting brown bear, cuddling monkey, elephant, pussy cat, etc. Dolls are more elaborately trimmed and have better appointments. For example, a dolls-of-all-nations assortment features 13-inch-tall dolls of Russia, Italy, France, Holland, Poland, Rumania, etc., with authentic copies of costumes worn by the peasants of the respective countries reproduced in correct detail.

Bingo has become a big market for main merchandise prizes, with many of the old favorites in demand. Blankets, auto robes, thermos bottles, smoking stands, radios, patriotic dolls, lamps, toasters and electrical appliances, clocks, chinaware, cocktail sets, etc., have been featured by bingo operators as well as concessionaires, salesboard operators, carnival game operators, and others.

A new trend to give all persons a souvenir, whether or not they win a major prize, has gained considerable headway among all merchandise users.

ROLL TICKETS Flat • Folded • Book • Coupon

Millions in Stock for Immediate Delivery. Coat Room Checks, Raffle Books, Etc.

JOBBERS: Special Low Prices for Above and Many Other Items.

Descriptive Price List on Request

AMERICAN TICKET CO. 516 GREENE AVE., BROOKLYN, N.Y.

The Best Deal on PLASTIC!

No. 650 PARING KNIFE, Individually Boxed... \$8.64 Gross



No. 585 FRUIT AND CAKE KNIFE, Individually Boxed... \$18.00 Gross



No. 590B JUICE EXTRACTOR, Individually Boxed... \$7.20 Gross



COMBINATION DEAL! 3 ITEMS!
Packaged in attractive set with \$1.00 price imprinted. \$32.00
A winner for pitchmen, novelty and fair workers, salesboard and bingo operators! Only \$32.00 Gross Set!

Sample Set — 3 Items, 50c prepaid

Send 25% With Order—Balance C. O. D. **NU-DELL MFG. CO., INC., 501 W. Huron St., Chicago, Ill.**

NOW IN OUR NEW HEADQUARTERS 3333 LINDELL BLVD.

"At the Triangle"—Main Cross Roads of St. Louis
WHERE OLIVE, LINDELL AND LOCUST STREETS CROSS
GREATLY ENLARGED SPACE—IMPROVED MODERN FACILITIES. Quicker and More Efficient Handling of Your Rush Demands. FEATURING THE NEWEST IN NOVELTIES—PREMIUMS—CONCESSION GOODS. We Appreciate and Solicit a Continuance of Your Valued Patronage.

ACME PREMIUM SUPPLY CORP. 3333 LINDELL BLVD. ST. LOUIS, MO.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

ARVIN Radios

Premium

NEW 4-TUBE SUPERHET

Here are the radios that put fast movement into any deal—because they look and play like they cost much more than the low prices you pay for them.

MODEL 422A shown at right above is a 4-tube AC-DC superheterodyne—a real performer—quality built throughout—in attractive unbreakable cabinet—ivory or brown finish—size 6½" wide, 5½" high, 3½" deep.

Small and compact—yet the station getting ability of this sensational Arvin has surprised everyone. Underwriters' approved for operation anywhere. Offered by a company that builds



hundreds of thousands of radios. And backed by a factory-to-consumer "one year for \$1.00" service agreement.

MODEL 532A shown at left below is another example of Arvin quality appeal at a low price. It's a 5-tube AC-DC superhet—in a beautiful Onyx Catalin plastic cabinet that looks like a jewel.

For prices and full information, see the nearest Arvin jobber or write direct to factory. For prompt delivery, orders should be covered by 25% cash, balance on delivery.

NOBLITT-SPARKS INDUSTRIES, INC.
COLUMBUS, INDIANA



AMERICA'S GREATEST BOXED SUMMER CANDY VALUES--FROM

For Corn Games! Stock Wheels! Ball Games! Guess Your Weight and Age! Shooting Galleries! Humidex Packets, Cellophane Wrapped. Conform With Pure Food & Drug Act.

1c up

Write for FREE Illustrated Circular!

CASEY CONCESSION COMPANY

1132 South Wabash Avenue
Chicago, Illinois

AT LAST SOMETHING NEW AND USEFUL HOTTEST BOARD ITEM IN YEARS—A REAL FLASH PORTO-BAR-RADIO

THE ONLY COMBINATION PORTABLE BAR AND RADIO
RADIO BY STEWART-WARNER CORP.



Operates AC-DC, Featuring 7 Tube Performance with 5 Tubes, including 2 Dual Purpose Tubes.

FULLY EQUIPPED
21 PIECES

2 Glass Decanter, 6 High Ball Glasses, 4 Jigger Glasses, Glass Ice Tray, Ice Tongs and 6 Glass Mixers.

Wire or Write for Deal and Quotations
F. O. B. Chicago or San Francisco

CONTINENTAL MERCHANDISE CO.

790 MISSION ST., SAN FRANCISCO, CALIF.

We Specialize in 1-39¢ Canned Merchandise For Immediate Delivery

THE ROLLS ROYCE OF AIR CIRCULATORS

INAUDIBLE
Runs Like a Fine Watch

5 SPEEDS

GENERAL ELECTRIC
MOTOR
OVERSIZE, HEAVY DUTY
CHROME STREAMLINED
HOUSINGS

CHROME GUARD &
STANDARD

GUARANTEED FOR 5
YEARS

BASE SCUFF PROOF POR-
CELAIN ENAMELED
CHROME TRIM

NEW PRICES
COMBINATION LOW STAND AND
WALL MODEL

No. 18—\$ 45.50

No. 20— 53.40

No. 26— 77.40

No. 35—117.00

40% off above prices. Send for sample, 1/3 with order.

McGUIRE SALES CO., FACTORY DISTRIBUTORS

"30 Years of Service"

270 WARTBURG

DUBUQUE, IOWA



FOR HI STAND AND BASE, ADD

\$10 on No. 18

\$12 on No. 20-26

\$25 on No. 35

Concessionaires, bingo and salesboard operators, and other merchandise users have at last become aware of the fact that by giving away more merchandise—and souvenirs for all—they can draw players to their stands, keep them playing, and make sure that they come back again and again.

I find that the trend to souvenir prizes for all is practiced mostly by concessionaires operating spots where a fixed price is charged to enter. Shooting galleries, highest score games, and bowling alleys are some of the spots giving away souvenirs to create good will among those who do not win a major prize. It is my personal opinion that the increase in merchandise distribution is one of the most progressive steps taken by merchandise users.

Even resort pitchmen who heretofore have relied mainly on their old stand-bys—whips, canes, balloons, flying birds, novelty hats, etc.—have become more merchandise minded and are always looking for new lines to feature. Just now they are cashing in on the rage for novelty and costume jewelry and have contributed more than their share to the unusual spurt in patriotic merchandise sales.

While there has been no reliable count taken of the number of pitchmen in the

Insignia Jewelry
Made To Order

STERLING SILVER
ARMY RINGS
\$11.00 DOZEN

Military Jewelry Company
1885 Columbus Ave., Springfield, Mass.

SPECIAL!
NEW TABLE LAMPS
SMOKING STANDS
BEACON BLANKETS

Pleanty of flash merchandise for concessionaires at GREAT SAVINGS. No catalogs. Come in and see!

World Trading Corp.
37 West 23rd Street New York City

IT'S READY!

Our New

1941 CATALOG

LISTING A NEW and Complete Line of
CARNIVAL AND CONCESSION
SUPPLIES

NOVELTY AND PREMIUM GOODS
SOUVENIR, CURIO AND RODEO
ITEMS AT RIGHT PRICES

Please state your line when requesting catalog.

WESTERN NOVELTY CO.

1729 Lawrence St., DENVER, COLO.
The Supply House of the West



ELGIN, WALTHAM
BULOVA, GRUEN

Famous make watches re-built by fine watchmakers. Every one GUARANTEED. Lowest wholesale prices. Write for FREE illustrated catalog.

KANE WATCH CO.
105 CANAL ST., NEW YORK

8 1 2 3 4 5 6 7	8 9 10 11 12 13 14 15
16 17 18 19 20 21 22	23 24 25 26 27 28 29 30
31 32 33 34 35 36 37	38 39 40 41 42 43 44 45
46 47 48 49 50 51 52	53 54 55 56 57 58 59 60
61 62 63 64 65 66 67	68 69 70 71 72 73 74 75

BINGO BLOWERS, CAGES,
Electric FLASHBOARDS,
stationary or portable; CARDS and SUPPLIES
"The Best To Be Had Anywhere"
THE REINHOLD STUDIO
Manufacturers
8 UPHAM ST. REVERE, MASS.

FOR THE 4th

Per Gross	
N1-6x9 1/2 in. Mistle Flag on Stick	\$2.25
N9251-12x12 in. Cotton Flag on Spear Staff	4.00
N9252-12x12 in. Cotton Flag on Spear Staff	6.25
N9253-11 in. Mistle, Flags, Medals, Etc.	3.00
N9254-28 in. Uncle Sam Tote-Up	4.00
N1793-Auto Flag Sets (Flag & Stick) with Button Grip & Hook Type Holder, Dr. Set	3.75
N1799-Auto Flag Sets (Five 5 1/2 in. Flag) with Cheapo Shield Holder, Dr. Set	2.00
N9243-"God Bless America" Button, Per 100	.85
N9243-"An American" Button (1 1/2 in.), Per 100	.85

We Stock a GREAT VARIETY of Other Patriotic Goods. Write Us About Your Requirements. **FIREWORKS—Get Our Listing**

OUR 500 PAGE CATALOG CONTAINS THOUSANDS OF MONEY-MAKERS. GET YOURS TODAY! PLEASE STATE YOUR BUSINESS

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required with all C.O.D. Orders.

COMING SOON....

Flippy

MOST TREMENDOUS NOVELTY ITEM DEAL IN MANY A YEAR

It's NEW! It's APPEALING! It's TIMELY! It's FLIPPY! WAIT FOR "FLIPPY" EVANS NOVELTY CO.

A Division of Premium Sales Co., Dist. Ft. 4, 800 W. Washington, Chicago

BINGO BLOWERS!

OVER 500 NOW IN USE

ASK ABOUT BINGO SPECIALS

MORRIS-MANDELL 1125 Broadway - NEW YORK CITY

SALESMEN

With car, following among Occasions, Coin Game and Bingo Merchandise Operators for large wholesale gift concern selling throughout the United States. Write BOX 782, REAL SERVICE, 110 W. 36th, New York, N. Y.

RECONDITIONED and GUARANTEED **\$2.95** Up

ELGINS

Walthams, Hamiltons, Etc.

Also Luggage, Novelties, Razors, Etc. (Write for Free Catalog)

Mid-West Watch Corp.

8 South Wabash Ave., CHICAGO

BINGO SPECIALS!

MARKERS Certificate MOVIE BINGO Adm. Tickets

SERIAL PADDLE TICKETS

Attractive colors for all the leading wheels.

Schulman Printing Co., Inc.

11 East 19th St., New York, N. Y.

United States, impartial estimates place the figure at around 10,000. These men, circulating as they do throughout the country, are an important factor in merchandise sales trends.

An exceptionally big market for joke novelties of all kinds has developed. Particularly popular are the snake-jump-out novelties, which now include many subjects such as fountain pen, radio, lighter, camera, etc. Magic trick or coin boxes, assorted puzzles, novelty dice, and paper-face puzzles are in demand. The more brazen types of joke novelties are bought by cabarets and night clubs for distribution to their patrons.

I have been informed that night clubs and cabarets are going very strong for door prizes just now. They offer varied merchandise, including luggage, leather goods, lamps, blankets, etc. The hat check girls in night clubs are handling carded goods, offering combs, handkerchiefs, and other useful accessories. The cigarette girls feature higher priced merchandise with necklaces, dolls, cameras, binoculars, and perfumes featured. While on the subject of perfumes, I'd like to add that American perfumes have taken the lead, instead of French imports which cannot now be obtained in sufficient volume as a result of the war.

Even people identified with dramatic shows, traveling shows, stock companies, etc., are buying merchandise for resale to audiences. They have bought the complete range of merchandise available, including even razor blades.

With all this increased activity I am of the opinion that the future for merchandise sales is a particularly bright one. The defense program has dealt the final knockout blow to the depression, and an era of prosperity is on the horizon. In the years that lie just ahead it can be safely predicted that concessionaires, carnival workers, bingo and sales-board operators, pitchmen, and the entire fraternity of merchandise users will enjoy bigger and better business.

BINGO BUSINESS

(Continued from page 76)

small halls and basements, and, as a result, attendance is limited. Outdoor facilities make it possible for larger audiences and increased profits.

Many operators are making plans to work their respective areas more intensively this year. Profits can only be realized by intelligent capitalization of existing facilities. The defense program has created a boom and money is circulating freely, but promotional methods must be used to stimulate interest and attract audiences.

Quality merchandise is the foundation on which the successful operator builds his business. Publicity is another important cog. A news story announcing a game is always effective. Systematic submission of news stories to newspapers gives the event added importance.

Experienced operators have also found that it pays to distribute more and better merchandise. A souvenir give-away to non-winners will create considerable good will.

AMBER COLORED COMBS

For Demonstrating Purposes. Send for price list.

PETER MORRONI

248 7th St., LEOMINSTER, MASS.

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed **STARTS AT \$3.25**

MEN'S WHISKEY AND POCKET WATCHES

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF

729 Walnut St., Philadelphia, Pa.

BINGO SPECIALS!

MARKERS Certificate MOVIE BINGO Adm. Tickets

SERIAL PADDLE TICKETS

Attractive colors for all the leading wheels.

Schulman Printing Co., Inc.

11 East 19th St., New York, N. Y.

MILITARY NOVELTIES

Clean Up With These Up-To-The-Minute Laugh Hits!



WHAT TO DO WHEN YOU'RE IN THE DRAFT

Red hat book novelty! Cover shows draftee at medical exam. Gears to show girl with skirts blown up. Contains pair rayon panties that pop out. Sure-fire laugh getter!

NO. 878-Doz.	\$1.75
Trial Dozen, Postpaid	\$2.00



EVERYTHING UNDER CONTROL

Here's a trick box novelty that's a sensation! Colorful cover shows military scene. Box opens to 8 1/2" x 9" to entice illustration and contains actual miniature brassiere and panties. Good for a thousand laughs!

NO. 761-Doz.	\$1.65
Trial Dozen, Postpaid	\$2.00

ORDER FROM YOUR JOBBER OR DIRECT

H. Fishlove & Co. 714 N. FRANKLIN ST., CHICAGO *
SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE



If You Gotta Go, YOU GOTTA GO

Biggest laugh hit of the day! Patriotic label shows army and navy men saluting. Contains miniature metal lavatory and illustration of draftee on the run!

No. 750-Doz.	\$1.50
Trial Dozen, Postpaid	\$2.00

Cheaper reproduction of same item, with porcelain pot.

No. 749-Doz.	75c
Trial Dozen, Postpaid	\$1.00

"FIFTH COLUMNIST"

Wow! It's a knockout! A sure-fire hit! Face shows masked man outfit. Inside wears eyeglasses! Each in envelope.

Per Gross	\$3.00
Trial Doz.	40c Postpaid

All Prices F. O. B. Chicago, No. C. O. D. Orders Without Deposit.

RUBBER CHARACTER MASKS



Greatest laugh-getter of all time. Fits easily over head, creating a complete disguise. Made of a specially prepared rubber; superior, hard painting makes our masks outstanding over all others. Added feature: they fold up small and fit into pocket.

SEVERAL GROTESQUE CHARACTERS—MONKEY, TRAMP, BABY FACE, FATTY, ETC.

Send \$5.40 for Four Sample Masks, which includes shipping charges. **JOBBERS, WRITE FOR PRICES** NOVELTY ART CO., MFRS. 80 University Place New York City Sideline Salesmen Wanted



WATCHES and RINGS WHILE THEY LAST!

WALTHAM & ELGIN—18 size—7 **\$2.25**

Jewel—with New Chrome Railroad Model Cases. In Lots of 6, Each—WATCH COMPACT—Elgin American—Lots of 6, Each—**\$3.25**

Special Price for Quality Users: 25% Deposit, Balance C.O.D., Sample 50c Extra. Send for Catalog.

N. SEIDMAN

178 Canal Street New York, N. Y.

WE SELL TO JOBBERS ONLY

No. 135

1 41 81

SERIAL PADDLES

UNION PRINTED

SMITH PRINTING CO. 1324 WALNUT ST. CINCINNATI, OHIO Churches and Lodges Demanded Union Label

GENUINE FUR COATS

JACKETS and SCARFS BUY DIRECT AT WHOLESALE!

Guaranteed NEW Beautiful 1942 Strictly Perfect Quality Fur coats.

O A R A O L S \$5.50

WINK DYED and BEALE COATS \$5.50

UP SEALINES, MARNINGS, ETC. 50.00 Deposit, Balance C. O. D. Money refunded within 3 days if not satisfied. WRITE TODAY FOR FREE 1942 CATALOG & PRICE LIST.

ROSE FUR CO. 48 W. 27th St., N. Y. City

IF YOU WANT —

PLASTER

WITH PLENTY OF FLASH AND NEW HITS

ORDER FROM

TURIDDI

ART PRODUCTS

2420 N. 3rd St., Milwaukee, Wis.

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.

Handy-Burger

The Handy-Burger is an item that is going strong with cookhouse operators on carnivals and at parks and resorts. It is used for measuring the exact number of meat patties per pound. Handy-Burger is constructed of brass and is chromium plated. Six washers go with each machine to regulate sizes desired. The No. 1 machine presses from 14 to 20 patties per pound and No. 2 7 to 13 per pound. It eliminates the inconvenient, hard-to-clean ice cream scoop and the slow method of rolling

by hand. It is fast and molds and presses a pound of meat in less than a minute, each to exact size. To clean the machine a cap is unscrewed and the plunger removed. Washers are added to increase the number of patties per pound, Handy-Burger Company reports.

Character Masks

Novelty salesmen have been making money with a line of rubber character masks distributed by the Novelty Art Company. Items are one of the greatest laugh getters of all time, it is reported.

They are made of a specially processed rubber and may be slipped on easily over the head, creating an amusing effect for parties. Masks are hand painted, and an added feature is that they fold up to fit into a pocket. A number of grotesque characters are offered, including monkey, tramp, baby face, and fatty.

Floral Plaques

Ideal for pitchmen and novelty workers and premium, bingo, and salesboard use is a new line of picture plaques offered by LaFrance Flower & Novelty Company, Inc. The line incorporates realistic lifelike flowers under full-length glass in attractive and novel designs.



An assortment of subjects include scenic, religious, baby, and novelty types in various shapes and sizes, many having artistically screened mirror backgrounds. The Hollywood Twin set, measuring six and a half inches in diameter, features the camille. The number is also offered in sweet pea, apple blossom, rosebud, rambler rose, and orchid styles. Other types are available in sizes up to 10 by 10 inches. Firm is said to have the production and material situation so well in hand that deliveries can be assured indefinitely.

Porcelain Repair Kit

J. Oren Barker, manufacturer and distributor of formulas, announces a new porcelain repair kit which is said to be a big money-maker for workers. The scientific preparation, used for repair of chipped porcelain on refrigerators, stoves, bathroom equipment, etc., is offered with a complete outfit of paint, tinting, yellows and blacks, spray gun, squeegee, sandpapers, filler, thinner, and bottle for mixing purposes. The preparation is said to be so efficient that repaired surfaces are almost impossible to detect. The manufacturer reports that men who have taken on the line have had much success in securing contacts with refrigerator and plumbing dealers for profitable work in repairing trade-in equipment. Much work is also available for men who wish to do house-to-house repair work.

Plastic Deal

Because of tremendous response given its two plastic knives and plastic juicer, Nu Deal Manufacturing Company has announced a combination deal which it claims is unequalled. Because production of many items are being held up owing to lack of material, the firm believes the deal will gain increasing popularity. It contains Knife No. 650, which is offered at a new low price and is said to be attracting wide attention in the trade; a full-sized knife, No. 595, which is also offered at a reduced price and is reported to have everything an agent needs for a good profit, and the Nu-Way juicer, which the company claims is crystal clear and is giving indications of going to the top of the sales list.

Fox Tails

Steady sales of fox tails have been reported by pitchmen and fair, carnival, and premium workers, according to H. M. J. Fur Company. Item has been one of the season's biggest sellers. It is reported. Tails have two strong cords for attaching to autos or motorcycles and include a red, white, and blue silk streamer.

Salescard

The latest in salesboards comes from the Spors Company, which reports fast sales by the boys in the field for its new Surprise 50-tab winner. Of cabinet design, the number has a striking four-color illustration of a bargain store, the tabs worked in to resemble the

**BULOVA—ELGIN
WALTHAM—HAMILTON**
GUARANTEED
LIKE NEW
SEND FOR 1941
CATALOG
BERMAN GREEN CO.
601 Sansom St., Philadelphia, Pa.

Put more "PUNCH" in your
SALESBOARD DEALS



A "Salesboard natural". Low in cost... Irresistible in eye-appeal. But "High-14" wide yet shows powerful light. Smartly designed durable plastic case is rich, wear-resistant colors—all Black, Maroon and Ivory. Has Mazda bulb, translucent dome, hand-stops slide switch on chromium center panel. Uses 2 Pacific cells. Compact, convenient to carry in pocket or bag. Hundreds of uses. Mounted & on colorful display especially for salesboard trade. Write for details, prices to-day!

HANDY FOR ARMY MEN
An ideal gift!



U. S. ELECTRIC MFG. CORP.
222 W. 14th ST. NEW YORK



Brings Home the Profits
NEW—SENSATIONAL
BASE BALL RADIO

5 TUBE SUPER TROPHY
You can't miss with a natural like this. Complete 5 tube super-trophy radio inside the baseball gives 7 tube performance. High power output. PM dynamic speaker. No aerial or ground needed. Finest tone quality—volume to spare.
PACKED WITH RADIO VALUE
Authentic Replica of Baseball
on attractive Trophy stand, 8 inches in diameter, 10 inches high. Batavia base with lightweight metal trim. Leads the hit parade with Stadium, Carnival, Midway and Ethmo operators. "It's a Homer!"

Write, Wire or Phone Your Order
\$13.95
Net. F. O. B. Chi.
D. A. PACHTER CO.
Merchandise Mart Chicago, Ill.

New! P. D. Q. AUTOMATIC PHOTO MACHINE!
Today's Big Money Maker!

Takes and Finishes Beautiful Black and White or Sepia Photographs in one minute—Day or Night—Inside or Outside

SPECIAL FEATURES of the P. D. Q. Model "G" Automatic

- Weighs only 8 pounds.
- Measures only 5½ by 6 by 18 inches.
- Loads in DAYLIGHT (enough for 100 photos) in LESS than ONE-HALF minute.
- Genuine Wollensak Lenses and Shutters.
- AUTOMATIC FOCUSING DEVICE—for NEAR or FAR photos.
- NEW Method of Developing. The Mandel VACUUM-SYPHON SYSTEM is different from All Others. It is Simple, Direct and SPEEDY. Photos are developed and rinsed inside of Machine—then they are finished in BROAD DAYLIGHT in the OPEN AIR DEVELOPING UNIT. All in LESS than TWO MINUTES—and you don't even get your fingers wet!
- "Super-Speed" Direct-Positive Photo Paper is Used—GUARANTEED to make nice, everlasting BLACK AND WHITE, or GOLD-TONE SEPIA Photos.
- This "Super-Speed" Paper is WATER-PROOF. Photos CANNOT FADE.
- About \$60 starts you with complete outfit.

Don't Wait! Act Now!
Write or Wire

P. D. Q. CAMERA CO.
109 E. 35th St., Dept. BB-66, Chicago, Ill.

The boys are makin' \$\$\$

Joseph Hoy, Ark., writes: "I grossed \$39.20 worth of photos and frames Saturday. My wife can operate the machine as good as I can. I rigged up a little booth with lights and I do more business at night than I do in the daytime."
Ray Zeller, Miss., says: "I did \$20.00 Sunday with my P. D. Q."
Seymour Penn, writes: "I operate Saturdays and Sundays only and run about 400 photos in 2 days."

You can do likewise

NEW MILITARY SAMPLE LINE

Work the Army Camps

NOW READY

Work the Naval Bases

SEND **\$5.00** NOW!

25 Numbers
Retail Value \$22.50

A Complete Assortment of Army Souvenir and Gift Numbers, consisting of Wallets, Compacts, Rings, Brooch Pins, Key Chains, Lighters, Bracelets, Pendants, Fountain Pens, Cigarette Cases, etc. Big money being made handling our new and up to date line. You can't beat it.

Send full Money Order for immediate delivery.

IMPERIAL MERCHANDISE CO., Inc.

Pioneer Military Supply House
893 Broadway, New York City

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

HARRY SECORD . . . of sea shell brooch fame, made a fast jump into Miami from Camp Blanding, Ga., recently for a load of sea shell name brooches and left an hour later for Old Orchard Beach, Me., where he opened June 14, reports Cliff Stand from Miami.

GET IN LINE with the trend of the times.

JOE STUTHART . . . of Montreal, is reported to be one of 10 pitchmen in Canada and one of three Canadian pitchmen in the Dominion. He's a former sleight-of-hand artist and has been working a downtown store window in Regina, Sask., with fountain pens. He was the subject of a one-column

story in *The Leader-Post* there June 7. The story was headed, *Pitchmen Puts on Good Show*.

DR. ROBERT J. WILLIAMS . . . pencils from Superior, Neb.: "Since returning from the Coast I have been working Kansas, Oklahoma, Colorado, and Nebraska to just fair biz. A bumper wheat harvest makes it look encouraging out here next fall. I am going to start a trip thru Idaho, Oregon, and Washington, working stock sales. Would like to hear from Al Rice, Guy Lounsbury, Doc Duncan, and Art Novotny."

DON'T ATTEMPT to set a pace which you cannot maintain.

JOHNNY O'HARA . . . reports that he is in a government hospital in Milwaukee and will be there for another week or two. He was formerly with the Ringling-Barnum and Al G. Barnes circuses. Windy O'Neal is asked to pipe in.

NAME SEA SHELL BROOCHES . . . are classed as A-1 sellers in Jefferson Beach, Detroit, where Ray Carson has a large display of them, pipes Sterling Sims.

JACK OLIPHANT . . . blew into Atlantic City for a day recently and saw Phil Greenberg with Juicers and glass knives; H. Greenberg getting big dough with sea-shell jewelry; Popeye Lewis, silhouettes, and E. Cormier, sea-shell brooches.

LET'S HAVE MORE of these "favorite sayings" of pitchmen.

JOHNNY CHAPMAN . . . was in Pontiac, Mich., recently and saw Emmet (Shorty) Blake working name sea-shell brooches in a dime store.

RUSS RENAND . . . is working army camps and conventions with name sea-shell brooches and getting the goods, he tells from Miami. Fred X. Williams, Morris Kahnstrotz, Dave Gordon, Mary Ragan, Ed Kennedy, and Ike and Mike are asked to pipe in.

STANLEY NALDRETT . . . finished his second week in the A. L. Green store, Grand Rapids, Mich., last week.

HAVE YOU BEEN traveling, or are you planted for the summer?

THE BURNHEARTS . . . after a successful season with name sea-shell brooches are working this item and sea-shell jewelry at beaches, army camps, and conventions in Florida and Georgia.

DAVE PIEN . . . pens from Birmingham, Ala.: "After making several rodeos in Texas we give the X in the future to Sammie Bluestein. I just finished making the Ozark Festival in Poplar Bluff, Mo. Traveling with the Brownville Kid and myself are Si Burns and Don Siedel. We are head-

25th YEAR

OAK-HYTEX BALLOONS AND NOVELTIES

Season's Fastest Sellers



OAK-HYTEX SQUEEZE-ME DOLLS

They Squeal When Squeezed

BIG MONEY gets this season. Sturdy inflatable rubber dolls. (Not balloons.) Imprinted in two colors. 11 inches high. Fitted with noise-maker which emits a squeal when doll is squeezed.



OAK-HYTEX ORNAMENTAL CIRCULAR STRIPES

GORGEOUSLY COLORFUL "over-all" designs. Produced by an exclusive Oak process. Each balloon decorated in three different colors on white and pastel blue. Also offered in transparent Hy-Glo finish on transparent balloons.



OAK-HYTEX PATRIOTIC BALLOONS

POPULAR sellers. New Patriotic Salutes, National Colors Series and other Red, White and Blue numbers are in great demand now. Get busy and make yourself big money. Ask your jobber, or write to us for complete information.

OAK-HYTEX MICKEY MOUSE BALLOONS

TOPS in appeal Mickey Mouse Toss-ups and Heads, with inflatable ears, always get top money. They're "sure fire" in every location.



SOLD BY LEADING JOBBERS

ALWAYS get OAK-HYTEX Balloons in the Blue Box with the Yellow Diamond Label - and then you'll be sure of having the season's best sellers.

The OAK RUBBER CO.
RAVENNA, OHIO.

Selling Through Jobbers Only

Send for Free Catalog Today



STARR PEN CO.

hits another Jack-Pot... FOR YOU!

IN CREATING THE WINCHESTER PEN

YOU KNOW THE HIT STARR PEN CO. GAVE YOU IN THE WATKIN PEN... WELL, YOU'VE SEEN NOTHING YET... COMPARED TO WHAT THE WINCHESTER PEN IS GOING TO DO FOR YOU IN SALES AND PROFITS!

IN A COUPLE OF WEEKS THE WINCHESTER WILL BE BATTLED AND READY FOR DELIVERY SO HURRY, HURRY AND SEND FOR YOUR WINCHESTER PRICE SHEET TODAY!

WIN WITH WINCHESTER!
FROM BUTTER FOLK, VIA LEVER PENS, FOUNTAIN PENS, COMBINATION PENS
STARR PEN CO. 500 No. Dearborn St. CHICAGO, ILL.

ELGIN & WALTHAM REBUILT WATCHES \$175
7 Jewel, 18 Size, in S. M. Engaged Cases, etc.
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO. 118 N. Broadway, St. Louis, Mo.

HEADQUARTERS FOR 1 Minute & 4-for-10 Photographers
MAKE GOOD MONEY THIS SUMMER with our New Designed Mounts and Folders, Photo Pockets, Mirrors with Catchy Sayings! Also Leatherette Double Photo Holders! **SOME-THINGS NEW!** Chromium Novelty Frames.
Fresh Stock of Improved **BLACK BACK CARDS**, 4 1/4" great positive paper, and all supplies always on hand ready for immediate shipment.

BENSON CAMERA CO. 168 Bowers, NEW YORK, N. Y.
Catering to Quick Flashing Photographers for Over 30 Years.

MEDICINE MEN

Write today for new wholesale catalog of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, Ohio



MILITARY JEWELRY! BEST SELLING STYLES

Ready for delivery now—a big line of Military Insignia Rings, Identification Brooches, Lockets, Combs, Billfolds, Engraving Pins and Costume Jewelry. Write for brand new Military Catalog M42—just off the press. (State your business.)

NEW 1941 STYLES ENGRAVING JEWELRY

Our new 1941 Engraving Line will be complete July 15th—many styles are in stock, ready for delivery—now. Even bigger than our big 1940 line—new "Bia" designs" in Engraving Pins that will be the 1941 "supper" hits at the fair this season. Order from Catalog No. 29 until new 1941 Catalog No. 29 is ready.

HARRY PAKULA & CO. 5 N. Wabash, Chicago, Ill.

BOTTLE OPENER & KNIFE SHARPENER

SAMPLE 25¢ WITH FLASHY CARTON

BIG PROFIT

NEW CLASS CUTTER ALL WORKERS

Sample 10¢ Write for prices

WIRE SPICER

NEW TOOL — LOW IN PRICE

Three Samples, 25c

E. P. FITZPATRICK

501 N. Van Buren St., Wilmington, Del.

NEW LINE 1941 JEWELRY NOW READY

Stylish Jewelry. 81 pieces. Pins, Rings, Brooches, suitable for occasions: Mother-of-Pearl Lockets, Cameo and Watch-chain Rings, Rubber Scale Pins, Complete samples, \$2.

DECK ROSEMAN CO.

307 FICK Ave., New York City

FILL-O-MATIC

The Neatest and Best Low-Priced Line of PENS—SETS—COMBINATIONS

New Push-Filler (Illustrated) and Lever-Filler Types Backed by ARGO'S Reputation for Quality

ARGO PEN-PENCIL CO., Inc.

220 Broadway, New York, N. Y.

CHewing GUM 25¢ BOX

RETAILS FOR \$1.00

Each box holds 20 Cellophaned 3¢ Packs Factory Fresh Gum! Neatly Display Boxes help you sell our quality 25¢ for 20¢ profit. Be our distributor—get started! Send \$10 for sample box (prepaid).

GREAT FIELD PEN ACCESSORIES

AMERICAN CHEWING PRODUCTS CORP.

4th and Mt. Pleasant Ave., Newark, N. J.

SOCIAL SECURITY AGENTS WANTED

Sell Social Security Plates and make over 100% profit. Send for Free Catalog on plates, cases and Stamping Machine.

FRANK BONOMO

200 Melrose St. (Dept. B-28), Brooklyn, N. Y.

Magic!

Strangest Deck, dz. \$2.00, gr. \$22. Money Mystery, doz. .60, gr. 6.50 Wonder Dice, gr. \$2.50, 3 gr. \$11

2 or 3 Card Monte dz. 35, gr. 3.50

18 Trick Special Combination dz. 35, gr. 3.50

Paddle Sets doz. 55 Cigarette Puffs dz. 50

Magic Pins dz. 55 Sq's Magnifier dz. 55

X-RAY Tube dz. 55 Sparkle Matches .45

Samples of everything above & catalog \$1.00

25¢ Deposit required. Wholesale Catalog 10c

TECO, 4462 Germantown Ave., PHILA., PA.

Medicine Men, Sell Our

Latent Herb Principles a Water Soluble Powder. One pound makes two gallons of Diuretic-Laxative. 22 lbs. net. Price \$4.00 a pound, samples, 70¢.

Write for prices on same product, bottled. Also write for prices on Elixirs, Salve, Corn, Water Soluble Powder in 1 oz. bottles.

FINLEY LABORATORIES, INC.

4205 OLIVE ST., ST. LOUIS, MO.

NOT WANTED

by the devil

But everybody else will want and buy this clever New Higher Mechanical cut-out "GAC" in the big dog house now. Sample 10¢ with price.

LITUCO, Box No. 20, Newport, Ky.

RUN MENDERS

54 Gauge with Rubber Handle, \$2.85 gross; \$12.50 1000. Children Special (extra good), gross \$8.00. Special Short Latch, gross \$5.50. Special Long Hook (improved), gross \$8.00. Directions furnished. Termost. restored. 5 samples 50¢. Jobbers and chain stores, write.

RUN MENDER WORKS

Dept. 0A Waukegan, Wis.

MAKE MONEY

Get into the Street Camera Business — We will start you in this big Paying, all year Business.

Street Cameras and Supplies. Write for List.

FREEDMAN CAMERA CO., 227 E. 110TH ST. NEW YORK

great sports town and the sailor caps move fast. George Ghetta also is here and is using an interesting method of selling his new-type top-up balloons. He's working Euclid Avenue, and has a laughing dog that tosses the balloons up in the air and has them land on his back. It's proving a tip attractor, and George says Cleveland has been his best stop so far. I've given up pitching med."

THEY TELL US . . .

they'd like to read pipes from George W. Russell, Bill Orrich, Murray Brown, Dave Sizer, Smokey and Bunny Pittman, Phillip J. Landau, Tom Kennedy, Ray (Mechano) Hartsell, Frank Bush, Carl Carpenter, Bill and Beulah Cummings, Charley Courteaux, Charlie Price, Doc Victor B. Lund, and Eddie St. Mathews.

WHEN A FELLOW is too full of confidence, he's likely to overlook himself. So, if your business continues bad, take inventory of your tactics.

THAT ACE PITCHMAN . . .

Art Nelson, who recently covered his connections with La Renss Company, Cleveland, is grabbing off some good, taken working mineral water in Indiana territory.

DOC A. RESCHE . . .

continues to click at stock sales in Arkansas with his med demonstration, according to word hitting the pipes desk from that sector.

TRIPOD OPININGS: "The public simply appreciates the services rendered it and pays only what it thinks those services are worth."

Pitchdom Five Years Ago

H. T. Taylor had returned to Winnipeg from a trip south. He found things in Winnipeg not so good. . . Jack Martin had been putting out many gas lighters in Illinois. He met Art Loman with razor-blade sharpeners. . . Charles P. Barnett bought a new touring car. He and the missus and John McChudder motored from Washington to Newark, N. J. to see a circus. . . Mr. and Mrs. Harry Burton had a homey little company out—two performers, lecturer, orchestra, and two chauffeurs. . . George Lepper, whistle salesman and entertainer, was working Chicago. . . Johnny Hicks, who

(See PIPES on page 82)

DEMONSTRATORS. Always Get Money with these PEELER WORKERS: Popular Sellers



MERCHANDISE RIGHT PRICES RIGHT
Deliveries Prompt and Dependable

For a Big Season Order From
ACME METAL GOODS MFG. CO. 2-24 Orange St. Newark, N. J.

YOUR CUSTOMERS LOOK FOR ALTCO LEADERS!

- Military Jewelry
- Lanyards 75¢ doz.
- Milk White Shoe Polish 95¢ doz.
- Fly Ribbon (100 to box) 75¢ 100 boxes
- Sun Glasses (100 styles) 50¢ doz.
- Fly Swatters (wire or rubber) 95¢ doz.

Complete wholesale line of military accessories, drugs, cosmetics, novelties, novelties, apparel, etc. Get our FREE Big Variety 1941 Catalog—Just off the press!

ALTCO TRADING CORP.
83 Knox St., Dept. B, N. Y. City

Pitchmen — Coupon Workers — Fair Workers

WATERBURY

New Flashy Pearl Push-Filler Pens—Lever Pens. The Waterbury all-night pearl pens have immense sales appeal! Real acid test gold-plated chrome trimmings, and designed hands will bring you most money. Send for price list.

WATERBURY PEN CO.
330 S. Wells St., Room 708, Chicago, Ill.

WATCH STRAPS

"Genuine Leather" Write for Wholesale Prices

MURRAY HELLER

(Dept. 4-F) 1937 Davidson Ave., New York City

SIGNS EASILY & EXPERTLY PAINTED

WITH LETTER PATTERNS MANY SIZES AND STYLES

Write **JOHN B. RAIN** CO. 1100 N. STATE ST. CHICAGO

VETERANS — SALES INCREASING YEARLY!

London, Washington issues, the magazine monthly. Get a territory. Patriotic Calendars, Holiday Shopping Cards; Service Jobs Books. "KEEP U. S. OUT OF WAR" thrilling stories by wounded soldiers; "6th Column Exposed," by J. Edgar Hoover, list 535 communists in government book. Will Rogers gripping "John Bull" Flag Expects. \$2.00. Code 25-2, sell 10¢-25¢. Samples 10¢ with copy U. S. B. of Law. **VETERANS' SERVICE MAGAZINE**, 169 Duane St., New York.

WIRE WORKERS

Complete Line of Wire Workers' Pearl Plates in Stock. Items ranging from \$4.25 to \$36.00 per gross.

SAMPLE ASSORTMENT ONE OF EACH

\$2.00 POST-PAID

WE ARE THE LARGEST PRODUCERS OF PLATES FOR WIRE WORKERS IN THIS COUNTRY. ITEMS CONSIST OF VARIOUS SIZES OF:

- BARS
- LEAVES
- HEARTS
- EAGLES
- FOOTBALL
- LOVEBIRDS
- SAILFISH
- SAILBOAT
- ETC.

We also make many other styles of Pearls. Sample assortment orders must be accompanied by money order.

ZAHAROFF
109 SOUTH FIFTH ST., BROOKLYN, N. Y.

ENGRAVERS!! JEWELRY DEMONSTRATORS!!

New catalog showing the latest in engraving and military numbers now ready. It took longer to prepare than we expected but worth waiting for. Send for your copy today!!

American Jewelry Mfg. Co.
19 WASHINGTON ST., PLAINVILLE, MASS.

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd

We, the Pitchmen

By ERROL V. WHITAKER

IT SO happens that I'm frequently in the company of professional men such as ministers, lawyers, and merchants. I often am asked questions concerning my business. At first, several years ago, my answer was, "I'm a salesman." Now I answer that question with, "I'm a pitchman." And, ladies and gentlemen of the keister and tripod, I say it with the proud conviction that you and I have attained a knowledge of salesmanship (even tho' it was ob-

forced to deny ourselves, but we really can afford to satisfy our desires. Bear with me while I make a few statements.

When you need gas or oil for your car you will invariably drive up to a flashy service station. You would much rather buy a pack of smokes at a well-decorated smoke stand. You never hesitate to eat a nickel hamburger at a bright crystal lunch stand. If a room is dirty you will not want it, even tho' the rent is cheap. Our likes and dislikes and emotions and desires are the same as those of the countless thousands with whom we come in contact. By merely putting yourself on your pitch layout and mentally standing back, you will readily understand what I mean. Does the pitchman you are looking at from a distance invite a closer inspection? He does? Good! You move nearer. Is his voice rasping like a saw going thru a knot in a board, or does he talk in his normal voice? Does he have a pleasant expression? Are his clothes clean? How about that shirt? Look at his shoes. What? You don't want to buy? You say, "It can't be very much judging from the way he looks."

That pitchman, my friends, has lost many, many dollars because of his appearance. He, out of many thousands, has that something so vital to selling—the power of speech—yet he is content to keep it covered with personal neglect. He keeps his diamond in the rough. I believe 1941 is going to be a red one for all progressive pitchmen. Many other business men think so, too. I say "other business men" because pitching is a business—big business. What other merchant has so large a field to work in? Who else has a store with such vast footage? Where in the world is there a specialist who has so many people to work for? We are a chosen people in the professional world.

But, like anything else that amounts to much, that position places a large responsibility on our shoulders. We are not just a small merchant on a little back street. We're constantly in the public eye. Our actions are scanned by many from all walks of life. We never know the influence we have upon others. It matters little whether you are pitching flukem, rad, juicers, mend-ers, or med. It's your business, your livelihood, and you are the manager. If you had a store and hired a manager, how would you want him to conduct your business? Then follow out that procedure yourself.

Work each town as you would if you lived there and had a permanent place of business. Make the same effort to gain friends. Go to the same trouble to please them, and when you drive away you will be rewarded with requests to come back and the satisfying knowledge that you have had a good pitch and a prosperous one. So, be it resolved: To pitch an article that you believe in (if you don't, change it), pitch cleanly, keep clean, and treat your tips civilly. And the city fathers will think well of "We, the Pitchmen."

PIPES

(Continued from page 81)

had been working with Morris Kahntrof in auction pitches, was at his home in Providence, R. I., for a week's rest. . . . W. O. Fisher, specialty worker, arrived in Cincinnati for an indefinite stay. He visited Gasoline Bill. . . . Doc Lazara closed his hall show in Veris, Minn., to go to a platform, carrying four people. . . . Cal Hicks had a med show and was selling his own med on lots in and around Kansas City, Mo. He did not intend to hit the road. . . . Among boys at the Strawberry Festival at Chadbourne, N. C., were S. (Kid) Schaner, major strop-pers; Doc Wheatley, and Jack Monarch. . . . Dutch Clark, former paper worker,

had a butcher shop in Tacoma, Wash. Ernie Taylor, a sheetie, visited him. . . . J. T. Booker, Isadore Tillman, and F. H. Brown visited the Pipes desk in Cincinnati. They had just motored up from Florida. . . . W. J. (Bill) McGuinn had his show in Black Donald Mines, Ont., doing good biz. . . . Homer C. Johnson was not out with his trips and keester, but was working with Lieutenant Dumb, promoting aerial circuses. He was in St. Louis. . . . Doc Billy Thomas had been in the Erlanger Hospital, Chattanooga, Tenn., for 12 weeks. . . . J. C. (Tex) O'Brien and "One-Eyed" Murphy met in Oklahoma and began working northward together. Murphy on paper and Tex on high-speed signs. . . . That's all.

THE SO-CALLED "opportunity months" are in the offing. Are you ready for them?



ZIRCONS
From Spain
NATURAL MINED GEMS

The Diamond's closest Rival. Not imitations but the Real Thing—Actually dug up from the Earth. A big money item that is practically virgin. Ladies' 1/2 carat ZIRCON, set in gorgeous Sterling Mountings, \$11.50 dozen. Same \$2.00. Men's 1 carat ZIRCON, set in Knockout Sterling Mountings, \$22.50 dozen. Sample \$3.50. Unmounted 1/2 carat ZIRCONS, \$1.00 each.

IMPERIAL ZIRCON SYNDICATE
20 W. Jackson Blvd. CHICAGO, ILL.

Guaranteed (Professional's Model) ELECTRIC PENCIL

Favorite of 5 and 10's. Great money maker for clever demonstrators at fairs, wherever crowds appear. Engraves very fine, medium or wide lettering, gold, silver, on almost any material. Exclusive aluminum heat dissipator insures long life, comfort in using continuously and prevents loose, wobbly point. Once used you will use no other, for it is dependable, efficient, economical and safe. It is because of its resistance cord reduces voltage to six volts. Sold on approval OR MONEY BACK. Guaranteed one year. We originated the practical Electric Pencil in 1931. Avoid cheap, big troublemaker, copy imitations. Switch on seven-foot cord, with roll of Superior gold, \$4.75; without switch, five-foot cord, with gold, \$3.75. Send money order. Deposit \$1.00 for C. O. D. Superior Gold, Silver, especially for Electric Pencil, buttons, commodes, \$2.50 for six rolls, 1"x60", or \$4.80 for dozen roll. Its superiority will astonish you. Save this ad for future reference. Also request to operate on your 6-volt auto battery, \$9.75.

H. E. STAFFORD
2434 N. Meridian St. Indianapolis, Ind.

DEMONSTRATORS and PITCHMEN

DeVAULT MIRACLE PEELER

DeVault Streamlined Special with grater. New cards—Immediate shipments.

Write for prices—Graters available to Peelers Users.

Pitchmen Specialties

Dept. 412 - 166 East Erie St., Chicago, Ill.



LAWN MOWER SHARPENER

Carborundum Stone in Place of File, Getting Top Stone, Sample 25c

APEX NOVELTY CO.
1948 W. Adams St. CHICAGO

PHOTO MOUNTS DIRECT FROM THE FACTORY

Mountings from 1 1/2x2 up to the largest sizes—Now, a new line of "service" designs with flags and insignia—just right for military camps. Write for illustrated circular. Samples 25c postpaid.

THE GROSS PHOTO SUPPLY CO.
130-17 W. SACROFT ST., TOLEDO, OHIO

BIG BARGAINS
★ For Smart Buyers ★
RED, WHITE AND BLUE LABEL INSIGNIA, Wonderful advertising stunt \$8 a \$1.80
free Give-a-Way, (Bulk, \$2.50 per 1000) Cards, \$2.50, 100 Cards, MILITARY LABEL, PINK, Gold Plated, Gross 2.45
JEWELRY ASSORTMENT, Military Men's Gross 7.92
PATRIOTIC WALL PLAQUES (Gross \$6.50), Dozens .60
PENDANTS, LOCKETS, NECKLACES, 3 Price Assortments, 1.80, 2.40, 3.45
Big Values, Doz., Army Insignia, BILFOLD, W.P., Army Insignia, Gross \$7.52, Dozen .72
FOUNTAIN PEN & PENCIL SETS, Ft. Hessed, Gr. \$22.00, Doz. Sets, 1.90
POWDER BOXES, Ft. Gross 1.80
\$21.00, Dozens 3.95
NOVELTY KEY CHAINS, Dose, complete in Card, Gross Complete 6.00
BLADE PACKS, Containing 25 Blades, 100 100 Blade Packs (2500 Blades) .74
SOAP, Extra Special Value, Gr. Cases, 1.44
SUPERIOR QUALITY MERCERIZED SHOE LACES, Patent, Banded and Bessed, Gross Loose 2.65
THUMB TACKS with Puller, Gr. Cards 3.60
BOBBIE HAIR PINE, 36 Ovorn, Gross Cards 2.65
ARMY & NAVY NEEDLE BOOKS, 1.95
Job, Special, Gross
Also 1000 other items in New Latest Catalog which will be sent with your order. Deposit or Full Payment With All Orders.

MILLS SALES CO.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

ACE BLADES
Millions Sold
Ace Blade prices reduced. Flashy display cards. Each blade has a built-in oil in hair-splitting sharpness. Buy at factory prices—pocket knife man's paradise. Blades free for sampling your trade. We may ship. Rush same for free blade, factory prices.

ACE BLADE CO.
Dept. 618-A Buffalo, N. Y.
68 E. Eagle St.

FREE MEXICAN CURIOS
and Novelties. 100%-300% Profit Write today for free samples and money-making offer—no obligation.

MARQUEZA, Apartado 1170, Mexico City

MILITARY ★
New Complete Line of the Best Selling Military Jewelry & Novelties

including LOCKETS, BRACELETS, PENDANTS, COMPACTS, FRATERNITY PINS, CIGARETTE CASES, WALLETS, etc., with Official Army Crest, or any Service or Corps Insignia.

BADGEBOARD
New Complete Line of Buttons Badges Novelties for ARMY CAMPS CONVENTIONS PARADES—RODIES CIRCUS—CELEBRATIONS
New Complete Catalog READY.



EPSTEIN NOVELTY CO., Inc.
116 PARK ROW, NEW YORK, N. Y.

SILVER AIRSHIP

printed with Flag and God Bless America, is the hottest number of the Summer Season.

See your Jobber or write direct.

ANDERSON RUBBER CO. EST. 1907 AKRON, OHIO



RIGHTS AND WRONGS

(Continued from page 48)

secure the good will of a newspaper's readers for your show. Good will creates a good name, the most satisfying of all human possessions. It isn't what you start that counts, it's what you finish.

I prefer the title press agent to publicity director or public relations manager, and I like to apply truth to releases submitted to newspaper editors, also the use of descriptive words which the public understands. Let me cite a line on the front page of a herald which one of the larger carnivals distributed last season: "Stupendous Spectacle of Inconceivable Magnificence." This, when defined, means "Amazing Show of Unthinkable Splendor." There are several nouns or adjectives which might have been used in place of the word "Inconceivable," such as exciting or exceptional.

A carnival owner should never send a press agent to a newspaper office unless the latter knows what a galley proof is and what point type he wants his advertising material set in. Having started on a daily, brushing out mats in the old days, then police reporter, show editor, on circulation, in classified and merchandising departments on *The Chicago Tribune*, *The Milwaukee Journal*, *The Los Angeles Post-Record*, *The San Antonio Light*, etc., naturally I know it is best to see the managing editor first. He will tell an agent quickly the policy of the paper and how to gauge his advertising and publicity.

The Special Agent

Many carnival special agents forget to be sure the show lot and entrance are in good shape, route to grounds marked, the railroad cars spotted at a proper crossing for quick unloading, trucks contracted for, layout stacks on hand, hotel accommodations reserved, and whether the water and light connections are ready. If the cookhouse is owned by the show or independently run, have an understanding with its operator that the grocery, meat, dairy, and bakery products you have contracted for are no higher than others in their respective lines of business, naturally getting banners from local dealers where possible and giving committee members first choice if within reason.

Sell the advertiser on the value of the sign, not entirely on how much business he can get, tho' the banner cost should run at least 8 per cent of amount of goods the cookhouse buys. Remember, by telling the truth you keep the heat off the office, for either you or another contracting agent will be on hand the next season. Merchants will co-operate on a reasonable arrangement, and if they previously have been given too many promises and not enough business they will be very quick to say no.

Some shows sometimes have special agents who make it hard for the square-shooting contracting agents to follow. With a fair-sized grab stand or cookhouse I never had any trouble filling the front arch with ads, well painted and lighted, without any heat whatever.

If an advertiser has been hurt once by a preceding agent a good plan is to take a trade-out banner which can be discounted with most cookhouse managers. My policy has always been, "Give them their money's worth or their money back." It pays in the long run. I may make their town again.

The Advertising Agent

A reliable advertising agent with a carnival is an asset, for no committee I have ever met with has put the printing

JOHN R. WARD SHOWS WANTS

Talk, Grinder Acts and Amusements for Girls Shows, Musicians and fast stepping Chorus Girls for Midwest Shows, Manager for Snake Show, Foreman for Fire-a-Whirl, Place all Stock Concessions, Gary, Ind., this week; Steger, Ill., June 28 to July 2.

PRYOR ALL STATE SHOWS

Want for balance of season starting June 30 at

AERIAL FREE ACT

Will also give exhibition to Penny Arcade, All address: JACOB PRYOR, Grafton, W. Va.

out, except perhaps a fair secretary live enough to realize the value of plenty of advance posting. The wrong way to bill a show is to find the ancient dumps and vacant stores off the traveled high-ways and streets because the boss might have to pass them going to the railroad yards or lot, just to get the count. I saw a certain carnival billing last season whose agent had secured two empty stores with about 70 sheets each in a deserted district and four or five so-called depot showings that had around 400 sheets on them, and the printing order was only 600 pieces. Naturally the manager took the billposter's word that all the paper was out, but it was definitely out where it probably did not bring in enough cash customers to pay the printing bill. Most of the larger carnivals playing Northern and Eastern routes have union billers, who know the value of printing, therefore do not waste time, posters, and money by duplicating 30 to 40 of the same style sheets in one store or on one wall.

To make advertising do its full duty, passes should not contain a service tax clause such as one circus gave last season even to newspapers. Holders were forced to pay and that will curtail free stuff in the papers concerned from now on.

Carnival and circus advertising agents should be hired on their merits—those with good judgment with regard to making every sheet and card bill a separate community around a 25-mile radius of the playing town.

If the newspapers are receptive and full coverage has been given the show in their columns, then the outdoor billing should be put in near-by towns, otherwise the city proper must be billed heavily.

In conclusion let me state that this year, as in the past, some good and some bad shows will go broke thru poor management, publicity, and advertising. When show owners hire experienced agents to head the various departments of their advance forces—agents who consult the owners when in doubt but generally know what to do and how to do it, instead of fellows they feel sorry for or cheaper men, the carnival business will be better.

If I owned either a circus or carnival I would modernize everything from the main ticket box to the backyard. I would make good music predominate on the lot, especially near the front gate, either a fully equipped sound car or an electric organ or novachord for concerts, with a public-address system connection for announcing free acts, etc., to entice folks driving by to purchase tickets, go in, look around the bally platforms, choose the shows they want to see, patronize the rides and concessions if they find the midway inviting. Another asset is a real concert band, fully uniformed, to cover the city on a platform truck, with a capable announcer to invite folks to the fun center, mentioning spectacles, free acts, etc. This band could start a crowd early by playing a half-hour program of numbers at the marquee, then snappy pieces at the attraction as they opened around the midway. The band could also be used on sustaining programs over radio stations. A calypso too gets lots of attention on any carnival lot.

Epilog

If managers would distinguish between the sincere agents and the fourflushers, carnival business would be much better. Too much stalling brings the train in late every time.

My advice is: Streamline your show—new rides, new shows, new concessions; modernize your bingo, cookhouse, main entrance; dress up your midway, talkers, ride help, and canvas men; make people talk for your show, not against it.

Another thing, I believe in giving credit and flowers to the real brothers and sisters in the amusement business (who carry on despite adverse conditions many times) while they are still with us to hear and see.

A last word, and remember this: Advertising combined with salesmanship is the key to better business in the show world.

3 KITAROS

Oriental Foot Jugglers

Thanks to Mr. George A. Hamid

Season of 1941

4th JULY CELEBRATION, PRINCETON, W. VA.

Not a promotion, but a bona fide celebration for associated charities, sponsored by Kiwanis Club, Elks Club, Lions Club, Quota Club and Junior Women's Club. West Virginia's biggest event. Want Octopus, Heli-o-Plane, Loop-o-Plane, or any Flat Ride, also want Kiddie Ride, Place Show, Snake Show, Monkey Show, Fun House, Motor Drive, or any good Grand Show. Concessions: Pastry or any kind Concession. We are enjoying best business in years. Best ride territory in America. All time record pay rolls all over these fields. We positively pay fifteen Fairs. Want Ride Help in all departments. Bib Sprays, wire. Want Colored Musicians for band, also Musical Performers. Want several good Promoters. Jack Photos, come on or wire. Don Hilly, wire. All address:

N. P. ROLAND AND GEORGE GOFFAS

Mighty Monarch Shows

MULLEN, W. VA., THIS WEEK

BARLOW'S BIG CITY SHOWS WANT

For Soldiers and Sailors' Reunion and Fourth of July Celebration at Villa Grove, Illinois, July 1 to 7, and twelve Street Celebrations, running continuous in Illinois and South this winter. Concessions: France Custard, Bällon, Noodle coop. Will look shows with or without outfits. Want Advance Agent with car who can pass Electrician that can do carpenter work, useful Carnival People, Ride Help, Johnny Howard, Max Birchman, Fred Reed, Herman Schwartz, useful Carnival People, Ride Help, Howard Goodrich, answer. Address: HAROLD BARLOW, Mgr., Jefferson and Amer. Springfield, Ill., this week.

CRYSTAL EXPOSITION SHOWS

Want for NORTON, VA., 4th of July Celebration, July 1st to 5th, legitimate Concessions that work for stock. Shows with or without own outfit. Want Acts and Front Man for Ride Show (salary). Want Men and Wives for Dope Show, Musicians and Girls for Musical Show (salary sure). Ride Help—Want Ferris Wheel Foreman, Loop-o-Plane Foreman, Octopus Foreman. Want A-I P.S.: Want first-class Cook and Gridlock Man.

REMUS, MICHIGAN—JULY 4-5-6

BIGGEST FOURTH IN STATE

Followed by St. Joseph Parish Summer Festival, July 9-13; Monroe, Mich., follows. (10 Celebrations to follow.) Steel and paper mills operating day and night. Want Concessions—Legitimate Concessions of all kinds; also small Pitt Shows.

ROSCOE WADE & FRANK MILLER

118 DAVENPORT STREET DETROIT, MICH.

BIG JULY FOURTH CELEBRATION

All Next Week, Aberdeen, Md., Heart of Defense Workers & Projects.

Want Shows, Rides and Concessions. Photos, Custard, Popcorn, Apples, Arcade, Snow, Fun House, Diggers, Rat Game, Fishpond, Scales, Tea Pool, Lead Gallery, etc. Have signed Free Acts, Fireworks, Bingo and Flurry Pitches. All answer by Western Union to C. C. BURTON, CHAIRMAN OF COMMITTEE, ABERDEEN, MD.

FRANKS GREATER SHOWS WANT

For Redman Pow-Wow and 4th July Celebration, Rockmart, Ga., July 1st to 5th; then back to Macon lots until Fairs, starting 2nd week Sept. Ten Fairs. Place organized Girl Shows. Have outfit, Grand Shows, Agents for Penny Pitch, Percentage Dealers, Ride Help, top salary, Gridlock Man, Talkers and Grinders. Come where the money is plentiful. All address: BILL FRANKS, CEDARTOWN, GA., THIS WEEK; THEN ROCKMART.

WANTED FOR BEAVER DAM, WIS., CENTENNIAL

JULY THIRD TO SIXTH AND BALANCE OF SEASON

Pony Ride, Kiddie Auto Ride, Chalk-o-Plane. Shows wanted—Athletic, Pitt, Mechanical, Snake, etc. Have Girl Shows. Legitimate Concession wanted. Grill, save gas. Agents wanted. Flop and Joe Drennam Smiley. Wanted—Ride Help, top salary.

E. J. McCARDLE'S MIDWAY OF FUN

MAPLE LAKE, MINN., JUNE 26-29

JONES GREATER SHOWS WANT

White Sulphur Springs, biggest Fourth of July Celebration in West Virginia, with other Celebrations and Festivals to follow. Have complete outfits for 10-1. Girl Show, Hillbilly Show or any other Show. Liberal percentage. Want one more good Free Act for balance of season. Can place legitimate Concessions of all kind. Good proposition for Penny Arcade. Address: PETE JONES, Montgomery, West Virginia. P.S.: George Graham, wire or write.

OPEN THE DOOR TO THE
ENTIRE SUMMER SHOW WORLD...

The Billboard
JUNE 28, 1941 15 CENTS
SUMMER SPECIAL

The Billboard
SUMMER SPECIAL
ISSUE
DATED JUNE 28 FEATURES

YOU ARE INVITED..

This is a "Special" invitation to the thousands of occasional readers of The Billboard to read The Billboard on subscription EVERY WEEK for 17 weeks for ONLY \$1—the lowest subscription rate ever offered on The Billboard.

The only conditions are—that copies be mailed to a permanent address—cash with order, please, BEFORE July 10 when this offer expires. Readers en route will receive better service by patronizing the agent on their show.

Costs of paper and everything else that goes into the making of The Billboard are advancing rapidly. You may never have an opportunity again to buy 17 copies of The Billboard on subscription for ONLY \$1, which saves you \$1.55 over the single copy value and cuts the price to less than 6c each.

Simply tear out the coupon below and mail NOW, while it is convenient.



A NEW LIGHT ON BIG SAVINGS

This coupon saves you \$1.55 if you act quickly

The Billboard
THE WORLD'S FOREMOST AMUSEMENT WEEKLY

17 BIG COPIES FOR \$1.00

you save \$1.55

The Billboard, Cincinnati, Ohio

O. K., "Sunny"! Send me the next 17 copies. Here is my \$1.
Good ten days only. Cash with order.
(Permanent address subscriptions only.)

Name

Address

City State

Renewal New Occupation



REGULAR RATES
ONE YEAR \$5
SINGLE COPY 15c

MAIL THIS WITH \$1.00 TODAY!



National Showmen's Assn

Palace Theater Building
New York

NEW YORK, June 21.—Brother Ross Manning, of the M. & M. Shows, dropped into the rooms and reported good returns of advertisements for banquet year book from the various committees shows play for. Brother Eddie Elkins joined Brothers Billy Groun and Jack Carr in booking business. Brother Casper Sargent entertained Brother Harry Kaplan and his family at his home on their visit to New York from Baltimore. Brother Abraham Kalman stopped off at the club following closing of B. & V. Shows. Brother Sam Berk writes that he is enjoying good business with F. E. Gooding Shows. Brother Nate Weinberg left for Walnut

Beach, Conn., where he will open soon. Brother Jack Gordon, after leaving Dodson's World's Fair Shows, has connected with the Parachute Jump at Coney Island. Brother Adolph Schwartz is sporting one of the best tents seen this season. Brother Robert Gruver, recently confined at the Ellis Hospital in Schenectady, N. Y., is on the road to recovery. Less than a month now before the new dues period starts on July 15. Are you paid up until then?

Birthday congratulations to J. H. Powell, Harold A. Bosack, John Kernowski, June 24; John Lesander, Mac Goldberg, Richard H. Symington, 26; Yermie Stern, 27; Peter Macaulay, Edward Lewis Clayton, 28; Herb Taylor, 29; William J. Hallenbeck, 30; Morris Levi, Harry Bussman, Paul N. Denish, Frank Mitchell, Max Sharp, July 1.

Ladies' Auxiliary

Attention centers upon the annual picnic to be staged at Palisades Amusement Park on June 22. With the ticket sale already ahead of last year's there should be a record turnout, weather permitting. Sister Patricia Lewis has gone after a life membership in a big way, having sent in five applications. Her new members, all from Art Lewis Shows, are Bertha Perdue, Mrs. Ruby Kane, Mrs. Agnes Peggy Burke, Mrs. Peggy Shore, and Mrs. Alma Bayless. On June 28 auxiliary will hold its final meeting of the season. Plans for next fall will be discussed. Penny Bag Campaign is holding its own. Filled bags came in this week from Sisters Beas Hamid, Irene Green, and Stella Feldberg. President Midge Cohen has returned from a three weeks' visit with her family in the West. Harry and Vera LaReque's daughter is quite ill in a Trenton hospital, and the father of Sister Helene Rohlsstein is down with pneumonia at his New York home. The McKee girls, daughters of Mr. and Mrs. Joe McKee, have gone to Riverview Park, Chicago, for the summer.

ROUTES

(Continued from page 20)

- R**
Ramirez, Carlos (Palmer House) Chi. h.
Ramon & Lorinda (Havana-Madrid) NYC, no.
Raye, Mary & Naldi (Music Hall) NYC, L.
Remos, Paul (Earle) Washington, L.
Reo, Eddie (Mayfair) Boston, no.
Roberts, Stuart, Troupe (Buckeye Lake) Back-
erys Lake, O. P.; (Edgewater) Detroit 30-
July 6, p.
Rosa, Jack & Remo (Valley Inn) Utica,
N. Y. 23-July 4, ro.
Rodriguez, Aliza (Havana-Madrid) NYC, no.
Roma, J. Irving; Caldwell, Kan.
Rosario & Antonio (Palmer House) Chi. h.
Rose, Jean (Black Appel Inn) Lee Salsgrake,
N. Y. h.
Rosa, Geraldine, & Jeanne Blanche (Stanley)
Pittsburgh.
Roxeyettes (Earle) Washington, L.
Russell, Slim; Chicago Heights, Ill.
- S**
Santero, Don (Bickory House) NYC, no.
Santucci Lorraine (Palmer House) Chi. h.
Sinn, Simon (Earle) NYC, L.
Sola, Leonor (Benjamin Franklin) Phila. h.
Spidel, Paul, & Spotty (Rumba Casino) Chi.
no.
- T**
Teeter Sisters (Meyers Lake) Canton, O. p.
Teller, Gladys (Stanley) Pittsburgh, L.
Thomas, Grace (Music Hall) NYC, L.
Todd, Mabel (Riverside) Milwaukee, t.
Torres, Alberto (Havana-Madrid) NYC, no.
Tosca, F. (Havana-Madrid) NYC, no.
Trahan, Al (State) NYC, L.
Tudell, Jean & Julio (Chase) St. Louis, h.
Tweedy, Ross, (Stanley) Washington, L.
23-July 2; (Silver Moon) Jackson, 4-5, no.
23-July 2.
- V**
Valencia, Carlos (French Monte Carlo) NYC,
no.
Vaughan, Virginia (High Hat) Chi. h.
Vander, Ross (Stanley) Washington, L.
Vincent, Larry (1818 Club) Chi. h.
- W**
Wakefield, Meri (Beverly) Rock Island, Ill.
23-July 5, t.
Weber, Rex (Rice) Houston, Tex., h.
Weber, Larry (McVay's) Buffalo, no.
Whitler, Chris (Stanley) Pittsburgh, t.
Willis, Six (Chicago) Chi. h.
Woods, Joseph (Earle) Phila. t.
Wrightson, Earl (Music Hall) NYC, L.
- REPETOIRE-TENT SHOWS**
Hayworth, Seebie, Show; Leakville, N. C.,
23-28.
McNally's Tent Show; Underhill, Vt., 23-28.
Schaffner Players; Keokuk, Ia., 23-28.
- CARNIVAL**
(Routes are for current week when no dates
are given. In some instances possibly
matinee nights are listed.)
Alamo Expo.; Rapid City, S. D.
Alabama; Newburg, Mo.; Salem 30-July 5.
All-American; Erie City, Ohio.
Allen, Fred; Medina, N. Y.; Watkins Glen 30-
July 5.
Anglor Am.; Ridgeway, S. C.
Anderson-Grader; Junction City, Kan., 23-
July 2; Pittsburg 4-6.
Arthur's Mighty Americans; Bremerston, Wash.,
7-14.
B & H. Am. Co.; Whitnire, S. C.
Bach, O. J.; Balston Spar, N. Y.
Bacony All-American; Charters, Pa.; Clearfield
30-July 5.
Barker; Litchfield, Ill.; Barry 30-July 5.
Barkot Heas; Alma, Mich., 23-July 2; Sand
Lake 5.
Baysinger, Al; Rugby, N. D.
Baxinet; Ely, Minn.
Beckmann & Gerety; Elmwood Park, Ill.
Bee's Old Reliable; Winchester, Ky.; Greenup
30-July 5.
Blue Ribbon; Kokomo, Ind.; New Castle 30-
July 5.
Border Land; Cisco, Tex., 30-July 5.
Boritz; Petoski, Mo.
Bowen's Joyland; Ukiah, Calif., 24-29; Eureka
30-July 5.
Bremen; Detroit Lakes, Minn.
Bright Lights Expo.; Friendsville, Md.
Broughton Bros.; Haslam, Tex.
Bro. O. C.; Springfield, Vt.; Keene, N. H.,
30-July 5.
Buckeye State; Carmi, Ill.; Tuscumbia 30-July 5.
Bullock Am. Co.; Sophia, W. Va.; Rhodell 30-
July 5.
Burdick's All-Texas; Temple, Tex.; Belton 30-
July 5.
Burke, Frank; Miles City, Mont.
Burrell & Rust; New Albion, Ill.; Kampville
30-July 5.
Byers Bros.; (Earle); Belle Plaine, Ia.
Byers Bros.; (Jiminy); Nevada, Ia.
Casey, E. J.; (Fair) Debraire, Man. Can., 23-
25; (Fair) Bouris 25-26; (Fair) Neepawa 30-
July 1; (Fair) St. Claude 2-3; (Fair) Mac-
Gregor 4-5.
Central State; Great Bend, Kan., 23-July 2;
Wenango 2-5.
Cedline & Wymon; Niagara Falls, N. Y.; Hornell
30-July 5.
Chanos, Jimmy; Antwerp, O.
Cherokee Am. Co.; Haven, Kan.
Clark's Great Westwood; Calif., 23-29.
Clyde's United; East Freedom, Pa.; Seward 30-
July 5.
Coleman Bros.; Thompsonville, Conn.
Colley, J. J.; Bartlesville, Okla.; Nowata 30-
July 5.
Comblin; Winnipeg, Man. Can., 23-28; (Fair)
Brandon 30-July 4.
Conventson; Waterloo, N. Y.; Wellsville 30-
July 5.
Cotton States; Gardner, Ill.; Chatsworth 30-
July 5.
Crafts 30 Big; San Jose, Calif., 23-25; Stock-
ton 27-29.
Crescent Am. Co.; Leakeville-Spray, N. C.
Crystalia, Expo.; Kansas, Va.
Cumberland Valley; Shelbyville, Tenn.
Cunningham; Belpe, O.
Curt, W. B.; Franklin, O.
Dakky Bros.; Blanchard, Okla.; Prague, Okla.,
30-July 5.
Dick's Paramount; Loominster, Mass.

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Write With **CHAS. T. GOSS** Write With
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No. 6611 Bomber Lamp Each \$3.25
No. 6616 Vanity-Lite Each \$0.85

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From Roadshow Business." It's packed full of
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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

"Keep 'Em Flying"

A guest editorial by George D. Moloney, president of Coin Machine Industries, Inc.

The Army's preference in toasts, salutations, and farewells was outlined a few days ago in a memorandum sent out to all government employees by the Army recruiting service.

"Your co-operation is requested," this memorandum stated, "in the introduction and use of the new slogan, 'Keep 'Em Flying,' which is rapidly coming into nationwide use as an everyday expression by persons in all walks of life.

"'Keep 'Em Flying' is designed as an expression of felicity and high morale and it can be used as a toast. It pertains to the wheels of progress of the whole national defense effort, as well as to the airplanes."



This slogan, "Keep 'Em Flying," is a natural for all engaged in the coin machine industry. It is the sort of slogan that we, a fast-moving, progressive industry, like. It is the type of slogan that best expresses the thinking processes of those engaged in coin machine manufacture, sales, and operation. We hope that this slogan, "Keep

'Em Flying," will become a part of each coin machine man's language.

By the members of this industry plunging wholeheartedly into the defense effort, by adopting the latest ideas, by keeping 'em flying all of the time, every day, everywhere; by doing all those rapid-fire essential and practical things for which we of this industry are noted—we not only help to build and bolster morale, but we become a very active part of the entire defense program.

Our products are already definitely helping bolster morale. We, too, personally, should do the same. As amusement devices help men and women gain the necessary relaxation they need from the high-speed stress they are undergoing at present. As music soothes and comforts their cares away. As merchandising machines help cut down the waste of man hours. Members of this industry should themselves plunge into this extremely crucial and important moment to "Keep 'Em Flying."

When you raise that next drink at your favorite bar, Mr. Operator, as you make the rounds of your locations remember the new slogan that the Army has asked you to use. Just say, "Keep 'Em Flying"—and you'll get the others at that bar and all the other bars and taverns you cover to enter into this work just as enthusiastically. That's what

starts the ball rolling. And you yourself will become that very important and very definite part of our entire defense program and help to build and bolster morale and encourage all of us—by your simple, hearty, and zestful "Keep 'Em Flying."

Who better can do this for our grand country? Who better than each and every operator as he makes the rounds of his locations can hoist his glass and encouragingly remark, "Keep 'Em Flying." Another job for which we of the coin machine industry are best fitted. We who have been traveling from spot to spot for years are now entering into a work that is right down our alley. That is the kind of job we can do best. Use that expression every time, everywhere—"Keep 'Em Flying." It does keep 'em flying—for you—for the industry.

You, Mr. Operator, can today become the ambassador of morale by traveling from location to location, encouraging, cheering, helping build and bolster the courage and faith of all. Can help with such expressions as "Keep 'Em Flying" to do the job that Uncle Sam wants to do. You can help with your products to gain the necessary friendship for yourself and for this industry and insure its continuance as a great industry.

You, Mr. Operator, are today in an enviable position to prove your patriotism. To help do a great and good job for the people of this nation. To prove to everyone that once again the coin machine industry has come thru with flying colors. You can assure your friends that we are only just started to help build and bolster the morale and the courage and the faith of everyone living and working in this one and only country that really has "freedom and justice for all."

Keep that great theme of patriotism in the foreground of every single one of your ventures from now on. Remember that a little heartache and a little headache here and there on certain locations is not even comparable to what others are suffering the world over. Keep on punching. Keep on bringing pleasure and entertainment and relaxation and happiness to everyone every day. Help in doing a job that will be recognized and long remembered by the people of your community. So long remembered that for years they will look to you and to your products for the encouragement and the entertainment and the relaxation that helped them to carry on when times were very black.

By this effort—by making yourself a definite and integral part of the showmanship that was responsible for the creation of this industry—you can today be of invaluable aid to all members of your community and your share multiplied by thousands of operators means effort of tremendous proportions.

Join into this work with every ounce of energy you have. Make it your very own business to give to your work today so much more than you ever did before. Do all you can—and then do just a little more.

Here's to you, Mr. Operator—"Keep 'Em Flying."

Dick Hood Exhibits 2 New Evans Games

NEW YORK, June 21 (DR).—Dick Hood, of H. C. Evans & Company, Chicago, displayed the firm's new products, Play Ball and Super Bomber, at Schork & Schaffer's Sports Palace on Broadway this week.

According to Bill Alberg and Charley Aronson, of Brooklyn Amusement Machine Company, Eastern distributor for Hood: "Both products made a terrific hit and Dick Hood was thrilled with the reception his machines received. First shipments are being awaited and we believe that both Play Ball and Super Bomber are destined for the biggest sales in our history."

"Play Ball has money-making possibilities, for it is attractively built and so perfectly arranged that it can really and truly be considered real baseball. Messrs. Schork and Schaffer, and both know their machines, told us they expect to install batteries of them in each of their locations."

Hood spent considerable time with Alberg and Aronson visiting and noting the type of locations in New York. After witnessing the enthusiasm for Play Ball and Super Bomber, he stated that Bill and Charley are going to set some real sales records in the Eastern territory.

April Coin Machine Exports Up Sharply

WASHINGTON, June 21.—Coin machine exports for April totaled 1,007 machines, valued at \$119,065, according to a release issued by the division of Foreign Statistics of the Department of Commerce. This is almost a 75 per cent increase in number of machines exported over the previous month, when 452 machines valued at \$61,656 were shipped.

Export and import figures by countries are no longer available since the Department has decided not to release these figures for the duration of the national emergency. Therefore a breakdown of statistics cannot be made.

Photographs led the list of exports, with 510 machines valued at \$63,376 being exported. In March 259 machines valued at \$45,122 were exported. Amusement devices other than vending machines took second place with 264 machines valued at \$32,708 being shipped. This compares with the 144 machines valued at \$11,923 sent out in March. In the vending machine division 173 machines valued at \$1,891 were shipped.

Al Stern Back From Buying Trip

CHICAGO, June 21.—Al Stern, of Monarch Coin Machine Company, has just returned from an extensive buying trip. "On my trip I was very good fortune to run into a fine lot of merchandise and I made some mighty attractive purchases," said Al.

"As a result Monarch is able to offer operators some good values in clean equipment, especially outstanding in face of rising prices. Our customers will appreciate this lucky break, which is characteristic of Monarch's service to its customers."

Mrs. Al G. Haneklau Dies in Childbirth

ST. LOUIS, June 21.—Mrs. Marie Haneklau, wife of Albert G. Haneklau, owner and general manager of the Coive Novelty Company, one of the leading coin machine distributors in this city, died Wednesday, June 11, during childbirth.

The body of the mother and baby were at the Jay B. Smith Funeral Home in Maplewood, St. Louis suburb, and operators from St. Louis and vicinity paid their last respects. The members of the Missouri Amusement Machine Association attended the funeral in a body, which was held Saturday, June 14, at 8:30 a. m. from the Immaculate Conception Church in Maplewood.

Floral pieces were on hand from coin machine men from all parts of the country. Interment was in the New St. Louis, Peter and Paul's Cemetery in St. Louis County.



LEW WOLF, OF REX AMUSEMENT COMPANY, Buffalo, places additional orders for Sky Blazer with John Chrest, exhibit's sales manager, on a recent factory visit. (MR)

Block Marble Offers Minneapolis Games Assn. Holding Regional Meetings

PHILADELPHIA, June 21 (DR).—For many years the Block Marble Company's slogan has been, "Get it from Block—they have it in Stock". Now this slogan is more appropriate than ever, reports Harry Block.

"For some time we have been stocking up on all parts and supplies essential to the members of the coin machine industry," said Harry. "Now we are glad to announce that we have these items available."

"Because of our being able to fill orders immediately we are now enjoying increased business. Just the other day we had an order from Seattle, and daily the mailman keeps on bringing more of them."

Block's storerooms are piled high with merchandise and truckloads of parts are being delivered daily, he reports.

ST. PAUL, June 21.—First in a series of regional meetings of the Minnesota Amusement Games Association got off to a flying start at St. Cloud, Minn., June 13. Get-together was held at the St. Cloud Hotel, with President Tom Crosby presiding. Seventy-two members were on hand.

Jesse Ross, of Sauk Center, Minn.; Oscar England, of Alexandria, and Carl Schumaker, of St. Cloud, were in charge of arrangements for the meeting, at which all current problems were thoroughly discussed. Buffet supper was served.

Next regional meetings are scheduled for Duluth, Winona, and Fergus Falls, Minn. Dates will be announced later.

West Coast News Notes

By SAM ABBOTT—Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, June 21.—There is much activity in the coin machine business here. Vending machines and music machines are especially strong.

A report from a reliable source reported that manufacturers are regarding cigarette and candy vendors as essential to top production. With these machines in the plants, it is unnecessary for workmen to leave their jobs to buy these products. Products also supply a pick-up about 10 in the morning and 4 in the afternoon, which tends to increase production.

Just how strong candy machines are going in this section was indicated a few days ago when it was learned that in one airplane plant one operator has a daily output of 8,000 nickel candy bars. This output is said to surpass that of any single candy store in the city.

Some jobbers are experiencing difficulty in getting machines, and operators are having trouble keeping servicemen. Airplane factories have issued calls for skilled labor at fancy wages, and some top mechanics have left the coin machine field to go to work on defense projects.

Curley Robinson, managing director of Associated Operators of Los Angeles County, is a busy man these days. In addition to his regular duties in the office, Curley is helping to supply army camps with magazines. He was drafted into active service on this project recently during the strike at North American when soldiers were called in. With soldiers on duty at Inglewood, Curley loaded up his car with magazines and went out and distributed them to the soldiers.

Forthcoming marriages of interest to those in the coin machine business have been announced. Shirley Knell, bookkeeper for the AOLAC, will wed Daniel R. Stevens, student in dentistry, in Los Angeles August 3. Couple will reside in San Francisco. Ethelda Bromberg, daughter of Irving Bromberg, well-known Venice Boulevard salesman, will wed Leon Singer at Hollywood Roosevelt June 28.

California Simplex Distributing Corporation's school for music machine operators held each Tuesday night is coming along fine. Wurlitzer factory representatives attend these sessions, and

charts and models show the operators what makes the machines click. At the session last Tuesday night about 25 operators and servicemen were in attendance.

E. C. McNeil, who handles California, Montana, Washington, Oregon, New Mexico, Arizona, Idaho, Utah, and Nevada for National Vendors, has returned from a recent swing thru his territory. He reports that business is good and that the defense program is bringing coin machines to the fore. He left Thursday night for a visit to the National factory in St. Louis. While McNeil is out of the city the office is in charge of Preston Jarrell.

Down at San Diego A. J. Fox is also doing a swell business. He recently moved into larger quarters necessitated by increase in business.

Ollie Trevillian, accompanied by his brother, Fred, who operates in the Hawaiian Islands, were recent Los Angeles visitors.

Dan Bracken, one of the best known coin machine operators in the Northwest, was also a recent visitor to Los Angeles.

He came down to study the operations here. New things learned here will probably be put into action at his own firm, Sterling Tobacco Company.

Noted in town recently, too, was Charlie Berkmeier, who has an operation near one of California's largest military training centers. Berkmeier said business is exceeding all expectations.

Warren Seelye, head serviceman for 20th Century Amusement Company, is receiving congratulations upon the arrival of a son.

Herb McClellan made a business trip to San Diego.

Friends in the coin machine business took time off recently to welcome Jack McClellan and Gene Hopkinson back to the States from Australia. They arrived Tuesday (17) aboard the Monterey.

One of the businesses that is expanding here in Los Angeles is the 20th Century Amusement Company, operated by Arthur A. Brand. He reports that the music business is in full swing.

St. Louis Novelty In New Quarters

ST. LOUIS, June 21 (DR).—St. Louis Novelty Company, of which Art Helmke is owner and manager, has moved to larger headquarters here at 2718 Gravois Avenue, where, according to Helmke, they are better able to serve their customers.

The St. Louis Novelty Company jobs and operates all types of coin machine equipment.

NEW Baltimore Collection Books

- F for Panoram or Movie Machines
- W for Beverage Machines (Frigidrink, Spacarb, Vendrink, etc.)
- D for Bally Beverage Machines
- O Maintenance Report Pads for all Operators

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Specially printed books for all types of coin operated machines. Let us check your present forms for better design and more efficient use. Write to Charles Fleischmann, specialist on Coin Machine Forms.

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Keeney Anti-Abract Brown \$62.00; Black \$47.50	\$49.50
Shook the Chocots	19.50
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Pax Shiffland	24.50
Baroque Ball	49.50
Se G, T, Green	32.50
Bally Baby	5.50
Western H. H.	32.50
Write for June List Free Play Tables—We Trade, 1/3 Deposit—Packed Right—Prompt Shipment	
Write for Complete Bargain List	
MARION COMPANY, Wichita, Kansas	

For Tourists, Campers, Picnicers, Etc.

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The season is here—the time is near! Think of the money this new, washed steel will make for you. Keeps food and drinks icy cold or piping hot for 24 hours without ice. 72 with (1) Stencily constructed, beautifully finished. Write today for FREE circular, complete information and quantity prices.

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INTERNATIONAL MUSEOGRAPH REEL CO., INC.
44-01 11th St., Long Island City, N. Y.

MUSIC MERCHANDISING

The Billboard Inaugurates A New Record Buying Guide

NEW YORK, June 21. — In line with its policy of supplying the music machine operator with the best service information in the industry, The Billboard this week expands its Record Buying Guide to give the operator even better coverage of weekly recording data. The expansion entails printing the Record Buying Guide in two parts. In its new form the Guide will not only give operators a clear-cut picture of what is happening in the record merchandising end of the 400,000 automatic phonographs throughout the country, but will also be a week to week primer for operators, enabling them to decide along with the release of new records just what disks to watch for during their weekly buying sessions.

This latter information will be included in Part 2 of the New Record Buying Guide, which will appear on the second page following Part 1. Part 2 will contain two subheadings—"Possibilities" and "The Week's Best Releases." The former classification was formerly the third section of the original Guide. Under the new plan it is expanded to include more records. This does not necessarily mean that suddenly there are more "Possibilities" for coin machine hitdom than previously. But heretofore because of a space problem it was not always possible to include all of the "Possibilities" which The Billboard's music department deemed eligible for that classification. Under Part 2 of the new Guide this will be rectified.

"The Week's Best Releases" is an entirely new feature of the Guide and has its inclusion in Part 2. Briefly, it is the pick of some 35 popular recordings released each week by the three large recording companies. Naturally, The Billboard will not just arbitrarily pick out six or seven of these as the "best," but

Singing Towers Launched by Distribbers

CHICAGO, June 21 (MR).—A few months ago when we first announced the Singing Towers line of automatic phonographs and auxiliary equipment, Henry T. Roberts, vice-president of Automatic Instrument Company, pointed out this week, "we stated that we were going to produce the best in automatic music equipment at a price. We told the world that we were more interested in the profit-producing potentialities of the equipment for the operator than any other single factor, and that with our many years of actual operating experience to guide us, we were putting on the market equipment aptly to fill the operator's every need."

"Those announcements resulted in a deluge of letters, wires, and telephone calls from operators and distributors. We could have set up a distributor organization immediately in less than a week's time, but we chose to pick our distributors carefully, to select only those who are as much interested in operators' welfare as we are. The J. E. Cobb Distributing Company has been appointed to handle Singing Towers in Kentucky and Southern Indiana. Bill Cohen's Silent Sales Company is the Singing Towers firm in Minneapolis, and if space would permit we could go on with the roll call of AIC distributors throughout the country. A few more are still to be appointed, but within a week or two the full list will be announced."

"All of these men are jubilant over the Singing Towers phonographs. They like especially the fact that this machine plays records on both sides, thus cutting record costs appreciably. They like its color-changing mechanism whereby the color of the phono changes with each number played or can be set at any definite color or combination of them that best harmonizes with the location's decorating scheme. All of them hail it as the phonograph of the future which operators are sure to find is the answer to more profitable operation," Roberts concluded.

will by a careful study each week of the radio, sheet music, and music publishing fields eliminate those tunes which have not sufficiently caught on in any of those fields to warrant enough merit as a "Week's Best Release." Operators must remember, too, that just because a recording appears under this heading, that does not mean it is a "Possibility" unless it is repeated as such in that section of Part 2. "The Week's Best Releases," in other words, is just what the phrase implies literally and is printed to aid operators in cutting quickly thru the deluge of records released each week and picking out the "cream of the crop."

Record Buying Guide—Part 1 now has two subheads, "Going Strong" and "Coming Up." These classifications are further improved under the new set-up by the inclusion of the name of the vocalist on each recording classified. Many popular vocalists with bands today have nearly as much of a following as the band leaders themselves in some instances. And many phonograph locations prefer certain recordings because of the vocalist performing the tune. So operators will now be able to know who does the vocal work on these records without resorting to any research on their own.

Last but certainly by no means least, The Billboard calls attention to the absolutely new typographical set-up of both sections of the new Record Buying Guide. After much experimentation and expense the editors, in conjunction with the mechanical department heads, have presented what they believe to be the very best mechanical presentation of the Guide, both optically and for file conveniences.

Editorial Praises Sentimental Music

All sorts of opinions have been advanced on why certain songs and tunes appeal to people in general and why others do not. These opinions are worth considering by the music operator.

The following editorial appeared in The Hazleton (Pa.) Standard-Sentinel December 31, 1940.

"Some critics do not like what they call sentimental music. If they hear some touching and tender air that seems to tell of love and longing and human affection and to reveal the feeling of hearts throbbing with emotion, they say it is too sentimental, and they pretend to think it is not fit to be heard in concerts aimed to please the musically intelligent."

"This is called a hard-boiled age in which sentiment and emotion are at a discount. People are not supposed to entertain these soft feelings so much

Lanny Ross To Repeat Broadcast Plugging Music Boxes

NEW YORK, June 21. — Singer Lanny Ross received so much favorable comment on his "automatic phonograph party" stunt for his radio program May 29 that he has decided to devote another of his air shots to the coin phonograph.

Ross has a 15-minute show on Columbia Broadcasting System Mondays thru Fridays (7:15-7:30 p.m., EDSST) for the Franco-American Spaghetti Company. On June 30 he will again devote the entire stint to eulogizing the music boxes.

Operators will no doubt find interest in the coming program because of the tie-up. Program should give coin associations ideas along the line of inspiring other radio artists to dedicate their air shots to the industry—especially those who are dependent for a good measure of their popularity on the coin phonographs.

Buckley Boxes Popular in L. A.

CHICAGO, June 21 (MR).—Bud Parr, Los Angeles distributor for Buckley Music Systems, is ready to back Buckley boxes 100 per cent on any score.

In commenting, Parr says: "The new 1941 Illuminated Buckley Boxes have proved themselves. The best restaurants and cocktail bars where thousands of dollars are spent on interior decorations want music systems that will enhance their scheme of decoration. The new music boxes with the new chrome finish and attractive colored plastic light-up features give a very wonderful appearance to any location where indirect lighting is used."

"There has been a large number of installations made in Los Angeles. Like other coin-operated equipment, the music boxes have been subjected to some rough usage. Tests have proved that it is impossible for the players to receive more than one play for each coin used with Buckley boxes. The new types of adapters are years ahead in construction, which means years ahead in the way of service to the operators, making his music installations trouble-proof and service-call free."

"Every music man in the country interested in the music box business should see and have the Buckley Music System demonstrated to him," Parr concluded.

now, if these critics are to be believed. People are supposed to be more impervious to the shocks of fate. But sentiment and emotion are not dead. They are forces that rule the world, and they will live and be expressed in music that touches the heart long after this hard-boiled and hard-hitting age has passed."

Cobb To Show Singing Towers

LOUISVILLE, Ky., June 21 (DR).—J. E. Cobb Distributing Company is holding open house Friday and Saturday, June 27 and 28, to introduce the new production models of Singing Towers phonographs, remote-control systems, floor speakers, and wired music to the coin trade in Kentucky and Southern Indiana. George Cantrell, district manager for Automatic Instrument Company, which manufactures the Singing Towers line, is planning on being present.

According to J. E. Cobb, president, and Hy Branson, vice-president of J. E. Cobb Distributing Company, newly appointed distributor of the Automatic Instrument Company line in Kentucky and Southern Indiana, Singing Towers represents years of research by a manufacturer with actual operating experience who knows the operators' problems inside and out. "For example," says Cobb, "one of the biggest headaches the operator has is the cost of records. With Singing Towers this cost is cut in half because this wonderful instrument plays both sides of every record. It's like every music operator in Kentucky and Southern Indiana to come in next Friday and Saturday and see this outstanding phonograph. I personally promise them their time won't be wasted."

"And," says Hy Branson, who recently joined Cobb as vice-president and general manager: "I want to add my own personal invitation to my many friends in this territory, as well as to those whom I have not yet had the pleasure of meeting."

Move To Install Music Machines in Philly Schools

PHILADELPHIA, June 21.—When the local senior and junior public high schools resume here in the fall it is expected that each school will have a music machine in its lunchroom for the entertainment of the student body. The move was started by the school kids themselves. Earlier in the month the students at Germantown High School circulated a petition to have the school authorities install a music machine in the lunchroom.

"The request was turned over to the Board of Education and while no definite action has been taken as yet, it was learned that the board is receptive to the idea. In all probability the procedure will be for the operators to submit bids for the locating of music machines, not only at Germantown High, but at practically all the senior and junior high schools, representing about 16 locations in the city."

This will not mark the first time machines have been located at public institutions. Last year the police department had candy and drink-vending machines installed at all the station houses in the city. Earlier this year the Pennsylvania State Legislature in Harrisburg passed a bill permitting vending machines to be located in all the State buildings.

Acme Rushing Phono Deliveries

NEW YORK, June 21 (MR).—Sam Sachs of Acme Sales Company, automatic phonograph remodeler, reports that his company has received many orders the past few months.

"I believe the national defense program is responsible for the unusual activity in remodeled phonos," said Sachs. "Operators report they are opening up more spots as interest in music machines continues to grow. We have had requests from all sections of the country, not only for standard remodeled units, but for quotations on remodeling old equipment operators want to place in top-notch locations."



ROCKOLA'S SPECTRAVOX TONECOLUMN installed at the King of Clubs, swank spot outside of Green Bay, Wis. Badger Bay Company made the installation. (MR)

Sensational NEW Streamlined

SINGING TOWERS

with

"EAR-LINE"

TONE PROJECTION

and thrilling

MULTI-CHANGE

COLOR!

AUTOMATIC presents the new, super-streamlined "SINGING TOWERS"—with sensational new features which attract the crowds—and HOLD them! "Ear-Line" tone projection that makes patrons' hands dip into pockets for more coins—plus the sparkling new color thrill—Magical Multi-Change COLOR! Hundreds of color combinations on each machine! Colors change automatically with each selection, or you can control the color with "Color-Choice"—the color you want when you want it! Colors to fit every mood—colors to harmonize with any location—all at the turn of a switch! It's amazing—absolutely different—there's nothing like it—no wonder the new streamlined "SINGING TOWERS" are proving sensational on location!



- Exclusive Turning Mechanism —Plays both sides of record, cutting record cost in half!
- Non-Robbing Selector!
- Magical Multi-Change Color!
- New Type Amplifier—
- True "Ear-Line" projection!
- Beautiful Streamlined Models!
- Tops All in Size—70" high!
- Magnifying Title Holders!
- Definitely Lower Prices!

ACCESSORIES THAT GET THE MONEY!

- SINGING TOWER WALL BOXES—Cost so little, you can install many to increase take!
- SINGING TOWER BAR BOXES—Our original design, easy to install, occupy very little room on bar!
- SEPARATE TOWER SPEAKERS—For use with phonograph at remote point!
- AUTOMATIC HOSTESS—or Telephone Music Systems, a complete service, used successfully from coast-to-coast!

National distribution ready now. Write for distributor nearest you.

AUTOMATIC INSTRUMENT CO.

3007 W. Washington Blvd., Chicago, Illinois

"You're Not the Leader When You Watch the Parade Go By"

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61
COUNTER MODEL
WITH STAND

GUARANTEED PERFECT \$79.50

With D.C. Motor, \$84.50

WURLITZER
16-Record MARBL-GLO
With Illuminated Dome
As Illustrated



Complete Ready to Operate \$69.50

- 400 Wur. MARBL-GLO \$39.50
- 616 Wurlitzer Regular . . . 54.50
- 616 Wur. Ill. Grill . . . 59.50
- 500 Wur. Keyboard . . . 149.50
- 500 Wur. Keyboard, Slug Proof . . . 159.50
- 600 Wur. Rotary, Slug Proof . . . 134.50
- 600 Wur. Keyboard, Slug Proof . . . 144.50

MISCELLANEOUS

- Chicken Sam \$49.50
- Shook the Chutes 59.50
- Air Raider 109.50
- Navy Bomber 119.50
- Sky Fighter 125.00
- Anti Aircraft (Brown) 69.00
- Buckley De Luxe Digger 89.50
- Love Testers (Used) 125.00

WINGS

SENSATIONAL NEW 5-REEL
CIGARETTE COUNTER GAME

3 of a kind
wins 1 pack
4 of a kind
wins
5 packs
5 of a kind
wins
10 packs
\$18.50



1/3 Deposit With Order

GERBER & GLASS

914 Diversy Blvd. Chicago

EASTERN FLASHES

NEW YORK, June 21.—Judging by the way new games are piled up in front of the showrooms on Coim Row waiting to be shipped, there certainly can't be any let-down action.

Bert Lane, of Seaboard Sales, is doing a big job with Ace Bomber, Sanford Warner, of Seaboard, also reports that Genoa's Captain Kidd is a bigger hit than was expected, with many repeat orders coming in. Fred Iverson, Seaboard's road man, sends word that Duval's Lucky Smokes is making a good impression with the trade.

I. L. Mitchell wants to know what Russian Billiards are. One of his South American customers wrote in asking for prices, and he is trying to get information on this game. . . . Dave Simon found time one evening to run off a few hundred hands of pinochle with his old friends.

Doc Eaton, Buckley Eastern regional director, assures column list orders are being met. The Buckley box is getting more popular all the time, Eaton says. . . . Irv Orenstein, of Hercules, has bought himself a motion picture outfit and spends his spare time making home movies.

Earle C. Backe's National Novelty is cleaning up on used phonos. Mail orders have been coming in from all over the country.

The girls employed by the Amusement Game Jobbers and Distributors had a gala party at Leon and Eddie's last Tuesday. . . . Al S. Cohn, of Asco, finds counter games growing in popularity. . . . Myrtle Budin is doing a big job with used games and states he has moved more used equipment than ever before.

Doris Kaufman, head of the U-Need-a-Pak note department, was married last week. Word has been received from Max Kraut and Cliff Blake, Western distributors for the Norman Bell Godeen-designed Model 500 cigarette merchandiser, that they have opened new offices at 2848 South Hill Street, Los Angeles.

Dave Simon, Simon Sales, Inc., reports heavy sales on Chicago Coin's new Snappy of 1941. . . . Looked like a DeGruenier sales meeting at the recent CMA outing, with Bobby Kline, Ralph Littlefield, Jack Feinberg, "Big" Glassgold, Bob Hawthorne, and Julius Levy all there. Solly Solomon, in DeGruenier's New York office the past six years, has left her position to retire to her home in Long Beach.

FAST FLASHES . . .

Stoner's new game, Three-Up, came in this week and the column approved it. . . . Sammy Wolff is now in charge of Federal Vending on Amsterdam Avenue. . . . Column are still talking about the dynamic sales campaign George Ponsler put over with Mills Panorama. Jack Mitnick and Irv Morris did more than their share to make it a huge success.

Crown's Jack Kronberg finds little time for relaxation. Even when he gets home his phone keeps ringing. . . . Dave Robbins has received a wonderful response to his sales campaign on Hole-in-One and Spitfire. . . . Moe Mandel, of Northwestern Sales, has a wealth of information on vending machines at his finger tips and finds it helpful in building his business.

Column are trying to make a golf player of Jack Berger, of Newark Coino. Jack claims he hasn't the time but his arguments are getting weaker. . . . Leon Takken keeps uptown operators inter-

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

HILLBILLY RECORDINGS: Maiden Eyes, Bob Wills; Those Blue Eyes Are Not Shining Anymore, Ted Daffney; You Are My Sunshine, Bob Austin and Airport Boys; Drink the Barrel Dry, Bill Boyd; Tom Cat Rag, Light Crust Boys.

INTERNATIONAL RECORDS: Pound-Your-Table Polka, Lo-Lo-Lita, Waltzing on the Kalamazoo, Misirlou.

FOREIGN RECORDINGS: German, Du Kannst Nicht Trau Sein, Froehliche Volkslieder; Bohemian, Ceska Pisincky, Jizni Slunce; Hungarian, Beszgodeton Tarnocara, Szeretem as Dunantuli; Croatian, Marijana, Dalmatinske Melodije, 1. Ya Same Majko Cure Fina, 2. Karaceme Moja Starta Majka, 3. Da Nije Ljubavi; Polish, Poczaj, Powiem Mamie, Dow Jozef, Bum Bum Zum Zum Bum; Scandinavian, Viking Schottische, Balen I Karlad, Gladje Musikantter; Swedish, Juugman Jansson, Lycan; Italian, Senza Mamma e Nnamurata; Biondina, Biondina; Jewish, Chasene Tanx, Mein Yiddish Mamo, Misrlou; Creek, Hymonas, Kena Pouze Stein Xenitia.

ested with his bargains. . . . Tony Gasparo is busier than ever with Exhibit's new game. Says it is one of the most exciting games he has ever handled. . . . Jack Fitzgibbons is about to present column with an idea that will benefit them all.

Jack Devlin looks very tired. Is it the heat or the new Bally game? . . . Irv Morris, of Ponsler's Newark offices, predicts a great future for Panorama.

Irv Blumentfeld, of General, Baltimore, Md., can't seem to make vacation plans. "Every time I try to get away something else turns up," he says. . . . Jack Kay looks impressive in his new offices and is just as friendly as ever to operators. . . . A little guy that does big things—that's a thumbnail description of Barney (Shugy) Sugarman.

Boy McGinnis, of Baltimore, Md., reports business good. . . . The Ravreby brothers are working at a fast pace. "There's no seasonal let-up in New England," said Al, spokesman for Owl Mint. . . . Henry Seiden, of Albany, is moving more equipment each week.

OF MEN AND MACHINES . . .

Pity the poor mailman who brings Mike Mueves his mail. He is loaded down with pictures and letters from arcade men everywhere who hope to win some of the contest money. Joe Mueves points with pride to many of the pictures in which ideas he formulated are being carried out. Brother Marc continues to do a bang-up job with new and used equipment in his uptown headquarters.

Sam Sachs, of Acme Sales, is pleased with the reception his new remodeled phono line is getting. "I have plenty of orders on hand and may have to expand my factory again in the near future," he reports. . . . Dave Firestone wires that Cent-a-Mint will set a new sales record this trip.

Dick Hood, of Evans, was in to visit

Bill Alberg and Charley Aronson at Brooklyn Amusement. Bill and Charley are happy with the way Play Ball and Super Bomber are being received by the

MARBLE-GLO CABINETS FOR AUXILIARY OF EXTENSION SPEAKERS



To house any 15" speaker. Top cabinet silhouette and musical notes on side wings, backed by plastic, and illuminated, complete with smart-looking haffle cloth, electric cord and plug.
DESIGNED FOR PERFECT TONE REPRODUCTION \$12.50

Similar Cabinet, to house any 12" speaker \$10.00
MARBLE-GLO REMOTE CONTROL CABINETS FOR WURLITZER, SEBORG AND ROCKOLA \$22.50 MECHANISMS

1/3 Deposit, Balance O. O. D.
ORIOLE MUSIC Co., Mfrs.
438 PURITAN DETROIT, MICH.



The COMET AUXILIARY SPEAKER

★ It's tops for beauty and perfect tone reproduction. Indirect illumination. Equipped with haffle board and volume control. Available with or without speaker.

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Reliable Specialty Co.
4700 Prospect, Cleveland, Ohio

SMALL INVESTMENT! STEADY INCOME!

DOUBLE-VALUE PHONO

PLAYS 2 RECORDS FOR 5¢

SELECTIVE MODEL HOLDS 16 RECORDS
KEEPS YOUR LOCATIONS PERMANENTLY
• WRITE FOR DETAILS TODAY •

D. ROBBINS & COMPANY
1161 DE WILD AVENUE BROOKLYN, N. Y.



AT THE RECENT BUFFALO FOOD AND RESTAURANT SHOW one of the most popular exhibits was the display of Wurlitzer Victory Model phonographs arranged by J. H. Winfield, Wurlitzer distributor. Sammy Kaye and His Swing and Swoy Orchestras are pictured above at the exhibit. (MR)

17 TO 21, DOZEN - 12 TO 99, 14C EA. - 100 UP, 16C EA.

2000 plays for half the price
the price
Miracle Point Needles

M. A. GERTT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

Phonograph Bargains!

5 Wurlitzer 500's (Keyboard) \$129.50 Ea.
5 Wurlitzer 24's 89.50 Ea.
4 Wurlitzer 616's 64.50 Ea.

Write, Wire or Phone NOW!
Seiden Distributing Co.
1250 Broadway ALBANY, N. Y.
Phone 4-2109



"WHETHER IT BE COLONIAL, Regency, Renaissance, or Ultra Modern, Keeney wall boxes for remote control music selection are at home in any type of location," says William (Bill) Ryan, sales manager for J. H. Keeney & Company, and he points to the Mecca Tap, hot spot in Fort Wayne, Ind., as an example. (MR)

tradé. . . . Increased numbers of the G. V. Corporation's outdoor vendors are appearing on location. Miss A. M. Strong says the Adams Gum Vender has opened up many spots operators wouldn't dare operate before.

"Bip" Glasgold, of DuGrenier's New York office, is wreathed in smiles as the Champion continues to break records. Al Simon and Jack Semel, of Savoy, have quite a problem meeting local and out-of-town demand for games. Al spent a few days on Coin Row this week visiting jobbers and other distributors.

HERE AND THERE . . .

Sol Silverstein, Keeney's traveling representative, spent some time this week with Joe Fishman, who is doing a splendid selling job in his territory. Sol had a wonderful time all rigged up when he was in Baltimore with Art Nyberg, but a rainstorm spoiled it.

Frank Hart, of Eastern Automatic Merchandise Company, states that Mulberry Street, Newark, has become a popular thoroughfare since he has featured Victor's Esquire. "I regard Esquire as one of the best bets I have ever handled," says Hart.

New York Specialty Supply Company is stepping on the gas, with orders coming in from all parts of the country for coin machine parts.

The guest editorial written by Max Levine, president of Scientific Machine Corporation, which appeared in last issue of *The Billboard*, has created considerable comment in the trade, according to reports. Max comes by his ability to express himself forcibly naturally. Before he organized Scientific he was a successful attorney.

PHILLY PHILASHES . . .

If you would like to meet all the columnists in this town—contact Roy Torr. He knows them all and makes an excellent guide when he can spare the time. When he does make trips he leaves his offices in the capable hands of Mary Green. . . . Hank Lansman, of the Blackhawk Manufacturing Company, is in Chicago. . . . Cynthia Robbins, Artie Pockras's secretary, usually tabs a hit tune long before it hits the top. . . . Sam Bloom, of S. & B. Vending, is increasing his cigarette route. . . . Bobby Kline is still talking about the good time he had at the Cigarette Association outing. . . . Marty Mitnick, of Associated Amusement Company, has bought another music route. . . . Meyer Frank is also giving music a big play. . . . Mike Spector, of Automatic Amusement, had quite a celebration of his 18th wedding anniversary at the Hotel Walton last week. . . . Norton Simon is now a Flying Cadet. . . . Sorry to hear that Bery Schlein lost his father. . . . Lewis Sokolove busier than ever with his Orange drink vender.

Pennsylvania

WILKES-BARRE, Pa., June 14.—*The Wilkes-Barre Herald*, new tabloid weekly, has initiated a new feature listing the 10 top music box tunes of the week in this area.

Kingston Borough Council at its last meeting reported that the license fees for pinball machines and phonographs would remain the same as last year.

Philip Roth, son of Max Roth, of Roth Novelty Company, has returned from studies at Ohio University.

You Never Have to Turn the PFANSTIEHL 4000 PLAY COIN MACHINE NEEDLE

So You Save Time...and Trouble...
and INCREASE
YOUR OPERATING PROFITS

* * * * *

No Wonder Our Business
Is Doubling . . .
and Redoubling!

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PFANSTIEHL CHEMICAL COMPANY
WAUKEGAN, ILLINOIS

"THANKS"

. . . to the operators of Eastern Pennsylvania, South Jersey, Delaware and Maryland for your continued and loyal patronage to SEEBURG through our facilities; and for helping to make this one of the biggest and best seasons we have ever enjoyed in the distributing business.

AUTOMATIC AMUSEMENT COMPANY

PHILA. OFFICE: 919 N. BROAD STREET | BALTIMORE OFFICE: 708 N. HOWARD ST.
Frank Engel | Michael Spector | Art Nyberg
F. Lester Bolte | George Ashe | Sales Representative

Streamlined SPEAKER CABINETS

A COMPLETE line of beautiful hand rubbed Speaker Cabinets for 5", 6", 8", 10" and 12" Speakers for your location. Best cabinets with sloping front for either desk or wall mounting. Coming soon—our 10" Cabinets for 10" Speakers, and our new Illuminated Organ Type Speaker Cabinets. A complete line of Power Amplifiers, Microphones, Microphone Stands, Electric Phonographs, Records, Automatic Record Changers, Two-Way Interoommunication Systems, Weatherproof Trumpet Horns, Speakers of all types, and many other items. A penny postcard with your name and address will bring you our complete catalogue with net prices.

NO OBLIGATION—GET OUR LOW PRICES

BEFORE BUYING ELSEWHERE!

REGAL AMPLIFIER MFG. CORP., 14-16 WEST 17th ST., NEW YORK, N. Y.



WURLITZERS WANTED

ADVISE LOWEST PRICES IN FIRST LETTER. WE CAN TAKE ALL YOU CAN GET IF PRICES ARE RIGHT

Address BOX D-79, care Billboard, Cincinnati, Ohio

ADVERTISE IN THE BILLBOARD — YOU'LL BE
SATISFIED WITH RESULTS



ASTRIDE ONE OF HIS WURLITZER 850's IS ROY EVANS, Wurlitzer music merchant and general chairman of the 1941 Dodge City (Kan.) Boot Hill Rodeo. He is being saluted by Rose Mary West and Dorothy Wade, two rodeo queens. (MR)

SUPER WURLITZERS

"500" and "600"

CUSTOM BUILT

LEATHER and MARBL-GLO

All Lacquer Finish

**Brand New Parts
and Workmanship on
all Phonographs Sold!**



"616"
Here is our standard remodeled phone that has proved itself a winner on hundreds of locations. Includes brand new parts, new refinishing and dome, new shadowless grille, new diaphragms, etc. **A REAL BUY!**

ONLY \$84.50*

"600"

Breathtaking beauty! Complete leather sides in either red or blue. Gorgeous Marbl-Glo finish. New sparkling grille dome. **THE LAST WORD IN REAL BEAUTY.** Defies any competition. Actually Custom Built to suit the individual requirements of your location. **AND PRICED LOW!** ONLY \$159.50*



"500"
Wins the acclaim, respect and admiration of every location! The most gorgeous phone you've ever seen! Featuring a new round dome with heavy molded plastic. A complete new grille... a durable Marbl-Glo finish **PLUS** leather sides in either red or blue. The leather is fastened with **"D U R A - G L U E"**—the only glue that permanently adheres leather to wood. Acme has the sole rights to the use of this product in the automatic phone trade. **PLAY SAFE! BUY NOW**... at this low price. **ONLY \$199.50***

The above prices go into effect July 1, 1941. All orders received before July 1st will be filled at a \$5.00 reduction.

The only phones that can and do defy any competition. Don't hesitate. Rush your order immediately!

Let ACME remodel your phones. Work is done by experts at our modern, efficient factory. Write for prices and details.

ACME SALES CO.
625 TENTH AVE. N.Y.
TEL: LONGACRE 3-5136



NEW DE LUXE HILLS RESTAURANT on the sea wall in Galveston, Tex., features a Seeburg Music System installation which includes a Hitone Symphonola, six Speak-Organs, and 41 remote-control selectors. Arthur Hughes, phone department head of Electro Ball Company, states that the Galveston Novelty Company, operator, reports an exceptionally warm reception for Seeburg Music among patrons. (MR)

**'Tis the Female of the Species
That's Coming to the Fore in
Philly Music Machine Circles**

PHILADELPHIA, June 21.—Anybody harboring the impression that music machine operations are strictly for the male sex fails to reckon with the girls in Philadelphia. The so-called weaker sex is very much in prominence in the industry here. While many of the veteran male operators are prone to admit it, the fact remains the infiltration of the girls has been responsible for many new ideas and innovations that have meant much for the business.

Apart from the business acumen exhibited by the female operators, most of them have had some musical training, are up to the dance-band favorites, keep up with the songs of the day, and are skilled judges of the type music the youngsters desire for dancing.

Women in the Biz

Apart from the women who head their own music machine operations, a good number are the wives of veteran operators. Since all the big operators handle pinball machines as well, it's the "little woman" who not only handles the music machine department but has built up what started out as a side line into a profitable enterprise. For instance, Maurice Finkel, head of High Point Amusement Company, only recently established an associated High Point Music Company. The Miss Kay, who heads the music company, is Mrs. Helen Finkel. Under her guidance the music end of the business has grown so big that separate showrooms were established for the music company. Being fast to realize the vast possibilities of the music industry, Mrs. Finkel established a record department and now High Point is one of the largest retail record outlets in the city, serving both operators and the general public as well.

Also very much in prominence is Mrs. Peary Pockras, wife of Artie Pockras, head of Universal Amusement Company, distributor of Buckley Music Systems. At Keystone Vending Company, major domo Sam Stern has an invaluable aid in Pearl Stern, his sister.

Altho Samuel Snyderman's Overbrook Amusement Company just entered the field earlier this year, efforts of Mrs. Sadie Snyderman in the music line has placed the new firm in the front. Another comparatively new firm in the Northeast section is the Bob Amusement Company, but under that trade name hides Mrs. Sonia Miller. And in the Oak Lane sector, when Herbert W. Naumann established earlier this year Amusement Games Service, his active partner was the "little lady," Mrs. Eliza-

beth Naumann. Moreover, Jack Sheppard, one of the first music machine operators in the territory, when he reorganized his Bell Amusement Company several months ago, brought into the business Etta H. Weinberg.

Surrounding Territory, Too

Even in the surrounding territory the female has broken thru the male lines and forged ahead with success. The untimely death recently of Frank (Commodore) Viscidi did not mean the end of the Universal Amusement & Distributing Company in near-by Pauleboro, N. J. Mrs. Margaret Viscidi merely dropped her kitchen duties, took over

the business, and is proving to be a real go-getter, not only in the music machine line but in pinballs as well. And down in Atlantic City when Moe Newman had to drop out for a spell from his giant Coast Amusement Company, the "little lady" stepped right in and is filling his shoes until his return.



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FOR AUTOMATIC COIN PHONOGRAPHS
Save you money by avoiding damages to your cabinets. Sturdily made and weatherproof.
No. 4 Adjustable Pad (for cabinets up to 16" x 30" x 22") \$10.50
No. 12 Adjustable Pad (for cabinets up to 47" x 40" x 28") \$12.50
No. 25 Slip-Over Pad (for cabinets up to 35" x 30" x 22") \$8.50
No. 35 Slip-Over Pad (for cabinets up to 47" x 40" x 28") \$10.00
No. 30 Adjustable Carrying Rack (for all size cabinets) \$6.50
BEARSE MANUFACTURING CO.
Inc. 1921,
3815-3825 Cortland St., Chicago, Ill.

**Telo Tone
WIRED MUSIC**
Two Units of Ten Each
\$600.00 per unit
Just \$60.00 per location. Here is a chance to make some real money.
BOX D-78, Billboard, Cincinnati, Ohio

**FOR SALE
Brand New
RECORDS**
50,000 Variety and Montgomery Ward 12-inch assorted popular 22" light classical. Per 100 \$9.00
15,000 Royals and Montgomery Ward 12-inch classical. Per 100 \$18.00
20% Deposit With Order, Balance C. O. D. 58 Cortland St. N. Y. N. Y.
S. COYNE

**12 YEARS OF
UNINTERRUPTED LEADERSHIP**
*The Patented
Elliptical Point . . .*

THE ONLY NEEDLE EVER USED BY ALL MANUFACTURERS OF COIN OPERATED PHONOGRAPHS AS STANDARD EQUIPMENT

ONLY GENUINE **PERMO POINT** NEEDLES SERVE YOU BEST

The Heart Beat of Your Phonograph

THE ONLY NEEDLE RECOMMENDED AND SOLD BY ALL LEADING RECORD COMPANIES' BRANCHES AND DISTRIBUTORS

THE WORLD'S OLDEST AND LARGEST MANUFACTURERS OF LONG LIFE PHONOGRAPH NEEDLES
PERMO PRODUCTS CORP., 6415 Ravenswood, Chicago



IDEAS ON MAKING BUCKLEY Music Systems more profitable. Left to right: Barney Superman, William (Little Napoleon) Blatt, DeWitt (Doc) Eaton, F. H. Parson, vice-president of Buckley; H. R. Perkins, Buckley sales manager, and Jerry Haley, sales promotion manager of Buckley. (MS)

Summary of the AFM Convention

A consensus of opinions expressed by music and radio trade papers indicates that the annual convention of the American Federation of Musicians (Seattle, Wash., June 9-13) did not produce the fireworks about recorded music that had been anticipated. The convention marked the end of the first year under James C. Petrillo as president, and he was known to have strong views on controlling recorded music.

Automatic phonographs were included in the special report submitted to the convention on recorded music and naturally came up for discussions. Out of six resolutions referred to the executive board for further action, two or three of them would affect music boxes directly or indirectly. One resolution calls for working out a plan to license music boxes. This idea has been discussed by the AFM for a long time. The resolution is now in the hands of the executive board.

The resolutions which call for restricting the personal appearances and playing of orchestras in various cities, fairs, etc., would indirectly affect music boxes since music operators capitalize on local appearance of well-known orchestras and leaders.

Another resolution calls on the AFM board to ask Congress to amend the copyright law and give the musicians performing on records complete control over their use. Since the present copyright law protects music boxes from additional or extra copyright fees, any moves to change the present law are considered unfavorable to phonographs.

It should be noted on this point that the TNEC report is strongly opposed to giving extended controls on copyrights or patents, to regulate the sale or use of products in any way, once the original owner has been paid for his rights. The federal courts and the Roosevelt administration have shown a strong tendency to support the TNEC policy.

Another resolution suggested setting up a committee to find a way to get control over the distribution of all records. This idea has been widely discussed by AFM leaders. It is well known, however, that the anti-trust policies of the present federal government would be strongly opposed to such a system of complete control of records.

Much attention was given in the press to the speech of Joe Weber, honorary president of AFM and for many years its president, when he warned the convention that 140,000 musicians could not stop mechanical progress and that they could not control the music supplied to 130,000,000 people. This speech of Weber's may have a lot of influence in leading to the adoption of a reasonable policy toward the music box industry as well as toward other users of recorded music.



FRED MILLS, PRESIDENT OF MILLS NOVELTY COMPANY, gets the first recording of Nate Gross's record, "Town Tattler," named after his column in honor of its first anniversary in The Herald-American. Nate is well known among columnists.

BEAUTY plus UTILITY plus ECONOMY

Tested and Endorsed by the Nation's Leading Music Ops and Distributors!



ULTRATONE

Chandler Baffles

CHROMIUM
NON-ILLUMINATED

Suspended from a Single Ceiling Point
Like a Standard Lighting Fixture.



ILLUMITONE

Chandler Baffles

GOLD OR CHROME
ILLUMINATED

Beautiful Indirect Lighting. Shipped
Complete With Baffle.

MODEL UA: 31 in. diameter. Accommodates 15 in. or 12 in. Speaker. \$28.50

MODEL UA: Same as above, equipped with finest quality TRI-WAY PM 12 in. Speaker. \$39.00

MODEL UB: 24 in. diameter. Accommodates 12 in. or 8 in. Speaker. \$27.50

MODEL UB: Same as above, equipped with finest quality TRI-WAY PM 12 in. Speaker. \$38.00

Nothing in the music field today makes it as easy to obtain first class locations as a promise to the proprietor to install an Ultratone or Illumitone Ceiling Speaker. A beautiful fixture PLUS a new magnificence of tone with a full 360 degree coverage to every corner of the room. One of these speakers suspended in the center of the room often takes the place of three or four auxiliary speakers, otherwise necessary. Order today for immediate delivery!

All Prices are Net F.O.B. New York
Subject to Change Without Notice

MODEL IG: 31 in. diameter. Gold. Accommodates 15 in. or 12 in. Speaker. \$30.50

MODEL IG: Same as above, equipped with finest quality TRI-WAY PM 12 in. Speaker. \$41.00

MODEL IC: 31 in. diameter. CHROME. Accommodates 15 in. or 12 in. Speaker. \$34.50

MODEL IC: Same as above, equipped with finest quality TRI-WAY PM 12 in. Speaker. \$45.00

NEW TRI-WAY FEATHERWEIGHT

Permanent Jaw Pick-up
A Superior & Volume Control Unit
The unit in some location where the records are wearing out fast and seek what a tremendous difference this pick-up makes in the lasting quality of the records. In addition to fine quality—and savings in service calls and record cost! No drilling or machining. Installed in five to ten minutes. CIP price: Single unit for WURLITZER \$18.50 24" 500's and 500's. Each Twin unit for installations using two WURLITZER 412's or 610's. Each. \$24.50

TRI-WAY PRODUCTS CO. INC. 108 E. 27th ST. NEW YORK

Pacific Coast: MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.



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Milwaukee, Wis.

FOR SALE USED PHONOGRAPHS AND WALL BOXES OF ALL KINDS! TELL US WHAT YOU NEED! PRICES ARE RIGHT!
ROYAL DISTRIBUTORS, 409 N. Broad St., Elizabeth, N. J.

New Jersey

A. Feldman, music machine operator in Paulsboro, has added a retail record store to his operations.

ATLANTIC CITY, June 21.—Apart from being a tune detective at Music Box Corporation, Dick Black has developed to be quite a crime detective. So much so that he has been licensed by this city to operate as a private detective.

Eddie Eisenberg, chief serviceman for Music Box Corporation, is preparing to join the army. Only thing worrying him is that he won't be able to hear the new record releases each week.

Jack Petry, who plays the platters on WFPQ, the Steel Pier station here, is preparing a recorded show based entirely on the weekly music machine favorites, using the listings in The Billboard as his musical guide. The program will not only plug the music, but the music machines as well, and tie in with practically all the music machine operators in town.

Willard Ashmore, manager of Casino Amusement Company, Asbury Park, visiting Camden to huddle with William Westphal, manager of Arthur Segar's associated J. & A. Music Company. Conference was to co-ordinate the operations of both companies.

Lou Hinden, for many years one of the biggest pinball and music machine operators in Camden, has turned to candy vending machines. For the present he is operating out of the show-rooms of the Garden State Amusement Company in Camden. Buying his equipment from Keystone Vending Company, Philadelphia, all the candy vendors are white, the service and hauling trucks are all painted white, and even the servicemen and drivers wear white uniforms. Hinden is satisfied that the favorable impression created by the display is more than worth the expense involved.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

The movie "Intermezzo" is being revived and will be released again soon because of the current popularity of the tune by the same name. . . . Band leader Gray Gordon capped a whirlwind romance with his marriage last week to Noel Carter, dancer, whom he met five months ago in Minneapolis. . . . Another note about the Gray Gordon band concerns vocalist Art Perry, who leaves Gordon to go on his own as a soloist on an air network program. . . . Band leader Sammy Kaye and songbirds Iva Wain and Dinah Shore are writing guest columns for record reviewers while the latter go on vacations. . . . Kaye, incidentally, has just closed a deal which would be the envy of nearly all bandmen. It's a 10-year contract with the management of Alzardbrook Ballroom, Cedar Grove, N. J., and calls for Kaye to work there at least eight weeks a year for the next decade. . . . Ted Stryker and his band claim a record of some sort for their distinction of never being heard on the air, yet the outfit puts plenty of records for Columbia.

Maestro Benny Goodman just added another Negro musician to his band, making the third now. New member is Sidney Catlett from Louis Armstrong's band and he takes over Nick Fatool's drumming spot for Goodman. . . . Helen Ward, ex-Benny Goodman vocalist, is being used by Columbia as a studio singer. Gal just did "Daddy" with the Harry James band and "I Take to You" with Matty Malneck. . . . Music publisher Jack Robbins added two band leaders to his writers' list—signing Charlie Teagarden and Carmen Cavallaro. . . . Vaughn Monroe rolled up such a successful record during his recent engagement at the Paramount Theater, New York, that the management has already signed him for a return stand before next winter. . . . Victor is putting out a Yiddish version of the song "Yiddish Momma" and it's the first time the song has been recorded in its native lingo. . . . New Standard label's biggest seller to date is "Waltzing on the Kalamazoo" by the Rene Mucette band.

The Hut-Sut

This catchy novelty hopped into first place in *The Billboard's* Record Buying Guide last week, marking an all-time record for a fast leap. In a little over four weeks, when recordings of *The Hut-Sut* Song were first released, the tune jumped from "Possibilities" into "Going Strong." Significant thing about the tune's fast rise is the fact that it's a novelty number and these seem to be

the best insofar as the automatic machines are concerned.

Tavern and automatic phonograph customers like their sweet and sentimental ballads, but it seems they like their novelty recordings more. Ironically, there always seems to be a shortage of the latter. Recording companies should take a cue from this trend and try to induce band leaders and composers to stress the novelty output.

Release Previews

A new tune, "Far Apart," written by Leslie Beacom, author of "Nightly Night," is set to be recorded by four different bands. Alvino Ray on Bluebird, Johnny Long and the Delta Rhythm orchestra on Decca, and Charlie Spivak for Okeh. Ditty was first introduced by the Tees Sums over NBC. . . . Two new Latin numbers have been cut by Charlie Barnet and band. They are "Lois" and "Habanera," latter which will be retitled "Spanish Kick." . . . Jose Morand's latest recording session included "La Rosita," "Two Hearts That Pass in the Night," "Maria Elena," and "La Paloma."

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:

DALLAS:

Beauce of You, Larry Clinton.

It's been around a few weeks but nothing much has happened in a national way yet. Operators in this Southwestern city are finding Clinton's version pulling a heavy slice of the nickel percentage now, so maybe the time is apt for operators in other sections to give it a throw.

CHARLESTON, S. C.:

Afraid To Say Hello, Joe Reichman.

Reichman has grown more popular in this section recently, and operators are hopping onto many of his recordings. This particular tune has been given a good arrangement and treatment by his band, and altho the tune is not showing too much activity elsewhere, it may yet make the grade.

LITTLE ROCK, ARK.:

Tattle Tale, Vaughn Monroe.

A new one which has already hit success on the machines here. Monroe, a

RIGHT UP AT THE TOP!

INTERMEZZO

The Beautiful, Dreamy Ballad from the David O. Selznick Production INTERMEZZO, Starring Leslie Howard and Ingrid Bergman • Released through United Artists Corp.

- ★ INTERMEZZO is featured as signature with 42 radio bands!
- ★ INTERMEZZO is at the very TOP in nation-wide popularity!
- ★ INTERMEZZO stands at the TOP OF THE LIST in *The Billboard's* Record Buying Guide! INTERMEZZO sweeps through *The Billboard's* Music Popularity Chart—a leader in every department! In "Leading Music Machine Records" in "National and Regional Best Selling Retail Records"—National, East, Midwest, South, and on the West Coast in "National and Regional Sheet Music Best Sellers"—National, East, Midwest, South, and on the West Coast in "Songs with Most Radio Plays!"
- ★ INTERMEZZO is ready for your machines in every location in the country!

Look at this long list of recordings by all these fine artists—

INTERMEZZO on DECCA Records

- | | |
|---|---------------------------------|
| 3674—Guy Lombardo's Orchestra (dance) | 3692—Bob Hannon (vocal) |
| 3696—Salon Orch., Dir. Harry Horlick (instrumental) | 3275—Albert Kerry (violin solo) |
| | 3738—Woody Herman (dance) |
| | 3842—Tony Martin (vocal) |

INTERMEZZO on COLUMBIA Records

- | | |
|-----------------------------|----------------------------------|
| 36050—Benny Goodman (dance) | 36007—Marie Green (vocal) |
| 36041—Xavier Cugat (dance) | 35886—Vladimir Selinsky (violin) |
| 36017—Clyde Lucas (dance) | |

INTERMEZZO on VICTOR Records

- | | |
|-------------------------------|---------------------------------------|
| 27355—Eric Madriguera (dance) | 26659—Wayne King (dance) |
| | 4552—Allan Jones (vocal) |
| | 4458—Toscha Seidel de Vienne (violin) |

INTERMEZZO on BLUEBIRD Records

- | |
|------------------------------|
| B11123—Freddy Martin (dance) |
| B11171—Joan Merrill (vocal) |

INTERMEZZO on OKEH Records

- | |
|-----------------------------|
| 6120—Charlie Spivak (dance) |
|-----------------------------|

Publishers of INTERMEZZO

EDWARD SCHUBERTH & CO., Inc., 11 E. 22nd St., New York City



SEEBURG MUSIC HATH CHARMS to attract the lovely ladies of Birmingham, Ala., according to Seeburg Distributor Gus Alley. The Seeburg Music System installation in the Vulcan Restaurant is responsible for hundreds of pleased patrons daily for proprietor Frank Lindsey, Alley reports. (MR)

comparatively new name in the band field, has garnered many followers thru his consistent air time from the East. His solid swing arrangement of this ditty is a good number and should spread to other locales.

SAN FRANCISCO:

Till Reveille, Freddy Martin.

Martin's band is a prime favorite in the Bay City, so it is no news when a new recording of his hits the machines in a big way here. Tune is a sweet and slow ballad type and may climb soon into the higher brackets, so operators in other cities should keep an eye on it.

WILKES-BARRE, PA.:

Peanut Vendor, Louis Armstrong.

A revival of an oldie, but with red-hot embellishments by the trumpet king. Record is having a real measure of success in this town. Armstrong is a prime favorite in these parts, so that has something to do with the nickel-getting of this particular record.

(For a comparative list of songs broadcast more often over the networks last week and the week before, see the Music Popularity Chart on Page 12 in this issue.)

Natchez, Miss.

NATCHEZ, Miss., June 21—June has been a good month for the coin machine business.

Despite a bad start, business has improved greatly and a number of new locations have opened.

Week-end visits from soldiers in this area from Camps Shelby, Beauregard, Claiborne, Livingston, and Polk has helped collections. Convoys are also here every week and some remain for several days. The enlisted men and selectees are good spenders. Phones get the biggest play.

Additional bar and wall boxes have been installed in locations by Henger Williams, Bill Edt, Sam Serio, Sam McCabe, Ham Nelson, M. O. Modisette, Lee Delaney, and other operators of this area. All say they help big.

Additional beverage machines have been installed by Judge W. R. Thomas, of Marx Scharf Company, and the Natchez Coca-Cola Company.

Ham Nelson and Jim Culpepper have installed several new machines in Vidalia, Ferriday, Wildsville, Clayton, and other Concordia Parish (La.) towns.

MONEY MAKERS

FOR
YOUR MACHINE



Victrola
AND
Bluebird
RECORDS



VARIETY IN THE
"NEWS!"

A New Patriotic Double!
Arms for the Love of America
(The Army Ordnance Song)

Any Bonds, Today?
Barry Wood with The
Lyn Murray Singers—27478

A New Song Hit!
Love Me As I Am
Vaughn Monroe—B-11173
Tommy Dorsey
(Out July 3d)

A New "Name" Band!
Art Jarrett
doing
Loveliness and Love
You Started Something
—27474

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Needles from your RCA Victor
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VICTOR RECORD
DISTRIBUTOR



RECORD BUYING GUIDE--PART 1

Records and Songs With the Greatest
Money Making Potentialities for
Phonograph Operators

● GOING STRONG ●

DOLORES (8th week)	TOMMY DORSEY (Frank Sinatra, Pied Pipers) BING CROSBY
THE BAND PLAYED ON (8th week)	GUY LOMBARDO (Kenny Gardner and Trio)
G'BYE NOW (5th week)	HORACE HEIDT (Ronnie Kemper) VAUGHN MONROE (Marilyn Duke) WOODY HERMAN (Muriel Lane)
MY SISTER AND I (5th week)	JIMMY DORSEY (Bob Eberly) KING SISTERS BENNY GOODMAN (Helen Forrest)
INTERMEZZO (4th week)	GUY LOMBARDO (no vocal) BENNY GOODMAN (no vocal) WAYNE KING (no vocal) WOODY HERMAN (Woody Herman)
MARIA ELENA (3d week)	JIMMY DORSEY (Bob Eberly) WAYNE KING (no vocal) TONY PASTOR (Dorsey Anderson)
DADDY (3d week)	SAMMY KAYE (Ensemble)
THE HUT SUT SONG (2d week)	HORACE HEIDT (Donna and Her Don- nas) FREDDY MARTIN (Eddie Stone and Ensemble) KING SISTERS

● COMING UP ●

A LITTLE BIT SOUTH OF NORTH CAROLINA	MITCHELL AYRES (Mary Ann Mercer) GENE KRUPA (Amita O'Day)
---	--

This is the strongest of the current crop of contenders for the blue ribbons among music machine songs. But it's strongest only by comparison with a group of numbers that are currently showing no great signs of life. Ayres' record is considerably better than Krupa's at the moment.

AURORA	ANDREWS SISTERS
--------	-----------------

Stymied for some reason last week, this hasn't shown any appreciable forward progress since then. The song was expected to be a big thing, and while there's still time for it to hit in the anticipated way, presently there's not too much doing on it. The Andrews are still along on it in the boxes.

GOODBYE DEAR, I'LL BE BACK IN A YEAR	HORACE HEIDT (Ronnie Kemper-Donna Wood)
---	--

Advancing more or less favorably along the phono network, this draft-inspired ditty has its chances to lift itself up among the top machine hits in a short while. Whether it possesses enough stamina to make good those chances remains to be seen, but at the moment it's pulling in a fair enough amount of nickels in the Heidt version.

EVERYTHING HAPPENS TO ME	TOMMY DORSEY (Frank Sinatra) WOODY HERMAN (Woody Herman)
--------------------------	---

Not doing very much of anything, this clever lyric song has been one of the disappointments within recent weeks. It should have been much better than it was, and now the trail seems to be pointing downward rather than the other way. Dorsey and Herman have been the only recordings on it to mean anything under the needles, and neither one has been what might be called a really profitable item.

GREEN EYES	JIMMY DORSEY (Bob Eberly-Helen O'Connell)
------------	--

Going along pretty well, but by no means with the strength shown by other Jimmy Dorsey disks of the past couple of months, is this Latin-styled number. One thing that probably stands in the way of the song's complete success is its similarity in melody to *Amapola*.

THE THINGS I LOVE	JIMMY DORSEY (Bob Eberly) BARRY WOOD
-------------------	---

Another in the batch of more or less weak sisters that are struggling to reach the top, this hasn't shown any too great promise since it debuted in this section last week. It's the sort of song that should be a very popular coin phono number, but its first week's career hasn't been too hopeful. That condition can change, however. Dorsey's disk has entered the scene this week and will probably do much to carry the song along, if it's to get anywhere at all.

LET'S GET AWAY FROM IT ALL	TOMMY DORSEY (Frank Sinatra, Connie Haines, Pied Pipers)
----------------------------	---

Not getting any place is this double-sided Dorsey recording. And here again is a song that should have been bigger in phono patrons' affections than it has been. But somehow its catchy tune, lyrics, and manner of presentation here have been to little avail, at least so far.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

FRIENDLY TAVERN POLKA	HORACE HEIDT (Ensemble)
I'LL BE WITH YOU IN APPLE BLOSSOM TIME	ANDREWS SISTERS

(9th week) Heading downhill rapidly now.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.



DICK
Jurgens
on
Okeh records

The "Prince of Rhythm" gives out with these nickel-coating hits for your coin machines. Here's that fine mellow blend of sweet, smooth rhythm and fast moving swing that has made Dick and his boys one of the big time bands of the country. The vocal boys have what it takes too... so get set, here comes those nickels again!



GET ON THE
BAND-WAGON WITH
ALL OF THESE . . .

8201 ELMER'S TUNE YOU'RE THE SUNSHINE OF MY HEART	Vocal by Harry Cool
8180 LONG AGO LAST NIGHT	Vocal by Harry Cool
I'VE GOT A BONE TO PICK WITH YOU	Vocal by Buddy Monaco
5235 I ONLY WANT A BUDDY NOT A SWEETHEART	CARELESS Vocal by Eddy Howard
5405 CECELIA	Vocal by Ronnie Kemper LOVE SONG OF RENALTO Vocal by Eddy Howard and Trio
5313 DAY DREAMS COME TRUE AT NIGHT	Vocal by Eddy Howard MISSOURI WALTZ Vocal by Ronnie Kemper

Trade Marks
"Columbia" "Okeh"
Reg. U. S. Pat. Off.



RECORD BUYING GUIDE--PART 2



A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

POSSIBILITIES

"These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department."

BLUE CHAMPAGNE JIMMY DORSEY (Bob Eberly)

More and more operators are beginning to mention this Dorsey recording as an increasingly likely looking possibility for machine hitdom. Even if there weren't this favorable talk to bear it out, it's a reasonably safe bet that this disk will more than satisfy those operators putting it in and those patrons hearing it. The song itself is highly listenable, and so is Dorsey's treatment of it.

I'M STILL WITHOUT A SWEET-HEART INK SPOTS

One of the latest Ink Spots' arrangements on wax, and one that has begun to attract some attention in scattered locations. The Spots have done very well by music machine operators in the past, and at the moment this seems to indicate another phono success from these colored artists.

I FOUND A MILLION DOLLAR BABY BENNY GOODMAN (Helen Forrest) SHEP FIELDS (Dorothy Allen-Larry Nell)

The movie *Million Dollar Baby* is getting around the country, and this former favorite song from which it takes its title is played thru parts of the film. Because of the anticipated revival of interest in the number due to the picture, a number of recordings of it have been made, and of these the two mentioned above look the most promising. Both have been reported as showing signs of life by operators in some territories.

HAWAIIAN SUNSET SAMMY KAYE (Marty McKenna)

In certain localities this is receiving a fair bit of play. Its first favorable reaction was registered down South, and now a couple of sections thru the Midwest report some action on it. It isn't exactly the kind of number to create a nationwide sensation, but its sectional success might be duplicated to some extent in other quarters. And Kaye's records are particularly in demand now because of the click of his *Daddy*.

YES, INDEED TOMMY DORSEY (Sy Oliver-Jo Stafford)

A swing original by Sy Oliver, one of Dorsey's arrangers, that has found a number of nickel-droppers' fancy in those locations that have placed it under the needles. It's a toe-tapping, humorous bit of swingology that has considerable appeal.

THE WEEK'S BEST RELEASES

"These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative Importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department."

DADDY ANDREWS SISTERS

If the edge hasn't been taken off this novelty tune too much thru the overwhelming success of the Sammy Kaye recording, this Andrews Sisters' version of it has plenty of chance to take its place alongside that of Kaye's in the machines. There have been other recordings made of this song, but none has the quality of the Andrews', with the exception of the song's starter, Kaye. *Sleepy Serenade*, the reverse of the Andrews' disk, is also a potential music machine item.

BACK IN YOUR OWN BACK YARD... KING SISTERS

The King Sisters have been finding success with a couple of their records of late, notably *My Sister and I* and *The Hut-Sut Song*, and in this old favorite they have another possible coin phono click. At any rate, it's one of the most likely money-makers of the past week's record releases.

KISS THE BOYS GOODBYE TOMMY DORSEY (Connie Haines)

The above title is the name of a forthcoming Paramount picture that has received a good deal of advance publicity. Of the songs contained in its score, this is probably the best and the most likely to get some place. Dorsey's version makes admirable coin phono fodder.

IT'S SO PEACEFUL IN THE COUNTRY JAN SAVITT (Alan DeWitt)

Much music trade talk has revolved around this song, which was written by Alec Wilder. The number itself merits the talk, because it's a melodic, infectious sort of thing, and, altho Savitt's name is not so strong along the phono highways and byways, his treatment of this number is different and uniformly excellent.

DINAH TONY PASTOR (Tony Pastor)

The old perennial, *Dinah*, is always good for a revival, but usually it's mutilated by bands which play it at express-train speed and with hot solos that entirely ignore the melody. Pastor happily doesn't do it that way, but plays it slowly and unusually. It's in a vein that is customarily associated with phono hits, and as such it has some of the best potentialities among the latest disk releases.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are Going Strong and Coming Up in Music Machines appears on another page in this department.

DINAH SHORE

THE NATION'S FAVORITE SONGSTRESS

Bluebird Recording Artist



SHORE'S RECORDINGS IN YOUR MACHINES MEANS
PLENTY OF NICKELS IN
YOUR JEANS



On the Air

WITH

EDDIE CANTOR

Ipana Program

NBC-Red Network

Direction: National Broadcasting Co.
Personal Representative: General Amusement Corp.

• Frank Cooper

REPEAT ORDERS Have Proven ESQUIRE PREMIUM VENDOR

1941'S OUTSTANDING SUCCESS
Sample Premiums
Actually Displayed in
Vendor!

BALL GUM CONCEALED
ELIMINATES CHEATING



U. S. PATENT APPLIED FOR—BEWARE
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Complete Unit Consists of the Following:
1 ESQUIRE PREMIUM VENDOR—STAND-
ARD POWDER BLUE FINISH
1 DISPLAY INSERT IN MACHINE
1 DOZEN SMALL 2 BLADE KNIVES
1 DOZEN LARGE SINGLE BLADE KNIVES
MACHINE FILLED WITH 1100 BALLS OF
GUM INCLUDING 20 STRIPED BALLS
READY TO SET ON LOCATION. FORCE-
LAIN FINISH 50¢ ADDITIONAL.

ENTIRE DEAL \$12.50
FOR ONLY

Terms: 1/2 Cash With Order, Balance C. O. D.
Full amount with order saves you C. O. D. costs.

ROLL A PACK

The
"Sweetheart"
of Counter
Machines



Simple ROLL
A PACK just
\$12.50. Case
of ROLL A
PACKS only
\$46.00. Buy
ROLL A
PACKS by the
Case and save
yourself \$5.00.
All orders re-
quire 1/3 certifi-
ed deposit, balance
C. O. D.
Contact your
nearest distribu-
tor or write
direct. Notice:
ROLL A PACK
available with
Ball Gum Attachment only \$2.00 extra.

OPERATORS, ORDER THIS COIN COUNTER



Penny-Nickel combination, sliding coin
counter, polished aluminum, 11-cm. gum
sides. Only \$1.00 each prepaid cash with
order. No C. O. D.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO



Wis. Tobacco Jobbers Charge Whlsrs. Violate Fair Trade

File suit against seven firms, maintaining the State tax
on cigarettes is part of their cost and must be included
in mark-up as required by State fair trade law

MADISON, Wis., June 21.—Vending machine operators thruout the State are watching with interest the suit brought by the Wisconsin division of the National Association of Tobacco Distributors against seven wholesale firms here charging that the wholesalers are not abiding by the terms of the State fair trade practice act in selling to retailers at less than the 2-cent mark-up required by the law. The association claims the wholesalers are selling to retailers at these prices in defiance of the fact that the State cigarette tax must be included as part of the cost before prices to retailers are fixed. The organization also insists that any fraction of a cent, even up to one-tenth thousandth, must be figured, under the State law, as a whole cent.

The wholesalers deny these claims, contending that the 2-cent mark-up may be made before the tax is included and that fractions of a cent may be figured as such and not as a whole cent.

The suit is the result of a local price war here. The national association maintains the wholesalers are not selling at 2 cents above the cost to them because they are not computing the State tax in their mark-up and are not counting fractions of a cent as a whole cent.

Arthur Levin, Milwaukee, and D. W. Beckwith, Madison, are representing the association.

Defending companies are the Wittwer Grocery Company, Myers-Cox Company, Simon Bros. Company, F. W. Hemmingshaus, and the Sylvester Company, represented by Attorneys Glenn D. Roberts and W. Wade Boardman; Ed Phillips & Sons, represented by Attorney Morris Witzman, and the Barg-Foster Candy Company, represented by Tyrell, Wood, & Warner, Milwaukee.

The entire questions involved in this suit are whether a fraction of a cent must be counted as a whole cent and whether or not the State tax on cigarettes is part of the cost of the cigarettes. Distributors thruout the entire State are watching the court battle with keen interest, and opinions are sharply divided on the questions involved.

Cig Tax Change Pulls Pennies Out

OKLAHOMA CITY, June 21.—Cigarette machine operators here were ready to shout with one voice this week that the recent 18th State Legislature had thrown them the toughest kind of a curve ball.

Before the Legislature adjourned about a month ago it passed a new 2-cent tax on cigarettes. The tax went into effect June 16.

The trouble was, the operators discovered about June 14, that the price was raised from 18 to 20 cents a package. With an 18-cent price the customer who put 20 cents in a machine got 2 cents change. With a 20-cent price tag no change is due.

For some time previously operators had equipped each 18-cent package with two pennies for change under the cellophane. An estimated 40,000 packages were so arranged, and that meant 80,000 pennies had to be removed before the cigarettes could be sold for 20 cents.

The crux of the matter was sorrowfully stated by one operator: "Those pennies were put in there by machine," he explained. "But brother, I'm here to tell you they came out by hand—the slow way, one by one. We messed up our locations and wore ourselves out."

Another operator said an arrangement had been made with the tax commission under which, by making a detailed inventory statement and paying the tax, the new stamps wouldn't have to go on cigarettes already in machines. That saved a little trouble and some expense,

Pepsi-Cola Places Large Vender Order

CHICAGO, June 23.—Pepsi-Cola Company has placed an initial order for immediate delivery of 10 carloads of Bally Beverage Venders, according to Bert Perkins, sales manager of Beverage Vendor Division of Bally Manufacturing Company. "This shipment will be operated in the New York metropolitan area," Perkins explained. "Arrangements are now being completed under the terms of which Pepsi-Cola bottles will be authorized to place Bally Venders in their territories thruout the United States.

"Altho Pepsi-Cola has always heretofore been sold almost exclusively in bottles, test operations of Bally Beverage Venders have proved the popularity of ice-cold Pepsi-Cola on draught, automatically served from coin-operated machines in a specially designed cup. As a result of these tests Pepsi-Cola Company is authorizing its bottlers to use the Bally Beverage Vender in order to open additional outlets. Most of the vendors now in production will be placed in industrial locations, which are proving very profitable beverage vender spots."

U-Need-a-Pak Host To Pennsy Coinmen

BROOKLYN, June 21 (MR).—The day of the Louis-Conn heavyweight championship bout Bill Wiener, U-Need-a-Pak Eastern representative, drove in from a swing thru Pennsylvania accompanied by a Billy Conn rooting section.

The Conn fans included Joe Frank, of Royal Vending, Homestead, Pa., and his attorney, Jack Lambert; Joseph L. Costellaro, Mount Lebanon, Pa., who operates in Pittsburgh; Lynn Osborne and his wife, Hazel, of O. & B. Vending, Vineland, N. J., and John Desmond, Kingsport, Pa., operator.

The operators praised the new Norman Bel Geddes-designed Model 500 cigarette merchandiser. "Locations report a wonderful reaction to the new machine," said Costellaro. "Location owners are pleased with the design and smart lighting effects. Patrons appreciate the mounted mirror, stepped-up keyboard, and streamlined central delivery."

Joe Frank, expanding his operation in Homestead, increased his order for the Model 500 and also reported good location acceptance of the machine on his routes.

but it didn't relieve the penny-removing difficulty.

After the operators had labored mightily for two days and nights they agreed they had started a little too late. But they were hopeful of finishing—at least by the time the Legislature meets again and changes the law.

An unofficial survey by men who had been seeing Lincoln-headed spots before their eyes for the number of cigarette machines affected was about 325 in this area.

ESQUIRE PREMIUM VENDOR

1941'S OUTSTANDING SUCCESS



Sample Premiums displayed in Vendor.
Ball Gum concealed Eliminates Cheating.
Complete Unit Consists of 1
ESQUIRE PREMIUM VENDOR, Standard
Powder Blue Finish; 1 DISPLAY INSERT
IN MACHINE, 1 DOZ. SMALL TWO-
BLADE KNIVES, 1 DOZ. LARGE SINGLE
BLADE KNIVES, MACHINE FILLED
WITH 1100 BALLS OF GUM, INCLUDING
20 STRIPED BALLS READY TO BE
SET ON LOCATION. Don't be misled
by cheap imitations and inferior mer-
chandise! Be First in your Territory
with this proven money maker!

ENTIRE DEAL ONLY \$12.50
Rush Your Order Today!



PIKE'S PEAK, \$32.50
Immediate Delivery



\$14.75 Order Quick!

SILVER KING

10 Lbs. Candy, 1 Gross Chocros.

ALL FOR \$8.45

Limited Time Only! Rush Your Order NOW!
Other Machines, \$3.95 and Up.

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INSIDE AND OUT...

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1

OUTDOORS



G.V.'s

OUTDOOR
ADAMS GUM
VENDOR now
makes possible
profitable operation
in many
locations that
once offered too
many obstacles.
This Vendor
was built especially
to overcome all
difficulties presented
by weather,
breakage, etc.
Its foot-pedal
construction
opens up a new
field that every
operator has
long been waiting
for. IT
HAB PROVEN
ITSELF A MONEY-MAKER ON TEST
LOCATIONS FOR YEARS! Warm
weather CAN be profitable weather when
you sell the popular ADAMS GUM in this
great outdoor vendor.

PAY AS YOU EARN.
The cost of the OUT-
DOOR model can be
financed over a 24
month period.

\$12.50

2

INDOORS

G.V.'s



Standard ADAMS
GUM VENDOR
needs no introduction.
It's the one
sure addition to your
regular route, re-
gardless of what
type equipment you
now operate, that
will bring you real
profits for years!
Get going NOW!
Write, wire or phone
us today! Your first
order will convince
you that you are in
a safe and sound
sure income business.
These popular
and proven vendors
are easy to locate—
simple to operate and
easy to buy. PROVEN
"America's Finest" by actual
operation of thousands
of machines!

A SMALL DOWN
PAYMENT and you
can take 24 months
to pay the balance.
Model Model only...

\$12.50

INSIDE AND OUT

Both the Outdoor and Standard models
of the G. V. Corporation's ADAMS
GUM VENDORS are without equal as to
appearance and mechanism. They are the
most attractive vendors on the market
and the mechanism in both is made by
DUGRENIER.

WRITE FOR G.V.'s NEW, FREE
BOOK... "PROFITS FROM PEN-
NIES"... IT WILL START YOU
OFF ON A PROVEN PATH TO
SUCCESS!

G.V. CORP.
33 WEST 46th ST, NEW YORK

Candy Sales Up 25 Per Cent

Biggest April volume in
five years—soldiers' con-
sumption responsible

WASHINGTON, June 21.—Sales of con-
fectionery and competitive chocolate
products chalked up a 25 per cent gain
during April over the same month last
year, reports from the Bureau of Census
reveal. This marks the largest April in-
crease in five years. Sales for the first
four months of the year also are up 15
per cent over last year. Figures were
based upon reports from 230 manufactur-
ers whose sales totaled \$22,215,000
during the month. Indications are that
per capita consumption of sweets this
year may reach an all-time high.

The Department of Commerce reported
that the marked increase in candy con-
sumption was due to addition of choco-
late bars to the emergency rations used
by soldiers in field maneuvers, and also
because of heavy confectionery sales at
army post exchanges throughout the country.

National income is increasing and this
trend was expected to be accompanied
by increased civilian consumption of
candy and competitive chocolate prod-
ucts.

Program Set for Ohio Cig Assn's 3-Day Conclave

CLEVELAND, June 21.—The program
for the annual convention of the Ohio
Cigarette Vendors' Association at Cedar
Point, O., July 2-10 is about completed,
and Sam Abrams, secretary, is working
closely with the committee on arrange-
ments. The affair will be held in con-
nection with the Ohio State Tobacco
Association gathering. Both groups will
hold separate business sessions, as well
as a general get-together to discuss
common problems.

Speakers include Theodore Christian-
son, former governor of Minnesota,
whose subject will be "Fair Trade";
Joseph Kolodny, secretary of the Na-
tional Association of Tobacco Distribu-
tors; Eric Calamia, of the Retail Tobac-
co Dealers' Association, who will discuss
the new Unfair Cigarette Sales Act, and
Victor Keys, of the Ohio State Pharma-
ceutical Association, whose topic will be
"The Unemployment Compensation
Law." A representative of the federal
government will speak on the Wage and
Hour Law and answer questions relat-
ing to it. Men prominent in the cig-
arette vending machine business are also
being lined up to appear on the program.

A fine entertainment program, includ-
ing dancing to Ben Bernie's orchestra,
a banquet, and boat ride are being
planned. The ladies will have bridge
parties and other events to keep them
entertained during the business ses-
sions. Sam Abrams urges all who are
planning to attend to send him their
reservations at 1740 E. 12th Street,
Cleveland.

Glassgold and Kline Visit Todd Service

NEW YORK, June 21 (MR).—Burnhart
(Bip) Glassgold, sales manager of Arthur
H. Du Grenier, Inc., and Bobby Kline,
the firm's Pennsylvania representative,
visited Baltimore, where they spent the
day with Bill Toomey, of Todd Cigarette
Service.

Upon their return to New York, Glass-
gold said: "I was happy to note that our
friend Bill Toomey is doing a very ag-
gressive job with the Champion cigarette
merchandisers. Bill reports an unprece-
dented increase in business and natu-
rally we feel great because of the part the
machine is playing in his success.

"We're really pitching ball in our ex-
pansion program with the new DuGre-
nier Champions and I look forward to
an even greater volume of business as
we head further into the summer
months," stated Toomey.

Operators'

FIRST LINE OF DEFENSE



A. H. DuGRENIER, INC.
15 Hale Street
Haverhill, Mass.

Gentlemen:
Please send me full color literature on
the "Champion" and the "Candy Man"
and have your representative call.

Name _____
Address _____
City _____ State _____

MAIL THIS
COUPON TODAY!

Arthur H. DuGRENIER, Inc.
15 Hale Street Haverhill, Mass.

NEW EXTENSION SPEAKER CABINET!



OPERATORS: TRY THE ILLUMINATED ORGANETTE OP'S PRICE ONLY \$8.82 (COMPLETE Cabinet)

SENSATIONAL Light-up Cabinet... The ORGANETTE is your BEST BET as a coin phonograph Extension Speaker. Luxurious walnut cabinet is glamorized with brilliant illumination from manderin-red plastic. ORGANETTE accommodates all 12" speakers... Equipped with lamp-sockets, line cord, and plug... JUST PLUG IN TO LIGHT UP.

12" P. M. DYNAMIC CONE SPEAKERS... Suitable for ORGANETTE. The PM-12L7 Speaker can be connected to any type phonograph. v. c. impedance 6-8 ohms, maximum power rating 18 watts. Operator's Price \$7.00

Send No Money: We Ship C.O.D. ATLAS SOUND CORP. 1444 - 39th Street, Brooklyn, N. Y. DISTRIBUTORS: Write For Details!

Bombs Hit Coin Machines...

LONDON, May 21.—In a recent air blitz on London the coin machine trade came off pretty badly. Among those suffering loss were one of the best known distributing firms in the business, a manufacturing and distributing company with over 40 years of trading, a distributing business of more recent birth, and a manufacturer associated largely with the production of machines for pier and amusement zone operating. In the case of the first named the premises were completely gutted, but a few machines and parts were salvaged. In every other instance premises, machines, and spares were all lost.

On the same night a hostelry visited by American machine men who came to London, the home of that informal body known as the Slot Club, went west; likewise all the records and books of the British Automatic Machine Operators' Society, which had used the place as temporary headquarters.

Someone managed to save Polly, the famous parrot, but that was all. As far as the distributors are concerned, none accept defeat. Temporary quarters have been taken and every endeavor is being made to resume service. There will, of course, be monetary compensation under the government scheme, but the loss of considerable quantities of spares will be felt thruout the trade.

Since last a report was sent in from London the number of Sportlands knocked out by blitz in both London and the provinces has grown. Nevertheless, this particular aspect of the business flourishes in some places and new Sportlands are planned for opening.

Solly Shefras announces the engagement of his daughter, Doris, who, before taking on national service work, acted as secretary to the company.

Shortage of mechanics thru calls of military service and war work has become so acute that elderly men and those unfit for duties are being offered highest rate of wage ever known in the business.

Inclement Weather Fails To Halt Fun at CMA's 3d Annual Shindig

WINGDALE, N. Y., June 21.—Despite an all-day downpour last Friday and threatening weather the following day, more than 125 members of the Cigarette Merchandisers' Associations of New York, New Jersey, and Connecticut made the trek to the Berkshire Country Club here for the organizations' third annual two-day outdoor fiesta, Saturday and Sunday. A program of sports and social events occupied the CMA-ers every minute of the week-end, beginning with the arrival early Saturday morning of Matty Forbes, Arthur Gluck, and the Harolds, Roth and Jacobs. The foursome, being the first of the group on the scene, decided to run off the "finals" of the doubles handball tournament. Forbes and Gluck teamed up against the two Harolds and came from behind a 5 to 0 deficit to win the "title," 11 to 6. Roth and Jacobs demanded a recount and challenged the champs to a return match, only to be met by the sarcastic advice to "go get a reputation."

Lunch time Saturday found most of the group at the club, assembled in the dining room, where L. L. Oppenheimer, recently made field supervisor of Philip Morris, and his associate, William Hollingsworth, added to the pleasures of the repast by distributing free packs of Little Johnny's cigarettes to the guests. Saturday night a stock company presented Clare Booth's nose-thumb at the Nadis, Margin for Error, in the Casino. The play, however, was blitzkrieged by a sudden and violent rainstorm before its completion, and the guests adjourned to the clubhouse and bar for some late evening chatter, card games, and refreshments. Bright and early Sunday morning 25 cigarette merchandisers turned golfers for the annual drive-and-putt tournament. Tony Makota, executive secretary of the Connecticut group, shot the 18 in a neat 84 and walked off with the prize... or would have had anyone been able to find it. Another dozen balls were the prize in a raffle held later in the day. As soon as the winning chance was called Bill Peck grabbed the lucky holder of it and bought the ticket from him for \$2, thereby assuring himself of at least one prize during the week-end's hectic activity.

Sunday afternoon New York and New Jersey played the annual soft-ball game for the Interstate CMA championship. With New York leading at the end of the second inning another downpour started, but the CMA soft-ballers proved themselves harder characters than the Margin for Error actors. They continued the game and it resolved itself into a pitcher's battle between Bob Hawthorne, floating 'em in for New York, and Benny Benson, wafting 'em over for New Jersey. The New Yorkers outpaced their next-State neighbors at the end of seven innings by a 17 to 14 score. This triumph made it three straight for Forbes' Finaglers and gave them permanent possession of the soft-ball trophy.

In between all the tournaments and tugs-of-war and after the ball game the CMA-ers pranced poles over the Berkshire bride paths, swam, boated, tensed, and indulged in other forms of more or less violent exercise.

Matty Forbes found time away from his hand and soft-balling to shoot motion pictures of all phases of the event, and the members will have the opportunity of seeing themselves as others saw them on the screen at an early meeting of the CMA.

Forbes announced that after three years at the Berkshire Country Club in Wingdale the site of next year's outing would probably be shifted to "somewhere in the Catskills."

Candid Shots of the Shindig

SAM YOLEN among the missing and greatly missed by all his friends... LES PAUL up and about again after his recent illness and beginning to look like his old self... LOU CANTOR among the earliest arrivals, raring to go. Lou slowed down a little, tho, about the middle of the second day... JACK MILL spearheading those fast ones at first base for the Jersey team in the ball game... BILL PECK singing loud and long with a happy crowd at the refreshment stand... WHO WERE the checker-outers in the middle of a dark, dark Saturday night?... BOB HAWTHORNE, pink-cheeked and robust looking as ever, looking askance at the ump for calling a strike a ball... BIP GLASSGOLD, JACK FEINBERG, RALPH LITTLEFIELD

all having a great time with their friends... BENNY BENSON telling of his hair-breadth escape from the jaws of death during an automobile accident on the way out. Seems like a couple of mighty oaks sprouted in the middle of the road before you could say CMA... CHRIS GABRIELSON, BENNY BENSON, ARTHUR GLUCK, and JACK MILL, making the rounds with their friends.



Here it is—the operator's ideal, all around, all purpose, all product bulk vender. Designed by operators themselves to bring you bigger profits, faster, easier servicing. Write for complete details of this truly great machine!

THE NORTHWESTERN CORPORATION 5 E. Armstrong St., Morris, Illinois

USED MACHINE BARGAINS ORDER TODAY! Here's the way to bigger vending machine profits. List of various vending machines and prices.

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE Terms 1/3 Down, Balance C. O. D. Write for free price list. We carry a full line of Ball Gum, 10, 15 or 170 Count, Stands, Brackets, Globes, Champs, everything for the operator, 1¢ Counter Games, Ball Gum, Rings, \$6.00; Crisis-Cross, \$5.00; T10-Bit, \$6.50; Spitzfire, \$12.00; Totalizer, \$8.00. Baseball, 1¢ used; Challenger, Smoke & Fire, Big Game Hunter, Lowest Prices.

NORTHWESTERN SALES & SERVICE CO. 889 Conny Island Avenue, Brooklyn, N. Y. Phone: Bklyn 4-7226 58 Trillinghous Avenue, Newark, N. J. Phone: Blc 2-2560

NORTHWESTERN LINE Recommended Distributed Guaranteed TORR 2047 A-SO. 68 PHILA., PA.

Northwestern MODEL 40 THE WORLD'S FINEST VENDOR \$5.30 In Lots of 100 Less Than 25 \$5.80 Each Time Payments—12 months to pay. Liberal Trade-Ins. Send for literature of complete line. Immediate delivery on all models.

VICTOR ESQUIRE \$7.50 TOPPER \$6.95 ESQUIRE PREMIUM VENDER 12.50 ROLL-A-DAY 12.50 Immediate Delivery—Liberal Trade-Ins. BIG GAME... \$34.50 MODEL F... 34.50 A. B. T. CHALLENGER... 29.50 CASINO... 40.00 Immediate Delivery—Liberal Trade-Ins. 1/3 Deposit Required With Order. Send for Literature of Complete Line.

RAKE 2014 Market Street PHILADELPHIA, PA.

VIEW-A-SCOPE SHOW—Grove Home Lee, Sally Rand, Ice Follies, Chas. Fayer, Collins Ins., Earl Carroll's Reunited Girls. Buy your order to LURIE CO. \$27.95 11 Erie St. Jersey City, N. J.

For QUICK SALES and STEADY PROFITS Order CANDY CRAFTERS' Good BALL GUM AND Safe Shell CANDIES for your vending machines. Write for price list today. CANDY CRAFTERS, Inc. LANSDOWNE, PA.

U-NEED-A-PAK

delivers the Goods!



Yes sir! The new Norman Bel Geddes-designed Model "500" cigarette merchandiser is "delivering the goods" at hundreds of superior locations throughout the country—and delivering the PROFITS to hundreds of operators. Exquisitely designed in 7, 9 and 15 columns in White or Walnut. Write or wire today for information.

U-NEED-A-PAK PRODUCTS CORP.
135 PLYMOUTH STREET BROOKLYN, N. Y.

CIGARETTE MACHINES

Factory
Reconditioned
and
Repainted

Monel, Blue & Green

Du Grenier 'S'

7-COLUMN

\$42.50

F. O. B. Chicago

6-Col. Du Grenier \$55.00

No Match

4-Col. Du Grenier \$7.50

12-Col. U-N'-A-Pak

\$45.00

15-Col. U-N'-A-Pak

\$55.00

TERMS—1/3, with order,

Bal. C. O. D.

JAS. H. MARTIN

1407 W. Diversy Place, Chicago, Illinois

Home Run Premium
Vender Ready

CHICAGO, June 21 (DR).—"Our new Home Run Premium Vender is now ready for the trade," says Harold Schaeff, head of Victor Vending Corporation. "The success of our Esquire Premium Vender has prompted us to build our Home Run Ball Gum Vender with the premium feature which was originated by us.

"The premiums," continued Schaeff, "are actually displayed in the Home Run Vender so the player can see just what he is shooting for and what he is shooting at. This clever arrangement makes this combination amusement machine and ball gum vender ideal for all locations," stated Schaeff. "According to operators' reports, our improved Home Run Premium Vender is giving an excellent account of its earning ability and remarkable performance," concluded Schaeff.

COMING
EVENTS

July 9 and 10—Ohio Cigarette Vendors' Association an annual meeting at Cedar Point, O.

August—exact date not announced. Third annual picnic of Cleveland chapter, Ohio State Automatic Phonograph Owners' Association. Place not yet announced.

Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.

January 14-17, 1942—10th annual convention, National Association of Tobacco Distributors, Palmer House, Chicago.

JAVA-P-NUTS
MADE WITH REAL COFFEE
A NEW TASTE THRILL
ORDER SOME TODAY

Complete Vending Service
CANDIES— $\frac{3}{8}$ " GUM—SALTED NUTS—CHARMS
WRITE ONE ORDER — PAY ONE FREIGHT

PAN CONFECTIONS-CHICAGO
342 W. Erie St. CHICAGO, ILLINOIS

ATTENTION, OPERATORS!
A better quality coated chewing gum. Always fresh. $\frac{5}{8}$ " and $\frac{3}{4}$ " Ball Gum also Pellet Gum. Write for samples and prices.
U. G. GRANDBOIS CO., Kalamazoo, Mich.

Robbins 2-in-1 Vender Clicks
BROOKLYN, June 21.—D. Robbins & Company, who have been offering their 2-in-1 merchandiser vender at a new low price, claim they have received many orders.
"The machine," says Dave, "will not be duplicated for quite some time. They are made of aluminum which we were able to secure prior to the government's restrictions on the metal."

ASCO WEEKLY SPECIALS

VENDORS		1 1/2" Ball Gum, 25 Boxes	
12 Peanut 1 1/2"	\$8.51.95	12 Cops	\$2.75
12 Peanut 1 1/2"	2.55	12 Spinich Nuts, 50	.58
12 Hershey 40 bar	1.55	COUNTER GAMES	
54 Hershey 54 bar	2.55	12 Crisis Game	\$2.75
12 Bink Gum 2 col.	2.35	12 Bingo Bd.	2.95
12 400 B. Gum	2.90	12 Imp. Cop of Fruit	6.95
12 Silver King 5.00	3.95	12 Dots-a-Pack Bd.	9.95
12 Cigarette 2 col.	3.95	12 Quilting 3-Way	9.95
12 Everready 2 col.	3.95	12 Grip	9.95
12 Adv. 11 Prunk	2.95	12 Hole-in-One	11.95
12 Robbins 2 col.	4.95	12 Spiffie Bd.	11.95
12 Master Perk	5.45	12 Home Run Bd.	11.95
12 Snacksy 3 col.	7.05	12 Nutsa Target	13.95
123 Dep., Bal. C. O. D.		12 L. Berry, 1000	21.50

Send for Complete List.
ASCO, 140 ASTOR ST., NEWARK, N. J.

Wide Awake Operators! Operate

ESQUIRE PREMIUM VENDOR

Complete Deal Machine & Mds.

Only \$12.50

EASTERN
350 Mulberry St. NEWARK, N. J.

Detroit

DETROIT, June 21.—Joseph G. Bloom, formerly a partner in the Coin-o-Matic Vending Company with David H. Weiner, has formed his own company, the Coin Matic Sales Company. He is operating cigar and candy venders.

Meyer Saperstein and Charles Stadler, operating in the cigarette vending field together for some time, have taken the title of Reliable Vending Company.

L. G. Monger, manager of the Canteen Company, vending operator here, reports business very good.

"Business is so good that it actually scares us," C. R. Armstrong, of the Bliss-Strawn Distributing Company, reports. "We are able to sell all the merchandise we can get."

Sigmund Kaczynski, music operator, has bought a house trailer and is leaving the first week in July with his family for a trip to California. He expects to return by early fall.

W. R. Palechek, manager of the Coin-Meter Detroit Company, reports consid-



SMITH AND TOOMEY, of Todd Cigarette Service, Baltimore, Md., are shown at left, snapped by Big Glassgold, DuGrenier sales manager. The other photo shows Dick Parina (right), DuGrenier's West Coast distributor, talking over the rising demand for venders in the West with Glassgold. (MR)

erable activity in the field of coin-regulated washing machines in which he specializes. These have proved most profitable in the better class apartment houses.

Virgil A. Johnson, who operates a small music machine route, expects to be called for army service shortly.

Francis J. McNally, a new entrant in the local field, is forming the Pend-o-Matic Company and opening a store at 30 Bartlett Avenue in Highland Park. Pend-o-Matic Company will operate candy bar venders in this territory.

Al Wellman, who has the franchise for Detroit for Photomatics, believes in keeping a machine "fresh" in a location. He has one man constantly on the road scouting for new locations. "Night clubs are the best locations," Wellman said. "If a place does not have a good transient business, we do not allow these machines to stay in longer than two or three weeks, when the first spurt of new play on them begins to fall off. Novelty is an important thing in these big picture machines."

Wellman also operates Scientific's Bating Practice and some guns.

C. Leo Chadwick, of the Chadwick Music Company, is adding a number of Buckley remote control boxes to meet the demands of the better locations.

Jack Glick, music operator, is busy expanding his route.

Frank D. Noble, music operator, is experimenting with remote control boxes in a few of his locations and will expand the route if results in the test locations warrant.

Alban J. Norris, operator for many years of the Michigan Film Library, is entering the coin business as a vending operator.

One of the rare father-and-son combinations in the industry is the partnership of John Zullinski and son, Dan. They also operate a cafe and jointly operate a well-diversified route of phonographs and peanut and cigarette venders.

Henry C. Lemke, manager of the Lemke Coin Machine Company, was the victim of an attack of appendicitis last week. He is convalescing and able to manage his business, but will take things easy for some time to come.

S. B. Paul, formerly representative for A. H. DuGrenier, Inc., has established his own operating business as the Superior Service Company, with offices downtown.

Kopi Vaal, a newcomer, is specializing in music machine operation. Vaal has established headquarters on Woodrow Wilson Avenue.

Harry Wish, of the Oriole Music Company, ranks as about Detroit's busiest man. He is busy with his own operations, as well as directing his own operation and sale of the new speaker and remote control cabinets made by his company.

Dan P. Barshat, Detroit music operator, is planning an extended visit to his old home town of Denver in a few months and may decide to go into the operating field while there.

William Raack, of the Williams Specialty Company, music operating organization, has branched out into the wired

music field with an Automatic Hostess installation. William has moved to a new downtown office at Sixth Street and Michigan Avenue.

Joseph Snow is new representative for A. H. DuGrenier, Inc., and has moved offices to Ward Avenue.

Fort Worth

FORT WORTH, Tex., June 21.—Sales-boards are doing somewhat better than a few weeks back. Operators report boards doing nicely in taverns and drug-stores, with a decline in receipts in outdoor spots.

H. M. Crowe, manager of R. & A. Distributing Company, Houston, was a recent visitor to coin machine row.

Operators Leo Moore, Stafford Page, and Sid Johnson are driving new cars.

Here's one for the book. Mrs. Elsie Basset, operator of Amarillo, Tex., recently found a \$2.50 gold piece in one of her penny peanut venders, and on location where she does not even have to pay any commission.

Bow Cowan, manager of Worth Music Company, has added a new Chevy pick-up truck to his present string of service cars.

A steady increase in population is now evident in this Texas city due to the rapid advance in construction of the big Consolidated Bomber plant here. Hundreds of new families are moving into the city weekly. By the time production gets under way 45,000 people will have been added to the population of Fort Worth.

BETTER BUY NOW for BETTER BUYS!

<p>FREE PLAYS \$19.50 Each</p> <p>Headliner Fifth Inning Cheer C. O. D. Double Feature Pick 'Em Snooper Spoties Triumph Variety 4-4-6 Buckaroo Chief Contest Flash Golden Gate Sky Rocket Zip Bang Top Keep-a-Ball Big Six Cowboy Red Hot Super Six Thriller Up & Up All Stars Davy Jones Baseball (Stoner) Clippie</p>	<p>PHONOGRAPHS</p> <p>REBURG'S Model C (12 Records) ... \$34.50 Commander ... 24.50 Mafey, 1939 ... 144.50 Pia, 1939 ... 134.50 Royale ... 82.50 Roper ... 124.50</p> <p>WURLITZER'S 24 ... 594.50 25, 1937 ... 48.50 31, 1938 ... 49.50 01, 1939 ... 79.50 603, Keyboard ... 422.50 600A ... 134.50 618 ... 64.50</p> <p>ROCKOLA'S Monarch ... \$44.50 Window ... 79.50 Cont. Mod. '39 ... 84.50 20 De Luxe ... 139.50 Rhythm Kings 16 Rec. ... 44.50</p> <p>MILLS' Dance-matrix ... \$19.50 Do-Re-Mi ... 24.50</p>	<p>CONSOLES</p> <p>Fast Time, Jennings, Ball, Ft. Sammie \$139.50 Pace Saratoga, Skill, 1941 Psychic ... 92.50 '38 Track Time, Keener's ... 87.50 '39 Longchamp 44.50 Paces Races, Black Cat ... 89.50 Tantrum ... 52.50 Super King ... 99.50 25c Buckley Track Odds, '39 ... 109.50</p>	<p>SKILL GAMES Air Rider ... \$14.50 Anti Aircraft Brown ... 84.50 Black ... 54.50 Chicken Skin ... 52.50 Jalbird ... 69.50 Shoot Out ... 87.50</p> <p>BELLS 1c Blue Front ... \$42.50 5c Vest Pockets, Green ... 29.50 Blue & Gold ... 32.50 Blue & Gold, J. P. ... 35.00 5c Blue Front, Gold Ave. ... 39.50 5c Extracord, navy ... 34.50 5c Futurity ... 34.50 5c Future Play ... 54.50 10c Blue Front, S. A. ... 47.50 10c Blue Front, D. J. ... 44.50 10c Extracord, navy ... 34.50 10c West End ... 34.50 WATLING'S 5c Blue Seal ... \$29.50 10c Blue Seal ... 23.50 25c Red-a-Top ... 29.50 PACE'S 5c Skill ... \$29.50 10c Comet ... 27.50 All the latest free play releases are available. Send for list and prices!</p>
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CLOSEOUT!
BRAND NEW WESTERN'S
BIG PRIZE
6 Coin Multiple Free Play
\$104.50

WRITE FOR PRICES ON ARCADE EQUIPMENT AND BRAND NEW FREE PLAY CLOSEOUTS!
Terms: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

FRIENDLY PERSONAL SERVICE



ROY TORR RECOMMENDS BAKER'S KICKER and CATCHER

MOST SENSATIONAL COUNTER GAME IN THE INDUSTRY!
All skill—100% legal. Entirely mechanical, no wires, no batteries. Be wise—order yours quick!

NICKEL \$31.75 PLAY
Play — \$29.75.
Stand — \$8.00 Extra.

BAKER BUILT GAMES

TORR 2047A-50. 68 PHILA., PA.

IT'S UNCANNY!
Coming Soon!
EVANS' PLAY BALL
Baseball in All Realism!
Sacrifice Plays—Bunts—Flies—Men Run Bases!

YOUR PROFITS ARE SAFE WITH AN ACE LOCK

ACTUAL SIZE

ACE LOCKS provide Powerful, Positive protection, both on new machines and for replacement purposes. Order ACE LOCKS today! Made entirely of Steel and Brass. No Die Cast Metal used. Center Post Case Hardened to Prevent Drilling. Keyed alike or in various Key changes. We are the sole manufacturers of the ACE LOCK, the entire lock being completely constructed in our factory.

CHICAGO LOCK CO. 2024 N. RACINE - CHICAGO

Gullicksons Have Anniversary...

CHICAGO, June 21.—Mr. and Mrs. O. L. Gullickson celebrated their golden wedding anniversary at the Union League Club here Tuesday evening, June 17. Gullickson is president of the Churchill Cabinet Company, which has manufactured cabinets for games and other types of coin machines for many years. The factory began making cabinets for games when pinball first appeared and has been at it since.

The anniversary was an occasion for the family and friends of long standing to get together. Among them were some of the pioneers of the coin machine industry who have been close personal friends of Gullickson for many years.

At the family table sat Mr. and Mrs. Gullickson, their five sons, three daughters, and 17 grandchildren. Not a death has occurred in the immediate family in 50 years. It was an unusually impressive sight for their friends to behold. Also, seven or eight girlhood friends of Mrs. Gullickson were present. Some of them had not met in the 50 years.

In the days when the coin machine manufacturing industry was finding itself, Gullickson was known as the adviser and peacemaker among the manufacturers. Quietly he helped them to settle differences, to organize, and to gain recognition as an industry. Members of the industry remembered all these things as they joined in the happy celebration.

New Change Maker Wins Big Response

CHICAGO, June 21 (MB).—Officials of the McGill Metal Products Company report that coinmen are going for its new Quick Changer in a big way.

"The device," they explain, "is similar to change-makers used by street railway men, gasoline station attendants, etc., except that we have enlarged it and put in a cabinet with a drawer for storage of rolled coins."

"There are five coin tubes, longer than usual. Coin tubes one and two eject five nickels each; tube three ejects two nickels; tube four ejects single dimes, and tube five ejects single quarters. Coin tubes two and three can be quickly adjusted to eject from one to five nickels each."

Their reason for marketing the changer, say McGill officials, is that faster change making means faster machine play, more time for serving other customers; less handling of coins, which keeps coin chutes cleaner with fewer maintenance calls, saves cash registers, and reduces no-sales items on register tapes.

Philadelphia

PHILADELPHIA, June 21.—Motor Parts Company, Columbia-Okech distributor, has added the distribution of Permo-Point needles to its line and becomes the distributor in this territory for the Permo-Fidelitone needles for home use.

Harry Elkins, head of the Royal Distributing Company, has promoted Joe Nanni to the post of record buyer, succeeding Evelyn Russell, who resigned.

Revival of interest in Louis Armstrong recordings was manifest this week, due to the efforts of Al Wilde, who came down from New York to promote the maestro's personal appearance at the Earle Theater for the June 20 week. Stickers on about 1,500 machines around town heralded Armstrong's coming.

Sam Chadwin and John Workman have dissolved their partnership in pinball operations. However, both are continuing independently.

Banner Novelty Company has branched out into the music machine and cigarette vending fields. Steve Brancalone is manager.

Al Sailor is back as a pinball operator after an absence of 18 months, locating in the West Philadelphia section.

Harry Bortnick, record promotion

**A BIG O.K.
FROM THE U.S.A.
FOR DAVAL'S NEW
DOUBLE-GAME COMBINATION
LUCKY SMOKES**



Real 16 cigarette action in REAL caseboard style. Coin divider and 2 BIG separate cash trays. Ball Gun Vender, Number winner like a slot-machine—PROFITS LIKE A SLOT! ORDER QUICK FROM YOUR NEAREST DAVAL DISTRIBUTOR!

AMERICAN FLAGS



This is how LUCKY SMOKES looks with AMERICAN FLAGS display front and red strip. Becomes a brand-new, thrilling, speed counter game. Two display fronts enclosed for this size—width and without cover. Pay in points of cigarette. ORDER QUICK!

**BOTH GAMES
IN ONE FOR ONLY
\$22.50**
F.O.B. CHICAGO
INSTANTLY INTERCHANGEABLE
RIGHT ON LOCATION

DAVAL
2043 CARROLL AVE., CHICAGO
PACIFIC COAST MAC MOHR CO.
2916 W. PICO BLVD. - LOS ANGELES, CALIF.



chief for Raymond Rosen & Company, Victor-Bluebird distributors, made it a three-way tie-up with music machine operators and the Earle Theater for the Time Out for Rhythm picture featuring Joan Merrill, the label's song bird. Bort-

nick also acquired Dick Todd around town for personal appearances at record stores and operator showrooms when he turned up in town June 12.

Eddie Hughes, newest of the salesmen for Raymond Rosen & Company, Victor and Bluebird distrib., is fast winning friends in the industry. He's a look-alike for Ray Eberly, Glenn Miller's vocalist.

Mrs. Helen Flinkel, head of High Point Music Company, is promoting a Foodbox Freddie contest among operators to select the town's Foodbox Freddie as an exploitation stunt for Abe Lyman's recording of that song.

George Pruting, district manager for Columbia Recording Corporation, came in from the factory at Bridgeport, Conn., for a look-see with the record salesmen at Motor Parts Company, local distributor.

A new candy-vending machine operation has been added to the local field last week. Carrying the trade name of Leo Rex, the firm is headed by Carl G. Countryman. Showrooms were opened on 11th Street, in the heart of the town's movie row.

WE'LL HELP YOU GET STARTED WITH A PENNY ARCADE

NEAR ARMY CAMPS, DEFENSE PROJECTS, ROAD-SIDE STANDS, BEACHES, POOLS, DANCE HALLS, SKATING RINKS, HOTEL PLAYROOMS, Etc.

FREE

WRITE NOW FOR OUR SPECIAL PENNY ARCADE ILLUSTRATED CATALOGS AND PRICE LISTS.

HAVE YOU ENTERED MIKE MUNVES' \$1,200.00 PENNY ARCADE CONTEST!

- \$100.00 cash for the best Penny Arcade of '41. Send photos of your Arcade quick! Closing contest date Sept. 15, 1941.
- \$100.00 cash for a new Penny Arcade machine. This need be only rough drawing. Send your idea in today. It can win.
- \$1000.00 cash for a working model of the best Penny Arcade machine idea staged by Mike Munves first in writing. Write quick for details!

MIKE MUNVES, "The Arcade King," Specializing in Arcades Since 1912
MIKE MUNVES CORP. 520 West 43rd St. NEW YORK CITY

ALL MACHINES ARE IN EXCELLENT WORKING ORDER AND APPEARANCE

1/3 CASH — BALANCE O. O. D.

5 Ball Free Plays	5 Jumbo Parades	3 Punches
2 Bandwagons	F. P.	2 Bally Plak Em
1 Big Chief	1 Kentucky Club	1 Breakers (cash)
3 Border Towns	4 Line up (Foot)	3 Parsonoids
3 Blondes	ball)	1 Qualified
2 Big Leagues	20.00 ea.	1 Rotation
4 Big Towns	2 Lucky	5 Rascal
4 Big Shows	2 Lone Stars	1 Ragtime
2 Baking Champs	25.00 ea.	2 Record Times (1
10 Banknotes	1 Lot-a-Fun	Ball)
21 Bally Blue Grass	1 Lot-a-Fun	1 Ritz
3 Ceilicact	6 Life-a-Cards	4 Strabo Liners
1 Contact	6 Life-a-Cards	5 Sport Parade
16 Dishes	20.00 ea.	4 Sore Up
3 Doughboys		1 School Days
3 Drum Major		1 Stars
1 Eureka (1 Ball)		2 Sky Lines
5 Fiestas		8 Sports
2 Flickers		6 Sporty
14 Formations		1 Score-a-Line
1 Fox Hunt		11 Triumphs
1 Fifth Ending		10 Vacations
6 Glamours		12 Victories (1
3 Gold Cups		Ball)
12 Home Runs		1 White Balls
12 Jolly		4 Yacht Clubs
1 Jumble Parade (cash)		1 Zeta
		3 Zips
ONE BALL FREE PLAYS	3 Bally Gold Cups	COUNTER GAMES
21 Bally Blue	1 Bally Europa	American Eagles
Grass, like new, \$100.00 ea.	1 Bally Peaches	Acc
7 Bally Record	(cash)	Emp
Times, like new 80.00 ea.	17.50 ea.	A. B. T. Targets
9 Victories	5 Mills Jumbo	Columbia Bells
	Parade F. P.	
	60.00 ea.	

LAMBRY NOVELTY CO.

Charlotte, N. C.

BETTER BUY NOW!

DAVAL'S AMERICAN EAGLE

BELL-FRUIT OF DEFENSE REEL SYMBOLS



FEATURING FREE PLAY MYSTERY AWARD TOXER PAY-OUT, 2 FULL YEARS UN-CONDITIONAL MECHANISM GUARANTEE. Sample \$34.50. Ball Gum Model only \$2 extra.



MARVEL CIGARETTE REEL SYMBOLS AMERICA'S GREAT TEST TOXER PAY-OUT COUNTER FLYER 33.00 PROVEN PROFITS FOR YEARS AND YEARS. Sample \$34.50. Ball Gum Model only \$2 extra.

ATLAS NOVELTY COMPANY 2200 N. Western Ave., Chicago

Mutoscope Offers Arcade Color Movie

NEW YORK, June 21 (MR).—The International Mutoscope Reel Company has produced a 16mm. color motion picture which graphically illustrates profitable arcade operation pointers.

"As a further step in helping present and prospective operators of arcades, we will loan a print of the film to interested operators, said Bill Rabkin, president. "The film should eliminate much of the trial and error in running a profitable business, as it features many angles discovered by leading arcade men.

"Penny Arcades are at the highest peak of activity at this time. Locations near army camps, industrial centers, in amusement parks, on fairsgrounds, near and in carnivals are reaping a bonanza. People are constantly seeking an outlet for headline-induced tension, and Penny Arcades offer the clean, wholesome, inexpensive amusement demanded by the public.

"There are more new operators in the arcade business than ever before. We have on our staff H. Oberhammer, an amusement architect, whose services in planning, layout, and construction are available to individuals desiring to enter the business.

"The architect service plus the offer to loan our Pennies on Parade motion picture in color is evidence of our desire to see that our customers are properly guided every step of the way in profitable arcade operation.

"Mutoscope arcade equipment is coupled with intelligent co-operation in placement, suggestions regarding proper number of machines, and kind of machines we feel belong in an arcade built in the modern way."

Mutoscope has had a wide background as owner and operator of arcades at the New York World's Fair. The firm officials learned many valuable lessons during the 1940 season when their locations grossed \$200,000 in pennies, nickels, and dimes. The firm is ready and willing to pass along these helpful suggestions to present and prospective participants in the Penny Arcade industry.

General Coin Features Equipment

PHILADELPHIA, June 21 (DR).—Ed Casanoff, of General Coin Machine Company, carries a complete stock of new and used coin-operated equipment of all types. "All four floors in my building are stocked with equipment," stated Ed, "and common know they can save a lot of time and trouble doing all their shopping here."

Altho Ed has been in business only a short time under his present firm name, he is well known to the trade, for he started in the line back in 1925 with the K. C. Vending Company. Ed's advice is well worth heeding, as he talks with years of experience to back him up and a world of knowledge gained from shipping equipment all over the world. In fact, last week crates left his salerooms for Puerto Rico and Honolulu.



BILL RABKIN, president of International Mutoscope Reel Company, Long Island City, N. Y., and Bill Beasley (right), noted coinman, photographed on the Photomath at the firm's plant. (MR)

GET SET WITH THESE SOUTHERN BARGAINS!

LIMITED NUMBER OF RECONDITIONED USED PHONOGRAPHS REFINISHED IN MARBLEGLO

Table listing SEEBURGS and MILLS phonographs with prices for various models and quantities.

LEGAL EQUIPMENT

Table listing legal equipment such as Black Cab, Keeney Anti Aircraft Gun, and Bally Bull's Eye Gun with prices.

SPECIAL

Brand New Cub in Fruit Reel or Cigarette Reel \$7.75. HAVE ONLY A LIMITED NUMBER IN STOCK—ORDER TODAY.

PAY TABLES, CONSOLES, ETC.

Table listing various games and their pay tables, including Preakness, Sunline Derby, and various horse racing simulacra.

FREE PLAY GAMES READY FOR LOCATION

Large table listing numerous free play games and their prices, such as Alway, Big Baba, Alps, and many others.

TERMS 1/3 DEPOSIT, BALANCE SIGHT DRAFT.

SOUTHERN AUTOMATIC MUSIC COMPANY

"The House That Confidence Built"

542 S. Second St. 531 N. Capitol Ave. 312 W. Seventh St. 425 Broad St. LOUISVILLE, KY. INDIANAPOLIS, IND. CINCINNATI, O. NASHVILLE, TENN.

THE F. P. BARGAIN MART

Table listing various items for sale at The F. P. Bargain Mart, including Big Chief, White Kalls, and others.

MIDTOWN VENDING CO. 693 TENTH AVENUE NEW YORK

BUSINESS DEAL

We are in a position to supply responsible parties who can furnish bona fide references regarding their reliability with all kinds of Slot Machines, Races, Dominos, and Counter Equipment. We do not handle Pin Games. For full information write

BOX 932, The Billboard, Ashland Bldg., Chicago, Ill.

CONSOLES

Table listing various console games and their prices, including Super Kings, Jungle Games, and others.

5 Mills F.P. Mint Venders, Original Cases (used 1 week) \$15.00 Ea. 122 Deposit, Balance O. O. D. CLEVELAND COIN MACHINE EXCHANGE 2021 Prospect Avenue, CLEVELAND, OHIO

IT'S HERE AT HEADQUARTERS!

Baker's Terrific Counter Sensation



Ready For Another Gold Rush!

What play! What profits! One look and you know it's the greatest counter hit in years! 100% mechanical, no wires, no batteries, 100% skill—100% legal, 100% griefless. Order yours today!

NICKEL \$31.75 PLAY Penny Play \$29.75 Stand \$8.00 Extra

MAC MOHR CO.

Distributors of "Baker Built" Products 2916 W. Pico Blvd., Los Angeles, Calif.

OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

Table listing various reconditioned machines and their prices, including counter games, dark horse, and automatic payouts.

We Have All the New Games On Hand for Immediate Delivery. Write for Prices. OLIVE NOVELTY CO. 2625 LUCAS AVE. ST. LOUIS, MO.

HOME RUN PREMIUM VENDOR

Newest, Most Outstanding Combination Amusement and Ball Gum Vendor!

SAMPLE PREMIUMS ACTUALLY DISPLAYED IN VENDOR



Entire Deal for only \$21.50

Machine takes in \$14.00 — Pay location 25% or \$3.50. Your NET return \$10.50.

Complete Unit Consists of the Following:

- 1 Home Run Premium Vendor
- 1 Dozen Large Single Blade Knives.
- 1 Dozen Guaranteed Fountain Pens.

Machine filled with 1400 balls of gum, including 22 striped balls, ready to set on location.

We can supply you with merchandise for refills at the following prices:

- 25-pound cases ball gum (approx. 5,000 balls)—per case.....\$4.00
- Large or small knives on display cards—per dozen.....1.80
- Fountain Pens on display cards—per dozen.....1.80
- Automatic Pencils on display cards—per dozen.....1.30

All prices f.o.b. Chicago—Terms 1/2 cash with order, Balance C. O. D. FULL AMOUNT WITH ORDER SAVES YOU C. O. D. COSTS.

BE FIRST IN YOUR TERRITORY WITH THIS PROVEN MONEY MAKER. Order One or More Units Today—Place Them on Location—Watch the Money Roll In.

VICTOR VENDING CORP.

5711 W. GRAND CHICAGO, ILL.

LOOK AT THESE PRICES!!

ALL RECONDITIONED AND IN PERFECT ORDER!

FREE PLAY			
Zambie.....	\$42.50	Leader.....	\$28.50
Globe.....	\$2.50	Cadillac.....	\$5.00
Sally.....	\$5.00	Big Chief.....	\$5.00
July.....	\$5.00	Blonde.....	\$5.00
Spooky.....	\$5.00	Sporty.....	\$5.00
Red Hot.....	\$5.00	On Deck.....	\$5.00
Pasties.....	\$5.00	Rexy.....	\$5.00
Reaction.....	\$5.00	Polo.....	\$5.00
		Breakfast.....	\$5.00

CONSOLES

4 Place Race.....	\$45.00 ea.	1 Club House.....	\$22.50
6 Red Head Tracklines.....	\$7.50 ea.	1 Buy-A-Blade.....	\$5.00
9 Gray Head Tracklines.....	\$27.50 ea.		

COUNTER AND LEGAL EQUIPMENT

1 Dairy.....\$22.50

Write for price of NEW Davall's "21" and "Turret" Ball Gun

FOR A GOOD DEAL ON NEW OR USED EQUIPMENT WRITE, WIRE OR PHONE !!!

SEIDEN DISTRIBUTING COMPANY

1230 BROADWAY Phone 4-2109 ALBANY, NEW YORK

Jerry Antel Honored



JERRY ANTEL (left) is presented with a watch by Leo Dixon on behalf of the Cleveland Chapter of the Ohio Phonograph Merchants' Association in recognition of his services during three years as president. Occasion for the tribute was a surprise party attended by 57 customers at Hotel Belmont, Cleveland, June 14. Antel leaves around July 1 for Washington, where he will engage in the phonograph business.

Chrome Front Still Available -- Jennings

CHICAGO, June 21 (MR).—Leo J. Kelly, vice-president of O. D. Jennings & Company, has announced that for approximately the next 30 days the company will be able to furnish their bell machine, Silver Moon Chief, with a chrome front.

However, while the materials on hand appear adequate for this period, they were not making any promises after this time.

Kelly said, "In view of the tremendous popularity of Silver Moon Chief for its striking beauty, stamina and smooth operation, we anticipate a big demand for this machine during these next 30 days. Orders will have to be filled according to first come, first served. Therefore we are encouraging operators that are anticipating the purchase of this type of equipment to wire their orders now and take advantage of the opportunity of operating equipment with the sparkle and beauty that only chromium can give."

WINGS



5-Reel Cigarette Game

Here is a "Top Flight" money maker destined to soar to new heights of popularity.

WINGS has top-notch playing action—its 5 Cigarette Reels hold the promise to players of three tempting awards:

- 3 of a kind wins 1 pack.
- 4 of a kind wins 5 packs.
- 5 of a kind wins 10 packs.

The potential of setting 10 packs of cigarettes for one penny is a powerful appeal, bringing you sky-high earnings.

Price (subject to change \$18.50 without notice).....

Groelchen Tool Company

130 N. Union Street Chicago
WEST COAST OFFICE: John Kagan, 978 1/2
St. Beern Dr., Los Angeles, Calif.

••• WINGS •••
Recommended Distributed Guaranteed

TORR 2047A-SO. 68 PHILA., PA.

KENTUCKY and SOUTHERN INDIANA OPERATORS—C'MON IN AND SEE SINGING TOWERS

PHONOGRAPHS—REMOTE CONTROL SYSTEMS—FLOOR SPEAKERS—WIRED MUSIC

FRIDAY and SATURDAY

JUNE 27 and 28

REFRESHMENTS GALORE!



Mr. George Cantrell, District Manager, Automatic Instrument Co., will be present to point out the many outstanding and exclusive features embodied in this new line of automatic music. Don't fail to be among those present for your own best interests and greater profit!

J. E. COBB DISTRIBUTING COMPANY

512-14-16-18 SOUTH SECOND STREET • LOUISVILLE, KENTUCKY

HERCULES HURRICANE OF VALUES

ARE YOU INTERESTED IN THE FINEST QUALITY FREE PLAY GAMES ON THE MARKET???

OUR COMPLETE PRICE LIST WILL KEEP YOU

POSTED

Write for it NOW!

HERCULES MACHINE EXCH., INC., 1175 BROAD STREET, NEWARK, N. J.

WANTED FOR CASH

5x5 Fighters, Air Riders, Rapid Fire, Gally Bull, Chicken Sam, late 5-Ball and 1-Ball Free Plays, Wurlitzer Phonographs, APT Challengers, Model P's and Mills 1-2-3 1940 Free Plays. Will buy, trade, sell, or exchange Marble Games, Race Ball, Automatic Phonographs, and all kinds of coin-operated equipment.

No Deal Complete Unless You're Satisfied.

SOUTHWESTERN VENDING MACHINE COMPANY

2833 WEST PICCO BLVD. LOS ANGELES, CALIF.

HERE IT IS! Evans New Super Bomber in Demand



BAKER'S KICKER and CATCHER

Hottest Counter Hit today! All skill—no wow for competitive play and big earnings. Cleaning up in every location! Fool-proof mechanism—no electricity, no service headaches! It's the game you need for real money-making!

Get yours at once!

100% LEGAL 100% SKILL

NICKEL PLAY

\$31.75

Penny Play, \$29.75. Stand. \$5.00 Extra.

SIMON SALES, Inc.

437-39 42nd St., New York

CHICAGO, June 21 (MR).—“We predicted a smash hit in Super Bomber,” say spokesmen for H. C. Evans & Company, “but results have way outdistanced any hopes or claims we made. Operators and distributors are keeping the wires hot, trying to get delivery. We certainly are pleased at their interest, and we assure all that delivery on Super Bomber is being speeded up to the greatest possible pitch!”

“We consider Super Bomber a phenomenal innovation among coin machines. It's an entirely new departure, in which the player, for the first time, is made to actually feel the hair-raising experiences of piloting a bomber plane and fighting a battle fleet of warships in the waters below. Bomber formations, accompanied by fighter planes, fly across the sky. Battleships move thru the water below. Waves are portrayed as if actually in motion! The front of the machine simulates the interior of the bomber's cockpit. Instrument panels, controls—even the windshield—are carried out in realistic fashion. By manipulating the bomb releases, aerial bombs are dropped from the bomber planes. A direct hit blows up and sinks the ship. Ten releases of four bombs in each play; from one to four hits per release may be scored. Hits register 1,000 points. Top score is 40,000.”

“Something entirely new in operation, in appeal, in earning capacity to the industry,” says R. W. (Dick) Hood, company president. “Evans's Champion Super Bomber is unlike any other machine ever produced. It is self-contained in one streamlined unit and takes less floor space than a pin game. With defense foremost in the public mind, we foresee a record-breaking future for Super Bomber.”

Baker Scores With New Counter Game

CHICAGO, June 21 (MR).—“Having! That's what they're doing about Kicker and Catcher,” report officials of Baker Novelty Company. “We knew we had a counter game that was plenty potent—but we never have seen the trade go wild over anything as they have over Kicker and Catcher.”

“And no wonder. It's a startling new innovation, check-full of appeal packed with snap and action, absolutely top in earning capacity! We put it under every test, in locations that represent every type of territory. We tested this counter game thoroughly for mechanical perfection, for repeat play, for capacity earning power.”

“And what a showing it made. Operators and distributors everywhere have gone overboard in praising its draw and repeat performance. Orders are a sight to make any coinman jump with joy. And believe me, with more pouring in every day, they'll keep us really jumping,” he concluded.

SEE YOUR DISTRIBUTOR 3 UP IT'S DIFFERENT

STONER

\$109.50

Subject to change without notice



STONER CORPORATION, Aurora, Ill.

WAIT! Coming Soon!

EVANS' PLAY BALL

PLAY BALL

Manikins Actually Play Baseball!

New! Different! Original! Not a Toy! No Make-Believe!



HERE THEY ARE—TWO GOOD WINNERS! FILM-A-SCOPE AND SCULPTOSCOPE

These two amazing, absolutely legal picture machines are being purchased by live operators everywhere. Easy to place on locations and ALL PROFIT. Choice of snappy girl pictures, comic or travel views, 1c or 5c play, with each FILM-A-SCOPE.

Only once in a “Blue Moon” do you see winners like these. Write for full information.

L. B. KLUGH COMPANY

715 ARCH STREET,

ZANESVILLE, OHIO

THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

ALL AMERICANS \$39.50

METRO 35.00

STARS 45.00

1/3 Deposit, Balance C. O. D.

BOOM TOWN \$75.00

MYSTIC 49.50

SPORT PARADE 47.50

ZOMBIE 37.50

WRITE QUICK for Our Complete Price List of All New and Used Machines!



BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 8-3700

“A SMASHING HIT” UP AND OVER—CLEARING “THE SCOREBOARD”

CHALK UP ANOTHER WINNER FOR UNIVERSAL IN 1941!!

The Latest Popular Tickets in Candy Box Style! Especially Recommended for Closed Territory!!



Sensational Original Baseball Symbol Tickets Gives Players Thrilling Realistic Baseball Play!! 108 Winners Keep Player Interest and Profits At Height!!

Takes in 1200 Tickets
@ 5c \$60.00
Pay Out (Average) .. 33.00
Profits (Average) \$27.00

WRITE FOR SPECIAL FACTORY PRICES
UNIVERSAL MANUFACTURING COMPANY, INC.
DEPT. BB 30
405 E. 8TH STREET “WE MANUFACTURE ONLY” KANSAS CITY, MO.

Addison Novelty Co.

925 BELMONT AVENUE CHICAGO, ILL.

Kenney Air Riders \$104.50
Kenney Navy Stations 114.50
Kenney Late '38 Truck Time 79.50
Pope 1940—Garage 79.50
Walters Baseball (New) 32.50
Exhibit 1940 Vitaviser 55.00
Bally Lucky Strike Bowling, Please Tuff Cinema (Late Model) 19.50

WANTED

RAPID FIRES Will buy, sell or trade for same. Write for Gamms, List of Bargains.

FREE PLAY GAMES
Roy \$21.50
Big League 21.50
O'Boy 19.50
Mr. Chips 17.50
Lucky 17.50
PAYOUT
Grand National \$79.50

THERE'S LESS TIME LEFT THAN YOU THINK... TO BUY AMERICAN EAGLE

"DEFENSE REELS" MODEL OR "BELL FRUIT" REELS MODEL

★ ZOOMING PROFITS to new high records EVERYWHERE... that's DAVAL'S GREATEST, TIMELY COUNTER GAME SENSATION, AMERICAN EAGLE... Free Play Token Award... Mystery Payout Action... Complete Payout Control... 2 Year MECHANISM GUARANTEED NEW, TIMELY VICTORY SYMBOLS featuring Tanks, Machine Guns, Etc. OR... the world famous "BELL-FRUIT" symbols (take your choice) FOR BIGGEST, STEADIEST PROFITS.

\$34.50

Ball Gum Model Only \$2 Extra Price Subject To Change Without Notice!



★ Free Play Token Payout ★ 1c-5c

and MARVEL

WORLD'S GREATEST 3 REEL CIGARETTE ACTION TOKEN PAYOUT COUNTER GAME

★ Truly "THE WORLD'S GREATEST AND MOST BEAUTIFUL THREE REEL CIGARETTE ACTION TOKEN PAYOUT COUNTER GAME" EARN BIG, STEADY PROFITS FOR YEARS... MYSTERY AWARD ACTION... NEWER, BETTER, DIFFERENT ORIGINAL DAVAL PRECISION BUILT FEATURES... PLUS TWO YEAR UNCONDITIONAL MECHANISM GUARANTEE! RUSH YOUR ORDER TO YOUR NEAREST DAVAL DISTRIBUTOR.

\$34.50

Ball Gum Model Only \$2 Extra Price Subject To Change Without Notice!



★ Clippay Token Payout ★ 1c-5c

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast-MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

CANADIAN OPERATORS

COIN OPERATED MACHINES NOW BEING MANUFACTURED IN CANADA BY THE

CANADIAN NOVELTY MFG. CO.

256 BAGOT ST., KINGSTON, ONT.

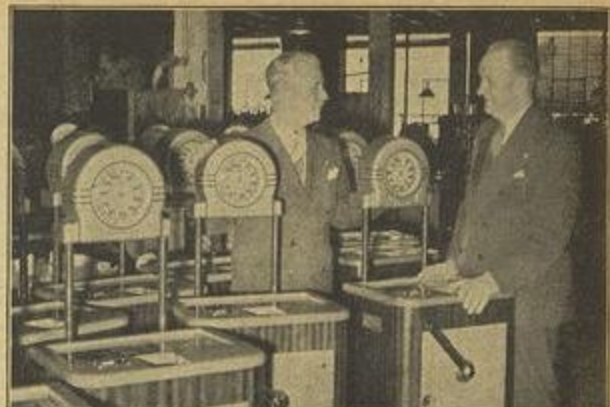
WRITE FOR PARTICULARS

CENTRAL OHIO QUALITY BUYS

CONSOLES	PHONOGRAPHS	CUBS
2 1938 Track Times \$79.50	Wurlitzer 4122 \$ 22.50	"21" \$ 3.50
3 1938 Kentucky Club \$7.50	Wurlitzer 6150 \$ 46.50	Danzel Penny Packs \$ 5.50
1 Black Paces 30-1 \$ 49.50	Rockola Master \$ 205.00	Chi Club House \$ 2.50
1 Brown Paces \$ 35.00	Rockola 1941 Tone \$ 38.50	Penny Smokes \$ 3.50
3 British Paces \$ 65.00	Colmans, see (cards for price)	Vest Pocket Bell \$ 25.00
8 Saratoga Jrs. \$ 73.50	ARCADE EQUIPMENT	Mills Smoker Bell \$ 37.50
2 Saratoga Mrs. \$ 78.50	Seeburg Jolly \$ 405.00	Tots \$ 10.00
1 Peace Hoops, Jr. \$ 85.00	Seeburg \$ 38.50	Kounter King \$ 12.50
4 Jumbo Parade, P. P. \$ 95.00	Anti-Aircraft Guns \$ 49.50	Exhibit "Select-Em" \$ 10.50
3 Red Head Track Times \$5.00	COUNTER GAMES	A. B. T. Target, restored \$ 25.00
3 Jennings Liberty Bells \$ 7.50	Acc. \$ 9.00	

Immediate deliveries on: BATTING PRACTICE, DELUXE TEXAS LEAGUER, GAPT. KIDD, BELLE HOP, SKY BLAZER, SKY RAY, SNAPPY '41. Half Deposit with Order.

CENTRAL OHIO COIN MACHINE EXCHANGE
491 S. HIGH ST., COLUMBUS, O.



"SHIP ME ALL YOU CAN MAKE," says Fred Anderson, Jennings factory distributor, as he tells Vice-President Leo J. Kelly of the popularity of Jennings Totolizer Console in his territory. (MR)

Ads Keynote of Atlas Co. Success

CHICAGO, June 21 (DR).—"With our main office here, as well as our branches in Pittsburgh, Detroit, and Omaha, humming with activity, it is only natural for us to try to figure out once in a while just what has been responsible for such success," mused Morris Ginsburg, official of the Atlas Novelty Company, this week. "While many factors have entered into it," he went on, "one that stands out is the fact that since the first day we opened our doors we've been firm believers in consistent advertising. Week

after week we've informed operators in The Billboard of the bargains we have on hand for them. The list of customers we've built up as a result of our consistent advertising campaigns stand as the cornerstone of our success. "Opening of branch offices entailed more promotional and advertising work and was responsible for our appointing Howard Freer as advertising and publicity manager. During the time he's been with us our ads have increased in size and been packed full of sales-getting punch. Well versed in the advertising arts, we are banking on Freer to add thousands of more names to our long list of Atlas customers in the months to come," Ginsburg concluded.

Price \$6.50

Complete

WE ARE NATIONAL DISTRIBUTORS FOR

GUARDIAN ELECTRIC KIT

The ORIGINAL CONTACT KIT made by the Pioneer Electrical Engineers of the Industry. JUST the parts you need for repairing all the late games. Contains Contact Levers, Silver Points, Switches, Point Adjusters, Brass Rivets, Insulators, etc. NO JUNK IN THIS KIT! For first class results, carry along a GENUINE Guardian Electric Kit at all times! IN STOCK ON THE ORIGINAL!

"Get It From Stock—They Have It In Stock"

HANSON PENNY SCALE

COUNTS COLLECTIONS QUICKLY! The only accurate penny scale on the market. Just read amount of money on the dial. Operates with standard Carrying Case.

No. B-317 weighs pennies to \$15.00.
*No. B-318 weighs pennies to \$7.50.
*This scale also weighs nickels to \$25.65.

BLOCK MARBLE CO. 1527 Fairmount Ave., Philadelphia, Pa. \$12.80 With Case

GRAND OPENING SPECIALS!

ALL FREE PLAY

All American \$16.50	Broadcast \$32.50	Bandwagon \$25.00
Crossline 23.50	Mr. Chips 12.50	Flicker 37.50
Fantasy 12.50	Felices 19.50	Four Roses 42.50
Gold Star 25.00	Jolly 12.50	Leader 25.00
Landslide 15.00	O'Boy 12.50	Polo 16.50
Playball 62.00	Punch 12.50	Rotation 13.50
Score-a-Line 13.50	Super Six 12.50	Sun Beam 46.50
Triumph 7.50	Trailway 72.50	Vacation 14.50
Zombie 34.50	Keency Machine Gun, Bwn. Cab. \$49.50	Chicken Sam, with Stand \$37.50

PLEASE LIST SECOND CHOICE.

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION. 1/2 DEPOSIT WITH ALL ORDERS. BALANCE C. O. D. F. O. S. NEWARK, N. J.

ACE VENDING CO.

69-71 Thomas St., Newark, N. J. Phone, Market 3-5115

NEED GAMES?

Why just plug along? Why not step out with more games and really clean up? Write at once for details. Machines Bought—Traded—Sold.

NEW CITY SALES CO.

4135 W. ARMITAGE AVE. CHICAGO, ILL.

THE HOUSE OF "GOOD WILL"

ZOMBIE \$37.50	STARS \$47.50	STRAYLINER \$39.50
Gold Star \$25.50	Micro \$37.50	Arabic \$21.50
Ferration \$25.50	Playhouse \$14.50	Crossline \$7.50

Please Give Second Choice When Ordering. Write for Our Complete Price List of Free Play Games. All Games Reconditioned and Shipped Like New. 1/3 Down, Balance C.O.D.

AMBASSADOR VENDING CO. 789 CONEY ISLAND AVE. B'KLYN. N.Y.

SPARKS



Large cigarette symbols. Automatically dispenses cigarette tokens and on Jackpot Combination releases Goldenrod Coin to player 1¢ or 5¢. Beautifully styled. Tremendous cash capacity—everything you want in a token payout game. Write for special operator's price.

GROETCHEN TOOL COMPANY
130 N. Union St. Chicago, Ill.

WEST COAST OFFICE:
John Kagan, 978 1/2 So. Stearn Dr., Los Angeles, Calif.

Many Arcade Owners In Munves Contest

NEW YORK, June 21 (DR).—Every day the mailman who visits Mike Munves' arcade headquarters on Con Bow comes laden with pictures from all over the country. This heavy flood of mail is the response of arcade operators anxious to win part of the \$1,200 in cash prizes offered by the Mike Munves Corporation for the best "Arcade of 1941."

Many of the arcade aspirants are including, with their pictures, ideas for a new arcade machine in an effort to win prizes in that division of the Munves contest. "Judging from the results to date, it appears the contest has inspired many improvements in arcades, and is also bringing to light many new and good ideas for arcade machines that otherwise may have remained dormant for years," Munves stated.

"Pictures from Playland in Flint, Mich.," he continued, "shows what an enterprising arcade man can do. Playland boasts of the finest dairy bars in that city. As contestants, they went out of their way to show what can be done in combining an arcade with a luncheonette, and now Playland is more or less a symbol of first-class entertainment."

"Playland owners are working on a new machine which they expect to have ready soon," S. D. Elde and S. J. Bayne opened Playland last March with Edward J. Burke as the manager," he concluded.

Bennett Packard's Ariz.-N. M. Distrib

INDIANAPOLIS, June 21 (MR).—Homer E. Capehart, president of Packard Manufacturing Corporation, announced today the appointment of Ben Bennett, Phoenix, Ariz., as Packard Pla-Mor distributor in Arizona and New Mexico.

Commenting on the appointment, Capehart stated: "With the addition of Ben Bennett to our list of distributors, we now have the strongest distributorship representation in the history of automatic music in the Far Western States." Bennett is an old-timer in this business who has been extremely successful. We are very happy to be so very ably represented. Ben and District Manager Ed Wisler are at the service of every operator in Arizona and New Mexico. They both know the music operator's problems and will be glad to do everything in their power to help operators in their territory."

Bennett Music Company will carry a complete line of Packard Pla-Mor products. Capehart stated, and has issued a cordial invitation to all operators to drop in to see some outstanding Packard Pla-Mor remote-control installations.

SPARKS
Recommended Distributed Guaranteed

TORR 2047A-SO. 68 PHILA., PA.

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.

WANTED FOR CASH (ANY QUANTITY) MILLS SLOTS
Blue Fronts, Melons, Chérlas, Bonus and Chrome.
ALSO MILLS SAFE STANDS WURLITZERS
Models #700, #300, #750, State Series, Condition, Quantity and Very Lowest Spot Cash Prices on All.
SILENT SALES
635 "D" St., N. W. Washington, D. C.

IT'S TERRIFIC! Coming Soon!
EVANS' PLAY BALL
Real Baseball
Played by Manikins
Pitcher Actually Picks Up Ball—Winds Up—Pitches . . . Batter Swings!



FORMERLY SALES MANAGER for Home Tally Card Company, Yorktown, Ind., Charles Struck is now with Battery D, 6th Battalion, Anti-Aircraft Division, Fort Eustis, Va.

AMERICA'S COUNTER GAME KINGS
Recommend

Baker's
KICKER and CATCHER
KING OF COUNTER GAMES

Sold on 10-DAY MONEY-BACK GUARANTEE



Greatest Counter Coin Catcher in years! Introduces brand new skill idea! Crammed with "come-on"—a knockout for competitive play. All mechanical—no service problems. Take our tip and order at once!

NICKEL PLAY \$31.75
F.O.B. Chicago
PENNY PLAY, \$29.75
Stand, \$8.00 Extra
1/2 Deposit With Order.

GERBER & GLASS 914 Diversey Blvd. CHICAGO



DRAW ROYAL PROFITS!

ROYAL DRAW . . . Another GAM Box-Of-Fun Ticket Game that will get you fast profits . . . Beautiful appearance draws attention . . . Attractive appeal draws players . . .
Poker Hand Action draws play . . . Sensational Play draws profits . . . 1,000 ticket size . . . 5¢ per sale . . . Royal Draw sales in \$50.00 . . . Total average payout is \$20.25 . . . Total average Profit is \$29.75 . . . Extra added profit protection feature . . . Set in the game with this Poker Ticket winner for High profits.

Write today for circular and details on **ROYAL DRAW** and other sensational new simple-until Candy Box Style Ticket Games Originated by GAM.

Gam Sales Company

Manufacturers Only
1319-21 So. Adams St., Peoria, Ill.

USED LESS THAN SIXTY DAYS

Mills Jumbos, Vest Pockets . . . Pace Saratogas and Reels . . . Groetchen's Columbias, Liberty's, Mercurys . . . Evans Bang Tails, Lucky Lucros, Lucky Stars, Dominos . . . Keeney Track Time . . . Western Equipment Tots . . .

OTHER EQUIPMENT

All makes and denomination Slot Machines, Pace Races, Brown or Black Cabinet, Safe Stands, Folding Stands. If you have territory and haven't the capital, write us.

BILL GRAY (the Original American Sales Company)
932 WRIGHTWOOD AVE. CHICAGO

QUALITY SPEAKS FOR ITSELF

ONE-BALL FREE PLAY	FIVE-BALL FREE PLAY	PAYTABLES
Blue Great . . . \$119.50	Five Hunt . . . \$22.50	Grand National . . . \$74.50
Dark Horse . . . \$8.50	Progress . . . 27.50	Howlhorn . . . 45.50
Roost Hound . . . 74.50	Duke Ranch . . . 32.50	Derby Time . . . 35.50
Big Prize . . . 47.50	Mr. Chips . . . 19.50	Spinning Reel . . . 79.50
Mills 1-2-3 (1893) . . . 29.50	Crossline . . . 37.50	Mills 1-2-3 (1922) . . . 22.50
Turkdown . . . 47.00	Score . . . 15.00	CONGOLES
Sport Page . . . 47.50	Variety . . . 15.00	1835 Tracktime . . . \$74.50
Mills 1-2-3 (1930) . . . 19.50	Super Six . . . 14.00	Pacer Saratoga . . . 59.50
Acacia-De-Beard . . . 19.50	Big Six . . . 12.00	Kentucky Club . . . 39.50
Eureka . . . 19.50	Lucky Strike . . . 14.00	10¢ Royal Flush . . . 74.50
President . . . 17.50	Vegas . . . 14.00	Good Luck . . . 45.00

MODERN AUTOMATIC EXCHANGE, INC.

2618 CARRIEGIE AVE., CLEVELAND, OHIO • 3507 SOUTH AVE., YOUNGSTOWN, OHIO

Bally HIGH-HAND

5-REEL REPLAY POKER CONSOLE WITH HOLD & DRAW FEATURE

NOW AMERICA'S largest selling console and fastest money-maker on the market. 5 reels "deal" poker hand. Player wins on 3-of-a-kind or better. If first spin doesn't win, player can "hold and draw" by depositing another coin. Write for complete description and prices. Also ask about sensational BIG-TOP 3-reel console bell—another record-smashing money-maker!

NICKEL OR
QUARTER



MINT VENDER
attachment now available
for all Bally Consoles.

SKILLFIELD
attachment now available
for all Bally Consoles.

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO - ILLINOIS

Baltimore

BALTIMORE, Md., June 31.—An impressive increase in business is reported by Michael Bandor, proprietor of the Maryland Novelty Company, with music boxes leading. Bandor has become an aviation enthusiast and has purchased an airplane. He is taking flying lessons.

Hammerick Amusement Machine Company is now operating from 207 South Hanover Street. This business was started

more than a year ago by S. Miller Sandler. Last fall, however, Uncle Sam called him into service. The business continued under the management of his brother, Russell Sandler, and Harry Levin, who are now operating it. Firm operates music boxes and games.

Aaron Goldsmith, president of the Hub Enterprises, local distrib for Rock-Ola, Genco, Chicago Coin, and other games manufacturers, reports shipments are being received, but the merchandise is sold as soon as it arrives. So great has been the demand that the Hub is 100 per cent over the corresponding period of last year, Goldsmith stated.

J. P. Obrecht & Company, tobacco and candy jobbing firm and distributor and operator of cigarette vending machines, has installed air conditioning in its new plant at 312 South Hanover Street.

FRIENDS

NEW AND OLD ARE INVITED TO SEE OUR NEW SHOWROOMS AND HEAR ABOUT OUR NEW PLAN!!

If you can't come in—WRITE—
WIRE—PHONE FOR DETAILS
TODAY!!

SEE BALLY'S NEW

?

5-BALL NOVELTY HIT
AND ALL BALLY PRODUCTS!

JACK FITZGIBBONS

453 W. 47th STREET, NEW YORK

All Phones: Circle 6-3343



HARRY NELSON plays Exhibit's Sky Blower in the factory display room as Henry Nelson looks on. The Nelson brothers are associated with the Nelson Amusement Company, Detroit. (MR)

Marked Increase In Biz, Says Torr

PHILADELPHIA, June 21 (DR).—"When I advised operators to waste no time in buying all the equipment they needed for summer and fall operations they took me at my word and are buying now. That is the reason we are experiencing a great increase in our summer business," declared Roy Torr. "Operators who are on the alert will anticipate their needs for the rest of the year and stock up with machines while there is a wider range of location possibilities than ever before. There will be no summer vacation for me this year, fishing for trout in the mountain streams of the Poconos. I'm going to be much too busy mending the needs of the trade and seeing that operators get plenty of service," concluded Torr.

New Orleans

NEW ORLEANS, June 21.—A sharp increase in sales of free-play pin games to rural operators is reported by local distributors following widespread ban over the State of bells and automatic payoffs.

Appointment of J. H. Peres Amusement Company as territory distributor for speaker units of the Packard Manufacturing Company was announced this week. Dwight Osborn, Southern States sales manager for Packard, was in town this week to help Peres introduce the first shipment of three types of Packard speakers. The first shipment from the factory to the new local outlet firm included 500 wall boxes.

Charlie Snyder, road salesman for the Mills Novelty Company, Chicago, spent several days in New Orleans, calling while here on the Dixie Coin Machine Company, Inc., local Mills distributor.

Coin Machine Row is pleased to learn that "Uncle Joe" Pipitone, former head of the local coin operators' association, is rapidly recovering from a serious operation. He is due to leave the hospital in a few days.

Bill Maris, manager of the Crescent Cigarette Service, showed real fishing prowess last week when, with Frank Ber, he pulled in 200 red fish, flounders, a sheepshead, and speckled trout at Nigger Lake, south of the city.

Sidney Wasserman, for several years connected with the Pleasure Music Company and Crescent Novelty Company, has gone into business for himself as a phonograph operator.

Alex Merhige, of New Orleans Coin Machine Exchange, is back at his office after being confined to his home for 10 days. Merhige hurt his back while helping to load machines at his office. He is planning a business trip in Southwest Louisiana late this week.

Andy Monte, of the A. M. Amusement Company, has returned from a two weeks' vacation in Hot Springs, where he was the guest of Ed Stern, of the J. P. Seeburg sales staff, at his summer lodge

at Lake Hamilton. Mrs. Monte accompanied him. The A. M. Amusement Company has received its first sample of International Mutoscope's new Ace Bomber.

Nick Carbajal, of Dixie Coin Machine Company, reports unusually keen interest in Bally's Pan-American and Club Trophy, with orders continuing to run well ahead of deliveries. The Dixie Company has received its first shipment of Exhibit's Sky Blower. Keeney's new Contest, Stoner's Wow, Gottlieb's Belle Hop, and Genco's Captain Kidd.

ALL HONOR TO OUR NATION'S DEFENDERS!

"SALUTE"

TIMELY-PROFITABLE BOARD SENSATION

20-14 20-13 20-12 20-11

10864321

COLOSSAL CARTOON DRAFT TICKETS!

Keep in step with the march of American patriotism! And make real money, too! Magnificently illustrated "draft" tickets are tremendous in size! 1600 holes! 113 winners. Enticement Jacket tops up to Navy Jack, Army Jack, Marine Jack or Air Corp Jack, each containing \$25.00 award! Beautifully designed in brilliant color and detail in irregular shape!

NO. 1600 SALUTE
AVERAGE PROFIT . . . \$40.00
WRITE FOR NEW CATALOG
SHOWING PLENTY MORE NEW
MONEY-MAKING HITS!

GARDNER & CO. 2309 ARCHER AV.
CHICAGO, ILL.

USED PIN GAMES	
Bandwagon . . . \$40.00	Playmates . . . \$20.00
Big Show . . . 17.50	Polo . . . 20.00
Border Town . . . 25.00	Rebound . . . 10.00
Castillo . . . 25.00	Proter Derby . . . 15.00
Champion . . . 19.00	Sea Hawk . . . 20.00
Dough Boy . . . 20.00	Score Card . . . 17.50
Duels Ranch . . . 30.00	Score Change . . . 17.50
Hold Over . . . 27.50	Southpass . . . 75.00
Jump . . . 10.00	Sports Parade . . . 25.00
Lancer . . . 10.00	Speedy . . . 22.50
Leader . . . 30.00	Stratford . . . 57.50
Loose Ship . . . 25.00	Super Six . . . 10.00
Metro . . . 45.00	Top Gun . . . 10.00
	Zombie . . . 45.00
LEGAL EQUIPMENT	
Shoot the Guns . . . \$60.00	Western Deluxe Bandol . . . \$55.00
Sho-Ball Elite . . . 29.50	Rockola Ten Strike . . . 39.50
USED COUNTER GAMES	
American Eagle . . . \$20.00	Sparks . . . \$25.00
Marvols (Gum Vendors) . . . 20.00	Mercury . . . 10.00
	Liberty . . . 10.00
USED PHONOGRAPHS	
Seeburg Cole- nel R. O. \$275.00	Rockola "39" Deluxe \$145.00
Seeburg Glas- tic 165.00	Wurlitzer 500 Marvols 165.00
Rockola "40" Super . . . \$25.00	Wurlitzer 618 Light Up . . . 65.00
1/3 One-Station C. O. O.	

SHAFFER MUSIC CO.
514 S. High Street, Columbus, Ohio

TRIPLE SATISFACTION PACKED CASH BOXES ANY WAY USED

ONLY
\$36.50
F.O.B.
CHICAGO

YOU
MUST
SEND

1/3 Deposit
With Order.
Balance C.O.D.

SEVEN GRAND

Plays 1¢, 5¢, 10¢, 25¢ coins with seven dice paying up to 100 to 1 in cash award, or by changing Seven Spot Dice to Seven Cigarette Symbol Dice and Award Cards you have a 5¢ or 1¢ Cigarette Award Machine. Imagine play to be had with seven Cigarette Dice scrambling around on a turn-inch die for a penny! Here's what you get with this machine: 7 Spot-Dice for Cash Awards, Flashy 5-10-25¢ Award Card, 7 Cigarette Symbol-Dice 5¢ and 1¢ Flashy Award Cards, Multiple Drop Style Coin Chute, Last Coin Visible, Tilted, 3 to 1 Coin Divider, No records of payouts to keep, 2 Cash Boxes, one for merchants and one for operator. Beautiful Mahogany Finish Cabinet with Bright Metal Trim. Mechanism built to stand years of hard play. Here's a Gaudier Game that really stays hot. **TRY ONE AND YOU'LL BUY MORE.**

PRICE **\$36.50** F.O.B.
CHICAGO

1/3 Must Accompany All Orders, Bal., C.O.D.

KOPLo SALES & SUPPLY CO.

3118-B Milwaukee Ave., Chicago, Ill.
Tel.: Avenue 8058 — Exclusive Distributor

IT'S SENSATIONAL

(and selling like hot cakes)
CAN'T MAKE ENUF OF 'EM



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.

No Bottle-Neck on Keeney Production

CHICAGO, June 21 (MR).—Thanks to the production line set-up at the new J. H. Keeney & Company plant, production of three popular games simultaneously creates no bottle-neck problems, according to William (Bill) Ryan, sales manager.

"In spite of the fact that we are booming along at a full-time pace on our three big hits, we are still turning them out in quantities big enough to meet the demand of our distributors," Ryan advised.

"Sky Ray, our latest game which features the popular new bumper-pocket combination play, has set an all-time record for production considering the short time it has been available. Those operators who have placed the game on location have reported all indications are that Sky Ray will go over the top as the season's hit game.

"Contest, which introduced 1 or 3-ball play and the 1 to 4-coin multiple chute on a replay game, has established an enviable record both on the production lines and on location. Admirably suited for varying territorial and location conditions, it has become a prime favorite.

"The third of the Keeney trio now in production is the Deluxe Model of Texas Leaguer. The various improvements and features of Texas Leaguer have made it a machine that operators have accepted as a permanent part of their staple equipment, as much for its dependability as for its consistent earning power," Ryan concluded.



COLUMBIA GOLD AWARD CIGARETTE BELL

Designed for operation in restricted territories. Convertible from penny to nickel, dime or quarter play. Supplied with 10 or 20 stop rods. Write for full details and confidential operator's rates.

GROETCHEN TOOL COMPANY

130 N. Union St. Chicago, Ill.

•• COLUMBIA ••
Recommended
Distributed
Guaranteed

TORR 2047 A-50. 68
PHILA., PA.

MILLS

Distributor

PHONOGRAPHS
CONSOLES
BELLS
TABLES

KEYSTONE NOVELTY & MFG. CO.
20th & Huntington Sts., Philadelphia, Pa.
Baltimore Office:
515 Cathedral St., Baltimore, Md.

WANTED FOR CASH

SLOTS — CONSOLES — PIN GAMES
Of All Types — Any quantities
State quantity, condition, serial number and
lowest price in first letter.

WINNER SALES CO.
2363 Milwaukee Ave. (Brunswick 1125)
CHICAGO, ILL.

① PENNY



One penny plays it! It's a full-fledged Vest Pocket Bell with automatic payout. Place it alongside the cashier's counter and watch it get those extra pennies that pop up with every purchase nowadays! The Vest Pocket Bell is sold for immediate shipment by all alert distributors. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Ill.

WE HAVE IT!

Baker's
KICKER and CATCHER

IT'S TREMENDOUS!
IT'S TERRIFIC!

Here's the kind of a counter game you've always hoped to operate! No grief, simple mechanism, no wires and no batteries! Order today!

ARCADE OPERATORS:
It's a Natural!

MIKE MUNVES CORP.
593 Tenth Ave. New York, N. Y.



NICKEL PLAY

\$31.75

Penny Play—\$29.75

Stand—\$5.00 Extra

ARCADE
HEADQUARTERS

BADGER'S BARGAINS

SPECIAL SEEBURG CROWNS RECONDITIONED \$124.50

Bally Sport Special	\$ 79.50	Keeney Air Raider (like new)	\$109.50
Bally Gold Cups	49.50	Bally Rapid Fire	39.50
Bally Eureka	24.50	Seeburg Shoot the Chute	69.50
Mills 1039 1-2-3	29.50	Keeney Anti Air-Craft-Gun	44.50
Mills Jumbo Parade	84.50	Bally Bull's Eye	44.50
Pace Bardsley, Jr. Corp.		Seeburg Old-Time Sam	39.50
Free Play and Pay-out	127.50	Bally Eagle Eye	29.50
Bally Triumphs	19.50	Bally Allego	19.50

Terms: 1/3 Cash Deposit With Order, Balance C. O. D.

OUR NEW 1941 CATALOG JUST OFF THE PRESS.

Our 32-Page Catalog Contains Hundreds of Reconditioned Machines, Supplies, Accessories, and Parts. Don't Fail to Send for Your Free Copy Today.

BADGER NOVELTY COMPANY

2546 N. 30TH STREET

MILWAUKEE, WIS.

DON'T MISS
Coming
Soon!

EVANS'

PLAY BALL

Realistic
Baseball!

Manikin Pitcher Throws Ball!
Batter Controlled by Player!

BUCKLEY MUSIC SYSTEM

WITH DIRECT "TOUCH-TO-TOUCH" ACTION
"GREATEST ACHIEVEMENT IN AUTOMATIC MUSIC HISTORY"



BUCKLEY MUSIC SYSTEM, INC • 4225 W • LAKE ST • CHICAGO • ILL.

ARTHUR L. POCKRASS
EASTERN PENNSYLVANIA DISTRICT MANAGER FOR BUCKLEY MUSIC SYSTEM
UNIVERSAL AMUSEMENT COMPANY
WE BUY, SELL OR TRADE EVERYTHING IN AUTOMATIC
MUSIC! WRITE! WIRE! PHONE US IMMEDIATELY!
2010-12 MARKET STREET, PHILADELPHIA, PA.

Bloomenfeld Plugs Gottlieb Games

CHICAGO, June 21 (MR).—"Gottlieb machines are such money-makers, and give operators such all-round satisfaction that it makes me feel good to do a little boosting myself," says Irvin Bloomenfeld, of General Vending Service Company, Baltimore.

"Each week, this Eastern operator sends out bulletins, giving facts and highlights on Gottlieb games and acquainting them with Gottlieb's latest hits," officials of D. Gottlieb & Company report. "To have such an active, popular booster among our customers is a clear indication of healthy business—and sound machines. We're pretty proud about the whole thing."

Coinmen Submit Ideas to Scientific

NEW YORK, June 21 (MR).—The first advertisement in the new Batting Practice advertising contest series, announced last week by Max D. Levine, president of Scientific Machine Corporation, will break in the July 5 issue of *The Billboard*, he stated this week.

"Even the our announcement of the advertising contest was made just last week, a number of operators have already phoned in copy ideas," states Max. "This plan has appealed to operators and they are co-operating wholeheartedly."

"Our plan of awarding a \$5 weekly prize for the best advertising copy idea suggested by an operator will benefit all operators. From the response already received we anticipate many unusual copy suggestions."

"The beauty of this contest is its simplicity. There are no long drawn-out rules. If an operator has an idea he thinks would make a good advertisement, covering play reaction, location reaction,

the long-life qualities, or any of the many features characterizing Batting Practice, all that is required is a short note on a postal card. The best entry of the week receives a prize of \$5.

"The basic idea of this campaign is to drive home the fact that Batting Practice is a long-life machine. So many outstanding features can be stressed by operators in their idea suggestions that I feel we will have no trouble with advertising copy for the next 52 weeks."

"Since Scientific took extra space for storage and converted all available space in the plant for production of Batting Practice, production has been stepped up. Shipments are being made daily," Levine concluded.

"QUICK CHANGE"

Multiple
Coin
Changer



A "natural" for every location. Faster change-making—Faster machine play. Five long nickle tubes eject quartet, dime, and up to five nickels. Cash drawer is divided for half dollar and paper money.

Sample—\$14.85

½ deposit—balance C. O. D.
Manufactured by
MCGILL METAL PRODUCTS CO.
Marengo, Illinois



YOU CAN'T MISS WHEN YOU AIM
FOR PROFITS WITH WESTERN'S

BARRAGE

Says MORRIE GISSER,
A MAN WHO KNOWS . . . See Him Today
for Immediate Deliveries!

**CLEVELAND COIN MACHINE
EXCHANGE**

2021 Prospect Avenue Cleveland, Ohio

FREE PLAY GAMES

RECORD TIME	\$79.50
SPORT SPECIAL	74.50
LEADER	42.50
ALL AMERICAN	42.50
STARS	62.50

GUNS

DEFENDER	\$119.50
RAPID FIRE	104.50
BULL'S EYE	34.50
CHICKEN SAM	37.50
FIRE & SMOKE	14.50

AJAX NOVELTY CO. 2707 WOODWARD AVE. DETROIT, MICHIGAN

ORDER SAMPLE TODAY

New DEFENSE Model

AMERICAN EAGLE

featuring FREE PLAY MYSTERY AWARD TOKEN PAYOUT and DEFENSE REELS. CAN ALSO BE HAD WITH FRUIT REEL SYMBOLS.



SAMPLE
\$34.50
BALL GUM
MODEL
\$2 EXTRA

MARVEL

World's Greatest Cigarette Reel
Token Payout Counter Game.
Steady Proven Profits.



SAMPLE
\$34.50
BALL GUM
MODEL
\$2 EXTRA

BALL GUM

15c Per Box, 100 Pieces. Case of
100 Boxes, \$13.75.
1/2 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.
927 E. Broadway, Louisville, Ky.

SICKING CO. OF INDIANA
927 Ft. Wayne Ave., Indianapolis, Ind.

Recounts Columbia Bell Advantages

CHICAGO, June 21 (MR). — More territory is being opened up by wide-awake operators with Groetchen's Columbia Goldward Cigarette Bell, reports a company official back from an extensive trip.

The Groetchen Tool Company spokesman pointed out several reasons why the Columbia Goldward Cigarette Bell is going so well. "In the first place," he stated, "the advantage of a small compact machine like the Columbia Goldward Cigarette Bell is welcomed by many operators because it does not take up too much room and does not require, in many cases, special stands.

"Secondly, the Discreet Rear-Payout feature is also contributing very much to its wide scope of operation. Convertibility from penny to nickel, dime to quarter play in a few moments' time provides the operator with a machine he can quickly change to fit the conditions within any location.

"Another highly desirable feature to operators is the fact that it can be supplied with an award card and payout system based on cigarettes selling for either 15 cents or 20 cents per pack.

"Sales increases on the Columbia Goldward Cigarette Bell in many territories indicate definitely an outstanding operator preference for the Columbia Goldward Cigarette Bell, and all signs point to the fact that this is certainly 'Columbia Year,'" concluded the Groetchen Tool spokesman.

Barrage Sales Show Increase

CHICAGO, June 21 (MR). — Western Products officials report a constant rising sales trend on their new game, Barrage. Don Anderson, sales manager, reports distributor participation in the sales drive is resulting in heavy orders for the game.

"Operations along the production front are proceeding at a fast clip to meet the demand for Barrage," Anderson declared. "Players and locations can't seem to get enough of the tantalizing play that features high score, 'lites out,' ball return, 'spot' bumpers, and a big build-up award. Operators seem determined to get a Barrage working on every location, and we've assured them that the factory and their distributors will do all they can to fill their needs."

YANKEE DOUBLE HEADER



One of Groetchen's latest counter game sensations. Can be changed from Cigarette to Fruit in two minutes' time. Equipped with new type color dividers visible ball gum display. \$175 to Operators. Carton of 10, \$110.00.

GROETCHEN TOOL COMPANY

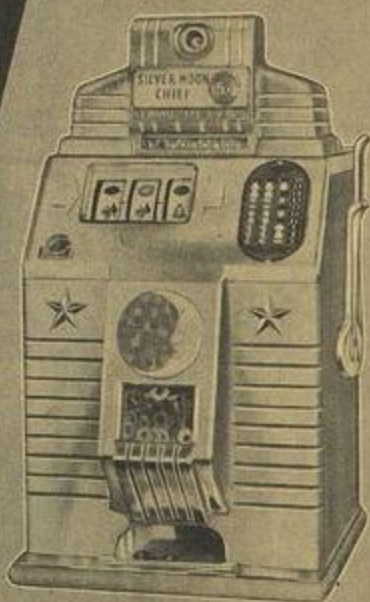
130 N. Union St. Chicago, Ill.

WEST COAST OFFICE:
John Kagan, 978 1/2 So. Steam Dr.,
Los Angeles, Calif.

•• YANKEE ••
Recommended
Distributed
Guaranteed

TORR 2047A-SO. 68
PHILA., PA.

*Fine
as a
Jewel*



Silver Moon Chief

SMARTEST • SIMPLEST • SUREST Money-Maker of All!
This finest of all Chiefs is the finest of all Jackpot machines. Here is CLASS . . . STAMINA . . . EARNING POWER . . . plus a dozen refinements found in no other equipment. Styled years ahead . . . dogged dependability . . . appeal that starts a money marathon in your treasured locations. 1c, 5c, 10c, 25c, 50c, and \$1 models.

32 Different Jennings Money-Makers
in production! Write or wire.

D. D. JENNINGS and COMPANY

407-39 W. Lake St. (Est. 1906 — Rated AAA) Chicago, Ill.

WARNING! Chrome Metal Fronts Available for Next 30 Days Only — ORDER NOW — TODAY.

"See Al First"

FOR THE FINEST NEW AND RECONDITIONED FREE PLAY GAMES.

Write for information on A. B. T.'s
RIFLE SPORT
(not coin operated)

AL RODSTEIN
ARCO SALES CO.
802 North Broad St., Philadelphia, Pa.

FACTORY SALE!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.
BOX 285-C, MINNEAPOLIS, MINN.

ONLY \$12.50 EA.

• BRAND NEW •

1c SKILL GAMES

These exciting Counter Skill Games usually pay for themselves within a few weeks. Each game is equipped with a Ball Gun Yendor and Register Device for all skill awards. DON'T MISS THIS OPPORTUNITY!
HOLE IN ONE
K. L. A. O. R. FOOT
ORIGINEE NOW!
SPITFIRE

D. ROBBINS & CO. 1141-B DEKALB AVE.
BROOKLYN, N.Y.

Dollars for "Sense"



Radio's No. 1 sensation is now SUPERIOR'S No. 1 hit board . . . "Take It Or Leave It" has entertained millions of quiz fans throughout the country and now SUPERIOR gives the same millions all the thrills and excitement of the radio show compacted in a die-cut punchboard . . . See the amazing 5 pots offered so that players can choose to accept one award or try for a higher one. A money-maker!

SUPERIOR PRODUCTS

14 N. PEORIA ST., CHICAGO, ILL.

"The World's Fastest Growing
Salesboard Factory Becomes The Largest"

TAKE IT OR LEAVE IT . . . 5¢ per sale . . . 1000 holes . . . Board takes in \$50.00 . . . Total average payout \$26.00 . . . Thick board . . . LIST PRICE \$5.96.

A BOOMING BUSINESS!



Today's

**FASTEST
GROWING
MONEY MAKING
ENTERPRISE**

EXHIBIT PENNY ARCADES

IN TREMENDOUS DEMAND WHEREVER CROWDS GATHER
TO-DAYS BIGGEST ATTRACTION WHERE PENNIES and
NICKELS PROVIDE ENDLESS FUN FOR YOUNG and OLD
MODERATE INVESTMENT • NO EXPERIENCE NECESSARY
*You furnish the Spots... Exhibit Machines do the Work
You Simply Empty the Cash Boxes*

ARMY CAMPS - VACATION RESORTS - DANCE HALLS - BEACHES
AMUSEMENT PARKS - MAIN STREET LOCATIONS - FAIRS and
similar places offer big money making opportunities right now!

Write FOR ILLUSTRATED CATALOG... AND FREE INFORMATION WITH
PLANS OF MODERN PENNY ARCADES. (Large - Medium - Small)

EXHIBIT SUPPLY CO. • 4222 W. LAKE ST. • CHICAGO

BIG CHERRY

**SENSATIONAL HARLICH
DIE-CUT BOARD**

Here's real flash! New slot symbol
tickets feature cherries as winners.
It's a honey for profits.

No. 11397 5c a play 1000 Holes
Takes in . . . \$50.00
Average payout . . . 25.92

For Other New Harlich Boards
Write for Folder No. 416

HARLICH MFG. CO., 1413 W. JACKSON BLVD., CHICAGO, ILL.

Big Okeh for New Daval Double Game

CHICAGO, June 21 (MR).—Returning from a trip thru the South, East, and Midwest, Al S. Douglas and Dave Helfenbein, of the Daval Company, were jubilant over the success of their new double combination counter game, Lucky Smokes and American Flags.

"Everywhere we went," Al and Dave explained, "we were received with a grand reception by leading distributors, jobbers, and operators. Our new double game, Lucky Smokes and American Flags, seems to have just what the trade wants in a non-token payout combination counter game. Everyone ooked the idea of being able to change from one machine to the next without any expense. We feel after all this enthusiasm that we have the game that will make this summer season one of the most profitable for the operators."

"It was interesting to note that everyone considered our combination double game a real buy. Many leading distributors advised us that they believed operators were going to keep these machines on locations for many months for they were the type of machines that the operators had been wanting."

Al Douglas has just left the factory for a trip farther west and southwest where he will introduce this new double game to the firm's many friends. Al will be gone for at least a week on this trip. Dave Helfenbein will remain in the firm's offices to help speed production to fill the many orders the firm has already taken, it was reported.

WANTED

"A-1" PIN-GAME MECHANIC
Must be experienced and furnish first-class references.

WOLF SALES CO.

701-09 Golden Gate Ave. San Francisco, Calif.

**IT'S
AMAZING!**

**EVANS'
PLAY BALL**

Real
Baseball!

**Real Pitcher Pitches!
Real Batter Bats!**

**Coming
Soon!**

**STERLING
BARGAINS**

Jennings Gips Rolls, 5c & 10c Play \$72.50
Mills 5c Vest Pockets . . . 27.50
Pace Races, Brown Cab, 25-1 Odds 122.50
Baker's Peers, Like New . . . 149.50
Mills Jumbo Parades, F.P. . . 89.50
Mills 2c & 10c Brown Front Cherry
Bell . . . 99.50
Keeney's Air Raider Gun, Like New . 109.50
Mills 5c Q.T. . . 35.00
Daily Gold Cup, F.P. . . 32.50
Mills 1-2-3, F.P., 1935 Model . . 29.50

Terms: 1/3 Deposit, Balance C. O. D.
Write for our complete list of Used Machines.

STERLING NOVELTY CO.
699 S. Broadway LEXINGTON, KY.

BARGAINS! BARGAINS!

<p>FREE GAMES</p> <ul style="list-style-type: none"> Triumphs . . . \$12.50 Qualified . . . 15.00 Opportunities . . . 17.50 Double Feature . . . 17.50 O'Boy . . . 17.50 Red Hot . . . 17.50 Super Str. . . 18.00 Punch . . . 18.50 Mr. Chas . . . 19.50 Sports . . . 19.50 Bally Alley . . . 29.50 Blonde . . . 37.50 Dayline . . . 39.50 1939 1-2-3 . . . 39.50 Line Up . . . 39.50 Big Chief . . . 42.50 Attention . . . 44.50 	<p>If anyone has them, we do!</p> <p style="text-align: center;">FREE PLAY CONSOLES</p> <ul style="list-style-type: none"> Jumbo Parades . . . \$ 79.50 Event Jungle Camp . . . 85.00 Jennings Fast Time . . . 90.00 Walloping Big Game . . . 90.00 Bally Big Top . . . 100.00 <p style="text-align: center;">MISCELLANEOUS</p> <ul style="list-style-type: none"> Keeney Anti-Aircraft, black cabinet 359.50 Bally Defender . . . \$110.00 D. A. B. T. Jungle Hunt Targets, \$20.00 ea. sl. used 10 A. B. T. Fire & Smoke Targets, \$20.00 ea. sl. used 1 Piece Barstool . . . 89.50 Payout <p style="text-align: center;">H. G. PAYNE COMPANY</p> <p style="text-align: center;">NASHVILLE, TENNESSEE</p>	<p>FREE GAMES</p> <ul style="list-style-type: none"> Gold Cup Top . . . \$46.00 Gold Cup Gun . . . 47.50 All American . . . 47.50 Stars . . . 49.50 Zemba . . . 49.50 Broadcast . . . 49.50 Four Roses . . . 54.50 Defence . . . 54.50 Parades . . . 55.00 Sport Parade . . . 59.50 Green Use . . . 59.50 Mystic . . . 60.50 Slipper . . . 60.50 Sun Beam . . . 60.50 Salute . . . 69.50 1940 1-2-3 . . . 75.00 Play Ball . . . 79.50
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All prices f. o. b. Nashville and subject to prior sale. One-third deposit required.

Penny Arcade Machines Offered Cheap for Cash

- 1 K. O. Fighter . . . \$45.00
- 1 Exhibit Variety Football Kicker . . . 40.00
- 2 Bally Basket Ball . . . Ea. 22.50
- 4 Gallo (floor model) drop picture machines . . . Ea. 12.50
- 1 Walling Lifter . . . 20.50
- 1 Western Baseball (blue cabinet) . . . 25.00
- 1 Junior Basket Ball Game (2 plates) . . . 16.00
- 1 Bally Bumper Bowling Game . . . 22.50
- 1 Bally Ball Bowling Alley . . . 30.50
- 2 Model E Multicooper (with 3 reels ea.) . . . Ea. 15.50
- 4 Holy Grippers (1941 models) . . . Ea. 8.00
- 1 Striking Clock . . . 15.00

Will ship one or all on receipt of money order in full.
A. N. RICE
2501 Worthington Ave. Lincoln, Nebraska

KICKER and CATCHER

REVOLUTIONARY COUNTER SENSATION!

A knockout for competitive play! Has brilliant, original playing action, completely under player's control! Sparkling with fascination—bristling with action—crammed with "come-on"! So phenomenally appealing, it gives you console collections in a counter game!

NOW IN OUR NEW FACTORY. NEW PHONE MONROE 7911



Rich cabinet in natural finish birch, modernistic styling. Simple mechanism, no wires, no batteries!

Put This Profit-Producer To
Work For You! Order Today!

CATCHES THE
CASH . . . AND
KICKS HOME
THE PROFITS

100% NEW!

100% MECHANICAL!

100% DIFFERENT!

100% LEGAL!

100% SKILL!

NICKEL PLAY
\$31.75

F. O. B. Factory

PENNY PLAY
\$29.75

F. O. B. Factory

STAND 36" HIGH
\$8.00
EXTRA



THE BAKER NOVELTY CO., INC., 1700 WASHINGTON BLVD., CHICAGO

Bally Consoles On New Lake Boat

CHICAGO, June 21 (MR).—Bert Perkins, assistant sales manager of Bally Manufacturing Company, reports that "push-button" poker is a popular sport among passengers on the Milwaukee Clipper, Great Lakes cruiser plying between Milwaukee and Muskegon, Mich. "Among the many consoles on board," Perkins explained, "Bally's 'push-button' machine is outstanding in popularity. Crowds cluster around the machine watching the five reels whirl to 'shuffle' the 'deck on wheels' and 'deal' the five cards, as the reels click to a stop in tantalizing left-to-right rotation. Comments of players indicate that the 'hold and draw' feature is particularly popular, as it permits the player to exercise judgment in deciding which cards to 'hold' when he deposits an extra coin in order to 'draw' one or more cards. Cashbox reports speak even more loudly than players' comments in proving the popularity of the machine.

"Bally's replay model poker machine, High-Hand, is enjoying a boom from Coast to Coast. One operator, for exam-

ple, writes that his High-Hand earnings are better than earnings of the average bell.

"High-Hand is unquestionably the most flexible piece of console equipment offered. Also shipped as a replay machine, High-Hand can be quickly converted to automatic operation. The machine may be set for nickel or quarter play and can be operated with or without mint vender and with or without detachable skill feature," Perkins said.

Bally Soldier Wins Promotion

CHICAGO, June 21 (MR).—"Bally men go ahead fast," says Herb Jones, Bally Manufacturing Company advertising manager. "When I sent in the caption last week for the picture of Walter Wojtaszek, Bally's first army volunteer, I neglected to mention that, altho Walter enlisted only last fall, he has already been made an acting corporal at Fort Custer, Mich., and expects to be wearing stripes in his own right soon. All of us at Bally are proud of Bally's Soldier No. 1."

SIMON SALES 437 W. 42d St., NEW YORK

Newest Money Makers!

KEENEY'S
"SKY RAY"

CHICAGO COIN'S
"SNAPPY"

Today's Best Buy!

KEENEY'S DELUXE TEXAS LEAGUER, \$69.50

9 TO 18 BALLS, ADJUSTABLE 1c, 2c or 5c PLAY

Write for Our Price List of All the Latest New and Used Coin-Operated Amusement Machines of All Kinds.

Western's "RECORDIT"
VOICE RECORDING MACHINE. Au-
tomatic — no attendant required.
Records your voice on a 6-inch record
or disc. WRITE FOR PARTICULARS.

MILLS NOVELTY COMPANY
Balls — Consoles — Table Models
Best Money-Making Equipment.
Write or Wire for Particulars.



SCIENTIFIC MACHINE CORPORATION'S woodworking plant, one of the most modern in the East, where the firm makes its cabinets. (MR)

BUD LIEBERMAN Says

YES, SIR! IT'S A FACT!

YOU CAN BUY ANYTHING YOU WANT FROM ME
. . . FOR LESS THAN YOU'D PAY ELSEWHERE!
Remember, WE BOTH LOSE MONEY IF YOU DON'T
TRADE WITH ME!

FREE PLAYS—1 BALLS—CONSOLES—GUNS
—COUNTER GAMES—ETC. . . Ask for it—We've got it
—Used or New!

WE DISTRIBUTE FOR ALL LEADING MANUFACTURERS!

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!



"Every Deal
Personally
Handled by Bud!"

THE BIG PROFIT PUSH IS ON!

KEENEY LETS GO BOTH BARRELS with 3 CASH BOX "FILLER-UPS"!

①
SKY RAY



**5 BALL NOVELTY
REPLAY**

Here it is—something new! Unique combination of pockets and bumpers gives player wider choice of scoring opportunities!

②
CONTEST



**SUPER SIZE, SUPER
DELUXE**

**1 OR 5 BALL
REPLAY GAME**

1 to 4 coin multiple. A Jumbo size game for Jumbo size profits!

③
**TEXAS
LEAGUER**



**TODAY'S BEST BUY
AT ONLY \$69.50**

9 to 18 balls (adjustable).
5c, 1c or 2c play if you prefer. New deluxe model with play inspiring new features!

See all three at your local Keeney distributor!

J. H. KEENEY AND CO.

NOT
INC.

The House that Jack Built

6630 S. ASHLAND AVE., CHICAGO

THE BUY OF 1941

Baker's

KICKER and CATCHER

Sensational Counter Hit!

New! Different! Original!
Has terrific come-on—a
knockout for competitive
play! Entirely mechanical,
no service worries.
Take it from us—it's
great!

NICKEL PLAY

\$31.75

Penny Play, \$29.75
Stand, \$8.00 Extra



BROOKLYN

AMUSEMENT MACHINE CO., INC.
660 Broadway Brooklyn, N. Y.

FREE—TO OPERATORS

Regardless of where you live or operate, you can get our FREE Mammoth Used Machine Bargain List by sending us your name and address on a penny postcard. Hundreds of bargains in guaranteed used machines of every kind. Get our mailings regularly and save money on new and used equipment. We distribute coin-operated equipment of all kinds for all the leading manufacturers.

KENTUCKY'S OLDEST DISTRIBUTOR—ESTABLISHED 1915

J. E. COBB DISTRIBUTING CO.

512-14-16-18 SO. 2ND ST. P. O. BOX 638 LOUISVILLE, KY.
J. E. COBB, President N. M. BRANSON, Gen'l Mgr.

Gensburg Thrilled By N. Y. Activity

NEW YORK, June 21 (MR).—Dave Gensburg, of Genco Manufacturing Company, was thrilled on his arrival here with activity at the offices of the firm's distributor, Seaboard Sales, Inc., caused by the new Genco Captain Kidd.

According to Dave, it was a real thrill to see the demand for Captain Kidd, to note the large number of orders already taken by Bert Lane, and to hear from the jobbers and operators themselves that they believed it is the greatest game we have ever built.

"There's no doubt that New York will continue to lead the country in sales of machines," said Gensburg. "The action here is so fast, is so exacting, and is so progressive that complimenting the New York coin machine trade on these facts is secondary to complimenting them on the way they rapidly take hold of a good number and follow thru for record orders.

"We tried, in developing and building Captain Kidd, to give colmen something that would help them ride roughshod over the slow summer season. We know now that we succeeded. We feel that Captain Kidd because of the profits it is making is sure to prove itself the most outstanding game of '41. In my estimation, judging from the way the operators here are re-ordering, Captain Kidd will go on selling for a record number of weeks.

"We can say, in answer to many questions from the men here, that we are going to keep right on shooting deliveries in carload lots to this market to meet the demand. We appreciate the compliments and the enthusiasm of the trade in New York and vicinity for Captain Kidd. We're going to try our best, by filling orders as fast as possible, to deserve this praise," he concluded.

Seven Grand Great—Koplo

CHICAGO, June 21 (DR).—"Once in a while a machine comes along that remains popular month after month," declared Al Koplo, head of Koplo Sales & Supply Company, "and that's just what has happened with our Seven Grand counter game. Housed in a beautiful mahogany finished cabinet with metal trim, this machine draws constant play. What's more, it's mechanism is built to stand years of hard use.

"Seven Grand takes any coin up to a quarter, with seven dice paying up to 100 to 1 in cash award, or by changing the seven spot dice to seven cigarette symbol dice and award cards, machine is converted into a nickel or penny play cigarette award machine. Machine boasts two coin boxes, three to one coin divider, multiple drop style coin chute, and many other advantages. It's a counter game that really stays put," he concluded.

IT'S
SENSATIONAL!

Coming
Soon!

EVANS'

PLAY BALL

Baseball
in Full Reality!

Manikins Do Everything
But Sock the Umpire!



CALLING ALL OPERATORS!

CALL FOR BELLE HOP

Gottlieb's Greatest Game Since Gold Star!

The grapevine is buzzing with its phenomenal earnings!

IMMEDIATE DELIVERY

D. GOTTLIEB & CO.
1140-1150 N. KOSTNER AVE., CHICAGO



Mills Announce New Pic Division Head

CHICAGO, June 21 (MR).—Fred Mills, president of the Mills Novelty Company, announced today that John F. Barry, Paramount Pictures home office executive the past 16 years, will direct the newly established motion picture division of the firm. New division will be devoted to the production, distribution, and exhibition of standard and sub-standard films. Full details are to

be announced soon. At the same time of Mills' announcement, Dennis W. Donohue, vice-president and general manager of Minoco Productions, Inc., announced that the board of directors had elected Barry president of Minoco, succeeding Ralph Mills. Since January, Minoco Productions has been producing short subjects for use on the Mills Panoram.

Minoco will continue to shoot pictures in New York, Hollywood, and here, it is stated. While production details will not be announced until next month by Barry, it was disclosed that productions would not be limited solely to

short subjects for the coin-operated machines.

In commenting on Barry's joining the Minoco firm, Fred Mills stated: "We are gratified at Barry's decision to accept the presidency of Minoco Productions, Inc. He will announce the make-up of the organization he will head and its plans. Some of the most experienced executives in the motion picture industry will be associated with him."

Barry left New York for Hollywood this week.

Gerber & Glass Applaud Baker Hit

CHICAGO, June 21 (DR).—"We've sold counter games by the thousands—but Kicker and Catcher is sure tops," say officials of Gerber & Glass. "This counter game is really something—in fact, it's everything a colman could want all packed into one sensational game!"

"We've never seen players so enthused over a machine as they are over Kicker and Catcher. They play it over and over, then come back. They like its action, they get a thrill out of the winning possibilities. We've given it every possible test in every type of location. It's a 'row' everywhere," they conclude.

WE'RE DELIVERING

The finest and best new and used equipment! Also all the latest products of the following manufacturers whom we exclusively represent . . .

**GOTTLIEB
MILLS
SCIENTIFIC
PACKARD
SUCCESS
WESTERN**

Write quick for our new price list as well as details of all the new machines!

George Ponsler Co.

519 West 47th St.
New York City
11-15 E. Runyon St.
Newark, N. J.

RESORT SPECIALS

FREE PLAY GAMES

All American	\$42.50	Metro	\$42.50
Big Bang	35.50	Mr. Ohio	15.00
Big Show	17.50	Nippy	14.50
Big Time	24.50	On Deck	27.50
Blondie	22.50	Playmate	24.50
Bowling Alley	21.00	Power House	24.50
Cardinal	22.50	Red Hot	12.50
C. O. D.	12.50	Salute	57.50
Commodore	14.50	School Days	47.50
Conzo	16.50	Score	12.00
Conquest	14.50	Score Card	55.00
Dandy	7.50	Seven Up	49.50
Doughboy	27.50	Short Soap	22.50
Follies	17.50	Spot'em	12.00
Golden Gate	12.50	Stop & Go	39.50
Line Up	29.50	Triumph	9.50
Lone Star	32.50	Twinkle	0.50
10 Bally Alley, Improved 1940 Model, Perfect Condition, \$12.50 Each; All for \$100.00.			
10 Bally Golden Wheel, One Ball, Convertible Cash, Check or Ticket Payoff, \$10.00 Each.			

FLOOR SAMPLE PHONOS

Berkberg Gem	\$ 88.50
Berkberg Classic	145.50
Berkberg Classic with Remote	173.50
Berkberg Playboy	40.00

FLOOR SAMPLE CONSOLES

Mills Jumbo, Cash	\$ 82.50
Mills Jumbo, Free Play	57.50
Mills Four Balls	245.00
Western Track Meet (6 Coins)	79.50

LOTS

Mills Yellow Front Gold Award, 10¢ or 25¢, \$17.50; Jennings Double, 1¢, BRAND NEW, \$30.00; Galle Grand Prize, 25¢, \$7.50; Mills Safe Stands, BRAND NEW, \$7.50; Mills Fortune Play, Free Vender, BRAND NEW, AT HALF PRICE, \$59.50.

PARAMOUNT SPECIALTY COMPANY
546 Main Street BEACON, NEW YORK



VAUGHN MONROE, *ok leader*, a recent visitor at Modern Vending Company, New York, listens to one of his recordings. He was impressed with the Illumitone speaker. Left to right: Meyer Perloff, of Modern; Monroe; Lillian Schoenberger, head of the firm's record department; Sylvia Herman, and a friend of Monroe's. (Distributor's release.)



You Can "Make Book" On This One!

DOUBLE SHOT BOOK BOARD

1900 HOLES—6¢ PER SALE

Board Takes In.....\$48.00
Average Payoff.....\$33.30

Average Profit.....\$24.70

Globe PRINTING COMPANY

1023-27 RACE ST., PHILA., PA.

YOU CAN ALWAYS
DEPEND ON
Chicago Coin Games
FOR HIGHEST EARNINGS—
LARGEST RESALE VALUE!



Chicago Coin's SNAPPY

of 1941 ... FIRST AGAIN
IN PLAY-APPEAL-PROFITS!

CHICAGO COIN MACHINE CO. 1725 W. DIVERSEY • CHICAGO

SAVOY VENDING CO.

All American	\$42.50
Flicker	44.50
Formation	20.50
Leader	27.50
Moop	42.50
Score Champ	19.50
Stars	42.50
Myrtle	52.50
Zambie	37.50
Landlille	19.50

1/3 With Order, Bal. C.O.D.

WESTERN'S Major League Baseball, Free Play, like new, \$129.50

KEENEY'S Anti-Aircraft,
Green Cabinet, \$60.50
KEENEY'S Air Raider,
write for price,
Mercury (Token Visible
P. G.), slightly used,
\$14.50.

651 ATLANTIC AVE.
BROOKLYN, N. Y.

Seven Up	\$48.50
Sport Parade	47.50
Lucky	17.50
Trunk	14.50
Big Chief	28.50
O'Boy	12.50

SPECIAL!
Just a Few Left
Double Feature \$12.50
Rush your order while
quantities last!

Defense Program Ups Baltimore Biz

BALTIMORE, Md., June 21.—The national defense machine program has boosted the vending machine business in this area. "New cities" have been created in the area around Fort Monro, Bigwood Arsenal, Aberdeen Proving Grounds, Camp Holabird, and the Glenn L. Martin aircraft plant. The activities around these have resulted in many new homes being erected and new stores opened, all of which has opened new spots for vending machines.

This, it is pointed out, is one of the many reasons why the coin machine business in this area has shown a definite and decided upswing. Distributors are selling more new and used machines, and operators are increasing steadily the number of machines on their routes.

Persons living and working in the newly created industrial centers of the city are said to be ready spenders for amusement, and pin games and music boxes claim their patronage. The boys in the service also willing spenders as far as their monthly salaries will permit. Many patronize the spots equipped with coin machines, particularly on pay day.

Two Coin Firms Incorporate in N. Y.

ALBANY, N. Y., June 21.—Sterlock, Inc., of Manhattan, newly organized amusement device and coin machine enterprise, was granted a charter of incorporation today by the secretary of state. The company is capitalized at \$20,000. Promoters and stockholders are Mack F. Goldman, Edward Weiss, and Morris H. Beer, of Brooklyn.

The operation of amusement devices of various kinds are among the purposes of George-Johnson, Inc., of New York, which was also issued a charter of incorporation today by the State. The concern has a capital of \$10,000. The shareholders include Robert Schwartz, Richard George, and Cecelia Campbell, of New York.



240 DIE CUT AND GUMMED \$1.00
Symbols 3 COLORS Postpaid

AND
12 DIFFERENT BRANDS
Make your own cigarette strips. Adaptable to all types of machines. No cutting out. Each symbol Die Cut, Maltin and stick on. That's All.

ART IMPRESSIONS 310 W. 13th St. Ft. Worth, Texas

3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$4.05 EACH

OTHER FAST SELLERS

1025 Hole, F-5280, Wonder 3 Bar Jack-pot at	\$3.02
1200 Hole, F-5275, Horses at	4.35
800 Hole, F-5270, Pocket Dice at	2.10
720 Hole, F-5255, Pocket Jack at	2.07
600 Hole, F-5305, Royal at	2.35

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.



AMERICA'S BEST BUYS BAR NONE!

Sport Parade	\$49.50
Sun Beam	57.50
Vacation	23.50
Line-Up	29.50
Wiro	37.50
Play Ball	72.50
Cross Line	23.50
Attention	44.50
Glamour	27.50
Fleet	34.50

Silver Skater	\$59.50
Sports Special	85.00
Roy	18.50
Mr. Chips	18.50
Gold Cup	22.50
Dark Horse	109.50
Record Time	89.50
Worry-Go-Round	24.50
Formation	29.50
Dial	27.50

1/3 With Orders, Balance C. O. D.

NEW COUNTER GAMES

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BERT LANE Says:

Chicago Coin's Snappy Just That

CHICAGO, June 31 (MR).—"Snappy of 1941, latest Chicago Coin Machine Company replay game, is a snappy game from all standpoints," declares Sam Wolberg, Chicago Coin executive.

"Snappy by name and snappy by nature is this game if we are to judge by the reaction during the few days since Snappy of 1941 was released," Wolberg said. "Not only is the game whipping players into waiting lines, but it is also causing an operator buying wave that has all our production lines operating at full time."

"Like its predecessor, Majors of 1941, Snappy of 1941 has sprung into first place in replay game sales for basically the same reasons. Not only does it offer a great deal more in fundamental operating security, but it presents some fresh new playing ideas that are scoring with players and operators alike."

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Expansion at Grand National Finished

CHICAGO, June 21 (DR). — The addition of 8,000 feet of floor space made necessary by our rapid increase is already working to the advantage of both ourselves and our customers," says Al Sebring, president of Grand National Sales Company. "Our office, storage, and shop facilities since the remodeling are now among the finest in the industry."

"Operators know that any game purchased from us must be in the best of condition before delivery. More room in our shops simply means that from now on we can accomplish even more in this respect."

"Naturally, the added floor space makes it possible for us to carry a more complete stock, so the operator who looks to us as his source of supply can be sure of getting what he wants without delay," he concluded.

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5-BALL FREE PLAY GAME BARGAINS

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All American	45.00	Dixie	38.50	Mr. Ohio	19.00	Sea Hawk	80.00
Attention	49.50	Die, Feature	22.00	Oh Boy	22.00	Seven Up	65.00
Big League	22.50	Fantasy	14.00	Oh Johnny	29.50	Soberly	27.50
Big Chief	24.50	Fatties '40	22.50	Pickems	10.00	Super Six	17.00
Big Six	12.00	Four Roses	64.50	Polo	32.00	Three Score	27.50
Biondie	27.50	Golden Gate	14.00	Rebound	14.50	Tipper	15.00
Bowling Alley	22.50	Gold Star	42.50	Red Hot	17.50	Triumph	10.00
Brite Spot	24.50	Home Run	15.00	Roxy	22.50	Vacation	25.50
Cadillac	24.50	Landside	27.50	School Days	65.00	White Gulls	15.00
Charm	22.50	LimeLight	29.00	Score	12.00	Yacht Club	22.50
Clipper	15.00	Lites-Card	24.50	Score Card	22.00	Zombie	51.00

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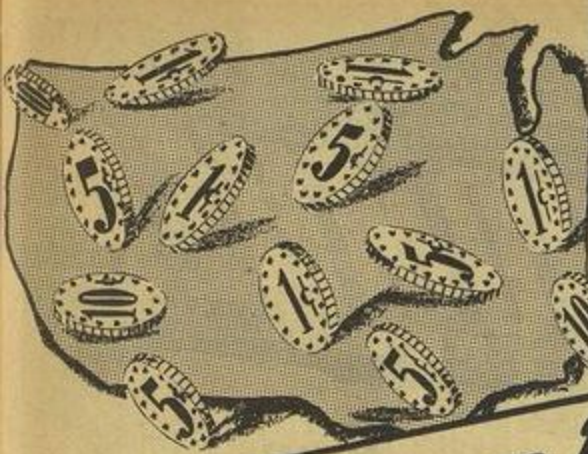
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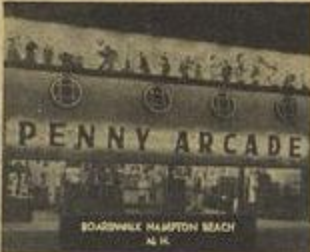
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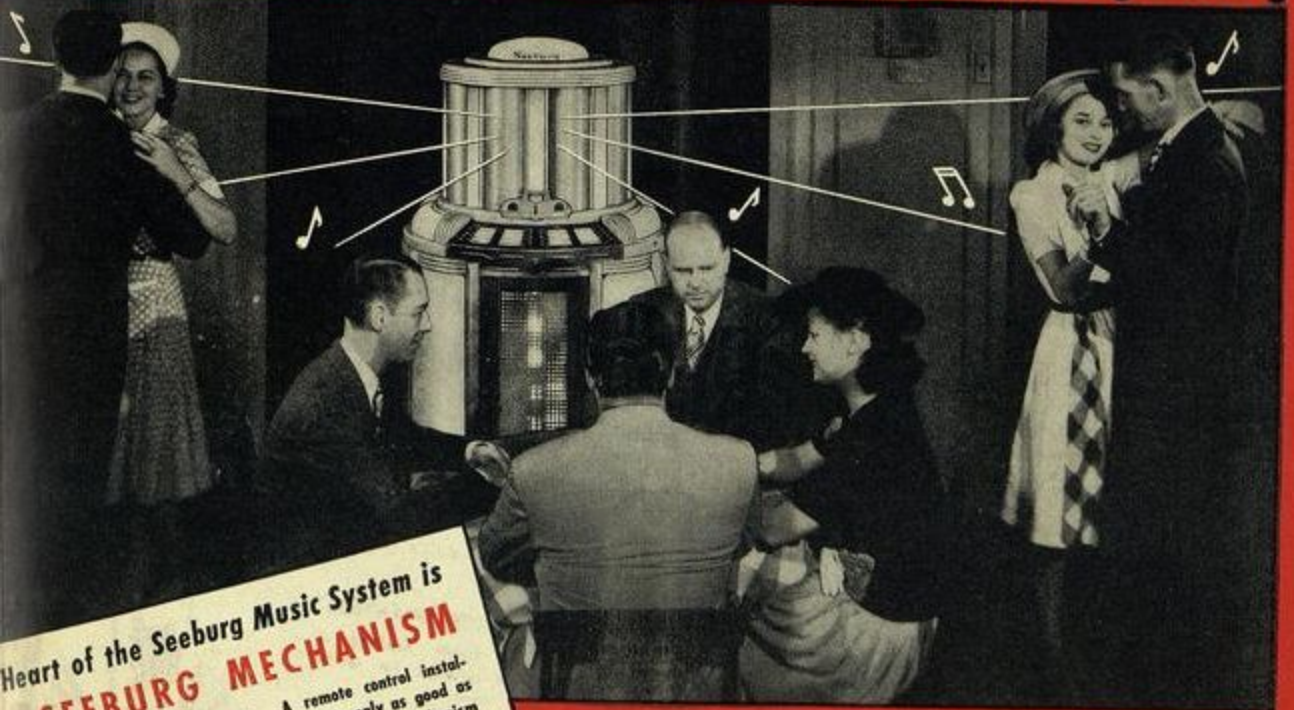


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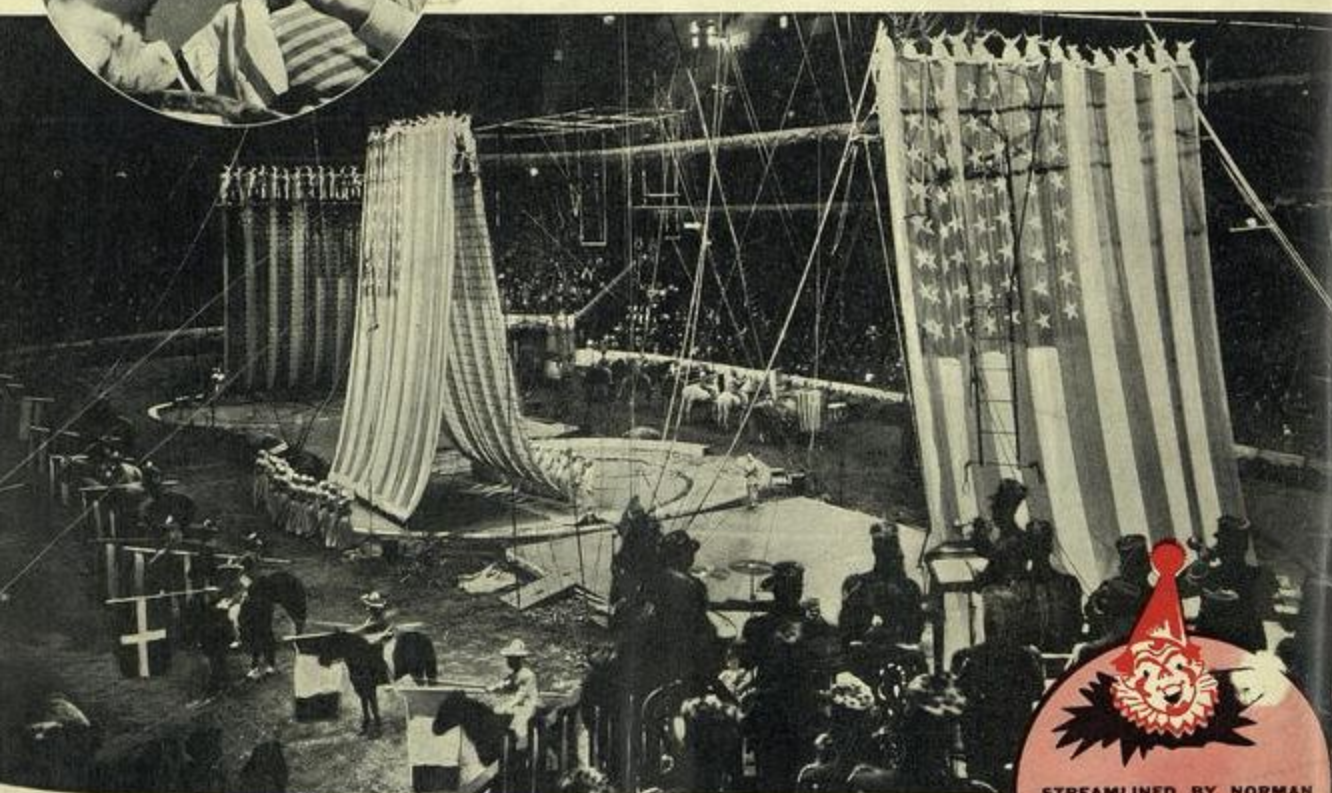
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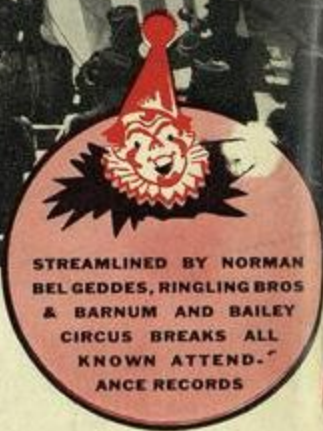
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