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The Billboard

The World's Foremost Amusement Weekly

JULY 12, 1941

15 Cents

Vol. 53. No. 28



**JOSE
MORAND**
And His Latin
American Rhythms
"The Nation's Toast From
Coast to Coast"
Currently at Lido Beach
Club, Lido Beach, N. Y.
DECCA RECORDS
Columbia Broadcasting
System
Direction Music Corporation
of America

J.M.I.
BRUNO

OF DISKS *and* DOGHOUSES...



ROY MUSIC CO., INC.
1619 BROADWAY, NEW YORK, N.Y.

May 7, 1941.

Billboard Publishing Co.,
Palace Theatre Building,
1564 Broadway,
New York City.

Gentlemen:

When we published "DOGHOUSE POLKA", we were naturally interested in getting a number of bands to make records of this tune.

In an effort to promote interest in the tune, we ran advertisements in the January 18th and February 1st issues of the Billboard.

The response to our advertisements was surprising to say the least! We received inquiries about the number from points as distant as Fairbanks, Alaska, which was most gratifying, as it immediately showed us the drawing power and wide circulation of the Billboard.

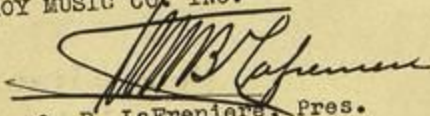
Each of the three major record companies have recorded "DOGHOUSE POLKA". Columbia brought out an Okeh record by Tommy Tucker, RCA Victor released a Bluebird record by Art Kassel and Decca brought out a record by Jolly Jack Robel.

With the kind cooperation of Mr. Joe Higgins, Mr. Leonard Joy, Messrs. Bob Stevens & Dave Kapp, the Billboard certainly took "DOGHOUSE POLKA" out of the doghouse.

More power to you.

Sincerely yours,

ROY MUSIC CO. INC.


O. B. LaFreniere, Pres.

OBL/GS



This letter from O. B. LaFreniere, President of Roy Music Co., Inc., barks for itself. A kennel-full of publishers have used The Billboard to call the attention of the recording industry to their tunes and to tell music machine operators about records made of their numbers.

The reason is as obvious as a Dalmatian's spots. It's simply that The Billboard is read each week by the key men in the recording industry as well as by every important music machine operator in the United States.

TALENT SET-UP IN TELEVISION

Pomona Fair's Picketing Case Is Continued

POMONA, Calif., July 5.—Hearing on an injunction action brought by Los Angeles County Fair Association against the Central Labor Council, individual local unions and officers was continued Thursday (3) by Superior Judge Frank J. Willis in Los Angeles to Friday (18), after arguments, supported by affidavits, were made by Arthur Garrett, attorney for the defendants. Association wants picketing stopped at the fairgrounds. Late last month Judge Walter Gates in the local Superior Court branch refused to grant an injunction, in effect upholding an order of Presiding Judge R. B. Schauer creating a labor relations department in Superior Court and providing that all injunctions against picketing be referred to this department.

Association claims picketing unlawful because of agreement with Los Angeles County Fair Employees' Association. AFL unions claim that organization is a company union.

Judge Willis overruled Garrett's (See Pomona Picketing Case on page 31)

Loop Night Spots Waiting for Waiters

CHICAGO, July 5.—Shortage of waiters, cooks, and kitchen help is impeding the service in local night clubs and ballrooms. With hundreds of new jobs created by the defense program, employees in entertainment spots are leaving their old posts for better jobs.

Andy Anderson, operator of the Chateau Ballroom, reveals it has been a real problem to keep normal staffs in hand.

Frank Hutchinson, Villa Moderne operator, put in a call for 25 extra waiters the other day and couldn't get a single one.

The situation is similar in almost every other spot using entertainment.

In This Issue

	Page
Broadway Beat, The	16
Burlesque	25
Casualty	30-42
Circus and Carnival	44-48
Classified Advertisements	57-59
Coin Machines	66-100
Crossroads	65
Debyshow News	26
Fairs-Expositions	47-49
Final Curtain	28-29
General News	3-5
General Outside	84-89
Hartmann's Broadcast	65
Legitimate	15-16
Letter List	55-56
Magic	25
Merchandise-Pipes	60-64
Music	9-14
Music Merchandising	68-77
Night Club Reviews	15-19
Night Clubs-Vaudeville	17-24
Non-Theatrical Films	27
Orchestras	11
Out in the Open	50-53
Parks-Pools	63-64
Pipes	16
Possibilities	6-8
Radio	74 and 77
Record Buying Guide	26
Repertoire-Tent Shows	54
Rinks-Skaters	10
Sheet Music Leaders	58
Show Family Album	10
Songs With Most Radio Plays	43
Sponsored Events	6
Television	4
Thru Sugar's Domino	22-23
Vaudeville Reviews	21
Vaudeville Crosses	21

ROUTES: Orchestra, page 14. Acts, Units, and Attractions, 24. Dramatic and Musical, 24. Ice Shows, 24. Repertoire-Tent Shows, 34. Carnival, 34. Circus, 34. Miscellaneous, 34. Reviews Not Classified, 34. Events for Two Weeks, 64.

Stage Show in Court —Fined Anyhow

ERIE, Pa., July 5.—The Pennsylvania Liquor Control Board Wednesday released its "review" of the impromptu floorshow staged in the Erie County courthouse June 12 by Charles La Verne, a female impersonator playing the Casino in Newcastie, Pa.

The board suspended the Casino license for 45 days. The spot will be permitted to pay a compromise fine of \$10 per day.

Board agents caught the floorshow starring La Verne early in June and immediately cited the Casino management for staging an "indecent show."

At a hearing before liquor examiner J. B. Ceris, the courtroom crowd gaped when the attorney for the Casino called his only witness, La Verne.

Dressed in female regalia, the actor strolled in front of the bench in an effort to convince the examiner that the act "challenged the intelligence of the audience."

La Verne's particular routine on the night of citation consisted of a "half boy-half girl" dance. Agents, appearing as witnesses, said they objected when the "boy" handed the "girl" a key for an apartment, claiming this particular phase to be "lewd pantomiming" and "suggestive."

A female impersonation act is featured at Cogan's nite spot here this week.

New Taxes Hit Show Business

WASHINGTON, July 7.—Amusement industry will contribute about \$200,000,000 to defense outlays next year, according to current estimates of the new revenue bill which will be introduced within a week or 10 days. These taxes will be in addition to those already imposed upon the industry.

Riggest part of the increase will come from committee decision to reduce exemptions on the admissions tax down to 9 cents and remove all present exemptions for benefit performances and such.

For this next year the government tax schedule calls for adding a 5 per cent tax upon all cabaret checks. No definition is available as to what a cabaret may be, but committee sources declare that it describes any establishment for dining and dancing plus entertainment.

Performers will find another new tax which will be a considerable item. A 5 per cent tax is to be levied on all passenger transportation, basing the charge upon the total ticket cost after exemption of 35 cents. This would apply to (See SHOW BUSINESS HIT on page 31)

Pennsylvania Legislature, Liquor Board Make It Tough for Niteries

HARRISBURG, Pa., July 6.—Not satisfied with the flock of talent restrictions on retail liquor license places, the State Legislature has passed another bill (H. 854) to prohibit the employment of entertainers under 18 in liquor-selling establishments.

Operators of Pennsylvania nite spots are in a sweat now over liquor regulations. If they make a misstep in use of talent they lose their liquor license or have it suspended for five days or upwards, with only relief being a court appeal or payment of offer-in-compromise at rate of \$10 per day.

HARRISBURG, Pa., July 5.—Transgressions against Pennsylvania liquor regulations have resulted in closing orders being issued to three Philadelphia spots, including the New 20th Century Club and the Embassy.

Heaviest penalty was slapped on Em-

Estimate 100 to 125 Performers May Be Used in Fall; Variety Shows Mulled; NBC Favors Agents

NEW YORK, July 5.—While trade execs estimated that between 100 and 125 performers per week would be employed on NBC, CBS, and Dumont Television in the fall and winter, the performer unions this week took the initial step toward setting up wage scales and conditions for the industry. Council of Actors' Equity Association, holder of the original television jurisdiction, commissioned Walter Greaza, Equity exec, to bring together the old tri-cornered committee originally appointed to keep watch over the infant industry. Committee, composed of officials of Equity, American Federation of Radio Artists, and Screen Actors' Guild, will seek a working agreement with the telecasters. Greaza, questioned earlier in the week, stated, "Now is the time to secure a working arrangement. He indicated he was waiting for the return of Emily Holt, AFRA exec, from Chicago before setting the committee in motion.

This move by Equity comes shortly after the signing of a pact between the stagehands' union and television interests, reported two weeks ago in *The Billboard*, and announcement by the American Federation of Musicians that a scale had already been prepared for tele, reported in last week's issue of *The Billboard*.

Meanwhile, important talent agencies expressed willingness to co-operate in every way with telecasters, some of the agents even going so far as to say they considered salary a secondary consideration at present. Music Corporation of America stated it was already trying to sell attractions to NBC, but that money was secondary. One MCA exec claimed that talent, agents, and performer unions would be glad to "co-operate" with tele industry for two reasons: first, to get in on the ground floor; and second, for publicity value. MCA claimed that talent salaries should be a secondary factor until tele is of value to an advertiser. Belief of MCA is that the medium cannot benefit advertisers at present despite NBC's grabbing of a number of sponsors.

William Morris Jr. last week stated that his agency was very enthusiastic over the outlook.

Other agents, William Liebling, for example, claimed the outlook terrific. Liebling, who cast NBC's first dramatic tele show in June, 1939 (*The Donor's Affair*), and who claims to have placed more dramatic talent on tele than any other agent, is now trying to sell NBC a couple of directors.

NBC, CBS Buying Policies

Those seeking jobs on NBC television are advised to work thru agents. NBC's

basey, whose license was suspended for 90 days.

Frank Palumbo, president of the New 20th Century Club, has his liquor license lifted for 30 days on charges of "Sunday sales; entertainment when the sale of alcoholic beverages was prohibited; maintained outside advertisement pertaining to the type of entertainment therein."

PHILADELPHIA, July 5.—With the start of the summer season, State Liquor Board again cracked down heavily on local niteries. Hardest hit was the Embassy. Other niteries hit were Billy Kretschmer's Jam Session, 10 days for Sunday sales; Raphael Club, 25 days for permitting improper entertainment; Murray's Drury Lane Inn, 25 days for after-hour sales; and Moroney's Cafe, DeGorgue's Cafe, and Spruce Inn.

Tom Hutchinson, chief producer, indicated that working thru agents was necessary in order to save time. Pointed out that instead of interviewing six or seven performers in order to get one, NBC prefers to contact the agencies. In the matter of commercial programs, however, talent can of course get jobs thru the ad agencies, but Dr. Alfred H. Morton, vice-president in charge of television at NBC, indicated that NBC would have the last word on both talent and script. "If we approve," he said, "we will produce the show."

CBS has expressed no preference in the matter of buying talent direct or thru agents. Actors seeking jobs on CBS tele should contact Ruth Norman at 15 Vanderbilt Avenue. Applicants fill out questionnaires, and, if considered likely prospects, are called for auditions. Questionnaire asks name, social security number, age, height, weight, color of hair and eyes, languages and dialects spoken. It also inquires whether the applicant can sing, dance, or do other specialties. It further requests data on theatrical experience, including pictures and radio. Applicant must attach a photograph.

NBC, operating 15 hours weekly as per FCC regulation, will lean to outdoor pick-ups rather than studio shows this summer. NBC, in fact, will not have as (See PERFORMER UNIONS on page 7)

4 Major Circuits Announce Price Cut For Service Men

NEW YORK, July 5.—Four of the major theater circuits, Warner Bros., Loew's, Paramount, and RKO, announce that they will sell cut-priced tickets to service men in uniform. Loew's and Paramount state that all tickets priced up to 40 cents will be cut to 20 cents for soldiers, sailors, and marines. Tickets usually selling above 40 cents will be cut to 25 cents.

Warner Bros. plan, which goes into effect July 7, calls for a reduction to be determined by the management of each Warner house. It is expected that its price reduction for the boys in uniform will be about the same as the present children's admission price.

RKO is expected to announce the new cut prices for its houses early next week.

All reduced admissions, however, will be subject to the federal admissions tax on the original established price. That is a 99-cent ticket is sold to the soldier at 25 cents—but he must pay the government 9 cents tax. A vigorous movement has been launched in Washington to bring about legislative action which will remove this tax from the cut-price tickets to members of the U. S. armed forces.

AC Mayor Issues Licenses, Warnings

ATLANTIC CITY, July 5.—After threatening to withhold renewal of license for a number of niteries, Mayor Tom Taggart Tuesday (1) gave all the ops the go-ahead. But not before laying down an order of conduct. About 30 ops, on the mayor's blacklist, were given "conditional licenses."

Mayor said that complaints received against the local niteries in question concerned peddling of checks, the "boot-leg racket," instigating bartenders, high pressure artists, and "smart alec m.c.'s who confuse filth with humor." Also warned against selling liquid refreshments to minors.

HOW TO GET MORE SPACE

Night Club Writers Explain How P. A.'s Can Land More Publicity; Exclusive Stuff, News, Accuracy

NEW YORK, July 7.—Night clubs and hotel spots could get themselves more free publicity if their press agents were more accurate, more literate, more gracious, and wrote more truly exclusive items for the individual needs of the various publications. That's the opinion of 50 local newspaper men who represent a cross section of columnists, editors, and writers controlling publicity outlets for the local night club business. The greatest lament of the newspaper men voting in *The Billboard's* Third Annual Night Club and Publicity Poll was the "exclusive story" that went to a dozen other writers too. The newspaper men are also sore at press agents who are boring, illiterate, and ungracious; at carbon copy and mimeographed releases; at old, dull photos; at p. a.'s who lack a sense of news values; and at p. a.'s who try to plant publicity on do-me-a-favor pleas.

More newspaper men than in previous years noted on their ballots that perhaps the reason why so many p. a.'s are incompetent is their low salaries. They suggest better pay as a means of attracting better p. a.'s to the night club field.

Some of the answers of newspaper men to the questions "What are your pet peeves against night club and hotel spot publicity methods?" and "Any suggestions for reform?" follow:

Good P. A.'s Born

DAN WALKER, *The Daily News* syndicated columnist, says his pet peeves

JOSE MORAND

(This Week's Cover Subject)

IDENTIFYING himself and his orchestra with the Latin American musical motif, Jose Morand has in the past year become one of the better known of the rumba-conga band leaders. A record-breaking engagement of eight months at Hotel Statler, Cleveland, with a CBS remote who was responsible to a great extent for his current popularity. This was followed with an engagement at the Roosevelt Hotel Grill, New York, where he closed recently, and July 3 the Morand band moved into the Lido Beach Club on Long Island.

Born in Tampa, Morand was given violin lessons at an early age and his mother planned that he should have a concert hall career. But Morand took more readily to the lighter side of music, and his first job was as violinist in the Al Donabue band. It was at this time, too, that he started doing musical arrangements of his own, and has since developed into a top arranger, especially on Latin tunes.

Morand received a good part of his Latin musical education first-hand in Spain and South America. As a result, his recordings for Decca are looked upon by South Americans as "authentic" because of his talent for adopting the native idiom to his Latin arrangements. Not wanting to be typed as strictly a Latin outfit, Morand and the band intersperse frequent Viennese waltzes and swing tunes into the library, too.

are "inaccuracy, irresponsibility, and laziness." He has no suggestions for reform. "Good press agents are born, not made; and I've never found one who needed suggestions who was capable of profiting by them. A good press agent is a potential newspaper man himself. (See NEWS MEN WANT on page 29)

3 Flesh Shows for Frontier Days

DENVER, July 5.—Three flesh shows rather than two as in previous years will be offered at the Cheyenne Frontier Days, July 21-26, at Cheyenne, Wyo., according to Jack Blue, who will produce the shows for the third consecutive year. For Frontier Frolics, Blue has set Dale Hall, Hector and His Pals, Mack and Lynne, Guy Cherney, and the Claire Denne girls. Sandy Johnson's *Treasure Island Ice Follies*, with a cast of 15, and the *American Girl Revue*, an all-girl show with a line and several specialties, will make up the other two presentations.

A 40-cent admission will be charged for Frontier Frolics, 30 cents for the ice show, and 20 cents for the girl show.

Blue also reports an increased demand for revues from fairs and rodeos. For the Sheridan, Wyo., rodeo, July 15-17, he has set Marlowe and King, Morrell Sisters and Billy, Claire Denne girls, Mack and Lynne, Three Ambassadors, and Gil Robinson. Blue is now in the process of building revues for several other fairs and rodeos, and has also added the Cottonwood Club and the Casa Manana, two Denver niteries which are now using floorshows. Band department of the office under George Yadan has set the Three Ambassadors at the Embassy in Denver.

"Ice Frolics" Seattle Top

SEATTLE, Wash., July 5.—The biggest indoor attraction to hit this town this season was the *Ice Frolics*, which grossed \$35,000 its first week at the Civic Ice Arena (5,200 seats) and \$45,000 the second week, in its April engagement.

The second week found standing room only at the arena, with 500 chairs placed on the ice each night.

The best vaude attractions of the season were Major Bowes' *Talent Parade* unit, which grossed \$7,200 at the Palomar Theater (1,450 seats), compared to an average gross of \$4,500, and the Polack Bros' Circus unit which grossed \$9,000 in June.

S. F. Hotel Truce

SAN FRANCISCO, July 5.—Averting threat of an immediate strike in major hotels, a 45-day truce went into effect Monday between the Hotel Employers' Association and hotel unions.

Negotiations will continue on the workers' demands for union shop, elimination of split shifts, and a five-day week.



The Billboard's Part in Creating a Great Industry

YOU can't go very far beneath the skin of the talent business without running into bands. There is no telling how long the vogue will last, but so far as the present and immediate future are concerned it is the wise thing to concede that bands are the tail that wags the dog. Bands dominate the flesh industry in particular. It is silly to say that they dominate the record industry. They are the record industry. In radio they monopolize station and network time and, with slight variations, they play a most important part in the film output of the major studios. Even in fairs and parks they are factors of appreciable importance and as for theaters we wonder how many of the theaters that coined money during the past season would have been open were it not for the availability of name bands.

Just as important as bands are at this stage to almost every branch of amusements just so important is the making of records to bands. In recent years the most phenomenal comeback in the latter-day history of the show business has been made by the record companies. There isn't a single record company executive with brain cells operating who will not be quick to confess that the thrilling comeback of the recording industry is due to the automatic phonograph. The distribution of automatic phonographs over the 48 States; the constant improvement of tone record capacity, selective features, and appearance of the machines by manufacturers has meant dollars and cents to record companies and breath-taking success to bandsmen. The nickel-entire phonograph is a symbol of many things to the amusement business. It has skyrocketed bands to fame and band leaders to fortunes. It has made gold mines out of somnolent recording plants. It has been a shot in the arm to music publishers. It has worked hand in hand with radio to exploit for the benefit of all factors engaged in every facet of the music business the public's adulation of band names and tunes. It is difficult to say what would be the condition of the music business were it not for the 24-hour-a-day job being done in its behalf by music machines and the records constantly being loaded on the multiple carriers.

It is a source of gratification to us that from the very start *The Billboard* has taken the lead by an ever-growing margin in bringing closer together for mutual

(See SUGAR'S DOMINO on page 54)

"Ice-Capades" To Introduce Atlantic City Beauty Pageant

NEW YORK, July 5.—Arens Managers' Association has announced that *Ice-Capades* has been booked into Atlantic City beginning July 25 and will play there until September 1, when it will introduce the annual National Beauty Pageant.

At the same time, announcement was made that the *Ice-Capades* has been booked for the entire season of 1942. The opening engagement will be at State Fair of Texas in Dallas on October 4. John Harris, president of the AMA, plans to increase the number of skaters in the show during the coming season.

Business Picking Up in Atlanta Drought Blackout

ATLANTA, July 5.—Drought of nearly eight months' standing has forced curtailment of electricity use in Southeast, and Atlanta night spots and theaters have cut down on power use. Fronts of theaters and night spots have been drained, with only the name of the attraction in lights. Inside, air-conditioning systems have been cut in half, and one-third the power usage generally has been cut down.

For the first week or 10 days of the blackout the downtown streets were deserted. However, Atlantans are beginning to get the hang of things now and are beginning to come out a bit.

Monday's cloudburst, which flooded streets and jammed traffic hopelessly for

"Water Follies" to Minn.; Wash. Fair

WASHINGTON, July 5.—*Water Follies* of 1941, playing here at Uline's Arena, closed Monday (30) after a week of fair business. Producer Sam Snyder, however, claimed a good gross of \$25,000 despite weak opening due to heavy rain.

Show enjoyed good business in Montreal before coming here on six days' notice, consequently little advance work was given the show. Troupe featuring Buster Crabbe, the Hopkins Twins, Charlie Dech, Joe Seymour, Joe Peterson, Larry Griswold, Ray Twardy, Old Canale, Jimmy Rice, Cornelia Gilissen, and Marion Hoberge moves to Minneapolis from here.

Show requires an audience educated to swimming arts much as horse shows or jumper trials have to have. Absolute limitation on variety of costume and physical limitation on lighting effects makes it difficult to add color to this type of entertainment but kids go for it in a big way. This is especially true of the act by Larry Griswold, comedian on the springboard and in the water.

E. J.

SPECIAL PRINTED ROLL or MACHINE 100,000 for \$20.00 ELLIOTT TICKET CO.	TICKETS RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALIAS FORMS 409 LAFAYETTE ST. N. Y. C. 1564 Broadway, New York 615 CHESTNUT ST. Phila.	STOCK ROLL TICKETS ONE ROLL \$ 3.50 TEN ROLLS 35.00 FIFTY ROLLS 150.00 ROLLS 2,000 EACH Double Coupons, Double Price No C. O. D. Orders Accepted
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● The Billboard ● The World's Foremost Amusement Weekly ● Published at Cincinnati, Ohio, U. S. A. ●

Founded in 1884 by W. H. DONALDSON.
 E. W. EVANS, President and Treasurer.
 R. B. LITTLEFORD JR., Vice-President.
 W. D. LITTLEFORD, Secretary.
 A. C. HARTMANN, Outdoor Editor, Cincinnati.
 E. HUGAEM, Indoor Editor, New York.
 W. W. HERB, City Machine Editor, Chicago.

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, 1879. Copyright 1941 by The Billboard Publishing Co.

MAIN OFFICE AND PRINTING WORKS: 25-27 Opera Place, Cincinnati, O. Phone, MAIn 3300.
 BRANCH OFFICES:
 NEW YORK — 1564 Broadway, New York
 CHICAGO — 153 N. Dearborn St., Chicago 44-50
 ST. LOUIS — 390 Chestnut 04-43
 PHILADELPHIA — 122 Locust St., Philadelphia 68-95
 LOS ANGELES — 516 W. 8th St., Van Nuys 4-91
 LONDON — Edward Gavea, Cornwall House, Pall Mall, London, W. C. 1.
 SYDNEY, AUSTRALIA — Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street.

ADVERTISING RATES — Fifty Cents per Space Line, 47 per column inch. Whole Page, \$20.00; Half Page, \$12.50; Quarter Page, \$8.50. No display advertising measuring less than 10 lines accepted. Last advertising form goes in press noon Monday.
 Member of Audit Bureau of Circulation.

A.C. Season Gets Under Way; More Talent Is Used

ATLANTIC CITY, July 5.—Full line-up of resort niteries got under way last week in time to catch the July 4 holiday trade, marking the official starting of the summer season.

Round-the-Work Room of the Lockman Hotel, taken over by Harvey Lockman, got into its full swing Thursday (3) with Ciro Rimas's standard vaude unit; Juanita and her rumba band, Adrian Rollini Trio, emcee George Clifford, and Phyllis Baker. Pedro Banco band, current at the room, moves over to the Brigantine Hotel.

Ritz-Carlton Merry-Go-Round opened Tuesday (1) with Carmen Cavaliero's band. Charlie Schwartz's Bath and Turf Club opened Thursday (3), again using a Latin show, with Diosa Costello and Helen and Gerardo in the leads.

Biggest factor influencing the talent boom this summer is the fact that gambling casinos are no go and niteries operators will have to depend more on the entertainment.

Irvin Wolf, taking a three-year lease on the club in the Breakers Hotel, opened his Ship-Deck Wednesday (2) as a musical bar and cabaret, with the Beale Street Boys, University Trio, and Pearl Williams for the opening show.

Jenny Ross came in for the reopening of Lockett's Derby Club, with Bert Dagmar, Kiki Hall, Peppi Carman, Bobby Dell, Lee Norre, and a line of girls.

Ben Hoffman and the Parzo Brothers reopen their T-K 9 Club, with Wally Vernon in top spot along with Freddy Bernard, Grace O'Hara, Janice Dakko, Reda and Curly, Ozma Welles, and Bobby Lee's Cotton Pickers, booked by Jolly Joyce, Philadelphia.

Madrid Club unshutters with Jackie Law back for his third summer. George Price opened his Zineka's Log Cabin for the fourth year with Malteen Glorious, Res Rainier, and Joe Wimbarg's band.

Frankie Palumbo ushers in a new season at his Renault Tavern with Mike Pedicini's Men of Rhythm, Al Francis Trio, and the Sid Rose Quartet. Miss (Baby) Rose Marie comes in July 16. Agostini Hotel gets going Sunday (29) (See A. C. SEASON OPENS on page 54)

Cross-Allen Arb Has New Angle

NEW YORK, July 5.—The arbitration between Chris Cross and the Charles Allen office has taken a new twist, with Nick Agresta leaving the Allen office. Cross had been jointly signed by Allen and Agresta.

According to the rules of the American Guild of Variety Artists, when an agent and his associate separate, the act can choose either to represent him. In this instance, however, Cross, by his instigation of arbitration proceedings, made it clear that he desires neither. Cross is now in a position to ask for a ruling whereby the management of the act would be settled automatically and the (See CROSS-ALLEN ARB on page 29)

An Uppercut to Radio

WILKES-BARRE, Pa., July 5.—Commenting on the local baseball situation and how, with 100 per cent newspaper support, the Eastern Baseball League has been getting attendance records, the Sports Snapshots columnist of The Wilkes-Barre Sunday Independent hauled off with a haymaker which should have knocked Kid Radio for a loop.

The article said, in part: "It also is obvious that radio's claim to helping baseball has been shot full of jagged holes."

"The sponsors have found it worth while to keep baseball on the air every day of the season, they have been unable to do a thing for attendance except to keep fans home in threatening weather. . . ."

Bigger Shows for New Car Parties

DETROIT, July 5.—Radical cutting of quotas on automobile production, due to national defense needs, is apparently not having any immediate effect upon show bookings for new car announcements and intra-plant activities. In the latter case, an increase in volume of entertainment given for employees has been definitely noted by booking offices here.

Current bookings reported are by the Del-Ray Office, for three weeks of "Family Shows," and intra-plant series for General Motors, opening Tuesday to run thru July 25 at the scattered plants in Flint, Saginaw, and Detroit. Orchestras of Del Delbridge and Ray Gorrill, and Path Hoo and Zingo, comedy team; Gregory and Raymond, musical; Juliana, vocalist, and Paul Davis, baritone, compose the unit.

Indications are that the announcement shows may be more elaborate than usual this year, to offset the effect of car quotas and the fairly uncertain future car market plus probable increase in prices and/or taxes. Inasmuch as agreement reached some months ago will make this the last new annual model to be introduced during national defense activities, unusual interest will be centered on giving it a heavy send-off.

Boston Acts Want AFA Fund \$ Now

BOSTON, July 5.—A committee has been formed to take action on collecting the money paid into the American Federation of Actors' death benefit fund. The AFA disbanded about 18 months ago. The local committee has retained Attorney Malcolm Steele to take whatever action is necessary.

Charles Cobb is chairman of the committee, which includes Patrick F. Joyce, John Fagan, Edward Mumford, and Peter Proten.

Conn. Femme Bill Vetoed, But Gals Can Work Anyhow

BRIDGEPORT, Conn., July 5.—Senate Bill No. 503, passed recently by the State Legislature, culminating a two-year fight by women musicians and entertainers for the right to work after 10 o'clock at night, was vetoed this week by Governor Robert A. Hurley. However, Hurley, in a special executive order to Labor Commissioner Cornelius J. Danaher, authorized the lifting of the restrictions as a special emergency measure. He said that he feared that if he approved the bill it would "nullify the protection afforded to minors."

Corn Is King in Philly, and Not Hay, Fighting Radio Ed Proves

PHILADELPHIA, July 5.—"Corn" is "king" here and it took a feud in mountain-folk fashion to prove it. Proving the point marked the first time that a local radio editor fired fighting words at a local radio station over program policy.

Battle of corn was the result of WIP changing the program format of Baseball Jamboree, 90-minute live show preceding the daily baseball broadcasts. Program has Joe Frassetto's studio ork, announcer Howard Jones, and a coterie of songbirds. Since its start, stanza has been peppered with all the homely and cracker-barrel patter that faded from Joe Miller's epic, announcer kibitzing with the maestro and a general attitude of anything goes—and it did.

One bright morning Jamboree cast got a curt note from station chief ruling out the corn and ad libbing, telling Jones to stick to straight announcing and Frassetto to keep his mind entirely on the music. However, station chiefs failed to reckon with fact that Jamboree is a corn was the favorite dish of Raymond Gathrid, radio editor of The Daily News.

Raymond batted out daily columns attacking the station for taking the corn off the menu. Finally "dared" station to leave it up to the listeners. As a result, one day last week the Jamboree was split between its two styles and listeners invited to vote on their preference. Response was overwhelming and this week the Baseball Jamboree once more became a festival of corn.

Marked first time also that there has been a question here about the partiality to corn on part of local listeners. Fact of the matter, it was on WIP that corn had its inception in local radio back in 1925 with the well-remembered Artie Bittong's Cheer-Up Club, which had a monopoly on the vegetable until 1932, when Frank Shannon (now WCAU engineer) became WPEN's Mystery Announcer.

At present, every station in town boasts the cornhuskers, who are doing all right. Lads have plenty of participating sponsors, are heavily in demand for personal appearances, and have fat checks to show. Lefty Miller, KYW Musical Clocker, expounding an enthusiastic wake-up brand of corn, is conceded one of the biggest money-makers in local radio, even his competitors rating his earnings anywhere from \$300 to \$400 a week. Even station head admitted that Miller's earnings top those of most station execs in town.

Most of the boys are making a career of corn, with few stepping into straight roles. Gene Morgan was conductor of the Sight-Seeing Bus on WDAS in 1932, leaving to become the voice of the Five-Star Final on WJMC, New York. Earlier this year, Joe Dillon, whose success

formula was "the corner it is, the bigger the audience," left WPEN to become program manager of a Kingston, N. Y., station.

"Corn" it is, admit the boys who intersperse folksy gab and flat gags between phonograph records, but, they add, pointing to their earnings, it ain't "hay."



YOU can attract more people and cut yourself a bigger profit this season with a Lafayette Sound System. Yes, any Sound equipment does that, but not at Lafayette's low price! You buy Lafayette direct—that's where you save. And Mister, when you buy Lafayette, you've got a Sound system! Powerful, easy to rig and move, long lasting, dependable. Dance bands, carnival men, resort owners—send for new Lafayette Sound catalog at once! Discover how many ways you can use one of these modern, streamlined Sound systems to increase your business, and how much you can save on a Lafayette!

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Use it in a car, in midways or ballrooms, this system operates anywhere. Complete with two powerful speakers, crystal radio, 12 feet of microphone cable and 50 ft. speaker cable. Latest type, streamlined amplifier easy to operate. AC or DC. A money-maker on the road.

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SETTING WAX STANDARDS

NAB Surveys 182 Stations on Use Of Laterals, Verticals, Records; Detroit Confab First of a Series

NEW YORK, July 5.—Move to standardize the transcription and recording industries is under way. Work is chiefly in the hands of an NAB engineering committee, which met in Detroit last week with recording and transcription executives to discuss the possibilities of standardizing wax characteristics—both in recording and dimensional phases. Meeting was the first of a series. According to local wax execs who were at the meeting, including H. A. Chinn, of Columbia Broadcasting System, stations are anxious to have the industry standardized and have co-operated in supplying the NAB with data relative to stations' use of different types of waxes. According to Ralph Wentworth, of Langlois & Wentworth, one of the chief standardization problems is in the matter of reproducers, which have not kept pace with the quality of cuttings in the last few years.

Ben Selvin, of Associated Music Publishers, stated that one of the industry's problems concerned standardization of recordings so that stations' equipment would be able to play all types of wax.

In order to effect standardization, NAB engineering committee is collecting data from stations. A survey already tabulated gives statistics on use of lateral and vertical waxes and recordings. These figures, together with questionnaire, are presented below. The results were obtained from 182 stations, and figures given are totals of all stations.

NAB Questionnaire and Results

Reproducers

1. How many hours per week are lateral transcriptions used? 4,098.99
 2. How many hours per week are vertical transcriptions used? 1,512.16
 3. How many hours per week are phonograph records used? 1,478.16
- Assuming an average of 18 hours of broadcasting per day, the 182 stations broadcast 22,932 hours per week. The total number of hours per week during which transcriptions or records are used is 7,087.37, therefore 30.9 per cent of broadcasting is from records or transcriptions. Of this time 67.8 per cent is by lateral transcriptions, 21.3 per cent by vertical transcriptions, and 20.9 per cent by phonograph records.

1. Indicate your preference for vertical or lateral recording.

In Favor Of	Number	Per Cent
Vertical	78 Stations	41.7
Lateral	67 Stations	36.8
No Preference	33 Stations	12.5
No Answer	16 Stations	8.9
Total	182 Stations	100.0%

The reason given for preferring lateral recording in some cases was that the stations had only lateral equipment. Some answered that a wider selection of records is available on laterals. (Editor's Note: Some companies, including RCA and Western Electric, now manufacture reproducers which can play both vertical and lateral transcriptions.)

Recording

1. How many hours per week are recorded? 895.25
- This is an average per station per week of 3.82 hours, 146, or 80.2 per cent of the stations, indicated that they have recording equipment.
2. What is your attitude on pre-emphasis?

In Favor Of	Number	Per Cent
Yes	106 Stations	58.3
No	8 Stations	4.4
Undecided	10 Stations	5.5
No Answer	58 Stations	31.8
Total	182 Stations	100.0%

Many of the "yes" answers were qualified by the statement that the person was in favor of pre-emphasis if it was standardized. (Editor's Note: Pre-emphasis, an engineering term, denotes wider frequency range, according to local wax companies.)

According to a statement signed by Lynne C. Seneby, director of engineering of the NAB, the recording questionnaire was formulated by a subcommittee of the NAB engineering committee composed of Paul Loyet, of WHO, Des Moines, Ia.; Morris Pierce, WGAR, Cleveland, and Robert Morris, of NBC's New York office.

Lit Bros. Get Sole Ownership of WFIL

PHILADELPHIA, July 5.—Lit Bros. department store this week acquired the half-interest held in WFIL, local NBC-Blue sister, by the Strawbridge & Clothier department store, and is now sole owner of the station. Half interest netted S. & C. \$126,000. Samuel R. Rosenbaum, a director of Lits, continues as WFIL proxy. He is also chairman of IRNA. Until 1934 WJLT, owned by Lits, and WFIL, S. & C. station, shared time on the same dial dot, and it was Rosenbaum who negotiated the merger.

Roger W. Clipp carries on as WFIL general manager and at the same time gets elected to a vice-president post on the board of directors. S. & C. sale brings in George H. Johnson, president of Lits, as chairman of the WFIL board, and Alfred Bissbad, a director of the store, as secretary. Anna T. Hild holds on to the treasurer's folio.

Renew Screen Guild Show

HOLLYWOOD, July 5.—Contracts were signed here this week for renewal of the Screen Guild Theater show for the fourth season for Gulf Oil Corporation. Season will open September 28. Signing the contracts were Jean Herscholt for Relief Fund, Edward Arnold as president of SAG, and Tom Lewis, Young & Rubicam. Deal will pay 10G weekly into the building fund of Motion Picture Relief. At close of season, with \$140,000 to be received on this contract, grand total will be close to \$1,000,000.

Seeds' Mennen Account

CHICAGO, July 5.—The Mennen Company, Newark, N. J., has appointed the Russell M. Seeds Company to handle the advertising of its men's products division and soon will launch a series of radio programs. The Seeds agency is establishing an office in Rockefeller Center, New York, to handle the account. H. J. Richardson, assistant to the president, will act as account contact. Seeds agency now has four offices. This marks the first time it has entered the Eastern field.

WDAS Hot Weather Cure

PHILADELPHIA, July 5.—Blame it on the heat, but now radio gives air-conditioning to the listener in musical capsules. After consulting a psychologist and matching the show with the weather reports, WDAS scheduled a daily 30-minute program of Air-Conditioned Music. Patterned for use during hot weather, recorded music aims at a reaction of cold. As a result selections include sea chantees, Christmas carols, and smoothly arranged music about brooks, flowing streams, and snow. Theme song for stanza is *Jingle Bells*.

Trade Association Formed by ET Orgs

NEW YORK, July 5.—Association of transcription companies—long muddled—has finally been formed and preliminary meetings have taken place at the offices of Lloyd Egner, chief exec of NBC-Thesaurus. Members include some of the leading waxettes which are NAB associate members, including Thesaurus, Standard, Langlois & Wentworth, McGregor, and Associated Music Publishers. At press time no confirmation could be obtained from World Broadcasting as to whether it had joined the organization.

According to sources in New York, org is headed by Jerry King, of Standard (Chicago), and will have as its functions the boosting of transcriptions and the presentation of a united front on all matters affecting the wax industry. According to members in New York, org will take an active part in the standardization of transcriptions and legislation affecting the industry.

Need for a wax trade association has been felt for a long time, the industry being faced with multiple problems, including competition of phonograph records, musicians' union rulings, and price cutting.

Philly Extending Radio News Time

PHILADELPHIA, July 5.—Due to the ever-increasing pace of the European situation, news coverage takes first place in station attention here with increasing import. KYW, adding Reuters News Service, the only radio station in the world other than the BBC to have a direct Reuters line to its news room, in addition to UP, AP, and Western Union, now airs 46 sponsored news shots a week. Totals five hours, an all-time high for station. Has in all 64 news programs weekly for a complete six-hour schedule. Of the number, 18 shots are sustainers.

Melvin K. Whiteleather, foreign correspondent penning pieces exclusively for *The Philadelphia Bulletin*, is the latest specialist on the KYW staff. He replaces the thrice-weekly shots of Besse Howard, KYW's women's commentator, who vacations until fall, when Grove's Bromo-Quinine again sponsors.

Its sidewalk bulletin board becoming a traffic hazard, WCAU has dropped a loud-speaker from a top-floor window of its building and gives news on the hour, three-minute flashes, for the sidewalk listeners.

WIP also ups its news facilities by adding a UP teletype. Has the service. WDAS has the first to introduce the news-on-the-hour schedule several years ago, from the start sponsored by Kopper's Coke. WPEN earlier this year joined the on-the-hour band wagon.

FCC's Stay on WBAX Case

WILKES-BARRE, Pa., July 5.—Final decision on the battle of several groups here to take over the broadcasting privileges of WBAX has been postponed for 60 days by action of the FCC, which granted a 60-day extension for the station to stay on the air until September 1. An earlier order of the FCC would have canceled the license of WBAX July 1. During the extended time the station will maintain under the management of John Stenger Jr.

Advertisers, Agencies, Stations

NEW YORK:

AL NELSON, manager of KGO-KPO, San Francisco, visiting in New York. . . . Ralph C. Wentworth, of wax firm Langlois & Wentworth, off to Canadian waters for a vacation. . . . C. E. Staudinger elected executive vice-president of Sherman K. Ellis & Company. . . . Dave Crozier, sales manager of AMP Recording Studios, to Nova Scotia for fish. . . . Syd Elges, with International News Service for some years, has joined NBC's press department. . . . Bulova Watch Company has signed a 13-week contract for time signals over NBC's tele transmitter, WNBZ. . . . Billings of the Red and Blue networks of NBC, effective August 1, will no longer be combined for discount purposes. . . . Ben Grauer's *Drama Behind the News*, sponsored by Benman's Pepsi, renewed to February, 1942. . . . Arthur Duran added to the WHN sales department. . . . United Shoe Exchange signed a 13-week contract with WHN for daily spot announcements. Set thru Klingner Advertising Corporation. . . . Alfred J. McClocher, president of Bamberger Service, elected a member of the Songwriters' Protective Association. . . . Walter Payne, Leslie Learned, William Stahl, and James Garigan added to the WOR engineering staff. . . . Irving Strouse's *Javishle Theater*, formerly heard over WINS, will be aired over WHN on Fridays beginning July 11. . . . Claire Glazer, secretary to Frank Roehrbach, station manager of WHN, on vacation July 4. . . . Gertrude Bly, of WHN, is in the hospital recuperating from an appendectomy.

CHICAGO:

RUSSELL M. SEEDS agency has relinquished the Armand Company (Des Moines) account, effective July 15. Account will be handled by Ivan Hill, who has acted as Seeds' contact in the past. WGN has added a large number of new shows to its summer schedule. Among them are *The Twilight Serenade*,

Mondays at 6:15 p.m.; *Alexander McQueen's Nothing But the Truth*, Mondays thru Fridays at 7:25 a.m.; *Lavinia Park concerts*, Tuesdays from 8:30 to 9 p.m., for seven weeks, starting July 1; *The Affairs of Tom, Dick, and Harry*, Mondays at 9:10 p.m.; *The Dream Ship*, Wednesdays, 10:30-11 p.m. . . . WIND has added 10 Columbia network shows to its summer schedule. . . . Lavinia S. Schwartz, director of education for WBBM, will speak before a session of the Comprehensive Workshop of Radio July 29, and on August 5 Richard Faulkner, WBBM-CBS producer, will be the speaker. . . . CBS producer Les Mitchell leaves this week for a 17-day motor vacation trip to California. . . . Alexander McQueen's new *Nothing But the Truth* program on WGN will be sponsored by the Old Ben Coal Corporation. Set thru the J. R. Hamilton agency. . . . Bill Seymour, CBS announcer, is modeling for commercial photos, and his picture is appearing currently in several magazines. . . . Evans Pur Company, thru Critchfield, has renewed its *Musical Clock* series on WMAQ for 12 weeks. . . . Donald McGibeny has been named as newmaster for the Skelly Oil Company NBC-Red network program, to replace Capt. E. D. C. Herve, who died recently.

PHILADELPHIA:

H. BENTON GOTWALS upped to radio in the news department of the agency from the news department, will be replaced by William R. Dohard, resigned to become manager of the newly created office here of International Radio Sales. . . . Dickie Field, who plays the part of Pete in KYW's serial, *The Lost Continent*, being screen-tested by 20th Century-Fox. . . . WPEN using an airplane kite sign in Atlantic City to bally its "on the hour" news. . . . WDAS first to give its announcing staff sex appeal in adding Miss Terry Allyn. . . . Rube Werling returns his *World's Worst Pro*. (See Advertisers, Agencies on opp. page)

Radio Talent

New York

By JERRY LESSER

ON A recent Death Valley broadcast, contract called for actors to wear white trousers and dark coats. DON MACLAUGHLIN came in from the country fully prepared, only to find that because of the change to cooler weather the costume had been changed to regular tuxedos. The cast chipped in and donated the following: Dark pants by FRANK BUTLER; coat by JAY JOSTYN; shirt by FRANK LOVEJOY; studs by JACK McBRIDE; tie by PAUL NUGENT; cummerbund by NELLIE CALLEY; and shoes by SYD SMITH. P.S.—DON wore his own underwear. . . . SID CASSELL leaves early in August for a 30-week tour with AL JOHNSON'S *Hold On to Your Hats*, which will take him to the Coast, where he is being considered for a role in *For Whom the Bells Toll*. . . . JAY MEREDITH is playing the title role, Angela, in *By Kathleen Norris*. . . . JIM BOLES has contracted a rash on his hands, forcing him to wear white gloves to his broadcasts. JIM plays the Texan on *We, the Abbotts*.

THE MONROES, NBC sustaining artists, work day and night preparing their scripts. So—they have now rented an office where they can do their work and still take time out for a little sleep. . . . ED KING, of the Yale Workshop and WWJ and WICC, is in NBC's production department for the summer. . . . IDELLA GRINDLEY, who was formerly head of studio arrangements at NBC, is now office manager of the production department. . . . PHIL PALCONE, formerly one of NBC's ace engineers, is now a corporal in Uncle Sam's Signal Corps, stationed at Fort Monmouth, N. J. He is on leave to supervise a television broadcast over NBC in connection with the USO drive. . . . DAN SUTTER, former actor from Chi, is NBC's newest director in New York. His wife, FRANCES CARLON, formerly heard on *Mary Martin* and *Kitty Keane*, is also East to continue her radio work.

BOB HOUSTON, band leader JOHNNY B LONG'S baritone "find," is guest of

the week on *Matinee With Lytell* next Sunday afternoon over WJZ. . . . BOBBY WARREN, the young arranger who turned songwriter with the hit, *Number 10 Lullaby Lane*, will tell *We, the People* listeners how he happened to write his latest creation, *City Called Heaven*. WARREN was formerly arranger for BARRY WOOD and JANE PROMAN. . . . GEORGE HOGAN subs next week for HENRY MORGAN on *Here's Morgan*, while Morgan vacations in Alaska. HOGAN promises to maintain a "wackier than their attitude" attitude. . . . BUDD HULICK'S first guest star on his new CANTOR replacement show will be BENAY VENUTA. . . . WALTER COMPTON, emcee on *Double or Nothing*, will soon have two of his new songs published. . . . City Desk producer RAY BUFFUM will hold auditions for new and untried radio talent. . . . FRANK FOREST vacationed in Milan several years ago and left his auto there, thinking to return the following year. However, the war intervened. He was just informed that his limousine had been confiscated by the Italian government. . . . New voices on *Mr. Meek*, CBS show, include ROBERT DOYDEN, TED OSBORNE, and JOYCE HAYWOOD. . . . The show will cut its first birthday cake on July 3. . . . RALPH DUMKE the newest addition to *Myrt and Marge*. . . . When JOHN GAMBLING stepped into his parked car on 37th Street last week, he couldn't make out whether the car had been bitten or kicked by a horse. A closer look told the story, for there were two horseshoe-shaped dents in the hood. Just then an embarrassed caddy turned up to explain the shameful actions of his horse, Daisy. Disturbed by a ceaseless din of horns, Daisy had lost her horse sense, reared up, and plunked both feet on JOHN'S car. . . . MARGJORIE DAVIES has replaced DORIS DUDLEY on the *Meet Mr. Meek* program. She was active around Chicago for some time. . . . JOHN H. PATRICK, bass singer formerly in radio, has gone into the Schubert production of *Chocolate Soldier*, which opened in Louisville this week.

Chicago

By NAT GREEN

NEW Lullaby Lady for the Carnation Contended Hour on the NBC-Red network is EVELYN AMES. Oklahoma contralto currently on the teaching staff of the American Conservatory of Music. . . . FRANK PARKER, tenor star of CBS's *Golden Treasury of Song*, will make a flying trip to Chicago Wednesday (9). . . . A transcribed program starring CHARLIE RUGGLES and including Hollywood singing stars, comedians, and Dave Rose's orchestra, will begin broadcasts over WBBM Friday (11) under sponsorship of the Peter Hand Brewing Company. Contract set thru the Mitchell-Paust agency. . . . CARLETON YOUNG now has the title role in WGN-Mutual's dramatic serial *Front Page Farrell*. Playing opposite him is VIRGINIA DWYER.

MORA MARTIN, New York actress, flew to Chicago on three hours' notice to take the role of Dolores Lory in *Backstage Wife* last Wednesday (2). Miss Martin created the part when the serial was first broadcast locally six years ago. . . . TED WILLIAMS last week launched *Today at Arlington*, daily broadcast from Arlington Park. . . . Maestro PERCY FAITH, of the Carnation Contended program, has written a modern love song titled *Contrasts*, which WILLIAM MILLER, guest tenor, introduced on the program Monday (7). . . . LOU JACK-OBSON, WGN producer, will spend much of his three-week vacation in Mexico City touring the radio studios and collecting arrangements of real Mexican music. . . . TOMMY BARTLETT is inaugurating a new program, *News for the Mierus*, on WBBM, Sundays, 10:45-11 a.m.

Hollywood

By SAM ABBOTT

A VALUABLE fresco by Diego Rivera, painted for FRANCES RICH, daughter of IRENE RICH, was shattered during the earthquake that rocked Southern California recently. . . . Nearly 75 movie and radio people attended the fourth annual Big Screen party given by EDWARD G. and GLADYS ROBINSON at their ranch near Beverly Hills recently. . . . HARRISON HOLLIDAY, KFI-KECA general manager, has been awarded a "Certificate of Outstanding Service" by the Boy Scouts of America. . . . BILL GOODWIN has been named announcer for JIMMIE FIDLER movie gossip program to debut July 11 over the CBS Pacific network. Goodwin also has a role for CBS. . . . MICHAEL RAPPELTO, NBC star who is Paul in *One Man's Family*, has finally learned who's been telling that he "shot 80 below in

golf game." It was his Oriental hobby-guy. . . . BUD ABBOTT and LOU COSTELLO, zany comedy team, have signed new contracts which will bring them back to the Chase & Sanborn program when the show returns to the air September 7. . . . FLEETWOOD LAWTON, news analyst heard over KFI at 8:45 a.m. for the past year, is now heard at 7:30 a.m. Monday thru Friday. He's also heard over KECA daily at 7 a.m. . . . NELSON CASE, formerly NBC announcer in San Francisco, was a recent Hollywood Radio City visitor during his vacation. . . . FRANK FOREST, singing star on *Double or Nothing* over Mutual, is here on vacation. There will be local cut-ins for him on July 18 and August 1 and 8, when he returns to New York. . . . JIM POOL, of the San Francisco NBC press department, is in Hollywood

Performer Unions Act as Tele Gets Under Way; Salaries Now Low; 100-125 Talent Jobs Seen

(Continued from page 3)

much studio production as it did under the old schedule followed before the FCC clamped down on tele. The old schedule, in effect last year, included one full hour of drama weekly plus one or two short studio sketches. Hour-long drama averaged cast of 10, with six the average on the short sketches. This total of 22 performers. NBC may get back to this dramatic schedule this fall, depending upon sponsors and other factors. According to NBC execs, a one-hour variety show, or two half-hour variety shows weekly, are a possibility for the fall, and these may use as many as 15 performers. CBS, not yet granted a commercial tele license but expecting to get one in a month, could not estimate how many artists it might employ, but trade execs, figuring that CBS will have a sked of approximately NBC's strength, figure the two nets will probably employ about 100 performers weekly, with Du-

mont bringing the total higher. Actors for commercial blurbs on sponsored shows will also increase the total. Network execs pointed out, however, that those figures may seem encouraging, a situation may arise in tele which will parallel the radio talent problem, namely, that directors will fall into the habit of using the same actors continuously, instead of spreading the work.

Problem of employment of musicians is still dubious. AFM has a scale (in *The Billboard* last week), but on previous telecasts producers have managed to supply most of their music with recordings. There were two reasons for this, economy and the fact that studio lights generated such heat that instruments were difficult to keep in tune. Studio lighting now, however, is much cooler.

On the matter of salaries, the producers will continue to try to obtain talent as cheaply as possible until there are enough commercial programs to warrant good salaries. When NBC was on its old 16-hour schedule, top price for an actor was \$100 a shot. Later, according to Greaza, NBC cut down this figure to a \$50 maximum. An actor who would normally command \$25 weekly could be obtained for \$75. Thus far talent agents have shown no signs of trying to jack up these prices, but television committee (Equity, SAG, and AFM) will probably work on matter of scales very shortly, according to Greaza.

Also tele union committee is being revived, the in itself is no indication of a settlement of the tele performer jurisdiction. Situation at present includes these points: (1) Original jurisdiction is Equity's. (2) AFM feels it has a strong claim and that Equity's is weak, Equity's being based on "priority" whereas AFM has been successful in negotiating some 300 contracts in the past few years. (3) SAG, queried this week, stated that if television seriously affects picture players "SAG will do nothing to hurt its members." SAG believes that tele, as developing now, lies more in SAG's field than in Equity's or AFM's. This last, however, is a moot point.

Jones Pulls AFRA Members Off WKRC; MBS Mulls Strike

CHICAGO, July 5.—Ray Jones, local secretary of AFRA, sent out notices to members this week advising them not to appear on WKRC, Cincinnati, after July 12 unless an agreement in the current strike at the station is made by that date. Stockholders of the Mutual Broadcasting System were scheduled to meet Tuesday (8) and the board of directors on Thursday (10).

Earlier in the week Hulbert Taft Jr., manager of WKRC, released a statement to stockholders and affiliated stations of MBS explaining the stand of the station, and asking the affiliates and stockholders to notify Taft prior to the meeting of the MBS board as to whether they are in agreement with his views.

In the event of no settlement AFRA has threatened a strike on July 12 of all of its members working on commercial shows fed to WKRC.

ADVERTISERS, AGENCIES

(Continued from opposite page)

gram to WIBG. . . . Chet Geise, WJAT engineer, to Panama for active duty at the naval base. . . . Roy LaPlante, WFIL mike gabber, giving Canada the once-over. . . . Elizabeth V. Wilson new prexy of the Philadelphia Club of Advertising Women. . . . Et Mulvihill returns his seasonal *The Fishermen's Guide* show to WIP. . . . Bob Latham resigns as assistant commercial manager of WCAG to return to New York. . . . Walt Maitre leaves WIP announcers to become a salesman at WCAM, Camden, N. J. . . . David Leeds, former WFEN newscaster, to WAAT, Jersey City, N. J.

LOS ANGELES:

ROY C. WITMER, vice-president in charge of Red network sales for NBC, will arrive in Hollywood about the middle of July to accompany Sid Dixon, Red network sales manager for the Western Division, to the annual encampment at Bohemian Grove the latter part of the month. . . . Thru Lord & Thomas, Sunnyvale Packing Company will sell Rancho Soup over KFI with 52 one-minute transmissions to be used five a week to September 10. Deal was set the first of the month. . . . Smart & Final Company Ltd., has bought 30 quarter-hour programs. *Johnny Murray Talks It Over*, on KFI thru Heints Pickering Company, to peddle food. Programs are on Monday, Wednesday, and Friday, 8:15 to 8:30 a.m. Contract is from July 3 to September 29. . . . Southern Furniture Company, Los Angeles, thru Alvin Widler, is plugging furniture by using 13 quarter-hour programs, *A Layman's View of the News*, on Sunday at 9:30 a.m. over KZLA. Contract is from June 29 to September 21. . . . KFTZ is handling 52 150-word participations in Art Baker's Notebook twice weekly for Forest Lawn Memorial Park Association, Inc. Deal was set for the mortuary-cemetery by Dan B. Miner Company. . . . KELLY KAR COMPANY has issued a superending order thru Milton Weinberg Advertising Company to plug used cars over KECA calling for 78 10-minute programs, *Sports Roundup*, six a week from May 26 to August 23.

Form Wisconsin Network

SHEBOYGAN, Wis., July 5.—Representatives of six Wisconsin radio stations located in areas reaching 70 per cent of the State's population, meeting here announced the formation last week of the Wisconsin Network, Inc. Stations affiliated are WHBY, Appleton; KFIZ, Fond du Lac; WBYO, Janesville; WHBL, Sheboygan; WSAU, Wausau, and WFHR, Wisconsin Rapids.

Hiram H. Born, Sheboygan, was elected president of network; James F. Kyler, Janesville, vice-president, and the Rev. James A. Wagner, Green Bay, secretary-treasurer. The network will exchange radio programs of primary interest to Wisconsin listeners.

Broadcasting Co.'s Charter

WILMINGTON, Del., July 5.—Eastern Broadcasting Company has obtained a charter from the corporation department of the secretary of state's office in Dover to operate broadcasting stations. Its capital is \$75,000 and 1,501 shares, no par. The principal office is listed as Charles C. Guyer, Inc., and the incorporators named are L. M. Titterton, O. B. Clayton, and F. Farley, Wilmington.

Staff Changes at WXYZ

DETROIT, July 5.—Extensive staff changes are being made at WXYZ, key station of the Michigan network, with addition of three men. Paul Ritas, formerly with WKAR, East Lansing, Mich., has been made "agricultural correspondent," doing a daily newscast. George Hartick joins the announcing staff, coming from WTAM, Cleveland, and Milton Gulon, of WXYZ's *Children's Theater*, is joining the sound staff.

Announcer George Callison is leaving to join the army.

for his vacation. . . . MEL RUICK, Lux Radio Theater announcer, is visiting his parents in Boise, Idaho.

Program Reviews

EDST Unless Otherwise Indicated

"Hap Hazard"

Reviewed Tuesday, 8:30-9 p.m. CDST. Style—Comedy. Sponsor—S. C. Johnson & Son, Inc. Agency—Needham, Louis, & Brorby. Station—WMAQ (NBC-Red, Chicago).

Summer replacement for Fibber McGee and Molly, with the veteran Ransom Sherman, of *Three Doctors* fame, in the title role, looks like a sure winner. The same forces that sent Fibber McGee and Molly soaring are behind it, and a competent cast put the initial broadcast over splendidly. The story concerns doings at Crestfallen Manor, a hostelry of hilarity where everything is screwy. Sherman, as the manager, has ample opportunity to put across his familiar brand of comedy. Elmira Bessler, ingenue, is his scatterbrained secretary. Cliff Soubler plays a shy efficiency expert and vice-president of the hotel chain. Phil Lord is a pompous guest, and Mary Patton an attractive guest for whom the manager falls. Ray Grant, member of the Vagabonds, Negro quartet, plays Demitasse, the porter. A series of mix-ups and misunderstandings is worked for some hilarious comedy.

Edna Odell contributes a song highlight and Billy Mills' orchestra offers some fine musical interludes. Durward Kirby is the announcer and also plays a part in the show. Script is written by Len Levinson and Dick McKnight in conjunction with Ransom Sherman.

Nat Green.

Melvin K. Whiteleather

Reviewed Tuesday, 6:30-6:40 p.m. Style—News commentator. Sustaining on KYVV, Philadelphia.

Melvin K. Whiteleather is one of the few "experts" who have invaded the local airwaves during the past year who truly rate as legitimate "war analysts." A foreign correspondent when the fighting broke out, Whiteleather returned to these shores last year and was immediately grabbed up by *The Evening Bulletin*. For the local newspaper he pens an exclusive piece each Saturday on the week's war news.

He is no orator, but his analysis is down to earth and doesn't play merry-go-round with ifs and buts. When caught gave a clear analysis of the Ruse muddle, holding attention each moment. Is substituting for Besse Howard for two-weekly stints (Tuesday and Thursday) and sure to be grabbed up by a sponsor before fem commentator returns in the fall.

Orodenker.

"Treasury Hour—Millions for Defense"

Reviewed Wednesday, 8-9 p.m. Style—Variety. Presented by the U. S. Treasury, network time devoted by Texas Company. Agency—Buchanan, Station—WABC (New York, CBS network).

Treasury Hour, patriotic program designed to plug the buying of U. S. Defense Bonds, labored awkwardly thru about half of the 60 minutes donated to the Treasury by the Texas Company. This despite the fact that Fred Allen, who is normally on at this hour for the Texas Company, emceed the first program, and a raft of name talent was

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scattered thruout the hour; and also despite the fact that the American Society of Composers permitted its music to be played by a network with which it has been a-feuding.

Opening session, a spiel on liberty ending with the clanging of the Liberty Bell in Philadelphia, was labored. Program picked up musically, what was Al Goodman's orchestra, Grace Moore, Barry Wood, Ray Block's choir—but sagged to fearfully low levels when switched to Hollywood to pick up an alleged skit played by Miteky Rooney and Judy Garland. This was noisy and dull, the uninhibited voices of Rooney and Garland distracting the listener to such an extent that the plot, if any, never shaped up coherently. In a vague way it undoubtedly had to do with the buying of bonds. Listeners knew it had ended when Miss Garland suddenly was heard singing *Strike Up the Band*—with gusto and vocal strength, but no ability.

Following this Rooney-Garland debate, *Information Please* was presented thru the co-operation of the American Tobacco Company. Oscar Levant, Franklin P. Adams, John Kieran, and Clifton Fadiman as brainy as ever. This time American Tobacco gave out Defense Bonds in addition to *Encyclopaedia Britannica*.

Wind-up of the show was excellent, with Miss Moore, Barry Wood, Block choir, and Al Goodman orchestra presenting what is to be a weekly feature of the show—*Songs of America*. These include *Home on the Range*, *Deep River*, *Oh Susanna*, and others. A melange of wonderful melody, well sung by the vocalists and well played by Goodman's orchestra.

Other highlights were a brief speech by Secretary of the Treasury Morgenthau and the recitation of the Gettysburg Address by Charles Laughlin.

Fred Allen witty as ever emceed the first show. Larry Elliott oked announcing. Paul Ackerman.

"Hello, Long Distance"

Reviewed Tuesday, 9-9:30 p.m. MST. Style—Variety. Sponsor—Navy Gas & Oil Co. Agency—McCann-Erickson, Denver. Station—KVOD (Denver).

Dedicated to the men in service, but allowing participation by anyone, the main feature of this program is the four five-minute phone calls to any place in continental United States awarded on each stanza. Listeners go to any station selling sponsor's product and obtain card on which is placed name and phone and person one would like to talk with; each card bears serial number which is placed in a capsule. Drawing similar to selective service is staged during broadcast and winners are awarded free calls.

Private Walter M. Harrison Jr., of the public relations office at Lowry Field, is emceed. He carries on chatter with announcer Ralph Paul, orchestra leader Lou Morgan, and singers Jeanette Larson and Norman Stark. Production is smooth, but other than announcer Paul, cast needs brushing on delivery. Good part of gab is built around Harrison and the army. Script is humorous, but would be more solid clik if smoother.

Conversation is broken with musical number or selection of call winner. Winner is called on the air. Winner can make his call at any time he desires. Commercials are usually made on cue line from conversation, and also numerous mention is made of sponsor and product, commercial angle is nicely covered by conversation.

Morgan's music was commendable considering fact that he is using small combo. Herb Trackman.

"Quiz of Two Cities"

Reviewed Thursday, 6:30-7 p.m. Style—Quiz. Agency—Ruthrauff & Ryan. Sponsor—Noxzema. Station—WPR (Detroit).

This weekly half-hour show, staged by WJR, Detroit, and its sister station, WOAR, Cleveland, is worked out as a contest between picked teams of four from each city. Contestants on this program were MGM exchange employees, two men and two women.

Show opens fast with an "Are You All Set?" and announcers Ted Grace, of Detroit, and Phil Forman, of Cleveland,

take over alternately. Contestants, of course, are unable to hear the broadcast in the competing city, as the same questions are asked alternately in each. Questions built for average popular information, such as identifying the Declaration of Independence by its first words, the resident at 1600 Pennsylvania Avenue, and characters from popular literature. Cash prizes as awards.

Plug was given after each pair of contestants, and correct answers were given in two summaries during the show.

An effective novelty quiz show with competitive home-town interest.

H. F. Reeves.

"Hollywood Sketchbook"

Reviewed Thursday, 3:55-4 p.m. EDST. Style—Hollywood commentary. Sustaining on WEEI (Boston).

Here's more proof that all you get by reading studio releases over the air is boredom. Joan Adams, nee Joan Whitehead, winner of WEEI's auditions, has been given the job of making this a snappy, Hollywood gossip shot, and she fails because of unsuitable material.

Program set-up is swell and, with some good material, this could be an easily sold show. Starts off with a plane dispatcher calling the stations from Hollywood to Boston and assigns Miss Adams to a seat. There is a roar of plane motors and the gal arrives in the Hub to deliver the latest gossip. Most of it is huckeyed stuff.

Apparently, WEEI is using the regular releases sent out by studios. Smarter idea would be to use the Hollywood gossip columns and rewrite. As least material would be fresh.

Miss Adams is a bit too naive and a bit nervous at times, but gets her personality across very well. This one will probably never get a sponsor until it gets better material. Mike Kaplan.

"Quick as a Flash"

Reviewed Monday, 9:15-9:30 p.m., CST. Style—Quiz and talk. Sponsor—Minneapolis Daily Times. Station—WMIN (St. Paul-Minneapolis).

Merle Potter, theatrical reviewer and daily column operator for the sponsor, has an idea here which, if given an airing on a larger station, could become one of the most popular programs originating in this area. Program heard every Monday, Wednesday, Friday. Basing his questions on items culled from *The Daily Times*, Potter offers prizes (contributed by participating sponsors) to the first person phoning in the correct answer. As he ad libs with his guest assistant, phone calls begin coming in. Often Potter tells his audience just where to find the answer—page and column numbers. When the person with the correct answer phones, Potter gets name, address, and phone number, and (See PROGRAM REVIEWS on page 29)

"Truth or Consequences" Terrific On NBC's Commercial Tele Debut

Television Reviews

NEW YORK, July 5.—NBC commercial television bowed in Tuesday with *Bulova Time Signals*, Lowell Thomas airing the tests for Sun Oil Company, *Uncle Jim's Question Bee* for Lever Bros., and Ralph Edwards' *Truth or Consequences* for Procter & Gamble. With the exception of Thomas, who aired at 8:45 p.m., and the first *Bulova Time Signal* at 2:30 p.m., the remaining commercials were telecast between 9 and 11 p.m., together with a few sustaining features which included talks on the United Service Organization Campaign and a soldier-boy revue, *Bottle-necks of 1941*, thrown together by the draftees at Fort Monmouth, N. J.

Emerging from this television melange was one completely sock-foot show, *Truth or Consequences*. *Truth or Consequences* has already proven itself good stage fare, having successfully played theaters; therefore its success on tele might have been expected. Its action was in the nut groove, having much of the element of spontaneity, and Edwards paced the show as if he had been doing television for years, showing no hesitancy or doubt as to the propriety or execution of show's screwball antics. Commercials on this session were rather good, best of them occurring at the beginning of the program and showing two women—one of them with "dialphan hands" and

Metal Shortage for Tele A "Fortune of War"—OPM

NEW YORK, July 5.—Office of Production Management, queried as to whether there would be a shortage of aluminum for the manufacture of television receivers, stated it believed this would be the case and that the situation was one of the "fortunes of war."

Aluminum is used in coil shields. Bronze is a substitute metal, but bronze will also be very hard to get.

Trade excess pointed out, however, that RCA is reported to have more than 1,000 sets in storage, and other companies are reported as having an additional thousand—so that a shortage of sets is not expected to be felt immediately. According to sources at NBC, some aluminum would be forthcoming for tele—probably enough for some 20,000 sets; but this aluminum is expected to be allocated sporadically.

WPEN Ups Talent Budget; Cutting Foreign Lingo

PHILADELPHIA, July 5.—Sweetest music across radio row last week was announced from WPEN, latest with an increased power of 5,000 watts, that it's in the market for live talent. And more surprising, all live talent will be paid, whether it be for sustaining or commercial assignments. Considering the fact that apart from the studio ork required by the union, station's talent budget heretofore has been mostly for phonograph needles, announcement comes as a distinct surprise.

Station cutting down its foreign-language schedule to a bone, making more room for English language programs. Plan also to develop a studio dramatic troupe.

Lever Bros. 'Vaude Theater'

NEW YORK, July 5.—Vaudeville theater, a variety show featuring new acts every week, will be aired over the NBC-Red network on Saturday mornings from 11:30 to 12 beginning July 12. Show will be sponsored by Lever Bros. for Rinsol and Spry. Ruthrauff & Ryan placed the business. Yvonne's orchestra will furnish the music. Dick Todd the vocals, and Jim Ameche will emcee.

WWRL's Power Boost

NEW YORK, July 5.—WWRL, Woodside, L. I., has been granted a power increase from 250 to 5,000 watts day and night. Station expects the new power to give a coverage area of 2,000 square miles. This also boosts the station out of the local and into the regional class. WWRL now operates 75 hours a week and is trying to get permission from the FCC for full time.

the other with comparatively lovely appendages owing to the use of Ivory Soap.

Uncle Jim's Question Bee, airing for Spry, did not come thru so successfully; rather it limped along, hitting a spontaneous level only occasionally. Players occasionally assumed a wooden quality that threatens to be the bane of many would-be tele performers and programs. Commercial plugs were experimentally interesting, but on occasion foolish and boring. Announcer Don Seymour, for instance, would sometimes appear holding a can of Spry. This type of plug lacks all ingenuity, and the expression on Seymour's face seemed to indicate this fact. A better commercial had Aunt Jenny displaying the texture of Spry and giving out with an appropriate spiel. A more elaborate but boring commercial showed the cast eating a cake baked with Spry. This was much too long and showed the players gorging themselves while maintaining fixed, grinning facial expressions.

The USO program, which opened the evening telecast, was an average piece of business presenting a number of speakers. Thomas E. Dewey led the session and proved very telegenic.

Bottle-necks of 1941, the soldier boys' musical comedy, had a few bright moments, undoubtedly gave the soldiers and their families some thrills, but displayed the to-be-expected amateurish faults. Paul Ackerman.

% BAN GOV'T-INSPIRED

Pubs, MBS Map Plans for Dance RemoteCov'rage

NEW YORK, July 5.—Meeting between ASCAP publishers and representatives of Mutual Broadcasting System at Toots Shor's restaurant Tuesday (1) may result in the pubs getting greater benefit and satisfaction out of the MBS-ASCAP contract that put ASCAP tunes back on that network recently. One definite result of the luncheon get-together was the appointment by John Faive, ASCAP general manager, at the suggestion of Fred Weber, MBS general manager, of Rocco Vocco (Bregman, Vocco, and Conn), to head a committee to improve programming of ASCAP music on Mutual network.

Vocco and the four-man committee will contact Mutual to iron out the problems of MBS coverage and to determine what coverage should be given. Specifically, the headaches to be straightened out take in the angle of how many and what stations on the Mutual chain will carry each band remote; what sort of network coverage can be expected by the ASCAPers after they have spotted their tunes with MBS orks, and the working out of a check-up system whereby pubs can get an honest advance estimate of coverage, and an accurate check after the particular broadcast. The Vocco group will work with Weber; Paul Jonas, head of the Mutual copyright department; Adolph Opfinger, of the program department; Max Abramson, artist bureau head, and Lester Gottlieb, publicity coordinator.

The MBS-publisher confab this week was the result of loud walls from the ASCAPers about the poor co-operation Mutual was giving them in the matter of plugging their tunes, now that MBS is in the ASCAP fold. Complaints have been directed against the 15-minute shots given bands on Mutual instead of the customary half-hour remotes, plus the alleged small number of Mutual stations carrying a particular band which had been given to understand that it was on the whole or most of the network.

Mutual officials are due to get together with ork leaders in a couple of weeks for a round-table discussion similar to the one this week with the pubs, with a view to straightening out the situation further.

Coast WM Office Servicing New Portland, Ore., Spot

LOS ANGELES, July 5.—The Palladium, formerly the Rollerdom, Portland, Ore., will use bands supplied by the local William Morris office. Spot is said to have one of the biggest budgets on the Coast, and dance floor larger than Madison Square Garden in New York.

Bands scheduled include Ray Noble, who opened Thursday (3); Ben Pollack, opening July 10; Will Osborne, July 17; Abe Lyman and Earl Hines to July 19. No dates have been made for the last two. Ed Fishman set the deal for the Morris office.

Reincarnation

BUDD LAKE, N. J., July 5.—Bob Astor, currently playing his first engagement in the East at Wigwam Lodge here, is bringing back to life a ditty that caused a bit of a furor when it first debuted a year and a half ago, but he's resurrecting it in a different and more acceptable form.

Tune is the Don Raye-Hughie Prince *She Had To Go and Lose It at the Astor*, which became the biggest hit on the erstwhile Variety label of the now defunct United States Record Corporation, as disked by Johnny Messner's band. In its original form the lyrics were on the suggestive side, but Astor intends to use only the melody as his theme, with new and appropriate words supplied by Raye and Prince. Leeds Music publishes the number.

Doubling

NEW YORK, July 5.—Sgd Feller, former arranger and trumpet player for Jack Teagarden, is now Sergeant Feller, stationed at Fort Knox, Ky.

But far be it from Feller to let the army interfere with his career. He's still a staff arranger for Teagarden, sending in his quota every week, "from the road."

Philly Police Frown On Race Proms After Dance Free-for-Alls

PHILADELPHIA, July 5.—Strong possibility exists that police department will rule a black-out on all colored dance promotions in town. Last two proms were marked by free-for-all, with the police seriously thinking of putting a stop to such dances because of the failure of the j-bugs to behave themselves. Race promotions here are almost all handled by Rees DuPree, vet dance promoter, and provide a steady stream of dates for big Negro names during the year.

Things came to a head a week ago when Count Basie was at Fleisher's Auditorium in the YMHA, used by DuPree for name promotions. Dancers allegedly threw bottles and other missiles from upper windows down upon patrolmen in the street below. Cops were said to have returned the barrage with pistol fire.

Two cops were injured by the flying glass before the crowd was brought under control by more than a score of officers called to quell the free-for-all, said to have started when a cop attempted to stop a dancer from climbing on the bandstand.

The month previous, when Erskine Hawkins played at the same hall, several minor squabbles marred the evening. However, it was stated that never in the history of colored dances at the hall has there been such violence as at the Basie prom. Dance was stopped at 11:30 p.m. DuPree was in Austin, Tex., at the time, on tour with Pats Waller.

DELAVAN, Wis., July 5.—Lake Lawn observed its opening June 27 on Lake Delavan here, featuring the Segar Ellis and Dick Barrie orks in its Oriental Ballroom.

Iowa Ballroom Operators To Make Second Attempt for Nat'l Group

DES MOINES, Ia., July 5.—Carl Fox, president of the Iowa Ballroom Operators' Association, is issuing invitations this week to ballroom ops throughout the country asking them to attend the IBOA's quarterly meeting at Lake Okoboji, Ia., July 14. If enough ops from other sections come to the meet it is hoped that a national organization can be started. Fox said, however, that that would depend on action that the "outside" ops took.

Idea of a national org of this type is not new with the Iowa crowd. When Tom Archer, prominent Iowa dancer op was president of the IBOA two years ago he nurtured the same idea, but nothing came of it. Both band bookers and the American Federation of Musicians opposed the IBOA plan for a national org, and Joseph N. Weber, AFM proxy at that time, crossed some hot words with IBOA over alleged accusations coming from IBOA spokesman.

Fear at that time on part of bookers and AFM was that the Iowa ops were setting up machinery for their own price-fixing on band dates. Bookers had no heart for any other arrangement than dealing with each ballroom promoter individually and saw in the IBOA a threat to this procedure.

What if anything, will emerge from the coming IBOA meet will depend, as Fox says, on how many ops outside of Iowa come to Lake Okoboji. IBOA leaders feel they have a good argument for national action among ballroom ops, and as an example they point to their own

Demands of SS Board the Motive Behind New AFM Problem; Ruling Still Not Officially Announced

NEW YORK, July 5.—A stricter interpretation of who pays Social Security tax has been handed down by the SS Board in Washington, and Sam Ansell, American Federation of Musicians attorney, has told the AFM exec board that it may be necessary to make all band job contracts payable on a flat guarantee basis, cutting out all percentage deals. Stories and rumors hit the band biz this week that the AFM had already adopted Ansell's contract amendment, and would impose it upon all bookers on September 15, but AFM spokesmen denied any "official" announcement of such a move. One AFM exec did say that the board had unanimously approved the amendment during its post-convention huddles in Seattle but, since those meetings there have been developments which may make it unnecessary for the AFM to take such drastic action.

After decisions of recent SS test cases involving band leaders, AFM had felt it was finally in the clear in its struggle to prove that the leaders were not liable for the SS tax for their sidemen. But the Government SS Board later told Ansell that under the strict letter of the SS law these other decisions do not apply to a leader who accepts a percentage of the gate receipts, because in so doing the leader places himself in the realm of employer along with promoters and other band contractors. It was this

Harbach, Coots Get 2Gs Advance From Leeds Music

NEW YORK, July 5.—One of the highest advance royalties ever paid a pair of songwriters in recent years went to Otto Harbach and J. Fred Coots for the lyrics and music of *Under Your Window*. Lou Levy, head of Leeds Music, bought the song for his firm, giving the tunesmiths \$2,000 as the advance.

Levy plans to establish the number as an important standard ballad in his catalog, and is presently lining up top recordings for it.

interpretation of the SS Board which decided Ansell that the AFM would have to bar the percentage deals.

It is understood that the AFM is hopeful of obtaining a more lenient ruling from Washington on this matter, but if this fails, the union will be forced into a spot where it will have to take a choice between leaving ork leaders liable for the SS tax or putting the hex on all percentage deals. AFM realizes that some 100 to 150 bands would suffer a shrinkage in their earnings if the latter tactic has to be adopted, but it reasons that this alternative is better than allowing the earnings of several thousand band leaders to be taxed from now on, with some leaders perhaps even fined and sued for back SS monies.

Only One Interpretation

Band bookers are naturally punchy from this new development, and are busy huddling with AFM execs to see if there isn't a way out. The bookers' commissions are bound to be hit if percentage deals are ruled out, because most of them feel that prices on their name properties could not be raised sufficiently to overcome the percentage losses. One booking office exec thought at first that a solution could be found in letting each band leader decide what category he wanted to be in, but, according to Ansell, this angle is out because the Government insists that the SS law cannot be interpreted two ways for one type of biz. Either a band leader is liable or not, liable regardless of any individual arrangements.

What the ultimate solution will be is still a matter of conjecture. James C. Petrillo, AFM president, is expected to make a statement on the situation some time next week. Meanwhile, bookers will probably all get a chance to air their views before the AFM board, and the AFM itself will continue to work on the Washington end of things.

American Ballet Hit In S. A. Opening

RIO DE JANEIRO, June 28.—The outstanding success of the current season to date was the first performance of the American Ballet of New York, which was given at the Municipal Theater Wednesday (25) to a capacity house composed of the who's who in Rio's social and official life. Company arrived here June 19 on the S. S. Uruguay and, after a week's rest, appeared in perfect form for the initial appearance on this continent. A series of four subscription performances were given, with an extra matinee tomorrow, Sunday (29).

Opening program consisted of *Serenade*, with Marie-Jeanne, William Dollar, and Lorna London; *Ballad Imperial*, with Marie-Jeanne, Dollar, and Gisella Caccialanza; *Closing, Filling Station*, with Lew Christensen and Gisella Caccialanza. The generous applause accorded the dancers throughout the performance was not only an indication of appreciation but also an assurance of an artistic triumph. Local press reaction has been most favorable.

Societade Musical Daniel, directing the Inter-American tour of the ballet, did a mighty fine job of advance build-up and stimulated a keen interest in the group. Lincoln E. Krinsten, general manager of the ballet, planned down from New York to be on hand for opening. Company will appear in the major cities of South America, playing dates down the East Coast into Buenos Aires, and then up the West Coast on the return to the States.

Socialite-Maestro-Booker

PHILADELPHIA, July 5.—Eddie Hopkinson, socialite, turned maestro last year, now adds a filing into the booking business, becoming partner in the Orchestra Agency of Philadelphia, filling the desk vacated by Arlene L. Duncan. He's still holding on to his band.

Dixie Girl

NEW YORK, July 5.—Music trade is talking about the latest prominent entry into songwriting ranks, namely Kent Cooper, head of the Associated Press. In 1923 Cooper dashed off the words and music of a little ditty that he called *Dixie Girl*, and it now comes to light with what some Tin Pan Alley observers figure to be a nice chance to click.

Tune was brought to Sammy Kaye's attention, and after several weeks of plugging it during his just-ended run at the Essex House here Kaye recorded it this week for Victor. Cooper, who obviously doesn't need the royalties accruing to a hit song, is getting a kick out of the sudden interest in his 18-year-old brain child, while Kaye hopes to have another novelty hit as a follow-up to his sensational *Daddy* disk.

John Scott Trotter To Head Dance Band

CHICAGO, July 5.—Alex Holden, manager of John Scott Trotter, musical director of the Bing Crosby radio show, plans to take him (Trotter) out on the road with his own band next summer. While Trotter is wanted for another 52 weeks on the Crosby hour, Holden explained that he will include a 13-week leave of absence clause in the contract to enable the maestro to pick up some dance work.

He has already discussed one date with Merriell Abbott, producer of the Palmer House shows here. Miss Abbott offered Trotter an eight-week date for next summer. Holden indicated that he will accept, feeling that the hotel's Empire Room is made to order for Trotter.

Trotter at one time was pianist and arranger for the late Hal Kemp's band, which was also managed by Holden.

Harry Owens Victor In "Leilani" Case

LOS ANGELES, July 5.—Harry Owens was declared the rightful composer of *Sweet Leilani* here last week by Superior Judge William J. Palmer after Mrs. Myrtle R. Hoffman had brought suit for \$50,000 plagiarism damages. She complained that her original composition, *Roses, Lovely Roses, Bring Dreams of You*, was used to a great extent in the *Leilani* tune.

In ruling on the case, Judge Palmer remarked that, while he found that Mrs. Hoffman's song had great merit, he was of the opinion that its similarities to Owens' work could not be regarded as conclusive proof of plagiarism. He added that the songs are two distinct pieces, with occasional similarity.

Bing Crosby was also named as a defendant in the case.

Four Orchestras Working Steadily in Chattanooga

CHATTANOOGA, Tenn., July 5.—Lou Clancy and his eight-piece orchestra, with Dee Lohman as vocalist, are set for the summer at the Patio, Lookout Mountain Hotel's dancery. Clancy's is the only one on an every-night sked at any spot in this area.

Local AFM bands on a two-nights-a-week sked are George Van Arsdale's with eight pieces, including himself, at the Signal Mountain Club; George Rodgers' eight-piece orchestra at Fairyland Club on Lookout Mountain, and Ellis Goodloe's eight-piece orchestra at Club Flamingo.

Krups Attracts 1,542 in Canton for \$1,310 Gross

CANTON, O., July 5.—Playing at Moonlight Ballroom, at near-by Meyers Lake Park, for the first time since last September, Gene Krups jammed the spot with 1,542 paid customers Tuesday night at 83 cents a person, no advance sale. Weather was the hottest of the summer.

It was the first Tuesday night big band presentation this year, Tuesday night's usual policy being local combos.

ANTIOCH, Ill., July 5.—Jerry Nachtman and Henry and Jack Mate reopened the Channel Lake Pavilion here Thursday (3). Henry Mate's own band will play throughout the season. Spot will be open Fridays thru Sundays.

Orchestra Notes

By DANIEL RICHMAN

Of Maestri and Men

DAVE MANN, pianist with Charlie Spivak at Glen Island Casino, New Rochelle, N. Y., is back at the Steinway after an illness of a week that necessitated filling in by SONNY BURKE, the band's arranger. . . . HENRY JEROME closes at Childs' Paramount Restaurant after two years to open at the 500 Club, Atlantic City. . . . After much indecision and many false rumors, HARRY JAMES finally takes on a gal singer, the honors falling to an unknown from New York who has never sung with a band before. . . . her name is DELL PARKER, and she starts with the James boys this week. . . . DO LLY DAWN officially takes over the GEORGE HALL orchestra on the 8th, when it goes into Roseland Ballroom, New York. . . . Hall is exchanging his batoning chores for the managerial reins on Miss Dawn, with the band booked by General Amusement Corporation. . . . it's to be at Roseland for a minimum of six weeks. . . . JACK SHERER, booked for a week at Starlight Park, N. Y., has been held over indefinitely. Crew is staffed by seven men and is styled along sweet lines. . . . JERRY CANELLI has left Music Corporation of America to manage DEAN HUDSON'S orchestra. . . . WALLY WILLIAMS opened last week at the Milburn Golf Club, Baldwin, L. I. . . . Following a series of dates thru the South, the BEVERLY TWINS and their all-twin orchestra opened at the new Riviera Roosevelt Hotel, Jacksonville, Fla., July 1. . . . DREXEL LAMB is at the Rainbow Gardens, Walden Park, Erie, Pa.

Midwestern Murmurs

MILO PEREZ, afternoon leader at the Rumba Casino, Chicago, is now in the army. . . . so DON PEDRO, one of the two night bands in the spot, is now furnishing several of his men for the daytime sessions. . . . LEW PAGE and his six-piece outfit opened for the summer at the Crestwood night club, Hooksett Falls, N. Y. . . . MARY WHITNEY handles the vocals. . . . GALE ROBBINS has left the chairing chores with Jan Garber to join the Art Jarrett outfit at the Blackhawk, Chicago. . . . TONY CABOT, former seven-piece orchestra leader, now fronting 12 men and handled by MCA, is at the Wil-Shore Ballroom in the Windy City. . . . EDDIE CAMDEN started at the Colonial Hotel, Rochester, Ind., on the 4th for a fortnight, and then into Shadowland Ballroom, St. Joe, Mo., July 12 to run out the summer.

Bartlett's Beach, Jackson, Mich., is set for the season with six bands, booked by Cole Keyes, Stan Zucker's rep in Chicago. . . . HOWARD KRAMER followed BOB SYLVESTER there, to be followed in turn by RED ROBERTS, LEROY SMITH, DON GRIMES, and JIMMY RASHEL, at two-week intervals. . . . Frederick Bros' Music Corporation Chicago office has signed CARL (DEACON) MOORE to a booking contract. . . . LAWRENCE WELK takes his boys to New York and the Decca recording studios for three days of waxing August 19. . . . VIVIENNE STEWART left her elevator-running job at Marshall Field's, Chi., to become the vocalist with Freddie Daw's outfit, which opened a 10-week run at the Big Pavilion, Saugatuck, Mich., last week. . . . WAYNE KING returns to the Edgewater Beach, Chicago, October 3 for an indef. run.

Atlantic Whisperings

PAUL WHITEMAN adds DAVE NEWMAN, formerly with Joey Keane at WCAU, Philadelphia, for his hot filling. . . . ROMANI out of New York's Star Club to make the rumba rhythms at Club Ball, Philadelphia. . . . ROB HORTON set for the season at Stone Harbor (N. J.) Yacht Club. . . . HENRY PATRICK and HOWARD REYNOLDS split the bandstand assignment at Club Avon, Wildwood, N. J. . . . BILLY CABE gets the call at Cat and Middle Inn, Waterford, N. J. . . . KNUCKLE WEBB and his Bunch of Rhythms beat it out at Golden Star Cafe, Darby, Pa. . . . HAL ROUS' uhers in the new summer season at Cronecker's, Sea Isle City, N. J. . . . DON DEPPEN and his all-gal gang at The Spa, Allentown, Pa. . . . PAUL KENT is set for the summer stretch at Atlantic City's Paddock International. . . . RUSS MILLER making a return trip to Jack & Bob's, Trenton, N. J. . . . FLOYD PERSON puts a rest at Fairview Cafe, Easton, Pa. . . . ROY OBOGEE

opens at Hollywood Hotel, West End, N. J. . . . BERNIE BELLE, following a year's disagreement with the musicians union, reorganizing his band in Philadelphia. . . . GEORGE CORNOR on the floor incentives at Little Hobbrau House, Pennsauken, N. J.

Coast Cacophony

NEIL BONDSHU comes direct from the Sir Francis Drake Hotel in San Francisco to Cro's in Hollywood, opening August 1. . . . HAN WILDE is booked for the season at the new night club on the California-Nevada state line, California. . . . ELLA FITZGERALD gets a week. . . . Jimmy Contrato's Trio in Southgate following LEIGHTON NOBLE and before JOHNNY SCAT DAVIS moves in July 22. . . . NOBLE goes to the Cleveland Hotel, Cleveland. . . . TED FIO RITO hits the Trianon August 19. . . . CHARLIE MARLOE has Idaho Falls and Reno on his schedule. . . . EDDIE DUNSMOORE played the Reno Rodeo. . . . KAY KYBER and GINNY SIMS have played some West Coast army camps under the direction of Hollywood Division Motion Picture Committee for National Defense. . . . FLOYD RAY opened with a new band at Cub Alabam in Los Angeles. . . . an ABE LYMAN fan heard him at the Palladium, and then got out a six-page paper devoted to Abe, his vocalist, Rose Blane, and the boys. . . . paper has the caption, "The More Nickels, the More Pages." . . . ERSKINE HAWKINS plays ARLIN, Tex., on August 26 on his way to the West Coast. . . . CHARLIE BARNET moves into the Casa Manana in Cuver City July 22. . . . LARRY HERMAN, now at the Figueras Ballroom, Los Angeles, is skedded to head east soon.

Masters Third Best Draw In Bridgeport With 1,038

BRIDGEPORT, Conn., July 5.—Frankie Masters, in his first appearance in this sector, did okeh last Sunday (29) at Pleasure Beach Ballroom, drawing 1,038 persons despite a hot night. The usual amount of 77 cents was charged, grossing \$799.26.

This was the third highest draw so far this season, Tommy Dorsey pulling 2,300 June 1, and Bob Chester drawing 1,128 June 15.

Managing Director Perry Rodman is going to experiment with name bands on Wednesday nights also, bringing in Bob Crosby this week as the first.

Defense Work, Army Centers in Calif. No Help to L. A. Dansants

LOS ANGELES, July 5.—If there is a lot of money in circulation because of the army and defense projects the people are holding it in their pockets, ballroom operators here contend. All are looking forward to the unleashing of this cash, but not a single ballroom in this area covered in a recent survey by *The Billboard* has seen any noticeable traces of it at this time. One operator said the defense program had done him harm in that a lot of his steady customers had been drafted.

Despite the fact that unskilled beginners are getting from 50 to 35 cents an hour and graduating into better jobs as rapidly as they can be promoted, ballroom operators report that their coffers are not yet overflowing. The money will eventually reach the dancing spots, but so far it seems that food stores and back debts are taking the surpluses. Some ballrooms have even staged special nights and called them by the name of the firm from which they were trying to draw crowds. Check-up on the money showed that the special events were not over successful and barely got under the line.

Maurice Cohen, president of Southern California Enterprises, operator of the Palladium in Hollywood, said that he had not seen too many soldiers or sailors in his place. Spot is mulling the idea of charging for the man in uniform and admitting the lady free, but there is still doubt that this would pull them.

From the host of airplane factories at Southgate, Bill Harvick, of Jimmy Con-

Biggest July 4 for One-Nighting Bands In Eastern States

NEW YORK, July 5.—Fourth of July week-end held promise of being one of the best yet in the band biz in those parts. Resort spots around New York and the New England States were booked up solid with reservations by Thursday eve (3), and many New Yorkers were revamping their plans in order to get farther into the country in the hope that outlying spots were not so crowded.

Harry Moss, head of Music Corporation of America's one-nighter department, said this week that he had sold more bands in the Eastern territory for dates around the July 4 holiday than had been booked in corresponding seasons for several years past. Among the dates on Moss's books were Benny Goodman, Hershey, Pa., July 4, Mamaroneck, N. Y., July 5, and Atlantic City Steel Pier, July 6; Alvino Hay, Mahanoy City, Pa., July 4; Saylor's Lake, Pa., July 3, and Manhattan Beach, July 6; Charlie Barnett, Rochester, N. Y., July 3, Carrolltown, Pa., July 4; Allentown, Pa., July 5, and Bristol, Conn., July 6; Harry James, Sea Girt Inn, N. J., July 4 for five days; Sammy Kaye, Springfield, Mass., July 3, Atlantic City Steel Pier, July 4 and 5, and Bridgeport, Conn., July 6; Bob Chester, Fort Stanley, Conn., July 4, Rochester, N. Y., July 5, and Henry, Pa., July 6; Frankie Masters, Luna Park, N. Y., July 4, 5, and 6; Bob Crosby, Narragansett Pier, R. I., July 3, and two other one-nighters July 4 and 5; Bunny Berigan, Boston, July 3 and 5, Old Orchard, Me., July 4, and Lawrence, Mass., July 6; Clyde Lucas, Palisades Park, N. J., July 4 for one okeh; McFarland Twins, Washington, July 4 for 10 days, and Orrin Tucker, Auburndale, Mass., July 3 for one week.

Philly's One ASCAP Shot Folds Up for the Summer

PHILADELPHIA, July 5.—Town's one ASCAP dance remote is now lost to the song pluggers for the summer. Since the start of the music feud, Bert Lemisch, acting from the Venice Grill via WDAS' ASCAP station, was the only maestro in the city with a radio wire able to play the forbidden music.

Spot has yanked out the wire for the summer. It was WDAS's sole remote, a nightly shot, and Lemisch got a taste of the sugary treatment pluggers hand out to the name leaders.

SAN FRANCISCO, July 5.—Gene Englander has been signed for the summer at Lake Tahoe, beginning today and ending September 1.

Defense Work, Army Centers in Calif. No Help to L. A. Dansants

tratto's newly christened Trianon (after years as Topsy), said that many workers are expecting to get five years' work. Some have been unemployed for various lengths of time and are busy paying back debts and current rent and food obligations. When these have been taken care of, Harvick believes, the ballroom will get their share of the money.

Lynn Gell, operator of the Figueras Ballroom here, bore out Harvick's contention that as soon as debts are taken care of more people will start dancing. O. L. Bohlen, operator of the Zenith in downtown Los Angeles since 1938, also said that he wasn't getting any soldiers. He admitted he had no way of telling whether his customers were airplane workers or automobile mechanics, but said his place had witnessed no spurts since the defense millions were turned loose.

Another contention regarding airplane workers is that they work overtime and work hard. When they have finished a day's work they are in no frame of mind to go dancing. The money will come to ballrooms but operators here won't venture a guess as to when.

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On the Records

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

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

Key: FT—Felix Trott; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

—By DANIEL RICHMAN

SIDNEY BECHET (Victor 27485)

The Blues of Bechet—FT. The Shick of Arab—FT.

PROBABLY the most unusual recording to come up in years is this "one man band" rendition by Bechet, the acknowledged master of the soprano sax. Bechet has starred on numerous hot jazz disks for Victor, heading small combinations of sepi jazz musicians whose virtuosity has long been established, but here he elects to occupy the spotlight alone—and manages to accomplish it via the trick recording route that makes this platter amazingly different.

For the standard on the B side, Bechet plays tenor and soprano sax, clarinet, piano, drums, and bass, and apparently all at the same time. The stunt was effected by having Sidney tootle the tenor part first, then adding the base while listening with earphones to the playback of the sax passage. The procedure was then repeated as each instrument was added to the recording, each solo, plus the ones that went before, recorded on a new disk that picked up not only the last instrument but the playback on the previous ones. If it sounds complicated, the process in actuality was no less so, and the thing is definitely a triumph of recording ingenuity, not to mention Bechet's musical ability. His demonstration of musical imagination and timing, as displayed here, is little short of phenomenal, inasmuch as he went thru the whole business without written music or arrangements.

The A side has him improvising a solo piano chorus and two accompaniment choruses, then adding a tenor sax part to the last two, as well as clarinet for the first of these and soprano sax for the last. The technical aspects of this side are, for some reason, far better than the reverse, which has the thin sound of an old horn recording. On *Blues* the volume and tone are more normal, but the platter-made isn't good in this respect. That, however, is quibbling with a pretty astounding performance, both musically and technically, the latter insofar as waxing ingenuity goes.

This is an amazing disk, but it can't mean anything in coin phones, unless the alkaloids could be given an explanation of just how the whole thing was done. The actual music on the sides, plus Bechet's name, won't register in the machines, however.

FLETCHER HENDERSON (Columbia 36214)

Let's Go Home—FT. I Like My Sugar Sweet—FT. VC.

HENDERSON has one of the most enviable reputations among jazz men, both as an arranger and as a musician. His prestige has been built over a good number of years at the head of his own band and in writing and playing for other outfits. Lately his time has been occupied writing for Benny Goodman's present orchestra, and some of the superior jazz classics turned out by Goodman on the Columbia label since last fall are the result of Henderson's jazz imagination and scoring ability.

He left Benny earlier this year to start his own band again, and these are the first sides to come from the new outfit. Actually, the group that turns in two far better-than-average jump tunes here is not quite the combo that Henderson will take out with him on dates. Several of the men on these sides were utilized just for this session, and Helen Young, who does the B side vocal, is the vocalist with Johnny Long's crew.

But there is no reason to believe that the combination that Henderson finally whips together won't be able to accomplish the fine swing produced on this couplet. The nucleus of the regular band is here, for that matter, and what Henderson turns out on these two jumpers give promise of a series of swing things with bright, imaginative touches that are possible only when the scoring pen is guided by an inventive musical mind.

First side is a particularly excellent jump number, propelled by a fine beat and embellished by some sparkling solos, especially one from a tenor sax. Henderson's piano runs thru out on both sides, with the B side offering more outstanding solo work, not only from him but from other sections as well.

Altho this contains the fine swing customarily expected from a musician of Henderson's standing, it's of a type that is generally lost upon the average pop record fan who likes the simpler, more easily understood sort of commercial rhythm and balladry. That being the case, its chances on music machines are slim, except, of course, in colored locations wherein Henderson is a household word.

CHARLIE SPIVAK (Okeh 6257)

Time Was—FT. VC. I'll Never Let a Day Pass By—FT. VC.

The lovely Spivak trumpet is again buried under a couple of ballads played so slowly that the vocal of necessity occupies almost the whole rim-to-label surface of each side. For ballad arrangements, these are better-than-average, and Garry Stevens' warbling is worth the space it takes up. But Charlie's trumpet is the main asset in this band, and the lack of opportunity it gets to make an impression is practically criminal. On pop ballad disks instrumental choruses can be cut where the wordage choruses can't be, which is the reason that Spivak should forego these pop tunes momentarily, and concentrate on something that really lets him have the spotlight his beautiful solo playing merits.

Both songs here show indications of bit-ness, and if they make it, there is nothing about these sides that makes them unsuitable for operators. The only obstacle is the lack of speech name value, for there are already (and there will be more) recordings of these numbers by bands better known, and therefore possessing more pull under the needles.

GUY LOMBARDO (Decca 3841)

Smiles—FT. VC. Rose Room—FT. VC.

The Lombardos turn their attention to a pair of oldies, playing the instrumental *Smiles* in their typically bouncy style, complete to the usual piano and other bits. Kenny Gardner and the Lombardo Trio have the words on this side, and do well enough, with Gardner alone on the noted Art Hickman B side tune. Tempo for this one is slow, and the still irrepressible appeal of the simple, catchy

melodic line covers up a number of the usual Lombardo musical faults.

Either side can make a good follow-up to Lombardo's success with that other old-timer, "The Band Played On." "Smiles" in particular is well adapted to music machine acceptance, because of its well-known familiarity. (See ON THE RECORDS on page 71)

On the Air

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

—By HAROLD HUMPHREY

Dick Rogers

(Roseland Ballroom, New York, NBC-Blue Network, Wednesday, June 18, 11:30 p.m.-12)

MOSTLY pop ballads dished up in a sweet-swing style with an occasional hot jumper thrown into the program. In the latter category, the arrangements are overloaded with a little too much jive. This was particularly true of the orchestra's rendition of the *Hut-Sut Song*. All in all, tho, the remote caught had a good listening appeal for the tuner-inner.

Fem thrash, Bobbi Engel, does a neat job of vocalizing lyrics, giving them plenty of lift and punch. Musically, the orchestra is solid, and has a good rhythmic beat which even gives the radio listener an itch to hoof around a bit. This is an angle that many bands on air remote forget, pointing all their stuff to the air audience, but forgetting the

customers in the spot that's paying their salary.

Dick Shelton

(Van Cleve Hotel, Dayton, O., CBS Network, Thursday, June 12, 12:30-12:55 a.m.)

ON THE sweet side, Shelton and his "Musical Mariners" shaped up okeh on this remote. Ork strives for versatility in his library, throwing in pops, solo originals, and novelty ditties. Musically, the boys all sound adept enough, and the inclusion of a couple of fiddles in the instrumentation adds much to the sweet, lulling rhythms.

Skip Farrell and Nancy Gay take care of vocal choruses, not in too polished a fashion, but with a lot of enthusiasm. Daring stin' caught pianist Ed Brody rattled an original on the ivories, which was highly commercial and made for a good break in the proceedings.

Muggsy Spanier

(Reviewed at Roseland Ballroom, Boston)

MUGGSY has gathered about him 13 stellar musicians and, as soon as a few rough spots are ironed out, this band will shape up as an outstanding contender for top honors in the jump field.

Backing up Spanier are such solid ride men as George Wettling on drums, Dave Bowman on piano, Vernon Brown on trombone, and Nick Calzava on tenor. These four, with Muggsy and Jack Lesberg on bass and Billy Wood on clarinet, make up the small band which steps out with the really hot stuff during the evening.

With smart arrangements by Jean Kincaide, band plays sweet too, but the emphasis is on the hot. Spanier, long regarded as one of the top horn men in the country, is well spotted and on the first engagement here had the kids thronging around in front of the stand to hear the boys ride.

A new hot man in clarinetists is Wood, whom Spanier picked up on the Coast. This youngster has drive and imagination that are unusual, and his solo passages are a feature. Most amazing part of the band is the fact that it plays sweet arrangements beautifully. As it sets up, with three rhythm, six brass, and five reeds, it could easily go well in a hotel room. The instrumental set-up gives emphasis to the smart Kincaide arrangements.

In the vocal department, Dick Stone and Linda Keene do the honors. Stone possesses a nice voice and goes well here, but Miss Keene is a bit out of place. Altho she has a nice set of pipes, gal would be better with a sweet band or in a cocktail lounge than with this jump crew.

Ork has the answer to the old saw that "jump is on the way out." If it's ditched out the way it is here, there are still plenty of people who will listen.

Kepler.

Morrey Brennan

(Reviewed at Colonn Pier Marine Room, Colonn, N. Y.)

BRENNAN, exceedingly popular hereabouts, is currently filling a return date after having been the spot's house band last summer. Unit fills the varied needs of this large room admirably, supplying toe-tickling music for the steppers, and still soothing the ears of the table-sitters. Variety in selections is stressed, and style is a happy medium between sweet and swing, output ranging from novelty and rhythm ditties to sentimental old-time ballads and current pops.

Brennan himself is a 350-pound giant, clean cut and likable despite his extreme proportions. Altho he has only seven instruments, without any doubling, the lift and boldness of the musical product are remarkable and sound

like more men. Instrumentation has one brass, three reed, and three rhythm, with plenty of emphasis on vocal interpolations. Don Endogras, on trumpet, gets off some dandy sweet and hot stand-outs, while Bruce Terrell, sax, takes the spotlight in his section.

Brennan's fronting is okeh, and, tho he doesn't feature himself on any instrument, he puts across Southern character songs and some rhythm tunes. Terrell is the specialist for ballads, and also gets off hillbilly comedy stuff. Emma Olson's soprano is well adapted to pops and ballads, and she does a personable job of selling.

Warsner.

Walter Wood

(Reviewed at Sky-Hy, Hotel Continental, Kansas City, Mo.)

THIS sugary-styled outfit makes up in smoothness for what it lacks in size. Consisting of two trumpets, three saxes, and four rhythm, it turns out a suave society-type music which is further enhanced by the unusual number of vocalists (four) and the fine piano solos and filigree of Joe Wray, who cuts the ivories in a Frankie Carle groove.

Band specializes in ballads and sveite medleys, lead being assigned tenor sax or muted trumpet. Saxman Harvey Maher doubles on violin, and a clarinet trio also is available. A good number of rumbas and tangos are offered for the white-trade. Wood prefers stick-waving to any instrumental work, and makes a neat, personable front, his personality being particularly effective on announcements and broadcasts. His looks also aid his position.

Vocals are by Buddy Mills, bass player; Russ Huether, guitarist; Joe Wray, pianist, and Frank Schram, drummer. In addition, there is a vocal trio composed of Mills, Huether, and Johnny Hoffman, saxophonist, which is tagged the Wood-Knots. Mills offers romantic ballads, while Huether takes the novel lyrics. This last offers fine Spanish and electric guitar take-offs.

Band is well integrated and rehearsed and appears due for better things.

Locke.

Bob Strong

(Reviewed at Villa Moderna, Chicago)

NOT SINCE the climb made by Dick Jurgens in this area has a territory band shown more promise than Strong. The background enjoyed by the leader and his men gives reason to believe that Strong has a fine chance of creating a national rep for himself.

Strong turns the tables by breaking into the dance band field from radio. He came into the Windy City to join a staff band on WGN, later joined the Chicago Theater pit band as arranger and musician (sax), and finally tied up with NBC, where he is now heard on two network shows with his new band—Uncle Walter's Doghouse and College Humor.

The leader is young, aggressive, and versatile. He is responsible for many of the arrangements, and augments the reed section with some fine sax tooting. He also makes a personable front, which should go well with the fans.

Band plays both swing and sweet, and plays the styles equally well. There is sock in the arrangements and a nice lift in their delivery. Instrumentation includes six brass, five reed (including leader), and three rhythm.

Versatility of the outfit also extends into the vocal field. Some of the doubling musicians include Ray McIntosh and Sid Reid, effective ballad dispensers, and Sonny Selvert, strong on novelties. In addition, the group features a singing quartet and a glee club.

Library has almost everything imaginable in dance music, including waltzes, boogie-woogie stuff, novelties, ballads, etc. Most impressive factor is that the band can switch from one tempo to another with little effort and turn in a good job thru-out.

Honigberg.

JANESVILLE, Wis., July 5.—Andy Barlass has remodeled the Tiffany Dance Hall here and has installed a new floor. Spot will offer dancing every other Friday night, with Clyde Bartlett booked for the summer.

Music Items

Publishers and People

CHICAGO, of the vaude team of York and King, has completed two new ditties, a patriotic number titled *Be Thankful* and another called *When the Blue Bonnet Blooms Down in Texas*.

Larry Clinton has recorded for Bluebird Paul-Pioneer Music's revival, *What's the Good of Moonlight*. It'll be released this week.

Joe Davis, owner of the Beacon Music Company, received nearly 300 compositions as a result of an ad he ran in *The Billboard* for a new novelty song. Davis chose *You Should Live So Long*, penned by two New York boys, Mike Valentine and William McKay. It's been recorded by Erskine Butterfield for Decca.

Bobby Warren, author of *Number 10 Lullaby Lane*, has just written his second song, *City Called Heaven*, which he will also publish on his own under the firm name of Warren Publications. Tune had its preem over both NBC and CBS Sunday (6).

On the strength of its huge success with "Intermezzo," Edward Schuberth & Company, of New York, is reviving a flock of its songs. Among them are "For You, Just You," "It Is Then My Heart Will Forget," "My Lady of the Cameo," "My Old Rendezvous," "O Katy O'Neil," "Three Little Words," "Till the Dawn Comes Creaking," "Till Then," and "Waltz of the Past."

Philly Pickings

JACK HOWARD and Frank Capano, local music puba, have acquired a 100-acre farm in Bucks County and are planning to convert it into a dude ranch to be called Rustic Hollow.

Republic Pictures has taken C. P. Tompkins' *A Day in the Valley* for a forthcoming Gene Autry horse opy.

Sam Sprinches makes his songwriting bow with *When Evening Shadows Fall*.

Rose Mary McFarland getting Connie Boswell to give her *Jitter Jive* a Decca disk debut.

Six Ennis Men Hurt In Chi Bus Mishap

CHICAGO, July 5.—Six aide men in the Skinnay Ennis band, now on location at the Palmer House here, were injured in a bus accident early Tuesday (1) on their way home from a one-nighter at the Armory in Gary, Ind. (Palmer House uses a relief ork Mondays.) The bus, property of Southern United (Greyhound subsidiary), was traveling on a reconditioned street and crashed into a street pole. The company is expected to make a settlement with the boys.

Only one of the six men, George White, bass, received serious injuries. He has a broken leg and a deep scalp wound. The others, cut and bruised, were Louis Mitchell, trumpet; Ralph Liscom, trumpet; Babe Bowman, trombone; Kenneth Olson, sax, and Fred Peters, sax. All but Peters are still in Mercy Hospital, Gary. White is slated to be hospitalized for several months.

Ennis and his stinger, Carmine Calhoun, were not in the bus at the time of the accident. Band returned to its Palmer House stand Thursday (3) after losing

Local 77 Working on All-Out Campaign To Curb Non-Union Club Date Tootlers

PHILADELPHIA, July 5.—With steady employment not too abundant for local tootlers, local musicians' union has enforced rigid policing of one-night club and dance dates, which represent the bulk of employment possibilities for the horn blowers here. Drive centered mostly on dances using non-union bands, and great strides have already been made in curbing the non-card-holders.

According to the initial report by union investigators, it's an all-out campaign to wipe out the non-union musicians. Investigators were successful earlier in the month in stopping a non-union band at a banquet of the local Railway Express Union at the Adelphi Hotel. Since musicians' union has closed shop agreements with practically every spot in town, union had a strong whip in keeping the non-card-holders from finishing the night. Also, when the Railway Express Clerks' Union was discovered to have hired a non-union band for its

On the Line

PHILADELPHIA, July 5.—Local musicians' union is not taking chances on its members being stuck for wages. Huling was passed this week that those playing locations should collect their pay-checks at the end of each week, or else. Salaries long overdue will get no collection support from the union.

First day an employer misses giving the weekly stipend, musicians must report circumstances to union. In no event will the union concern itself in a matter where the payment is beyond one week's arrears.

Chicago Ballrooms Engaging in Lively Price-Cutting War

CHICAGO, July 5.—A price war among the smaller ballrooms on the North Side here started this summer with the reopening of Danny DeVelin's outdoor Wilshire. DeVelin instituted a 20-cent admission charge before 9 p.m. in an effort to build up early evening business. The Merry Gold Ballroom soon followed suit to meet the competition. Andy Anderson, operator of the Chateau Ballroom, was next in line, with early evening cut-rate tickets which entitle the holders to admission for 20 cents.

Anderson says he doesn't intend to take it on the chin all summer, however, and expects to operate Saturdays only starting next week (12). He feels that the reduced price does not attract more early evening dancers, and that this bargain offer will almost prohibit any efforts to raise the admission scale later on. All of these ballrooms use local bands.

The Aragon Ballroom, William Karzas' North Side ballroom, is not cutting its prices, feeling that the reputation of the spot and the name bands playing there will continue to draw business. Receipts so far this summer have been far above average.

'Hut-Sut' Schumann's First and Last Hit

NEW YORK, July 5.—Walter Schumann, publisher of *The Hut-Sut Song*, said today this week that he was strictly a one-shot gambler, and didn't care to tempt dame fortune again. Schumann had a hunch some weeks ago when the writers of *Hut-Sut* came to him in Los Angeles and persuaded him to publish the novelty ditty. "I took a right guess and made myself quite a piece of change," Schumann says, "but it couldn't happen again in a million years."

So Schumann adds that he has been in and out of the music publishing biz with just one song. He returns to Los Angeles Monday (7) to take up where he left off a few weeks ago, attending to his duties as music coach, arranger, and part-time band leader on transcription dates.

Two days. Local musicians are subbing. Lew Diamond's ork, relief band, filled in during Ennis's absence.

BMI Publisher Members Set Up Own Org; Doraine Heads IMPA, Weinberger Acting as Counsel

NEW YORK, July 5.—Member publishers of Broadcast Music, Inc., formed their own organization here Thursday (3), adding one more angle to the ever-increasing complexities surrounding the BMI-ASCAP-NBC-CBS-MBS political front.

The BMI pubs have tentatively named their org the Independent Music Publishers' Association. Pete Doraine, of Doraine Music, is chairman of the new association, and Andrew Weinberger, band manager-attorney, has been retained as legal counsel. IMPA was set up as a result of several BMI pubs getting together last week and protesting against their slice of BMI's first performance statement. Since that meeting most of the pubs have received a second royalty check from BMI, with the explanation that thru a slip-up the accounting department had forgotten to pay off on network plugs. In some instances, the second amount came to more than five times that of the first checks.

Some 70 publishers attended Thursday's meeting called by Doraine, Merritt Tompkins, general manager of BMI, and Sidney Kaye, BMI legal chief, spoke at the publishers' meet, with Kaye explaining that BMI was happy to bargain amicably with any group. He also suggested that those pubs who felt they had a complaint against BMI should incorporate it in a letter to BMI, with a copy to Doraine and his committee. In defending the BMI performance statement issued last week, Kaye said that even ASCAP gets only 10 per cent of its royalty collections from its performance rights, the remaining 90 per cent coming from blanket fees.

After the BMI execs finished their side of the picture, the pubs decided to form their own org. and to assess each mem-

ber a \$2 initiation fee. Doraine says the purpose of the org is to iron out any difficulties which may arise from time to time, and to strive to get a standard form contract for all its pubs with BMI. The IMPA will meet again next week to draw up a constitution and bylaws.

Paine Attacks BMI

While all of this was taking place this week, John G. Paine, ASCAP general manager, opened up with a hot salvo against BMI and its claim that it "by no means meant its suit against ASCAP as an attack on the songwriters." BMI was referring to its suit over performing rights of songs in the E. B. Marks catalog. "How can BMI make any such contention," asked Paine, "when ASCAP does not exist apart from its membership?" Paine also wanted to know from BMI how much money it paid composers, what provision it has made for relief of composers during sickness, etc.

Paine wound up his attack with the statement that ASCAP's principle that "no man or woman in the U. S. who writes successful music, or anyone dependent on him, shall ever want" was being sabotaged by BMI, which was attempting to destroy it "with a twist of the wrist," in the words of one of its recent song titles.

Kuhn Band Incorporates

ALBANY, N. Y., July 5.—Morris H. Gardano, George Shakin, and Jerome L. Leon, of New York, are the stockholders of the Dick Kuhn Music Corporation, orchestra enterprise given a charter of incorporation today by the secretary of state. The corporation has a capitalization of 200 shares of stock.

Music Situation Still Muddled For Acts in Vaudefilm Houses

NEW YORK, July 5.—The music situation in local vaudefilmers is still in a muddle for performers and bands playing vaude dates. The Loew houses have suddenly reversed themselves and have now banned BMI music after an interval in which they permitted BMI tunes. One of the reasons advanced for the turn is that Loew controls three ASCAP publishing houses, Robbins, Peist, and Miller, and that pressure applied by the Loew houses upon music controlled by BMI would hasten a settlement of the radio-music war and thus benefit Loew's. Another reason is that the use of BMI music on Loew stages enhances the prestige of a "rival," BMI.

Warners, which controls Witmark, Remick, and Harms, is still permitting BMI music in its houses.

The Roxy, Paramount, and Music Hall still permit BMI music and have a blanket release from BMI. Loew's and Warners also have BMI clearance.

Another factor affecting the use of music in vaudefilmers is the terrific popularity of *Intermezzo*, published by Edward Schuberth, whose rights have been assigned to Society of European Stage Authors and Composers. The only house here currently licensed by SESAC is the Music Hall. The others are still without SESAC licenses, altho negotiations are under way.

The top spot of *Intermezzo* in the music popularity charts has caused some embarrassment to vaude houses. In a recent instance Larry Adler, who had been using the number during his appearance at the Roxy, had to pull it out when SESAC called the attention of the house to the fact that it had no performance license.

It is the SESAC policy to wear down opposition by negotiation rather than lawsuits. Negotiations are now going on to license the house.

In standard vaudeville employment contracts there is a clause to the effect that artists and/or bands assume responsibility for any infringement suits as a result of an unauthorized performance. This would ordinarily clear the house, but SESAC takes the position that the performer, in taking an engagement, is merely an employee of the house and that the employer is responsible for any acts of the hired help.

In another instance, Gertrude Nelsson, recently at the State, wanted to use *Intermezzo*, but was told that the tune could not be performed. Loew's subsequently called upon SESAC for clearance, but was told that it could use the number if the theater took out a license. As the State wanted the use of this number only, it asked for permission upon a per song per performance arrangement. SESAC then told the State that such an arrangement would require employment of checkers, resulting in a higher cost. SESAC subsequently placed a \$25 per performance evaluation on the tune, and Miss Nelsson's public had to do without *Intermezzo*.

Another number, affecting dance teams and orks mainly, is Ravel's *Bolero*, also controlled by SESAC. Special permission for its use must be obtained from Ravel's representatives here.

DUKE DALY

and His Orchestra
Playland Casino, Rye Beach, N. Y.
WOR Mutual

MANAGEMENT
GENERAL AMUSEMENT CORP.



PHILLY TAKES \$994,500

Kazan & Lewis Plan \$1 Top N. Y. Theater

NEW YORK, July 5.—Ella Kazan and Robert Lewis this week announced the opening of the Dollar Top Theater here for October 1941. The two rate-fixing directors propose a professional theater in a permanent home, with a top price of \$1 on tickets. They announce a seven-point plan: They will offer five representative plays for the first year's program; will hire a 1,000-seat house on a seasonal basis with a consequent rent reduction of almost 40 per cent, while at the same time scaling operating and salary costs down to the marrow; will engage the services of top actors, with the idea of building a semi-permanent company of their own; will work with new and unusual talent, trying out the latest writing and directing projects; will prepare a radio program to provide prestige and extra employment for the actors; will try to mold a solid organization of theater-party sponsors, and will arrange the problem of capital outlay so as to assure the investor a long-time stake in all Dollar Theater enterprises.

New Britain Legit Out

NEW BRITAIN, Conn., July 5.—O. J. Wee and Jules Leventhal shuttered the Capitol following the last performance of *Ladies in Retirement* June 28, and ended their attempts to bring legitimate stage dramas to New Britain.

Spokesman for the management said the closing was due to negligible patronage. Wee & Leventhal opened in early June and staged four shows before calling it a flopper. Decision to shutter was a sudden one, as the producers had already made arrangements to show *Mr. and Mrs. North*.

The series opened with *George Washington Slept Here*, which was followed by *The Little Foxes*. The most popular was *White Cargo*, in which Ann Corio, from burlesque, appeared as Tondelero.

The Capitol is an old movie house and was leased from the Warner Theater Management Corporation for the while at legit.

Springfield Cowbarn Out

SPRINGFIELD, Mass., July 5.—The summer theater project at the Trade School Theater here has gone up in smoke. Harold J. Kennedy, who managed the Kirby Memorial Summer Theater in Amherst last year, will not operate the theater this summer as he had previously announced. Early in the year Kennedy applied for and was granted the use of the Trade School for the summer. Kennedy is engaged in Chicago, and has sent word that he will not operate the Trade School this year.

An attempt was made to interest William Miles, manager of the Berkshire Playhouse, in the local theater, but Miles refused for several reasons, chief of which was that the theater lacked the proper equipment for operating as a professional house.

What Do They Sell —Embalming Fluid?

TRENTON, N. J., July 5.—The management of the Yardley Theater, formerly the Cobweb, operating a summer dramatic program, has hit upon a novel idea for the dispensing of soft drinks—even it is a little on the gruesome side. An old horse-drawn hearse was recently unearthed by one of the operators, who saw in it the possibilities of a soft-drink dispensing stand. The slobber black was turned into red, yellow, and orange, and each evening the hearse is drawn into position in front of the theater.

A compartment beneath the floor of the hearse which held the ice to keep the deceased in proper order is now used to keep the soft stuff cold. The hearse does a rushing business.

Readings by Burke

PORTLAND, Me., July 5.—What will probably be a highlight of the season at Lakewood Theater, Skowhegan, was the five-day appearance of Melville Burke, director, in the leading role of George Bernard Shaw's *Major Barbara*.

Joseph Sweeney, playing the lead, collapsed near the end of the second act on opening night and within a few hours was having his appendix removed at the Redding Memorial Hospital. Sweeney had been ill for several days and was in considerable pain all day Monday. Burke took over the part for the remainder of the evening and, as it developed, for the rest of the week.

Unable to take time to study the role, Burke read it at each performance and made no attempt to act the part. His reading was satisfying to patrons, who were acquainted with the situation each night prior to the curtain.

Censorship Foe Is Mayor's Sec

MINNEAPOLIS, July 5.—Frank Mayer, local newspaper man and publicity director for the Lyceum Theater here and Minneapolis Symphony Orchestra, has been appointed secretary to the mayor by Marvin L. Kline, mayor-elect of this city. He will take office when Kline is sworn in as chief executive of the city Monday (7).

Mayer's appointment is regarded as a slap at the present mayor, George Leach, who ordered the banning of *DuBarry Was a Lady*, sketched earlier this season at the Lyceum and for which Mayer obtained considerable publicity. Politicos in the city believe that one of the reasons why Leach was not even renominated was his action against *DuBarry*.

Two Left in Loop

CHICAGO, July 5.—Harold J. Kennedy's production of *Accent on Youth*, with Sylvia Sidney and Luther Adler, with Sylvia Sidney and Luther Adler, closed at the Schwyn tonight (5) after a run of five weeks. Latest departure leaves Loop with only two shows, and nothing definite set to come in during the summer.

The Erlanger continues to house *Hellzapoppin*, while the Harris is going into its 19th week with *My Sister Eileen*. Takes for both shows have been mild, but are expected to increase considerably due to lack of legit competition and the arrival of many vacation and convention visitors.

FROM OUT FRONT

Chiefly About a Showboat

BY EUGENE BURR

WITH the mercury bobbing merrily in the 90s, humidity reaching a figure that can be calculated only in light-years, 47th Street drenched in the unheeded sweat of book-makers and opening acts, and this column's cubicle taking on a startling resemblance to the Flery Furnace, it seems the proper time to bring up once more the subject of showboats—particularly as they're presented by Doug Morris, who joined Billy Bryant's company as the heavy last March and who has furnished this corner with an idyl of the river that makes New York seem at least three times as hot as it is. In the last mention of showboats hereabouts, a few of the chores that confronted an aquatic follower of Theopis were listed—chores from which the average ingenue or juvenile of Shubert Alley would run screaming. And it was suggested that the boats offer terrific training for our swooning young artists of Broadway. It would either kill them or turn them into troupers; and in either case the result would be a blessing.

Now comes Mr. Morris to change the picture a bit, tho he leaves the general thesis unaltered. The somewhat hectic path of histrionics described by my previous correspondent, says Mr. Morris, doesn't hold good on the Bryant boat; from his description, Billy's naval drama-dance seems to offer a cross between Heaven and Tom Sawyer's raft. But the basic training of a real trouper, he it noted, is available just the same.

Says Mr. Morris (in part only, since a complete transcript of his letter would empty Walgreen's Drugstore and send our hopefuls to the river in droves—which would hardly be fair to the river):

"The conditions you described (driving stakes, tying up the boat, decking) simply do not exist here. Conditions are so ideal that I still think I am dreaming and will probably awaken to find myself still pounding the Broadway Beat . . .

"Frankly, I was overjoyed when I was shown to my own stateroom, complete (See FROM OUT FRONT on page 64)

Four Houses Split 70 Playing Weeks; 35 Shows, Eight Over Previous Year; "Father" Tops

PHILADELPHIA, July 5.—The local 1940-41 legit season had a feast-or-famine existence. In spite of many dark weeks and a succession of flops that found newspaper critics screaming that producers were sabotaging the living stage, the total results are cheering. Receipts approximated \$1,000,000.

With 70 playing weeks split among four houses for 35 different attractions (two repeating during the season), the season's gross hit \$994,500. The total of 35 attractions doesn't compare very favorably with the modern high of 125 productions during the 1929-30 season, but it still represents an increase; the 1939-40 season brought forward only 27 attractions. Moreover, 23 of this season's 35 shows ended their runs in the money. Out of the 27 shows the previous season only 15 broke even or better.

Season of 1940-41 represented a 20 per cent increase over the previous year in point of audience response.

Of the \$994,500 garnered at the gate, Shubert's Forrest Theater again accounted for the bulk, bringing in \$515,600 with 18 attractions in 31 weeks of playing time. Opened August 27 with *Al Johnson's Hold On to Your Hats*, and the season's starter also proved the top grosser, getting in a near-capacity \$58,000 for its two weeks less one day (it opened on a Tuesday).

Other money-makers were *The Philadelphia Story*, \$24,000 first week; \$21,800 on repeat week; *Second Helping*, \$7,800 (eight days); *Twelfth Night*, \$47,000 (two weeks); *DuBarry Was a Lady*, \$27,000 (one week); *Pal Joey*, \$35,000 (a week and four days); *The Man Who Came to Dinner*, \$58,500 (three weeks); *The Little Foxes*, \$13,200 (one week); *There Shall Be No Night*, \$32,000 (two weeks); *Blossom Time*, \$19,000 (two weeks); *The Student Prince*, \$22,500.

Seven attractions ended in the red, including *Night of Love*, \$42,000 (two weeks); *She Had to Say Yes*, \$37,500 (two weeks); *Liberty Jones*, \$17,000 (two weeks); *San Carlo Opera Company*, \$8,000 (one week); *The Mechanical Heart*, \$13,000 (one week); *Maurice Schwartz* and his *Yiddish Art Theater*, \$12,800 (two weeks), and *The Gay Divorcee*, \$6,000 (one week).

Second biggest grosser was the Walnut Street Theater, dark for many years. Received primarily for the independent run of *Life With Father*, the Walnut took \$220,500, of which \$219,700 was accounted

for by the 13-week record-breaking run of the Serlin show. *Father* not only enjoyed the greatest run of any show here in the last decade, but also turned in the greatest profit. A single week for a Yiddish musical accounted for the Walnut's remaining \$6,000.

It took 12 attractions for the Shubert's Locust Street Theater to account for \$214,000 in 22 playing weeks. House record for the season was turned in by *The Time of Your Life* with \$32,000 for two weeks. With all but two plays ending in the money, Locust line-up included *New Pins and Needles*, \$18,700 (two weeks); *Ladies in Waiting*, \$16,500 (two weeks); *Sim Sala Bim*, \$7,000, first week, and \$18,000 for two return weeks; *Ladies in Retirement*, \$23,000 (two weeks); *Yoked Boy*, \$8,500 (five performances, closing because of the untimely death of Joe Penner); *The Male Animal*, \$29,500 (two weeks); *Ruth and Paul Draper recital*, \$5,200 (one week); *Tobacco Road*, \$33,800 (three weeks), and *Goldie Dem Sekers*, Yiddish musical, \$7,000 (one week).

Locust is also credited with the season's biggest flop, *Off the Record*. With a Hollywood cast including Bruce Cabot, Betty Furness, Hugh O'Connell, and Mary Brian, it called it quits the first week with \$5,000. The other Locust entry in the red was *Conquest* in April with \$11,100 for two weeks.

Erlanger Theater, making another weak attempt to remain in legit, accounted for the remaining \$44,000 with three shows in as many weeks. Of that total, \$20,900 was brought in by *High as a Kite*, Mack and Wig collegiate show. The others were *First Stop to Heaven*, with \$5,500 for five days, and *Low Leslie's Rhapsody in Black* with \$5,500, so much in the red that the cast was stranded here.

Bass Rocks Biz Up

GLOUCESTER, Mass., July 5.—Bass Rocks Theater opened its second season under the same management and reports its business increase over last year. Premiere offering is Ramon Novarro in *Tovarich*.

Martin Manuella, co-manager with Henry Levin, reported first week's business was 20 per cent over last year's opening.

Two new plays are scheduled for try-outs here. One is *Two-Story House*, held by Brock Pemberton, and other is held by Oscar Serlin.

Winter Stock for Sp'g'd?

SPRINGFIELD, Mass., July 5.—The city property committee at its last meeting June 27 received a letter from Harry J. Fisher recommending improvements at the Trade School Auditorium to enable him to put on a season of resident company plays to open in October and close in May. The committee voted to advise Fisher to take up the matter with the school committee, whose approval must first be obtained.

Kid Booker

OKLAHOMA CITY, July 5.—Oklahoma City can lay claim to the youngest theatrical manager-booker in the 48 States. The youthful record claimant is Mrs. Bert Stern, who recently left here for New York to line up plays for next season. Support for the "youngest" claim comes from touring actors and managers, who invariably express surprise to find their booker looking like a school girl.

Mrs. Stern, who is pint-sized as well as pint-sized, came into show business thru marriage two years ago. Her husband preceded her as a booker-manager here. She's now 23.

Summer Tryout

"The Great Adventure"

(Bucks County Playhouse)
NEW HOPE, PA.

Revised of a drama by Arnold Bennett in two acts and four scenes. Produced by Kenyon Nicholson and Theron Rathberger. Directed by Donald Blackwell. Cast: Pauline Lord, Barry Jones, Maurice Colbourne, St. Clair Bayfield, Patricia Calvert, Kenneth Tressler, Clarence Darsent, Charles Francis, Otto Hulett, and others.

Arnold Bennett's *The Great Adventure* was a hit in London and New York in 1913 when first produced and is a favorite revival with the British. However, it has seldom been seen on this side of the pond since, and its revival now is of special interest, as it is a potential Broadway entry for the fall, probably with Miss Lord remaining for the lead.

It is an extremely ambitious undertaking for a summer theater, calling for a large cast and four settings. However, even overlooking the muffled lines and mislaid cues (even Miss Lord was afflicted with first-night fidgets), it's a big question as to whether the play, depending on exposition rather than action, can withstand the rigors of the commercial season.

Miss Lord has the role of a middle-aged middle-class Cockney lady who has been in romantic correspondence with the valet of a famous English painter. The valet dies, is mistaken for his distinguished employer, and buried with pomp in Westminster Abbey. The painter, played by Barry Jones, then proceeds to carry on the life of his valet and the courtship of Miss Lord.

The play itself has quaintness, and the laughs, when they do come, are genuine, based on human philosophy rather than mere situations. Moreover, the original 1913 period is retained in the costuming.

Jones presents a convincing picture of the eccentric painter. Miss Lord draws a character of great sympathy whose simplicity and fundamental wisdom is a foil for the worldly-wise painter. However, the most brilliant and plausible performance is turned in by Clarence Darsent in the smaller role of an art expert a role he created in the original London production in 1913. Maurice Colbourne and Morton L. Stevens also stand out.

M. H. Orodenker.

Dallas 'Widow' Ups 'Blossom Time' Mark

DALLAS, July 5.—The *Merry Widow*, second in local summer op season, closed a week's run Wednesday night (June 25) with 6,900 paid admissions. Total attendance for *Widow* was several thousand above the first week's *Blossom Time*. Seven performances of *Widow* had big houses and no rain to mar attendance. None of the shows had less than 3,500 paid admissions, and several evenings totaled more than 5,000.

Helen Gleason's performance of Sonia was lacking in vivacity and short on the comedy side, but her splendid operatic voice pleased the enthusiastic crowds. Edward Roeker, as Danilo, sang and danced his part exceedingly well. Douglas Leavitt repeated his last week's successful comedy performance as Baron Popoff, with Alex Alexander doing honor to the other half of the comedy team.

Rio Rife opened Thursday night with Nancy McCord—Hope Emerson, and Robert Chisolm in the leads and Ben Blue and Jack Sheehan in the comedy parts.

Actors' Equity has gained approximately 70 new members from the Dallas operatics. Sixteen members of the ballet and 52 members of the chorus, recruited here for the shows, have joined.

Frank W. Wood.

Catholic Actors

Quit Theater Auth.

NEW YORK, July 5.—Catholic Actors' Guild has withdrawn from Theater Authority. No reason was given for the step.

In a letter to TA June 21, George Buck, executive director of the Guild, said that it is dropped from the TA. It has been known that the Guild had been trying to withdraw from the TA council for the last two years.

Alan Correll, executive secretary of TA, said that Buck's letter had been referred to the TA executive board for action.

Wildwood Season Starts Strong

WILDWOOD, N. J., July 5.—Summer season is under way at this South Jersey resort. Biggest name outlay is at Jake Diamond's Martinique Cafe, booking the Four Mills Brothers and the Three Peppers for the season. In addition, almost two dozen niteries are using floorshows this season.

Frankie Palumbo reopened his Club Avalon, using a big show headed by Johnny and George and including Frankie Schluth, Little Joe and Tiny Lee, Cordello's Canines, the De Mayos, Iris Wayne, and the orchestras of Henry Patrick and Howard Reynolds.

Lou Booth's Chateau Monterey opened with Hal Hag, Cawthorne and Romain, Sally Dunn, Louise Ayers, Gladys-Evelyn and Catherine, and Viola Klais's ork. Eldorado has Frank McConville and Ann Belfry, with Mickey Pamiant band.

Maurice Taylor's Biltmore Surf Club returns Wendell Mason and the Three Rhythm Maniacs. R. Russo's Golden Dragon Cafe has Mel Mason, King Sisters, Princess and Willie Kaiama, with Don Mangino's band.

Jerry Deimar heads the cast at the Inlet Hotel Cafe. Mac Oplinger is back for another season in the lead at Werner's Cafe. Elaine Bohm tops the bill at J. Matters's Spinning Wheel Cafe. Ed Thompkins unshutters his Grenoble Cafe with Frank Springman, Puggy O'Neill, Jerry Vincent, Mota Melville, Eleanor Landy, and Frank Klensel music.

Kate Smith, not the radio star, heads the bill at Clara Tranchetta's Villas Cafe. Mrs. Elizabeth Russo has Danny Montgomery, emceeing at her Gingham Club. Alice Ritchie heads at Irene Lynch's Muriel Cafe. Lady Bishop's Cafe opened with Babe Latour, Jean Roulette, Shannon and Mett, Don and Doree, and Tony Bennett's band. Show at Atlantic Cafe includes Jean O'Neill, Andy Russell, Cosmo and Anita, Patty La Verno, Tom Cosmo, and George Theodore for the spring.

Other niteries offering floorshows include Jordan Cafe, Shamrock Hotel Cafe, Wolf Cafe, Rainbow Cafe, Stonely Cafe, Elmer Cafe, Hermann Cafe, Jack Dalton's Cafe, and Grande's Cafe.

Gambling is no go at this resort, and clubs depend entirely on floorshows.

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 FILMS

APRIL AMES—young tap-toe dancer now at the Hurricane, New York night spot. Has appeared in a number of legit shows, in some of them being billed merely as "April"; her last was Louisiana Purchase. She has a bright, charming personality, nice appearance, and arresting tap technique. Definitely rates a spot in a film musical.

For LEGIT

MUSICAL

LOS IERMANOS WILLIAMS—two men and a girl now doubling between the Waldorf-Astoria's Starlight Roof and Radio City Music Hall, New York. The girl dances, sings a bit, and strums a guitar, and the two men perform amazing acrobatics to tango dance rhythm. Their stunts include leaps, flips, balancing, lifting, and shoulder and head stands. Act played American vaude 10 years ago, and the current dates are its first in this country since then. A sock novelty turn, perfect for a revue spot.

PAL JOEY is getting a lot of free (and unexpected) publicity these days, what with columnists and even editorial writers referring to Stalin as Pal Joe. . . One Broadwayite had to take in the show at the Paramount twice last week to convince himself that Danny Kaye was only fooling when he supposedly lost his balance and "fell" from the raised apron into the aisle. "Ye gods!" cracked the two-time customer, "the guy's an athlete, too!" . . . Glenn Miller is going to call the 55-acre ranch he recently purchased out in California "Tuxedo Junction," which of course would be the name of one of the biggest hit recordings Miller ever waxed. If the ranch does as well as the disk, Glenn has nothing to worry about. For that matter, right now it's supposed to be producing 12,000 cases of oranges a year, and plans are being mapped to grow lemons and avocados as well.

There was a batch of girls in the press room on NBC's fourth floor last Tuesday night to watch the televised army show, *Bottle-necks of '41*. The gals were all friends of the soldier cast from Fort Monmouth, N. J., and giggled right smartly over the antics of their boy friends. . . The Astor Theater seems to have suffered a military demotion. *Major Barbara* last week was supplanted by *Sergeant York*.

SPEAKING of the army show on NBC television, two homing pigeons were in it, and so participated in the debut of commercial television. After the show they were laid away in a basket on the third floor, and later picked up by soldiers and carted back to Fort Monmouth. . . Typical of Joe Venuti is the latest stunt he is pulling—putting the following instructions on all music he hands out to his band: "Play as written, not rotten!" . . . Monte Croser forgot his Dance Carnival troubles last week-end at Grosinger's, Ferndale, N. Y., where he won a golf tournament. Milton Berle presented the loving cup. . . The Rosillanos, the Polish dance team, are beginning to get a persecution complex. The film, *I Wanted Wings*, has been following them on successive engagements. . . Remember the days when the New York Federal Theater project was going strong and Ted Maunts was its press agent? Maunts recently appeared with the Yellow Springs Summer Theater as a newspaper reporter in *The Male Animal*. . . Russell Swann, the magician, is so crazy about rabbits that he's even hired a press agent named Hare (Spencer).

THE cast at the Park Central was quite surprised the other day when Winton and Diane walked in practically doubled up. Convinced that ballet training would be a big aid to their dancing, they started a ballet course—and discovered that hitherto they had never used certain muscles. . . Fred Bohling, house electrician at the St. James, has built a complete miniature stage, with everything in it down to the last detail, including complete lighting effects operated from a midget switchboard. The idea is to make it easy to visualize forthcoming productions. . . Florence Ramon, who used to be with Charlie Washburn, is now doing by-lined interviews for *The Morning Telegraph*. . . Harry Gouffain is staging his new comedy, *Here's Mud in Your Eye*, at Grosinger's, with Hank Henry, Marion Wakefield, Phil Foster, Nelson and Hart, and Nemo's band set for the cast. . . Bob Gerdy, of the CBS press department, is back after a brief illness. . . Barry Wood is proud of the present Irving Berlin gave him for his fine singing of a pair of government-commissioned Berlin propaganda tunes on a new Victor record, and for doing the songs before government officials. It's a gold hit clip in the form of a treble clef, with the inscriptions in Berlin's handwriting. Barry can't make up his mind whether to use it or put it in a vault.

Cowbarn Notes

FRANK BOSSI's new comedy, *Take It Away*, opens at the Boothbay Playhouse, Boothbay, Mass., for four days beginning July 9. . . Allen Kearns is featured in the supporting cast of *George Washington Slept Here*, opening July 14 at the Glen Rock Playhouse. . . The Cowbarn Community Playhouse will house Petticoat Fuster for a week starting July 7. . . Linda Watkins and Alfred Drake have the title roles in the North Shore North's presentation of *Mr. and Mrs. North*. Featured in the supporting cast at this Marblehead, Mass., engagement will be Philip Oer, Clay Clement, and William Harrigan. . . From July 8 to July 12 the Cape Theater will present *Michael Whalen* in the English favorite, *The Prince of Liars*. . . *Dark Tower* follows *Yes, My Darling Daughter* into the Pine Grove Playhouse the week of July 14. . . Directing plays at the Young's Gap Playhouse, Parkville, N. Y., will be Dudley Gilbert. First before the footlights will be Joseph Holder's *A Band for Miss Collins*. . . Group Theater actor Russell Coffin, together with Peter Cushing, Mary Howes, and Miriam Rieiele, will appear at Green Mansions Theater, where Robert Stevens is directing. . . Into the Ogunquit Playhouse, Ogunquit, Me., go Dorothy Sands and Donald MacDonald in *By Your Leave* for the week beginning July 7. *Pay Wray* in *One Sunday Afternoon* will follow the next week.

The Newport (R. I.) Casino Theater will open the season on July 15 with Beverly Roberts in *Paris, The Male Animal*, with Edward Massey directing; Hume Cronyn, Norman Williams, Dorothy Elder, Lulu King, and others, comes in a week later. . . A nine-play series (See *COWBARN NOTES* on page 64)

Saroyan's Money-Back Offer Drops \$21 Its First Night

NEW YORK, July 5.—Twenty-nine dollars were returned to nine customers after the Thursday (3) performance of *The Beautiful People* and no questions were asked by the Lyceum Theater box office. It was all in keeping with William Saroyan's offer to return the admission price to those who did not like his play, a proposal he put in paid ads in the dailies. Thursday was the first day the offer took effect.

On Saroyan's instructions Irving Morrison, treasurer at the Lyceum, gloomily returned the money, while Leo Freedman, the show's press agent, peered about for publicity-in-return-for-capital-outlay. One couple, according to Freedman, saw at cross-eyes about the show, with the result that the female half stalked up and received the \$3.50 for her ticket alone. Two others were pleased with the show but displeased at the thought of getting back to Long Island without train fare. They, too, got their money back. This was because Saroyan had announced: "Even if you like the show but need the money just present your stub to the boys in the box office and go home with every cent of your money—and no hard feelings."

Springfield League Plans

SPRINGFIELD, Mass., July 5.—The Court Square Theater will be used by the Springfield Playgoers' League next year in a continuation of the agreement of last year, according to Daniel J. Maloney, executive secretary of the League.

The League plans to open its season the last week in September or early in October, subject to play dates. The League's initial year did not get under way until February.

BROADWAY RUNS		Performances to July 5 Inclusive.	
		Dramatic	Opened Perf.
Amadeus and Old Lace (Ful-ton)	Jan. 16	203	
Beautiful People, The (Lor-cent)	Jan. 21	88	
Claudia (Booth)	Nov. 12	160	
Curly (Green)	Nov. 26	235	
Life With Father (Hudson)	Nov. 8, 23, 29	694	
Man With a Camera (Hudson)	Oct. 10, 20, 29	726	
My Sister Ellen (Hudson)	Dec. 26	219	
Separate Rooms (Hudson)	Mar. 27, 30	141	
Water Street (Booth)	Apr. 1	111	
Musical Comedy			
New Hollisterpiece (Winter)	Dec. 11, 23, 25	251	
Pal Joe (Hudson)	Dec. 25	227	
Panna Battle (46th St.)	Oct. 20	284	

Beachcomber Shuts; Copa Revues Set; Proser to Saratoga

NEW YORK, July 5.—The Beachcomber closed Monday after a continuous run since December, 1939. Monte Proser plans to reopen the club as the Zombie in three weeks. Midge Fielding will again stage the show.

Proser's Copacabana Revue closed a three-week run at the Hotel New Yorker Terrace Room and has been booked for the Roosevelt Hotel, New Orleans, for four weeks beginning July 29, and the Baker Hotel, Dallas, the four weeks following. He is spotting another Copa show into the Piping Rock, Saratoga, N. Y., July 28, and it will include Emil Coleman's band, Frank Maritz's samba band, Juanita Jaurez, six girls, with Miss Fielding staging the show.

Meanwhile, Proser's Dance Carnival decorations are being dismantled at Madison Square Garden, and his general manager, Milton Pickman, is still trying to find new backers to get the show on the road.

Other local cafe news: Radio Franks is now closed Saturdays and Sundays; Club Gauscho is closing until late August; Irving Zussman is suing Milton Rubin for money allegedly due him on La Conga.

Defense Execs Now Have More Time for Clubs

DETROIT, July 5.—Business in better class night spots has at last begun to pick up, only to run into the usual summer slump.

Typical of improved business is the Club Royale, class suburban night spot, which has shown an increase of 25 per cent over last year. Patronage includes executives of manufacturing companies involved in national defense. This group earlier had so much overwork that it had little time left for relaxation in night clubs, but this has been largely overcome now.

Miami Sees Big Summer Season

MIAMI, July 5.—House of Fu Manchu, with Al Goldman in charge, and Bill Jordan's have opened. Jordan's has Hardman and Whitmore, piano duo, and Michael Doyle, singer.

The Miami offers no bonanza for brilliant talent. Increased attendance at night clubs indicates the summer season will be good.

Towns and Knott, clever dancers, are held over at the Jack Dempsey Page-Pago Room. Vic Hyde has moved into the Airliner from the Olympia Theater. Al Stone emcees the new show at the Airliner. Helen Morgan is at Dempsey's. The Hollywood Beach Hotel has Eddie Paisley's Four Vocallions, Kajar, Statler Tunn and Mildred Jocelyn.

Kiki Hall has quit the Five Star Club for Atlantic City. George Kelly, of the Ho-Ha Club, has moved into the Jewel Box for the summer.

Chi Theater-Cafe Sold to H. Eager

CHICAGO, July 5.—Harry Eager, owner of the 5100 Club on the North Side, bought the equipment of the defunct Theater-Cafe in an auction sale last week for \$17,500. He also secured rights to the property and is expected to reopen the 3,200-seat club soon. Theater-Cafe was originally managed by Mike Todd, and before the spot lost its liquor license was operated by Joe Miller, 885 Chestnut manager, and Peter Fremont.

One of those interested in the spot was Andy Anderson, operator of the Chestnut Ballroom. He wanted to interest Monte Proser, of New York, to become a partner, but Proser wanted no part of it, having recently had his hands full with the Madison Square Garden Dance Carnival floppola and with the Beachcomber, which has folded. Mike Todd also turned down an offer to return as manager.

AL DUKE, comedy pianist, has been handed a holdover at the Airway Cafe, Berea, O., where he's now in his seventh week.

"My Life and Times in Hell Holes"—J. C. Robb

Inez Calloway Robb, King Features syndicated society writer, writes:

Dear Pals: Once upon a time I earned my living by running around with Cafe Society. Those were in the dear, dead days when I was Nancy Handolph on *The New York Daily News*. Now, thank God, I am an honest woman who can stay home with a good book! Peace, it's wonderful!

I seldom, if ever, go to a night club any more. I spent my years in penal servitude! And now I am getting time and a half off for good behavior.

Really, the only two night clubs to which I've been in months and months are my old favorites, the Stork and El Morocco. And that because I happen to be very fond of both Sherman Billingsley and John Perona.

My husband took me to a new and resplendent dive, the Copacabana, on my birthday. I liked it tremendously and had a swell time; and that is the true story of My Life and Times in Hell Holes.

Any suggestions for reform? I never had any objection to night club p. a.'s in the old days when they knew their business. The only ones I used to shoot on sight were the high-pressure guys. You may say that some of my best friends are p. a.'s.

By the way, I think the dream place of all time is the roof garden of the St. Regis; but for some reason I never think of it as a night club.

Lasky, Moreno To Stage American Shows in Mexico

MEXICO CITY, D. F., July 5.—Audre Lasky, local agent, has signed a deal with the Polles Bergere Theater (2,000 seats) here to produce American shows for that house, starting August 15.

Shows will be changed every four weeks. Nearly all the acts will be imported from the United States. Mario Moreno, screen comic billed as Cantinflas, will be Lasky's partner in the venture.

Club Talent

New York:

HAPPY LEWIS, after six weeks at the Colonial Inn, Singac, N. J., goes into LaReine's Hotel, Bradley Beach, N. J., for the summer. Set thru Harry Kilby. . . . MONTE PROSER'S Copacabana Revue, which closed at the New Yorker Hotel July 1, is dickering to do a Paramount short.

Chicago:

JOHNNY PERKINS, former comic now operating the Palladium in East St. Louis, was recently in town shopping for talent. . . . GABRIEL CANSINO, formerly of the Casanova, is doing a new act with the sister of Yes Reyes. . . . GEORGE TAPPS will headline the new Rumba Casino show coming in July 23. Pan-American Dancers will be the only holdover act. New bands will succeed Eddie LeBaron and Don Pedro. . . . JERRY BERGEN, now at the 885 Club, goes to the Hollenden Hotel, Cleveland, July 28. Edna Sedgewick will be on the same bill. . . . THE ALBINS go into the Edgewater Beach Hotel August 8. . . . DON BALDON, juggler, added to Colostomo's show. . . . JESSIE ROSELLA has moved to Milwaukee to open a run at Sam Pick's Club Madrid. . . . MILTON BERLE, now filling a five-week date at the Chez Paree, is slated to start a 29-week radio show for the J. Walter Thompson Agency in the fall, originating in Hollywood. . . . CARMEN AMAYA goes into the Chez Paree August 22.

Philadelphia:

ROY SEDLEY back in town at Club Bell. . . . ANN WHITNEY and Jert Withee new at Evergreen Casino. . . .

Delmar Seeks To Bring Mobile Units to Army During Maneuvers; Show Plans for Winter Not Set

NEW YORK, July 5.—Harry Delmar, booker of mobile units touring army camps under auspices of the United Service Organizations, is formulating proposals to extend the scope of the mobile units to rookies out on maneuvers. Delmar says that, while army officials frown upon entertainment during those periods, conversations with field officers have led him to believe that morale is at its lowest during the

strenuous maneuver period. He says that a mobile unit show which could be quickly set up near the field of war games would help immeasurably in maintaining morale.

The last of the five mobile units winds up July 19.

Plans for the winter entertainment of rookies have not as yet been formulated. The army is, however, building 1,500-seat auditoriums at many encampments. With this capacity, according to Delmar, the cost of rookie entertainment will increase immeasurably, as three performances in one evening will be seen by 4,500 at most, which is approximately the number usually present at a single open-air performance now. Thus, he said, units will have to stay much longer at each encampment.

As an alternative, Delmar suggests that gigantic tents with heating facilities be set up, which would be able to accommodate many times the capacity of the auditoriums now being built.

Villa Venice, Chi, Damaged by Fire

CHICAGO, July 5.—Albert Bouche's Villa Venice at Northbrook, Ill., some 30 miles from Chicago, was damaged by fire early Monday (June 30), causing a loss estimated at \$50,000. One wing of the building, housing the night club, dance floor, and dressing rooms, was destroyed before the fire departments of neighboring towns got the blaze under control.

There were no patrons in the place at time of the fire, but employees living on the premises were routed from their beds. A large part of the big building was untouched by the fire, so his continued as usual. Fire was supposed to have started from a discarded cigarette in a dressing room.

Strip Okeh If Part Of a Dance Routine

DETROIT, July 5.—An edict against "exotic" dancing was issued this week by Sergt. Joseph M. Kollar, Detroit police censor.

Kollar's ban prohibits straight striptease numbers in night spots. Stripping is permitted when it is an essential part of a dance routine, but not as an act in itself.

VALDEZ go into Florentine Gardens July 12 for NTO's new show.

Here and There:

BEN BERNIE takes his crew into Beverly Hills Country Club, Newport, Ky., July 18, with Denis Day opening the same night to head the floor layout. . . . LLOYD AND WILLIS have concluded a two-weeker at the Park Plaza Hotel, St. Louis, and are current at the Brown Hotel, Louisville, Ky. . . . NICK LUCAS opens at the Lark Club, Davenport, Ia., July 17 for two weeks. . . . DOWN ARDEN, whose line still holds forth at the Bowersy, Detroit, produced the new show which opened at the Hotel New Yorker, New York, July 2. He's in line for a permanent berth at the latter spot. . . . THE WALLACE PUPPETS, originally set at the Nixon Cafe, Pittsburgh, thru July 12, are being held over until July 28. . . . BUSTER AND BILLIE BURNELL are at Kitty Davis's Airliner, Miami Beach, Fla., on the same bill with Bobbie Arcus and Joe Pismo. . . . SIMONE SIMON opens at Jimmy Brink's Lookout House, Covington, Ky., July 15, following in the Lamb-Yorum Ice Parade of 1941. . . . CARMEN AMAYA moves into the Lookout House August 12, with Ted Lewis and his band show arriving a week later. . . . FRANCIS PARKS and Her Streamlined Figuerettes returned Monday (7) to the Wagon Wheel nitery, Akron, O., for a two-weeker. On July 22 Miss Parks and her mother, Mrs. Opal Parks, will take a vacation trip to Colorado Springs, Colo., and the West Coast. . . . VALLEY AND LYONS were held a second week at Myrtle Beach Pavilion, Myrtle Beach, S. C., and open July 11 at the Casino Theater, Toronto, jumping west from there.

Combo P. A. Writers Views on Publicity

Many syndicated columnists working out of New York also have publicity jobs, among them Hy Gardner, Sidney Aesher, Bill Treadwell, Al Simon, and Dick Mockler.

Some of these combo p. a.-writers volunteered views for the Night Club-Hotel Publicity Poll, and the following are some of the more interesting comments. (Their votes were not counted in the poll.)

Gardner, promotion man and p. a. for the Astor Hotel and who also handled the old Hurricane and other clubs during the season, does a Broadway Varieties column appearing in 87 cities. He says a good reform would be to "consider night clubs as a business, apply the same methods, plus showmanship—and if you are not capable of so doing, don't attempt to run a night club." He sizes up his own own job at the Astor as "promotion—merchandising what the hotel is selling, with a little showmanship and a little logic, and a little hunk of human interest thrown in. Our clips average 500 a week, nationally and South America."

Treadwell, who is in his sixth year doing Treadin the Town column for 69 newspapers in the East and also does publicity, is peeved at "most releases covering openings and new show only." And at p. a.'s who "talk my ear off when I have a fair lady in for dinner. One p. a. talked to me for three hours about his club—and then I was given an \$8 check. Result: no plug."

LEON FIELDS makes his local bow at Kallner's Little Rathskeller, with DeLloyd McKay in a return. . . . MARY SWYER new at Walton Roof. . . . ANN WHITE first time in town at 1523 Club.

Atlantic City:

JERRY COOPER and Diosa Costello in opening show at Bath and Turf Club. . . . JEAN ROCHELLE at Club Nomad. . . . CIRO RIMAC set for two weeks at Hotel President's Round-the-World Room.

Los Angeles:

BOB AND JACK HEASLEY, twins who performed with Dorothy Lewis in her ice show at the St. Regis Hotel, New York, have been signed to appear in a specialty with Miss Lewis in *Ice-Capades*, Republic film. . . . YVONNE KENDALL, after West Coast dates, plans to head east soon. . . . GEORGE JESSEL, Judy Canova, and Jerry Adler are among those entertaining in camps in this section. . . . EDITH DAVIS back in town from San Diego and getting set for a part in *Heliosopsis* at Universal. . . . ROSE CAPRINO is back for a few weeks of club dates. . . . SENOR WENCES, ventriloquist, goes into the Bal Tabarin, in San Francisco, July 29 for four weeks. BELLE BAKER opens there August 26 for four. . . . BILLY RAY will make a film at Paramount. . . . Cal-Neva at Lake Tahoe, Calif., has George Jessel as emcee. Jimmy Rae, comic actor dancer; Myrta Chaney Dancers, and Bethma and Ruggolpha. . . . RUDY VALLEE plays a one-nighter (without his band) at the Casino at Catalina Island July 26. SERGE FLASH, whose real moniker is Serge Ostpovitch Fomitcheff, is set for Republic's *Ice-Capades*. . . . TITO AND

Chez Paree, Chicago

Talent policy: Production floorshows at 8:30, 12, and 2; show and dance band; rumba band. Management: Mike Fritzel and Joe Jacobson, managers; Fred Evans, producer; Francis Pallister, costumer; Gene Lucas, musical arranger; Bob Curley, publicity. Prices: Minimum, \$2.50 (\$3.50 Saturdays and holidays); drinks from 50 cents; dinner from \$2.50.

At a time like this when people want to laugh and seek escape in their entertainment Milton Berle has few equals in covering the assignment. The laughs he produces during a show are enough to satisfy a dozen comics and, what's more important, he keeps the customers thoroughly entertained from beginning to end. He is a big box-office bet for niteries (some 3,000 people were turned away for the opening July 4) and a cinch to attract plenty of repeat trade.

As usual, Berle is on most of the time, sometimes to the discomfort of the acts on hand but always to the enjoyment of the cash customers. He is a stooge for the Janajays, makes ardent love to Carole Rhodes, singer; breaks up Yost's Vikings (a strong comedy bit), and turns in a burly of Carmen Miranda in the Latin finale. In addition, he dumps out a barrel of gags (old and new) and repeats his Minsky strip. (Between shows he wears himself out shaking hands and heckling the check payers.)

Fred Evans conducted three light, dressy routines of the early show in which the 16 girls dance more than they parade. Start with a boogie woogie strut, return in pretty picture costumes for a soft, seasonal number featuring the dancing of Bill Gary, and close in flashy

Latin costumes. Supply a good, decorative frame for this hodge-podge.

The Janajays (four men) repeat their theater Risley act, furnishing good, speedy tricks. Valuable in niteries because they can use either plants or customers in precarious bits.

Carole Rhodes is a good-looking torch singer but her voice lacks the type of quality demanded in a spot of this caliber. Her selections were poor, too, using tunes that have not been too popular in this area. When caught she did *The Lord Done Fixed My Soul* and *Give It Back to the Indians*.

Raquel and Tatrisa, Gypsy dance team, offer a couple of castanet-clanking routines with the usual Latin movements. Return in the finale for a featured bit.

Yost's Vikings (6) contribute a familiar set of songs but redeem themselves with one of the best assortments of voices furnished by a vocal group here in a long, long time. The songs take on new light and added effect. Do several minutes of straight work before Berle, in a comedy uniform, comes on to produce the comedy highlight in the show.

Bill Gary is a clever ballet-tap dancer of the Haakon-Draper school. Young, personable, and talented.

Bobby Ramos, who leads the intermission band, furnishes the vocal in the closing production. Has a good, authentic voice.

Boyd Rasburn, local lad featured with his new band, turned in an impressive job both on show music and dance sets. He is a young, ambitious, earnest lad and should prove popular with the local clientele despite the fact that this spot has been dishing out only name bands for many seasons. Sam Hainberg.

Casino Atlantico, Rio de Janeiro

Talent policy: Show and dance band; floorshow. Management: Dr. Gilda Amado, managing director of Grillroom.

One of the favorite spots in Brazil, this casino retains its steady clientele and business is as good as usual. With the addition of standard American turns, Eunice Healey, Loper and Barrett, and A. Robins, the show is very good entertainment, appealing to both eye and ear.

The Glamour Girls (12), from the States, open with a Mexican routine, winding up with the customary hot finish. Girls are good lookers and appear to enjoy their work.

Juliana Janakiera, dancer, offers a Spanish dance with plenty of zip and sparkle. Excellent terp movements, foot work, and manipulation of the castanets sent her off to good hand.

Diamantina Gomes, Brazilian singer, did a show-stop and encore. Girl has likable appearance and an easy delivery. Warbled *Alce Danube* in Portuguese, *Casa de Cabelo*, then a French number, and closed with a Brazilian ditty, with the orchestra boys as a glee club background.

A Robins, with all his trick props, fruits, and neckties, had a hard time getting started. Customers liked him, but did not applaud, probably from amazement at the rapidity with which he produced the trick props from his clothing.

Loper and Barrett, a very graceful dance team, put punch into the show with a pair of highly effective numbers. Their overhead spins sent them off to big hand.

Glamour Girls on for closing spot in a rumba routine. Costumes very smart and good looking. One of girls steps out of line to do neat rhythm tap.

Jose Francisco Pereira Filho's band plays the show music and alternates the dance chores. Both bands feature tunes from above and below the equator for the dancing, intermingling sambas, fox trots, marches, and waltzes.

Eunice Healey was out of the show caught. James C. MacLean.

Versailles, New York

Talent policy: Dance and relief bands; floorshows at 10, 12, and 2. Management: Nick Prosnits and Arnold Rossfeld, owners; Leonard MacBein, press agent. Prices: Minimum, \$2.50; drinks from 75 cents.

Patrons at Nick and Arnold's boîte get ear and eye diversion that more than justifies the prices. Joan Merrill and George Church are current, and each ar-

rests attention and gets sufficient applause to warrant encores.

The room should continue to do a hefty gross during the summer now that the air-conditioning plant has been turned on.

On first is Church, a powerfully built lad who taps with the grace of a ballerina. His routines are designed with imagination and executed with authority. The music is from longhairs such as MacDowell, Leducna, and Beethoven. Works proficiently in either a free and easy style or energetically, and his spins would do justice to the recital stage. Did a pair of encores.

Joan Merrill, one of last season's outstanding finds and currently breaking in into the list of best sellers in recordings, sells her singing in no uncertain terms. Most of her offerings have been waded by her on Bluebird disks. Did *Daddy, Intermesse, Latin in Me*, and encored with *How Did He Look?* and *Summertime*. Her pipes are full, rich, and well regulated and have a fluid and convincing quality.

Nat Byrdwynne does competent show-backing and impresses as one of the smoothest society combos around. Pancho's rumba outfit brings out the Latin in the customers. Joe Cohen.

Club La Valle, Los Angeles

Talent policy: Band and floorshow at 10, 11, and 12:30. Management, George Bell. Drinks from 15 cents.

George Bell, booker, who acquired this spot in April, has a show which is far below standard. However, it does please the customers for the 15 minutes that it lasts. Feature is Angie Augustine anderk.

Show opens with Sylvia Gold doing a Mexican folk dance to *Chapinesca*. Marjorie Austin, dressed in rube get-up, does rural specialties. Valerie Talbert, emcee, sings *I Ain't Got Nobody*. She's a plumpish blonde and nice looking. Her rhythm tap is pretty good. Sylvia and Marjorie combined for a hula fine piece.

Augustine features the piano of Don Swander. Sam Abbott.

Bismarck Hotel, The Tavern, Chicago

Talent policy: Tabloid musicals at 7:30, 9:30, 11:30; show and dance music. Management: Otto Eitel, managing director; Bill Padgett, publicity and co-producer; David P. O'Malley, co-producer and booker. Prices: Minimum \$1 after 9:30 p.m. (\$1.50 Saturdays); dinner a la carte.

When this room was labeled with a new tag recently, Eitel has been searching for a suitable entertainment policy that would fit in this gay, informal room catering to the convention trade. The result is about to solve the problem.

Brief musical comedy shows, presented by young, fresh-looking, talented performers, furnish something different in the way of cafe entertainment and keep the customers in a merry mood.

Talent line-up includes Dick Ware, emcee and versatile dancer and singer; Marshall and Shields, song team, and four Harriet Smith girls used in dance routines and bits. The girls, attractive and well-trained, are Alice Williams, Vera Love, Ruby Springer, and Frances Donabue.

The first three of nine tabs planned include scenes revolving around the Gay '90s, the Old Southland, and Little Old New York. The three changes are reason enough to keep the customers in all evening.

Ware is a personable, youthful worker who ties up the loose ends of the production with the speed and talent of a veteran. Does dancing and singing impressions of many old-time celebs and does them well.

Marshall and Shields are a good-looking song team and their delivery of pops and standards is always pleasing. Like the others, they work in suitable costumes and fit in nicely in several spots.

The girls, in the first show, appear as members, distributing special Tavern Tattler editions, and then proceed on the floor with a cute rhythm number. A good gag in the Gay '90s tab is the tin-type photo taken in the finale of the cast and participating customers.

Performers will remain for an indefinite run and will be used in all shows. Dave Pritchard's five-piece orchestra turns in a good job on dance sets and show cues. Jimmie Hutton, vocalist, douber in one of the shows as a singer, dancer.

In the Walnut Room, downstairs,

Jimmy Joy and band, Maurice and Maryea, and the Jane Hadley Dancers (6) will continue all summer. Joy has been drawing heavy supper trade. In the fall Art Kassel returns for his annual visit. Sam Hainberg.

Rainbow Room, New York

Talent policy: Dance band; Leftis band; floorshow at 9:15 and 12:15 p.m. Management: John Row, managing director; Edward Seay, assistant and publicity. Prices: Dinner from \$2.50; supper cover \$1 except Saturday (\$2).

A lively floorshow is on view, with each of the three acts a pleaser. Russell Swann, who had become practically a fixture at the Savoy-Plaza, closes the current show and does more than 20 minutes of friendly, kidding, loud comedy magic.

Swann is probably the best comedy magician in the business today and will standard tricks by mock seriousness, clowning, gagging (old and new), and kidding patrons. He works with cards, rabbit, egg, a "coobra," and rope, and had the patrons laughing from the start. Gag hypnotism stunt is used for a cute getaway.

Julian and Marjori, after a build-up in the adjoining Rainbow Grill, continue the good impression here. The girl is slender beauty in lovely flowery gown, and the boy is a sleek Latin. Their opening Romeo and Juliet idea is okeh; the Viennese waltz is embellished with a music break, lifts, and a finish on the steps; and the last, a flirtation concoction, is a lively, prancing affair. Held close attention.

Middle act is Ruth Hughes Aarons and Sander Glance, table tennis champs who made their show business debut here five years ago. This is their fourth Rainbow Room date and their act has improved, with showmanship flourishes and with the chair-swinging encore bit. Miss Hughes is a blond lovely and, with Glance, makes a nimble pair whose exhibition is full of amazing shots that brought bursts of applause. An athletic exhibition that is also a strong novelty act.

Barry Winton emcee and fronts his augmented band for show and dance music. His dance music at dinner time was pretty swish stuff just right for hot weather when patrons don't feel too lively. Clemente's Rumba Music is a fine five-man outfit featuring the marimbas. Slender Mayla fronts, singing occasionally nicely and also shaking the maracas.

Sigrd Lassen, a lovely blonde, vocalizes with Winton's band, displaying an ear-catching voice.

Dr. Sycindy Ross is still around as table entertainer, amusing with card manipulations and other close-up tricks. Close Denis.

Wit's End Club, Miami Beach, Fla.

Talent policy: Show and dance band; rumba band; floorshows at 9:45 p.m., 1 a.m., and 4 a.m. Management: Max Johnson, manager; Les Simmonds, publicity. Prices: Dinners from \$1.25 by Arnold Ruben; drinks from 40 cents.

Small, intimate spot, popular with informal, young late crowd. Spot played to good business during winter season and continues to do well.

Bobby Baxter, talented bary who sang in class spots last season, handled the mike well as substitute emcee and got big hand for *Old Man River*. Baxter worked hard to get patrons to participate in Shine On, Harvest Moon, but did better with Irish Eyes.

Ray and Marian Lynn, acro dancers, are a natural. They combine youth, appearance, and talent in a combo that can't be beat. Highlight of the show is youthful Betty Stone, singing *Lonely Road*. Her wind-up was God's Country, which went over big. The Polly Mars, five chorus cuties led by Polly Stephenson, do acro dance that go over big. Costumes are scanty but impressive.

For dancing Freddy Carlone handles the baton to the complete satisfaction of sweet music lovers. Those with a Latin preference may rumba to the relief band, Don Rapido.

Harry S. Kind.

Jimmy Kelly's, New York

Talent policy: Dance and show band; duo relief music; floorshow at 9:15 and 2. Management: Jimmy Kelly, owner; Clara Osgood, talent buyer. Prices: Dinner from \$1.25.

A favorite for out-of-towners who want to see a flashy show, this Green-

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with Village club in the midst of old-time tenements continues to do good business with good French-Italian food and a long girl floor show.

Standout talent is Marco and Romola, Brazilian ballroom team, already here one year. Their four numbers impressed despite the postage-stamp floor. Their *Moonlight Sonata* and their *Casamets in the Air*, in which the girl clicks castanets all thru lifts and spins, are their best. Got in surprising amount of movement and tricks despite floor limitations.

Yarnell, of the Three Montmartre Boys, emceed. Also he was brief and dignified, he mumbled the intros. Helen Holmes led off with a couple of pleasant ballads, returning later to show a nice figure in a fan dance. Margaret Gray, redhead, reveals a sexy body in several dance routines.

Jean Walters is on for spicy tunes, which she recites with appropriate gestures and gleaming eyes. Oked for this type of spot. The voluptuous Lee Leslie sings ballads and pops in interesting, holding deep voice. Has a strong personality. Jean Lally, a cute young little blonde, did all right showing her curves in an Indian dance.

Vaughn Comfort, pianist and tenor, and Ira Yarnell and John Rockland, baritone, form the Montmartre Boys, who sing specials and pops deftly. Joe and George, novelty musicians, fill in band lulls.

Tom Capello (vocals and fiddle) and four men handle the show and dance music nicely. *Paul Denis.*

Rhumbogie, Hollywood

Talent policy: Band and floorshows at 10 p.m. and 12 and 1:30 a.m. Management: Eddie Court, publicity, Norman Miller, headliner, Jerry Drury. Prices: Dinner, \$1.50; drinks from 50 cents; \$1 minimum weekdays, \$1.50 drink minimum Saturday.

Rhumbogie makes a specialty of septa talent. With Eddie Court directing the activities here, the spot has become popular with those who like to see the tan performers work on boogie woogie tunes. Show lasts 40 minutes.

Spot features the music of Cee Pee Johnson, which runs the gamut from sweet to swing, with Johnson beating away on his tom-toms. He uses an instrumentation of two trumpets with one doubling trombone, three sax, and three rhythm, in addition to his skins. During intermissions the unit does stroll-entertainment.

Johnson opens the show with *Tuzedo Junction* in a hot and fast manner. The six-girl line does a few steps and grinds. Lois Galloway is up next with *There'll Be Some Changes Made*, followed by *I'll Get By*. The Four Tones sing *Do I Want?*, *Sunglasses of the Street*, and *Papa Love Song*. Johnny Porter is good.

Lovey Lane, of the dancing sextet, offers a solo that pulls applause. The Chocolaters, a fast-moving comedy dance trio, keep up constant banter during the act; pleased. Cee Pee is next with *Arrif Chorus*, that goes over big. Follies girls, Chocolaters, and Four Tones on for the finale. *Sam Abbott.*

Harry's New Yorker, Chicago

Talent policy: Show and dance band; intermission trio; floorshows at 9, 12, and 2. Management: Charles Hays and Dave Branoiser, managers; Fred Joyce, publicity. Prices: Dinner from \$1.25, drinks from 50 cents; minimum, \$1.50.

This spot is Chis's edition of Leon and Eddie in New York, not only because there is a similarity in their floorshows but also because of the good business enjoyed here—particularly during the last several months. The publicity department has been doing an increasingly effective job of selling this spot to the local and visiting night-lifers, and the management, at the same time, boosted the talent budget to make good the P. A.'s promises.

The new show lacks balance (too much dancing) but there are enough strong specialties on hand to keep the imbibers happy. Line-up includes Ruth Craven, the McKays, Stan Gilbert and Don Payne, Ray English, Ada Lynne, and Muriel Kretlow line (6).

English, once a member of the Marton Bellet and English Brothers act, is now doing a single, doubling as emcee. His talent is displayed in a couple of knock-about routines in which he takes some expert falls and produces a number of comic laughs. His emcee chores are in need of more experience.

Ruth Craven impressed with songs arranged to suit her winning personality and effortless delivery. *Del Manasa.*

How Did He Look? I Went My Mama, and Jenny. Balanced set.

Stan Gilbert and Don Payne, nut comics, are oked here, although their material is not always in good taste. Gilbert is a Harry Ritz type and Payne is an equally screwy physical comic. Their impressions of Bob Burns, Popeye, and a bomber in flight are highlights.

The McKays, mixed comedy dance team, work hard and amuse. Sandwich in some good tricks which are particularly effective when executed by the girl. Their Indian cymbal dance is a funny hoedown.

Ada Lynne is a cute dancer, but a weak mimic. Her initial effort was ineffective because she tried too hard to please. Should improve as soon as she settles down to normal.

The Kretlow line opened with a clever rumba and bolero combo and in the finale repeated their swing fiesta in which Carole Drella, blonde, is singled out in a tap bit. The other girls are Addi Capitol, Lucille Carroll, Naomi Carroll, Patsy Price, and Marny Brisebois.

Arne Barnett's band plays show and dance music. Al Milton's trio, with Mary Camp on vocals, takes care of the intermissions. *Sam Hontberg.*

(Note: Since opening show was caught Gilbert and Payne and Ada Lynne comedies, George Moore came in as emcee, with Ray English doing his dancing single only. Diane Moore, comedienne, was also added.)

Hotel Ohio, Cascades Room, Youngstown, O.

Talent policy: Show and dance band, floorshow at 10:30 and 1:30 a.m. Management: Del Courtney; assistant, Jack McNulty; John H. Auble, publicity. Prices: Cover charge this attraction, week nights, 25 cents plus tax; Saturday 50 cents plus tax, and Saturday matinee 25 cents plus tax, no minimum; drinks from 30 cents; dinners from \$1.

Ada Leonard and her *All-American Revue*, definitely oked, are set for three weeks and likely to hold over for the full month. There are 17 girls in her band and ensemble. The unit is credited for the tiping in business.

Alto the band shell was enlarged four feet to accommodate the largest show ever to play the room, which boasts of a stainless steel dance floor. It is pleasing to note that the girls didn't blast out the customers. Most of the mikes were eliminated on the full band arrangements and the entire combo softens considerably to make smooth music.

Miss Leonard, once billed as the "World's Most Beautiful Woman," is an able vocalist and director. Some may dispute her press agency, but few will deny that she is charming and beautiful as well as talented.

Jane Sager, trumpeter, is one of the hits. She is perhaps the best female trumpeter in the business today. Brownie Slide, vocalist, gets her share of applause. Seems to be the personality girl of the unit.

The band mixes selections, swinging from sweet tunes into faster tempos and then into rumbas and congos. They seem to be able to play anything the patrons request. Dex Thompson is the female Gene Krupa as far as showmanship goes. The violins are impressive and add a Spitalny effect to the ensemble.

General appearance of the group is tops for an attraction of this type.

Michael Comminos has been appointed new maitre de hotel, succeeding Otto Tunkl. *Rez McConnell.*

Club Gloria, Columbus, O.

Talent policy: Floorshows three times nightly, dance band. Management: Tony Deleese. Prices: Dinner from 75 cents up; drinks from 25 cents.

With Bobby Jones completing his third week of a scheduled month's engagement, patrons are flocking to this popular spot.

Jones has brought many new songs, but requests for the old ones took over practically his entire time.

The entire floorshow is well balanced, with the Three Harmonics Kids playing classical or modern requests; Tillman and Helene, who do a splendid dance routine, and Dr. Screwball Marcus, magician and wise cracker, who once cut the sleeves out of your correspondent's shirt as one of his gags.

In a single and glamorous number, Beverly Sales swings with *La Conga* and other exotic numbers. Jack Richards and his Music Majors from Ohio State University moved into the band shell

June 21, succeeding Grady Mullins orchestra.

Good service, drinks good, entertainment this week above par.

Albert E. Redman.

Deshler-Wallick Hotel, Ionian Room, Columbus, O.

Talent policy: Dance music, Management: L. C. Wallick. Prices: From 5 cents; no cover or minimum.

Paul Decker, one of the better local combinations, has moved his 12-piece band into this popular spot in downtown Columbus, where the college crowd can get a hot dog for a jit. With such prices in a No. 1 hotel, plus no cover or minimum, the place is crowded.

Decker employs three violins, three sax, trumpet, bass, piano, drums, and two vocalists. He followed Eddy Rogers orchestra, which goes on tour of the West Coast.

Decker has revamped his band since his last stand here two years ago and features a violin section which includes Fritz Hummel and Willis Neuwirth.

Vocalists are Marian Jones and Jim Macdonald. Drummer Jimmy Metz handles several novelty numbers, and the whole is made to order for the younger type attending the spot. For the oldies requests are solicited and played promptly. *Albert E. Redman.*

Biltmore, Los Angeles

Talent policy: Dance band; floorshows at 9:10 and 11:45 p.m. Management: Joseph Faber. Prices: Dinner, \$1.50; drinks of popular prices.

With this issue of the *Biltmore Variety Review*, Joe Faber has again brought to the Bowl top entertainment. Chuck Foster and orchestra play for dancing and the show, with Chuck also doing a good job of emceeing.

With Foster's band striking out on *Begin the Beguine*, Ruth Day takes the floor to offer a fast rhythm tap. She is easy on the eyes, knows how to sell, and goes over top flight. For encore she offered her impression of Hawaiian War Chant. Varicolored spots lent exotic atmosphere.

Armanda and Lita, with Foeter's band playing a Viennese waltz, go into a dance, making a slip here and there which leads the audience to believe the floor is too slick. Audience is kept in dark on the comedy angle until Armanda pokes Lita in the eye. They go thru some tough knockabout work and their falls actually jar the Biltmore.

Show is brought to a sock finale by Tommy Gleason and His Royal Guards, with Edna Fox directing the orb, first offering was a medley of Victor Herbert tunes, with Tony Carr and Roy Russell handling solo parts. Medley of college tunes followed, and as encore they did *Song of the Vapors*, *They're Making Me Over in the Army*, and *One Alone*. Went over with a bang. *Sam Abbott.*

Glenn Barn, Williamsville, New York

Talent policy: Continuous entertainment with floorshows twice nightly, show and dance band. Management: Harry Altman, owner and manager; Robert Clark, publicity. Prices: Drinks from 25 cents; dinners from 50 cents.

This mammoth nitery continues to be the largest drawing summer place in the district. Altman has enlarged the spot to seat 1,400. Addition of glass-enclosed cocktail bar allows guzzlers to see show.

Lounge features continuous entertainment with septa swing organist Reggie Smith, whose instrument is built right in the center of the bar on a platform. The Evans Sisters, swing singers, double on guitar.

During show caught Buddy DuRay was the pinch-hit emcee, doing a bang-up job of the routine introductions as well as ad lib comments and gags. He is a nice looking, personable guy. George Walker, emcee here for well over a year, was ill. The Foye Quasens and a Jack van Wershall girl line headed by Jack Morgan, who does oked semi-acro stunts. The girls are Suzanne Bole, who solos with a ballet and swing number; Betty Page, rhythm tap; Doby Drake, fast tap, and Thy LaMar, acrobatics. Femmes are nice looking and do snappy line work.

Ruth Webb, torrid-piped, buxom brunette who is full of pep and expressive, does vocals which went over big. Encored with *My Bill* and *I Got To Get You*, well received.

Will E. Rido, unicyclist, entertainingly performs regular and high unicycle tricks as well as mini-cycle stunts, the latter with audience participation. Jimmy

Yanka, an Oriental foot-balancer, gives plenty of thrills by manipulating heavy objects in mid-air. Touches of comedy help.

The Kenwoods are a personable Gay Nineties pair of roller skaters who come thru with unexciting but pleasing routines. Quits, clown (he's been here longer than most people can remember), still gets dressed up in all kinds of impossible paints and garments and goes a little further among the audience than good taste would allow. But Barn patrons apparently don't mind.

Johnny Harris's five-piece colored band does oked on accompaniment, as well as the few remnants of dancing. The Casino, Glen Ventura next door to Barn, is designed to satisfy dance lovers. Here Bernie Sandler's young and very competent band dishes out the brand of rhythm everyone enjoys. This is his second season.

An innovation here is old Gay Nineties melodramas as floorshow diversions. The *Alger Brothers' Adrift in New York* is sketched. *Eva M. Warner.*

Cal-Neva Lodge, Lake Tahoe, Calif.

Talent policy: Show and dance band; shows twice nightly. Management: E. Remmer. Prices: Dinner, \$2.50; drinks from 50 cents. Shows and band booked jointly by Ram Rosey and William Morris Agency.

Summer season lasts from June 28 to Labor Day, which doesn't give spot much time to get off the nut. This is truly a gorgeous layout. The California-Nevada State line runs thru the middle of the dance floor, with a huge gambling casino on the Nevada side. In connection there are some 40 cabins for week-enders.

Original building was destroyed by fire in 1937 and when rebuilt was designed with no thought to floorshows. Performers have to enter squeezing thru tables. Lighting arrangements are inadequate to cover the line of girls completely at one time.

Show when caught had George Jessel, emcee; Jimmy Rae, acrobatic comedian; Sethma and Rudolpho, South American dancers, the Mayris Chaney Dancers (8), and Ran Wilde's orchestra. Opens with the line in a Dutch number which is treated with fluorescent lighting. Show starts, but got over. Jimmy Rae, in the deuce, gets a gag introduction about working with his brother, who doesn't show up. Effective in explaining. Finishes with a series of mid-air somersaults and full twisters. Gets a sock hand.

Sethma and Rudolpho, on next, offer a brace of South American numbers. Garbed in native costumes and well appearing. Slippery floor made some steps a bit difficult.

Jessel, in next-to-closing, starts right off with the "Hello-to-Mama" telephone bit. Offers several songs and encores, with an "and-then-I-wrote" routine which dragged the running too long, as he had gagged between the acts, which was all right.

Show closed with the Chaney girls in a combination tango, rumba, and conga which brought on Sethma and Rudolpho again.

Ran Wilde band did a commendable job with the show and dance music. *Edward Murphy.*

New Yorker Hotel, Terrace Room, New York

Talent policy: Show and dance band; ice show production staged by Don Arden at 8:30 and midnight and at luncheon daily. Management: Frank L. Andrews, hotel manager; Max Terrace Room manager; Shep Henkin, press agent. Prices: Dinners from \$2; supper cover 75 cents and Saturday and holidays \$1.

Management has reinstated its ice show policy for the summer season, and this latest edition turns out as a top, fast piece of entertainment. It's headed by the English ballerina, Belita, a lithe-some and clever blonde skater whose showmanship almost tops her ability. She is on for a fast series of turns, and then an interpretation of the *Song of India*. Makes a genuine flash of this latter number, working in an abbreviated costume, and cutting some very difficult twirls and torso movements.

Peter Killam, "Canadian Rhythm Skater," starts the show with the six-girl Joe ballet led by De Loris Ziegfeld, backed by medley of Boston tunes. Fems are decked out in Southern belle garb with red-white-and-blue trimmings to match the room's patriotic decors. (See *NIGHT CLUB REVIEW* on page 22.)

News Men Want P. A.'s To Be More Literate, Gracious, Accurate and Supply Exclusive, Individual Stuff

(Continued from page 4)

and good newspaper men don't grow on trees.

LAWTON MACKALL, night club editor of *Esquire*, complains of "pressure agents endeavoring to or-else me to openings of phonies destined to fold the day after 'Painting the Town With Esquire' is cast."

MAURY PAUL (GHOLLY KNICKERBOCKER), *Journal-American* society editor and syndicated columnist, points out that p. a.'s send the same releases to all society editors and still stick to pictures of people seated at tables instead of trying for unusual shots. He suggests that "the whole racket needs new blood and new ideas of a new batch of press agents; the others have become lazy!"

BOB SYLVESTER, of *The Daily News*, complains of "personal exploitation of managers rather than of attractions. Also, the general lack of competent reporting, research, and newspaper sense." He suggests, "Hire brighter press agents, and pay them adequate salaries."

ALICE HUGHES, *The New York Post* columnist, complains of "application of releases to all press members, unimaginative, far-fetched stories; failure to report items of real interest; too much emphasis on gags; not enough on news. No one is aware of fashion news potentialities, or how to handle them. There's no merchandising of news, breaking it down into specialties for specialized writers." Miss Hughes suggests "more women's angle stuff." Less Brenda Frazer. Her impression that she and a few of her pals are the only ones who ever turn up at the joints. This constitutes a dandy reason for many to stay away in droves."

DAIS HARRISON, columnist for *Adams Syndicate*, has three pet peeves against press agents: "(1) Their sheer lack of news sense, which makes it difficult to use their material; the copy they have the audacity to think is newsworthy is fantastic; (2) their failure to be hands; (3) their practice of trying to handle so many separate accounts that they have little time to do a good job for any of them." His suggestions

for reform: "When employers pay press agents a wage sufficient to encourage them to give their full time and talents to one job there should be sharp improvement. But my gloomy feeling is that there isn't a handful of really live, hustling, intelligent press agents in town."

Too Lazy

DOROTHY KILGALLEN, *Journal-American* syndicated Broadway columnist, thinks press agents "are too lazy. They send out too many mimeographed pages for the wastebasket and too few good exclusive items to fill the individual columnist's needs. And yet they have good material constantly at their fingertips." She doesn't think there will be reform "until one spot gets a crackerjack p. a. who grabs all the space and scares the others into doing better than those 'Miss Joan Crawford' has checked in at the Savoy-Plaza' items (for hotels) and 'Seen in the Stork Club last night: Lana Turner' (for night clubs)."

FRANK PARRELL, amusement editor of *The World-Telegram*, complains of "press agents who repeatedly submit tired, old, cheap copies of old photos of entertainers." Also, "the seemingly innate inability to recognize news or features as they park for two or three hours under the p. a. notes." His suggestion for reform: "To expectant mothers: don't send your progeny to school to become a bum p. a. See the doctor now."

Wants Exclusives

The Herald-Tribune's syndicated columnist, **LUCIUS BEBBE**, thinks Lucius Boomer, director of the Waldorf-Astoria Hotel, is well publicized thru the hotel's prestige and not "on any build-up by his publicity department." His pet peeve is that "press agents don't give you exclusive stuff, as a general thing. Dorothy Ross does on occasion; so does Ricky de Laet at Robert's, and perhaps a handful of others. Multigraphed handouts are the curse of the business."

L. L. STEVENSON, columnist for *Bell Syndicate*, complains of "almost all mere routine items sounding like paid readers. Several of the better press agents, those who really try to earn their pay, study editorial requirements and try to fill them." He suggests more "stories that have a news appeal, rather than mere fluff and puff. Also stories that will stand up when checked."

PATRICIA COFFIN, society writer for *The World-Telegram*, is opposed to "padding lists with names not present; misdating parties as 'last night' which really took place two or three nights previously; supposedly selecting next year's glamour deb as a means to publicize a night club, and oversteering and misspelling." She suggests "fewer stunts and better factual reporting; meeting the individual requirements of each columnist, and more dope and less soap."

ROBERT DANA, *The Herald-Tribune's* night club editor, still resents "writing a press agent having right up to my desk while I'm writing and present me with something less than a nugget of news. Just as inconsiderate, presumptuous, and foolish is the publicity man who, just out of a sick bed (I didn't put him there), phones to tell me that Joe Argentine, a famous guy, now trends bar at the Buenos Aires saloon." Also, "I still get copy regularly from several press agents who send me identical items week after week, hoping perhaps that I will use them in a weak moment. A typical item is one which reveals that Minnie Nightingale is singing a medley of South American songs in honor of the republics to the south of us. Bah!"

ECKERT GOODMAN, night club editor of *Town and Country*, is sore at "misspelled names, wrong identifications, too persistently friendly press agents, and too self-impressed press agents."

WILLIAM HAWKINS, night club editor of *The World-Telegram*, is opposed to "phonies releases, wrong dates on same, phonies."

Personal Pies

MALCOLM JOINSON, night club editor of *The Sun*, is peeved at "press agents who insist on seeing me personally to hand me a badly written release; those who waste my time on the phone with preliminary 'polite' questions, and those who still insist on making their

pies on a personal basis." His reform idea: "It might be a good idea for hotel managers and cafe owners to hire p. a.'s who have a faint smattering of education. Altho there has been some improvement in the last few years, thank goodness, too many of the night club p. a.'s are practically illiterate; they can't write a decent release, their only knowledge is a smattering of Broadwayes, and they have no conception of or desire to learn about the editorial needs of the columns they would like to make. They know nothing about newspaper work, and all too often nothing about their jobs. Consequently they fall back on the old personal pies."

MARCUS GRIFFIN, columnist of *The Evening Enquirer*, complains publicity stuff is "too routine and cliché" and urges "more original editorial and news matter."

KEN McCALEB, Sunday magazine section of *The Mirror*, complains that, with few exceptions, the p. a.'s "seem to have a complete unfamiliarity with the type of material required by many publications—at least with the type of material which would have some chance of landing in a particular publication. It might be an improvement if more p. a.'s would read something other than Broadway columns."

Carelessness

DAVID BROWN, Broadway editor of the magazine *Pic*, complains of "the frequent carelessness about making advance arrangements; sitting and gabbing with the editor during show instead of allowing him to form an objective opinion; constant phoning of editors following an opening, and attempting to convince an editor that something is terrific when the p. a. knows damn well it isn't." He urges p. a.'s to "peruse the attractions to stand on merit rather than attempting to force them down an editor's throat."

Besides managing Alvin Roy's band, **JACK EGAN** columns for 12 papers and his pet peeves are "lack of color and imagination in press releases (this does not include Sobol-Hartman office, which sends out made-to-order material). Too many just send stock announcements on openings, holdovers, etc., which are of little use to a columnist looking for general material." Egan suggests more "anecdotes, short human interest items, and observations of actions of visiting celebs."

JOHN A. THOMAS, who covers niteries for *The Playbill*, local legit program, is sore at "exaggerated and unbelievable claims; lack of detail from which columnists might build their own stories; failure to date releases; failure to give advance warning on changes; reliance on trite phrases and outmoded clichés; lack of imagination or humor in treating news." He suggests p. a.'s should not ask themselves "What do I want printed?" but rather, "What do people want to read?" and "What can I send this columnist that will be of most help to him?"

DAVID BRESCHER, commentator over WMCA who includes night club news, complains of "too many unsubstantiated releases; pleas for plugs and no worth-while news in return," and suggests a "complete expose of the guilty sources."

Duplication

The Mirror's Brooklyn columnist, **EDWARD ZEINER**, complains of "too much duplication of items to columnists; too much publicity and not enough news." He, too, suggests p. a.'s should study the styles of writers and send copy which conforms to them.

BILL SMITH, night club editor of *The Financial Reporter*, is peeved at "p. a.'s who think I have nothing to do but send out tear sheets with mentions of their places." He attacks the "hat-check racket," saying it is "the night of stupidity when a guy to check a hat so that he can spend money."

The Brooklyn Eagle's night club writer, **HAROLD CONRAD**, raps "phony stories on alleged celebrities who were supposed to have been in the club." He thinks "some of the p. a.'s should cut out the pipe dreams. Fact may not read as well as fancy, but fact never makes a sucker of the columnist."

TOM PRIDEAUX, of *Life* magazine, says *Life's* "press agent relations have been very satisfactory."

PAUL MARTIN, of *The Morning Telegraph*, is peeved at "press agents who can't spell the names of their clients; who deal in exclusives on items that should have general release dates; who list a roster of stars for openings who are jerked out of the show after opening night; who advertise \$1 minimum charge, which turns out to be one table

set back behind the bar restaurant." **BRAILSFORD FELDER**, restaurant editor of *Cue* magazine, says he is irked at "last-minute invitations; the reluctance about taking magazine deadlines into consideration when sending out releases; the repeated request for write-ups where no write-up is due or logical; the submission of publicity pictures that obviously do not fit the needs of the publication; the elusive p. a. who is never at the other end of the phone."

Know Clients' Worth

The World-Telegram's feature editor, **BERT McDONALD**, feels "too many still don't know their clients' real worth and try to sell a synthetic angle when they might well let nature and a good reporter take their natural courses."

JOE FABIAN, of *The Long Island Press*, is sore at carbon copies. "If columnists could be assured that items received are not sent to others, they'd be more apt to use them. An 'exclusive' item sent to me recently appeared in seven other columns. The seven others also thought their item was exclusive." He also complains of "follow-up high-pressure phone talks by p. a.'s wanting to know why this or that item was not used."

The East Side News' IRVING GLOSSBERG believes in "giving the p. a. a break. They, too, have to earn a living. After all, their legitimate items help fill columns."

THYRA SAMTER WINSLOW, writer for *Evergreen's Magazine*, feels most p. a.'s are hard working and rather pleasant people, but a few are as well as they can. But there is "an unpleasant minority" who sit at your table far too long, who promise stories of celebrities on a certain date and, two days later, send in stories and pictures of unknowns they are trying to push. She is peeved, too, at "grand openings that turn out to be so dull, and at ungracious p. a.'s who treat you with the greatest show of bad manners." She thinks some of the p. a.'s could take lessons from the ladies, the Misses Ross, Loos, and Dalrymple, on handling news items. Also, she feels p. a.'s should try less for startling stories and more for reliable, clever stories.

Cue's assistant restaurant editor, **NINA WIGGINS**, says "Thank you" are two words most p. a.'s seem to forget. She also is peeved at "submission of unsuitable pictures; the p. a.'s who never call back, never return the article; (but they are kick when they get no publicity); last-minute notices of openings or changes, and p. a.'s who are impatient." **ROSEMARY HAYWOOD**, of *The Metropolitan Host*, has a popular pet peeve, "not dating releases and failing to advise immediately of change of entertainment or policy."

The World-Telegram's **PAULINE WILLIAMS** is sore at "p. a.'s who give out phony stories, and those who give you exclusives which go to other papers too. And one particular p. a. who just makes up guest lists without verifying them."

ROLAND HARVEY, of *Pic Magazine*, thinks there are "too many lazy and irresponsible press agents without ideas who, when approached with an idea, don't really go to work and help out." He feels "p. a.'s should go to work and really earn their money. They do not earnestly put the time and effort into their jobs that they should. With few exceptions, they are mentally and physically lazy, downright incompetent, and continually forget necessary arrangements for press photographers, reporters, and feature writers."

GENE REA, who does "The Spotlight Parade" column for *Il Progresso*, Italian language paper, under the name of Dome Gabriele, feels press releases represent "too much plugging and too little reader interest. The press is seem to think the newspaper is a paid ad instead of an information medium."

RUSS FERRIS will operate the Old Rancho Club, Otseville, Pa., which made its bow July 4, with floorshows Fridays and Saturdays. Chiquita, a former dancer, will be hostess.

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Vaudefilm Grosses

Holiday Week-End Helps B'way Spots; Para Great; Strand Good; Others Okeh

NEW YORK.—Heavy rains and cloudiness over the July 4 holiday week-end kept many in town and drove them into the theaters. Broadway vaudefilmers as well as legit and movie houses cleaned up most of them drawing standees.

The Paramount (3,894 seats; \$37,000 house average) is continuing with super takes, the second week of the bill with Bob Hope's *Caught in the Draft*, and stage bill with Danny Kaye, Will Bradley's band, and Jane Froum going after a gross that will be around \$70,000. The first week scored a whammo \$71,000. Bill may hold for a third week.

The Strand (2,758 seats; \$33,500 house average) also has a brighter outlook after a few dismal starts. New bill which went in Friday (4) with Cab Calloway on stage and film, *Menapower*, should get around \$42,000 for its initial week. Last week fell, with the second week of Guy Lombardo's band, Marty May, and film, *Out of the Fog*, brought a bitter \$17,000. First week of that combo did \$20,000.

The Roxy (5,835 seats; \$38,000 house average) opened Friday (4) with the technicolor splendor of *Moon Over Miami* and stage bill, Major Bowes's *Star Parade of 1941*, is building up to a \$45,000 for the first week. Last week, the third session of *Mon Hunt* and stage

bill with Wesson Brothers (Dennis Day dropped out at the end of the second week), did an okeh \$22,000. Previous weeks did \$44,000 and \$30,000. Opening days have been shifted from Thursday to Friday.

The Music Hall (6,200 seats; \$84,000 house average) is headed for a fine gross of \$95,000 for the second week of *Slozomo in the Dust* and usual MIE stagershow. First week of this layout took a big \$88,000.

Loew's State (3,327 seats; \$22,500 house average) is sharing in the b. o. upturn. Should gross \$25,000 with Carmen Amaya, Smith and Dale, Cardini, Sara Ann McCabe, and Park and Clifford on stage, and film, *Penny Serenade*. Last week, the layout with Bill Robinson, Bert Wheeler, and film, *I Wanted Wings*, brought \$16,000.

Washington Houses Land Swell Takes

WASHINGTON.—Warner's Earle closed the appearance of Eddie (Rochester) Anderson with a big \$20,500 for week ended July 3. Picture *Adventure in Washington*, with featurette *Here Comes the Comedy*, for week ending July 10, figures to do a good \$19,000. Nellie Arnaut and Brothers, Oil Lamb, Sybil Bowman, and the Roxettes are on stage.

Loew's Capitol, showing Marx Brothers' *Big Store* for week ended July 2, managed a wow \$14,000. Current week, showing Robert Taylor in *Silly the Kid*, probably will do a sock \$26,000 for week ending July 9. On stage are Johnny Burko, Joe Besser, Frank Little, Bill Coyle, Ben Yost Singers, and the Rhythm Rockets in home-made revue, *Three Cheers*. Beginning Monday (7) all Warner and Loew houses here, in connection with national policy of the two chains, will reduce admission prices to servicemen in uniform. Where admissions are 40 cents or lower, charge for uniformed men will be 20 cents plus regular federal tax, while 25 cents plus tax will take care of tickets costing the public more than 40 cents.

Palomar Up

SEATTLE, Wash.—The Palomar Theater (1,450 seats) was \$300 above average last week with a gross of \$4,300.

Heading the vaude were Eddie Lee, Max and Gang, the Hicks Troupe, Elate Long, and Ross and LaPierre. Lee is a local radio entertainer heard over KOMO. The screen attractions were *The Black Cat* and *Too Many Blondes*.

Heat Hits Springfield

SPRINGFIELD, Mass.—The heat wave which sent thermometers soaring and the public flocking to beaches had a bad effect on the three-day vaudefilm bill that closed at the Court Square (1,250 seats) here Saturday (28).

On the stage were Nelson and Nelson, Metchus, Frank Machado, Jerome and Beck, the Howe Sisters, Barry English and company.

On the screen, *Mr. Dynamite*.

Hope Film, Vaude 22G at L. A. Para; Sepia Unit \$12,000

LOS ANGELES.—Local vaude houses had a profitable run last week. At the Paramount (3,995 seats) Will Osborne, the Singing Strings, and the Bob Hope pic, *Caught in the Draft*, garnered a good \$22,000. Picture and vaude bill held a second week. House average is about \$18,000 with a good film. Admissions, 30, 44, 55, and 75 cents.

Sherrill Cohen's Orpheum did all right with Ella Fitzgerald, the Berry Brothers, and Bob Evans, despite the fact that several septa talent programs have been seen there in recent weeks. With \$9,000 as average, the gross for this set-up, along with *Shades on the Stars*, was over \$12,000. House seats 2,200 and admissions run 30 and 44 cents.

Vaude and Raboid 3G in Indianapolis

INDIANAPOLIS.—A week of straight vaude netted the Lyric (1,892 seats) \$4,000 for week ended July 9. Average is \$8,500. Vaude bill included Gertrude Nielsen, Professor Lambert, Bob Dupont, Winters Sisters, and Dick Gordon, emcee. Added attraction was Rajah Raboid, mentalist, with a question and answer stunt.

On closing day Raboid gave an early morning show for ladies only and a séance followed by a mystery picture, all in addition to the regular shows which were augmented by the premiere of a new radio quiz show which originated from the theater's stage. As a result of the cancellation of Bea Wain, Raboid was held over along with Gordon. Pic was *Singapore Woman*.

Three-Day Holiday Boosts Chicago Biz; Phil Harris Unit 39G; H. Richman 18G

CHICAGO.—The three-day Fourth of July holiday attracted thousands of visitors into the Loop and the theaters experienced a real prosperity wave. The combo temples garnered their fat share thanks to some strong screen and stage attractions.

Chicago (4,000 seats, \$52,000 house average) is holding a Bob Hope picture, *Caught in the Draft*, a second week (4-10) after an initial session that garnered a classy \$49,000. Similar gross is in sight for current stanzas, due to some fine help from Phil Harris and his unit,

which succeeded last week's presentation show. Despite the heat last week the picture picked up nicely and forced the theater to operate on a five-shows-a-day schedule (six on Saturday).

State-Lake (3,700 seats, \$15,000 house average) opened big Friday (4) with Harry Richman on stage and first Loop run of *The Wagons Roll at Night*. The big three-day week-end will give the house a mighty fine \$18,000, the best in weeks. Week ended July 3, Billy Gilbert and Joe Sanders' band, with second run of *The People vs. Dr. Kildare* on screen, turned in a good enough \$14,000.

Follow-Up Night Club Reviews

LA CONGA, NEW YORK.—Jay and Lou Seltzer, standard vaude novelty turn, blossom out here as versatile comedians. They emcee, clown, sing, dance, work on the hoop-ski, and burlesque other acts in the show. Some of the material is corny, but they do so much and their style is so ingratiating that the sum total of their efforts is amazingly good. Wonderful audience warmer-uppers.

Capella and Beatrice, ballroom team, scored heavily with smooth dance highlighted by spectacular lifts and spins. Their Chopin number and their pasodoble were especially effective. Lazara and Castellano, on twice, shine with a Cuban-African savage ritualistic dance in which the comely gal swings and away while the boy gets excited at the drums. A hotcha number.

Jack Harris' band handles the show music well and also dishes out solid dance rhythms. Noro Morales band specializes in Latin music.

back for a sock conga impression. Kids are managed by Judith Lawton, who herself does some impressive singing in sweet and hot husky torch style. A dynamic blonde, she offered *Hallelujah, Where There's Smoke There's Fire*, and *Sing, You Sinners*, selling her wares despite boisterous patrons.

Musical Merrills, two winsome gals, have a neat xylophone act, which, however, would be better if toned down a bit for both the classics and jazz renditions. Ed Sonnen and Company do some clever giant caricatures with numbers, symbols, and in short time. Rather amusing. Orlando, the Juggling Clown, does some surprisingly good stunts with balls, wood blocks, stacks of boxes, lamp, etc., and provided good entertainment.

The Continentals, five-girl line, are a fair group. Tommy Flynn's smooth band is still going strong on dance music and accompaniment.

Eva M. Warner.

CAFE SOCIETY UPTOWN, NEW YORK.

—James Copp is back with his scrawball ditties at the small hand organ. He's acquired more showmanship and puts his startling lyrics over much better. Still in the show is Hazel Scott, emcee, an excellent swing and classic pianist and singer; Ammon and Johnson, boogie-woogie pianists and first rate, and Teddy Wilson's band and the Eddie South combo. South's sweet and swing fiddling is superb and his band is excellent. Wilson's hot outfit provides first-class musicianship.

Entire show Negro except for Copp. Denis.

CAFE SOCIETY DOWNTOWN, NEW YORK.

—This original Cafe Society club continues as the premier showcase of septa talent, where anything from boogie woogie to concert offerings goes. On night reviewed Ivan Black scored a publicity coup by having W. C. Handy come down to make a few remarks on his autobiography, which has just been published. Handy heard his famed blues oratorios done by the incumbent boogie woogie piano practitioner, Sam Price; Helena Horne, who also emceed, and the band, Red Allen. All did justice to the Handy genius.

Miles Horne is a likely looking newcomer here. This creamy colored miss does the intros nicely and does well by ballads and rhythm pieces. Needs additional experience, however.

Others in the talent contingent include Art Tatum, whose piano ramblings are imaginative; Kenneth Spencer, bass baritone, whose classical offerings included the Russian *Troika* and a mystic item, *Strange Fruit*, and commanded respect, and a good hand from the assemblage.

Cohen.



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CHEZ AMI, Buffalo.—This swank nitery has increased the number of entertainers instead of cutting down for the hot months.

The De Silva Twins, Jon and Sylvia, are going to go places, as their excellent sense of rhythm and timing matches their versatility, youthful exuberance, and showmanship. Billed as the Commentators of the Dance, they open with a Cinderella at the Ball number, a sparkling waltz. Jon scores heavily with a solo depicting a has-been star ballet dancer. Together the twins sell rhythm and sex with the Congo-Wall, which is sleekly bouncy. Encored with a whirlwind ballroom routine and had to come

Dente.

State, New York

(Reviewed Thursday Evening, July 3)

Current bill is spotty, the latter portion having its mixed moments. The holiday week-end and rain are expected to up the take. Added b-o. strength is there with the film, *Penny Serenade*. House, when caught, had a lot of Latin, apparently drawn by Carmen Amaya.

Openers are Park and Clifford, an excellent pair of hand-to-hand balancers. Show a nice assortment of tricks performed with precision and showmanship, and walk off to a fine band. They have excellent background music.

Sara Ann McCabe, a personable warbler who throws in some coloratura passages, does well with *Bless the Lord, Chichiteanango*, and a Friml medley. Encoored with a short and tricky arrangement of *I Am an American*.

Cardini's turn is a suave affair, the magi producing innumerable decks of cards from nowhere. He dittos with lighted cigars and does some trick manipulation of a hanky. Went over big.

The veteran vaude team of Smith and Dale, in next to closing, bring on a heavy nostalgic touch. Most of their cracks are anticipated by the audience and their style is traditional. These defects didn't interfere with the audience reaction, and they got a good hand. Did their restaurant number, the Dr. Kronkheit scene, and went off to their usual quartet singing. Mario Palmer and Lou Lawrence are their assistants.

Closing is by the Carmen Amaya troupe, making their local vaude debut. This turn is a mixture of consummate artistry and the worst staging seen on the local boards in many years, altho when Amaya is on, her fiery flamenco work projects itself despite background handicaps. Opening is by two girls in a flamenco dance. Amaya, after an interminable musical intro, does the same type of taping. The guitarist then follows with two numbers which were well received. At the conclusion, he couldn't find the middle fold of the curtain and went into the wings but came back for his chair while the curtains parted and the stage musicians had to wait for him to take his seat. The Amaya group then offered guitar accompaniment to Carmen, while her sisters did rhythmic hand clapping, very often out of time. Again Amaya got a terrific hand, going in front of curtain to take her bows. She tried to get the curtains to part, but no go on the first three tries. They finally did, and after Carmen bit out instructions, she donned castanets for two short numbers with her sisters.

Joe Cohen.

State-Lake, Chicago

(Reviewed Saturday Afternoon, July 5)

A three-day holiday week-end and a big headed by Harry Richman should give the State-Lake a comfortable gross for the week. Rest of the stage bill only so-so, and the picture, *Wagon Roll at Night*, has little to recommend it.

The Three Winters Sisters start the ball a-rolling with a bit of ordinary tap dancing, then into a fast and clever routine of acrobatics that includes twisting flips, back flip feet-to-feet, and a difficult back-bend from a shoulder stand and back to standing position. Encoored with a twisting feet-to-feet flip and a one-and-a-half twist somersault to a routine hand.

Carleen Emmy and His Madwags garner a lot of laughs, the dozen or so peaches going thru a series of clever tricks to accompaniment of Emmy's comedy patter, and earn a nice hand.

The Stadiers, ballroom team, are agile and graceful steppers. Offer a rumba, a comedy slow-motion tango, and a "Cook's Tour," in which they do some of the dances of various countries. Mild-

ly entertaining and earned a fair response.

Rogers and Morris, doubling for the 888 Club, have a poorly routine act that does not fare so well. One of the boys does a magnificent dance bit that goes over a smash, and the other gets a hand for a big act song, but their chatter and burly motion picture bits are terrible and fall flat.

Harry Richman still has a big following and his singing draws generous hands. You're a Lucky Fellow, Mr. Smith, No. 10 Lullaby Lane, and other pop numbers, including snatches of old favorites, put him over big.

Nat Green.

Strand, New York

(Reviewed Friday Evening, July 4)

It has been a long time since Broadway witnessed the overflowing mobs that poured thru its canyon on Fourth of July eve. Light, intermittent rain kept a lot of natives in town, and together with the thousands of visiting firemen who also wanted to keep dry, they hit the theater b. o.'s with the intensity of an avalanche. This house had a 45-minute standee line all evening.

Cab Calloway and his unit revue saved the day for Warner, whose pic offering, *Manpower*, was so smelly that many of the customers gave a loud voice to their disapproval. Band pit came into view with Calloway and the ark beating out *Mardi the Moocher*, then swinging into three pop tunes, with Calloway hi-de-hi-ing the lyrics. Audience ate it up. Ork is a stand-out aggregation made up of five reeds, six brass, and four rhythm, and, with Calloway trucking and singing in front, it makes for a lot of excitement and good music. Ork's arrangements are tops and the drive and punch given them by the boys is enough to knock a longhair off his perch.

Calloway is carrying three acts and a boy-and-girl line of six hoofers besides highlighting such lads in the ark as drummer Cozy Cole and Chu Berry, tenor sax. Avis Andrews tears off a couple of high-pitched pop songs, but not too successfully. There is a quality in her voice which doesn't register the way it should.

Otto Eason does some fast and fancy tap routines on a pair of roller skates. Stopped the show with his nimble foot-work on a portable staircase.

Another pair of hoofers, Moke and Peko, sell themselves and the customers with their many steps and scat pippings. Boys close with one of 'em dressed as a gal and doing a take-off of a jitterbug team. Good low comedy.

The six "Cab's Boys and Girls" are on for two numbers, first a fast-stepper to *Au Reuf*, and the finale in gay conga costumes with ork beating out a Cuban number amid plenty of swinging hips. Entire show runs less than 60 minutes, is well knit and paced fast.

Phil Harris and band come in July 25. Pic will be Warner's *The Bride Came C. O. D.* with Bette Davis and James Cagney.

Harold Humphrey.

Gayety, Boston

(Reviewed Thursday Evening, July 3)

An amateurish performance. This quondam burly house apparently books acts on the old basis, altho some of these would not even be acceptable in burlesque.

Altho the show runs almost 40 minutes, little happens for the first 30 minutes except a lot of noise.

Opener goes to the Cottly Sisters. Definitely nervous, gals start off with a tired the screechy vocal of *The Tiger's Love* and then break into a simple tap routine. They display some tap talent, but were hampered by their long, flowing evening gowns. While one does a single, the other changes to a Scottish outfit to follow *Loch Lomond* in a voice, accent, and delivery that would make Sandy MacParlane ill. Return to the pair act with what passes for a Scottish tap routine.

Charles Rozella works with an unbilled

femme who pulls and squeezes an accordion until it pours forth painful groans. Rosella meanwhile plays the clarinet and a few other instruments. He displays some talent, but spoils the effect by loud presentation. Closing number, a conglomeration of the Williams Tell Overture, *Tiger Rag*, and *Post and Post-Overture*, sounded like what you'd get if you gave a sax to an epileptic.

Jack Goldie, local boy, wastes his 12 minutes with corny jokes and a general routine not fit for pro presentation.

Only good act in the show is La Temple and Company. Two illusions are offered—one a suspension and the second a trunk escape in which La Temple and his female assistant exchange places. Works well but could easily dispense with some of the patter. Opening trick of making a paper hat from torn shreds is spoiled a bit by having considerably more white in the hat than he had originally. Otherwise, it's a smash closing for a weak bill.

With *The Lady Eve* and *Santa Fe Trail* on screen, House has a chance to draw the regular trade bill. Business was poor at show caught.

Mike Kaplan.

Roxy, New York

(Reviewed Saturday Afternoon, July 5)

Stage layout is the Major Bows Star Parade of 1941, a batch of youngsters who have appeared on the Bows Amateur Hour and who have been playing theaters. This is their first Broadway shot. Bows is not on stage, emceeing by Paul Ash, whose pit band is on the boards. The unit has some good talent, some nondescript fare, and is dressed up by two Gae Foster numbers.

Three Harmonic Bees, male trio with harmonicas, open. Do two numbers, the second being difficult and requiring skill in execution. Fair enough music; audience appreciative.

Bertay Sisters, acro dancers who, according to Ash, came to the Major as tap dancers, did a rather brief act; fair enough.

Robert Shilton, operatic baritone, did *Figaro*. A top-notch warbler and closed to very good applause. He is definitely good singing entertainment.

Paul Jones, novelty musical turn. Played apocryph and other gadgets. Good as far as he goes, but the act is very limited.

Ross and West, male comedy duo, do radio impressions, ranging from Adolf Hitler to a love duo between Nelson Eddy and Jeanette MacDonald. Close with an impression of a television newsreel. This is a promising turn, strong on satire, and hitting an occasional high spot.

Mariel Ober, whistler, did *Gloss Worm* and other tunes. Excellent whistling of beautiful bird-like quality. A novelty, but wherever this type of turn is required Miss Ober should fill the bill.

Rollieckin Rockets, two men and one girl roller-skating trio, in standard turn on a mat. Working as a trio, men handling the girl, then as duos. Punch item has one man swinging the other two, lowest man striking a match. Also use Stroblite effect.

June Brady, song impressionist, scored with a true, melodious voice well suited to pop. Does both impressions and straight singing, and warbled in the Foster girls' two production numbers. Good hand deservedly.

Arthur Mell, introed as a sound effects man, does barnyard impressions and sounds of foghorn, bagpipes, etc. Very good.

Mimicking Melodiers, four musicians, do impressions of Wayne King, Tommy Dorsey, Clyde McCoy, and other bands. Clicker, okeh.

Dickey Ludwig, ventriloquist, is fair on dummy turn in patter and singing. Technique seems okeh, but chatter could be improved.

Pic, *Moon Over Miami*. House, good.

Paul Ackerman.

Million-Dollar, Los Angeles

(Reviewed Monday Afternoon, June 30)

This 35-minute bill is spotty. Drawing card is a movie name who appears near the end of the program for a few minutes but makes his stay seem longer by offering uninteresting and corny banter. He is Don (Red) Barry and his vehicle is *The Desert Bandit*. Other film is Jack Holt in *The Great Plane Robbery*.

Following a number by Charlie Craft and orchestra, the two Doodle-De-Do girls offer a balancing act. Girls know

their stuff but have it routinized in a long-way-home manner. Girls should do routines much faster. They are attractive, nimble, and real artists; but audience lulls.

Two Jones Brothers, accordionists, hit out on a couple of numbers and then add *Waiting for the Sunrise*. Imitation of pipe organ playing *The Rosary* is good. Pair played *Stars and Stripes Forever* in stirring march tempo, with curtain drop consisting of large American flag lowered to get a lusty hand.

Rose O'Neil opened singing *Season of Love* and did very well. Craft's boys struck up *Dark Eyes*, and Miss O'Neil danced a fast rhythm tap. She followed with a few handspans, good.

The rip-roaring, gun-toting West-erner, Barry, fired himself a three-gun salute as he came on. Told a few stories that he said he got from a little girl near the stage door as he came in. No one can doubt this. Offered to meet the fans in the lobby for a friendly handshake. No great exodus was noted at this show.

Craft's crew plays *I Understand*, with the maestro vocaling. He did all right. He also underlooked *The Hot-Spot Song*, but giggled his way thru it when the band boys got to wisecracking. Drew plenty of applause.

Fidler and Harris gave their impressions of a Negro boy and a Chinese guide. Act is slow, patter is supposedly Darktown humor, but falls short. Gob sang *Darkest on the Delta* in foghorn voice and pair yodeled to a finish, which is sort of a salvation of the stint.

House was fairly well filled when caught.

Sam Abbott.

Colonial, Rio de Janeiro

(Reviewed Saturday Evening, June 21)

While this week's show is not up to standard, there is enough entertainment for the popular trade to put the house in the black. House evidently relies on the box-office value of Lidia Campos, the "Betty Bloop" girl from Radio Station PRA 9, to keep the turntable clicking. Miss Campos also does part of the emcee chores, and an offstage voice over the p.-a. system introduces most of the acts.

Opener, Evislacio Marcal, sings one samba and is off to fair applause. Ira-Art, ballerina, does a clog with acrobatic tricks; neatly executed and scored nicely. Rachel Puccio, vocalist, offers two tangos effectively. Tostuzinho and Chico, two males, open with a line of chatter, closing with electrical guitar. Customers liked this and wanted more. Miss Campos takes over next spot and opens with *Oh Johnny* in Betty Boop fashion. Followed with samba and was off to big hand. Could have done more.

Closing is Batista Junior, ventriloquist, working six dummies. Starts with crossfire with sailor, then English lord, and a talk between the lord and colored sailor, a gruesome Frankenstein dummy, a song in which he and three dummies participate. This bit is well done and his manipulation and characterization of each sends him off to good hand.

Screen fare, *Guasabera Journal*, Brazilian newsreel, and *The Woman of Melace* (Art Films, France).

James C. MacLean.

NIGHT CLUB REVIEW

(Continued from page 19)

tions. Killian later displays some tricky blade work—a tap and toe novelty. Very good.

Jo Ann Dean and Gene Berg are featured with the line in a South American number. Dance together to rumba and swing tunes. A good-looking couple and very adept icers. Berg gives a single free-style skating exhibition earlier, springing into a series of aerial twists.

Phil Elser takes care of the comedy turns. Dead-pans a few pratfalls and belly-flops. His forte might be on a bigger hunk of ice to work on. As it was, his stuff didn't quite come off.

Gals are on for another number preceding the finale. Anne Haroldson is featured and cuts some nifty capers in a Can-Can production. A nice flash and especially well done. Ross MacLean, who emceeds thruout, takes a vocal refrain during this number.

Finale brings entire company out, with principals each taking a quick turn and bow. The Johnny Long band is still holding forth. Plays a good show and solid dance sessions.

Betty Carey handles intermission sessions, singing and playing the piano.

Harold Humphrey.

Princess and Baby

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Reviews of Units

Red Hot and Lovely

(Reviewed Wednesday Afternoon, June 18, at the Tabor Theater, Denver)

The first road revue to play this theater and city in many weeks and at a 35-cent top. Fine reception was accorded throughout, and the unit will probably run up a record gross.

Line of eight opens with a varied trucking number broken into for a flash by the Perry twins. Line is youthful and nicely costumed. Carl Sans, emcee, does a commendable job throughout. Three Ross Sisters are fair, singing *Down by the Ohio*, but really do a job with acrobatic antics. Gals show finished work, climaxed by back bend from pedestals, with Betty working from a 32-inch stand to pick up a hanky. Line in a can-can get-up introduces Petite Annette, who, following her vocal of *Baby Me* and a mirror presentation by the line, does a strip, with the line girls disrobing her. As is usual here, the strip was tempered to meet local censorship.

The Perry twins, a pair of fast-moving lads, open with a top hat and cane tap routine, displaying fancy footwork. Their boxing lessons in tap rhythm got nice laughs, but their origin of ballroom dances hit was too short and somewhat dull. Nixon and Sans, working a gamut of gag, vocals, and dummy bit, were a solid sell.

Line returned for the usual parade, "glorifying the American girl." Barney Star opened for Star and Lee, doing clever accordion work. His partner, a tall blonde on the heavy side, showed nice pipes on *My Blue Heaven*, and the duo gagged thru *My Man and You Made Me What I Am Today*.

Female brought all out for the conga. Mill Jenkins band, with the unit, supplied music. Herb Trackman.

Phil Harris

(Reviewed at the Chicago Theater, Chicago, Friday, July 4)

Sixty minutes of solid entertainment. Hardly a dull spot, thanks to the showmanship of Phil Harris and three well-selected acts—Paul Winchell, Ames and Arno, and the Billingtons. In addition, the Harris boys (15) contribute several numbers, and the vocalist, Patricia Kay, fills in briefly in the first specialty spot.

Harris is a bright feature throughout the bill. His introductions are short and snappy and his personal patter is easy to catch. After a brief opening spiel in which "Jackson" Benny is taken for a ride, Harris leads the boys in a swing version of *Poet and Peasant*, and brings out his signer (Miss Kay) for a ballad, *When the Sun Comes Out*, and a boogie-woogie encore. Her vocalizing isn't bad, but her sexy, two-piece outfit was in bad taste in this particular house.

The Billingtons, a couple of tapping jitterbugs, work with plenty of person-

ality and go thru three light numbers with little effort. Youthful, pleasing turn.

Band next plays a good version of *Intermezzo*, followed by Paul Winchell, the strongest outside act on the bill. He works with a doll, doing both ventriloquism and impersonations. The turn is fast, human, and packs lots of mass appeal. It is not only sold technically, but also big from the standpoint of presentation. Audience ate it up.

Band contributes its familiar, amusing novelty, *The Two Old Soldiers*, in which two Civil War camps stage a musical feud. Ames and Arno, next to closing, scored with their knockabout comedy turn. Act is dotted with many laugh-getting bits, most of them handed by the woman. Wind up with a novel acrobatic trick.

Harris takes charge of the finale, first with a screwy take-off of *The Hut-Sut Song* and finally with a full version of the band's theme song, *That's What I Like About the South*.

Big was big end of first show opening day. Screen had Bob Hope in *Caught in the Draft* (second week).

Sam Honigberg.

"Midnight in Miami"

(Reviewed Wednesday Evening, July 2, at the Orpheum, Los Angeles)

There is nothing to indicate the title of this unit except the backdrop, a bathing beauty parade, and Al Lyons' rendition of *Moons Over Miami*. Show runs an hour and is spotty. Lyons is back after three weeks' vacation to the delight of the Orpheum audience.

Show opens with Lyons' orchestra, including two pianos and an electric organ this week, playing the usual fanfare. Line of nine girls, with tennis rackets, offered the usual routines. Turn ended (See *REVIEWS OF UNITS* on page 26)

Foster Music Camp Starts

RICHMOND, Ky., July 5.—About 100 high school musicians from 12 States and the District of Columbia registered the past Sunday for the Stephen Collins Foster Music Camp to be held on the campus of Eastern Teachers' College for five weeks.

The camp is held annually under the direction of the music department of Eastern to provide a period of intensive musical training combined with recreation for high school band and orchestra members. James E. Van Peursem, director of music at Eastern, is the camp director.

Gus Bartram Manages House

DETROIT, July 5.—The recently completed Michigan Theater, Traverse City, which opened May 28, is operated by W. S. Butterfield and managed by Gus Bartram, who is also in charge of the other local Butterfield houses.

Bartram, tenor, toured vaude for 20 years as half of the act of Bartram and Saxton.

"Ice Follies" for Chi

CHICAGO, July 5.—Ice Follies of 1942 will play the Chicago Arena for a run starting October 15. The opening night house of the Shipstead and Johnson revue has been sold to the Woman's Aid Society of Passavant Hospital.

Would Restrict Mich. Clubs

LANSING, Mich., July 5.—Granting licenses for serving liquor in the vicinity of schools and churches would require a majority vote of constituents of townships, cities, and villages under a bill introduced May 2 in the State House of Representatives.

Cafe Op Celebrates

COLUMBUS, O., July 5.—Tom Worland is celebrating his first anniversary as operator of the Arabian Supper Club. He is also active in various commercial enterprises here and in Toledo.

Curfew for Preble

GREEN BAY, Wis., July 5.—The town of Preble has passed an ordinance requiring niteries to be closed between the hours of 2:30 and 8 a.m. on weekdays and 3 and 8 a.m. on Sundays.

Club Owner Cuffs Cabbies

PHILADELPHIA, July 5.—Neil Deignan, who unshuttered a new night bearing his name on the Jersey side of town, depends on auto trade. To make sure that he has all the town's cab drivers on his side, Deignan tendered a party at his spot for all Yellow cabbies.

A Line That's Practically a Family Affair

DETROIT, July 5.—It's practically a closed shop family affair with the Winnie Hoveler line booked for the summer at the Club Royale here. Winnie Hoveler produced and leads the line, while her sister, Audrey, also in the line, designs the costumes. Job of making wardrobes is in the hands of the girls' mother, Mrs. Ruth Hoveler, who comes over from Chicago every two weeks when new numbers are put into the show.

Musical arrangements are all written by Arnie Barnett, who is fronting his own band at Harry's New Yorker, in Chicago, and is the husband of Audrey Hoveler. He takes Monday nights off to come to Detroit to handle the arrangements.

Finally, there is a younger sister, Rhodora, who graduates from high school in February and is being instructed to step into line work.

New Charleston Club

CHARLESTON, S. C., July 5.—To meet the demands for entertainment in the Navy Yard area, a modern night club is being erected, to open August 1, by Joe Truere, of Charleston; William C. McEwen, from Miami, and Billy Brown, owner in the boxing business in Tennessee.

They have secured a site on the North Charleston Boulevard, three miles from the city, and are erecting a frame building 72 by 84 feet with considerable parking space around it.

Truere says the club will be known as Mother Kelly and will feature a floor-show and an orchestra.

AGVA Faction in Philly

PHILADELPHIA, July 5.—Altho the AGVA local under exec secretary Dick Mayo has continued to show progress, one small faction of the membership has set itself up as "loyal opposition." Calling themselves the ABC (Actors' Betterment Committee), ringleaders say that purpose of group is not to "buck" AGVA, rather to serve as a nucleus for a new union if AGVA folds.

ABC members say that they will be able to step in when another crisis occurs in AGVA and be able to protect the rights of local performers.

When apprised of the ABC, Mayo said he wasn't worried.

Royale, Det., Holds Higgins

DETROIT, July 5.—Marking a trend toward billing one starred act frequently a singer with a radio or film name value, the Club Royale, swank spot, is holding tenor Peter Higgins for two weeks. Success of the policy is attested by Higgins' record of just about average attendance, with 1,600 admissions for his first week, building up somewhat on recent weeks and reversing anticipated drop in attendance because of an extremely hot week.

Borde's Single Unit

CHICAGO, July 5.—Al Borde, unit producer, is limiting his summer activities to one show, *Fuzas/ire*, which is headed for the West Coast. His all-right show, featuring Ada Leonard in front of a band, disbanded after its second State-Lake run here, and *Serenade of 1941* is off until fall.

WILMINGTON, Del., July 5.—Radio Productions, Inc., has been granted a charter by the corporation department of the secretary of state's office at Dover to produce radio broadcasts. Capital is \$1,200. The principal office is listed as the Corporation Trust Company, and the incorporators named are L. H. Herman, W. T. Cunningham, and Everett Mayo, Wilmington.

Night Clubs May Get New 5 Pct. Fed. Tax on Tabs

WASHINGTON, July 7.—Federal tax of 5 per cent is to be added to customers' checks, according to plans by the House Ways and Means Committee. New revenue measure designed to meet demands for additional income to pay for defense equipment is expected to raise \$1,550,000. According to unofficial definitions, the tax will apply to all cabarets except those that have entertainment in name only.

The measure is now being worded by Treasury experts loaned to the House of Representatives and is expected on the House floor in a week.

Other features of the new tax schedules will be the new rates on distilled spirits and on wines. Hard liquor will have a boost of \$1 per gallon, while wines, champagnes, and cordials will have varying increases. No change was made in rates on beer.

Caught in the Draft

DETROIT, July 5.—Air conditioning has its drawbacks in a night club, according to Peter Higgins, starred at the Club Royale currently. The air conditioning in this swank spot is of the best, but the major outlet is in the sunken oval of the ceiling right over the floor where the acts work. Consequently, Higgins found himself in a bad draft, and speedily caught a cold.

Rehearsing All 3 Parts

DETROIT, July 5.—Three Ryan Brothers, comedy knockabout act, are being held for seven weeks, constituting a record for the Bowers, night spot, according to Frank Barbaro, manager.

Two of the brothers expect to be called for the army shortly. The third member of the act reports, "I knocked myself out rehearsing to play all three parts."

Riv, Milwaukee, Continues

CHICAGO, July 5.—Eddie Weisfeld, manager of the Riverside Theater, Milwaukee, announces the house will continue to operate all summer, due to increased biz.

Paul Whiteman and band are current here, with Sammy Kaye opening week of July 25.

New Wisconsin Clubs

MILWAUKEE, July 5.—The Paardena Gardens, operated by Sam Corvelli near Antioch, and the Club 41, near Fond du Lac, have opened. Former spot features Louis Durdick ork and latter features Jimmy Paris ork two nights and Happy Heller band the third night.

Colorado Tougher on Cafes

DENVER, July 5.—On the ground that the "saturation point" in the sale of liquor has been reached in Colorado, Secretary of State Walter E. Morrison and Myron Donald, head of the State liquor licensing department, have announced that a definite need for taverns in any community will have to be shown before licenses are issued.

Support Connery Bill

DETROIT, July 5.—Support for the Connery Bill, imposing a tax on time sales, was voted this week by the Detroit and Wayne County Federation of Labor (AFL). Support for the bill was voiced by President Frank X. Martel in the interest of the printing trades.

Socialite Events Socialite

PHILADELPHIA, July 5.—Evergreen Casino is operated by socialite Tenny Newbold, of the town's banking clan. Newcomer to the floor doings is Cynthia Hare, socialite turned dancer.

ACTS, SKITS, GAGS, MINSTRELS

Grand American COMPLETE MINSTREL SHOW, 219; 60 RED HOT 24 DOLLARS, 21; 12 GARDEN and JOKES, 21; 48 Comic RECITATIONS, 21; 100 HIT and BLACKOUTS, 21; 100 Party MONOLOGUES, 21; 100 SKITS and STUNTS, 21; E. L. GAMBLE, Playright, Earl Liverpool, O.

Union Demands Hotel Lose Liquor License

TRENTON, N. J., July 5.—As a result of the strike against the Stacy-Trent Hotel, representatives of the Hotel and Restaurant Employees' Union have raised a protest against the renewal of a liquor license before the city commission.

The Stacy-Trent operates the Nymphs Room with a string band and a singer.

New Detroit Club Opens

DETROIT, July 5.—New downtown night spot, the Tropics, was opened last week in the Wolverine Hotel, which had never had any entertainment. With Southern style atmosphere to match the name, the spot is featuring Vincent Bragale's band, with the Three Priests doing interlude music, dance routine by Linda Bruce and the Casino Dancers, and vocals by Jeanne Brown and Betty Blair.

Jerry's Joynr Expands

LOS ANGELES, July 5.—New Burma Room and the New Jade Lounge at Jerry's Joynr opened Thursday (19). Approximately \$8,000 was spent in creating the 300-seat Burma Room.

Hawaiian music will be featured along with strollers, Nathan Sherry, owner, said.

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

Aaron & Glazer (Rainbow Room) NYC, no.
Adair, Ted (Villa Venice) Chi. no.
Adams, Joey (Memorial) S. Fallburg, N. Y. no.

Alvide & Chico (Embassy) Phila. no.
Amaya, Carmen (State) NYC, I.
Ames & Arno (Chicago) Chi. I.
Amundson, Albert (Safe Society Uptown) NYC, no.

Baker, Bob & Quartet (Olbom) Cincinnati, h.
Baker, Frank (Green Mansion) Warrensburg, N. Y. h.
Baker, Madelyn (Washington) Indianapolis, h.

Baker, Madelyn (Washington) Indianapolis, h.
Baldwin, Bert (O'Brien Beach) Pennsylvania, N. J. p.
Barber, Bill (Gay '30s) NYC, no.
Bardley, Dick (Lido Tavern) NYC, no.

Barry, Grace & Clark (Lido Venice) Phila. no.
Bassman, Mercedez (Green Mansion) Warrensburg, N. Y. h.
Belina (New Yorker) NYC, h.
Belov, Peggy (Village Club) NYC, no.

Benson, Mercedez (Green Mansion) Warrensburg, N. Y. h.
Belina (New Yorker) NYC, h.
Belov, Peggy (Village Club) NYC, no.
Berle, Milton (Chest Place) Chi. no.

Berry, Bill (Capitol) Washington, I.
Bickington, The (Chicago) Chi. I.
Blackwell, Carlyle (Diamond Horseshoe) NYC, no.
Blanchard, Jerry (Leon & Eddie's) NYC, no.

Blanchard, Jerry (Leon & Eddie's) NYC, no.
Blanchette & Elliott (Carnegie) Worcester, Mass., 1-12 h.

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; r-read house; rs-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Dancing Boys, Eight (Capitol) Washington, I.
Daniels, Billy (Kelly's Stable) NYC, no.
Danda, George (Moulin Rouge) NYC, no.
Dane, Jeanne (Cocoanut Grove) St. Louis, no.

Danzon, Donna (Club Noms) Atlantic City, N. J. h.
Davis, Donna (Benson's) Atlantic City, a.
Davis, Eddie (Leon & Eddie's) NYC, no.
Day, Dawn & Dick (Spray) NYC, no.
Dean & Berg (New Yorker) NYC, h.

DeLoe, Delores (Havana-Madrid) NYC, no.
DeMarco, Isabel (El Algon) Chi. no.
DeMarler, The (Hi Hat Club) NYC, no.
DeShazo, Ed (Diamond Horseshoe) NYC, no.
Dennis & Savers (Liquor) Meadville, Pa., no.
DePolo (Pirramen's Carnival) Charleston, Pa., 1-15, no.

DeSalvo, Emil (Lippo Level Level) Chi. no.
Dennis, Frank (Wally's Gay '30s) Albany, N. Y. no.
Derben, Ellis (Hollenden) Cleveland, h.
Derben Dancers, Dorothy (Edgewater Beach) Chi. h.
Dorsey & Diane (Palm Gardens) Columbus, O. no.

Doyle, Eddie & Amy (Fontaine Ferry) Louisville, Ky. (Club Missouri) Chi. no.
Dugan, Jack (Sammy's) NYC, no.
Duke, Paul (Walton) Phila. h.
Dula, Ginger (Park Central) NYC, h.
Dumont, Marie (Cristal) NYC, no.

Durand & Barry (Club Casanova) Detroit, no.
Dyer-Bennet, Richard (Ruban Bleu) NYC, no.
Eberly, Bob (Sherman) Chi. h.
Eckler, Hilda (Music Hall) NYC, I.
Edward & Bernice (Rhumba) NYC, Chi. no.
Elington, Judy (Beaumont) Boston, no.
Elias (Moulin Rouge) NYC, no.

Lloyd & Willis (Brown) Louisville, h.
Logan, Eda (Bowery) Detroit, c.
Loomis, Maxine (Evergreen Casino) Phila. no.
Lopez, Mario Luna (El Chico) NYC, no.

Lowry, Fred (Edgewater Beach) Chi. h.
Lucas, Nick (Lark) Newport, Ia., 17-30, no.
Ludwick, Dickey (Roxy) NYC, I.
Luis & Julia (Westmoreland) Boston, h.
Lynn & Marianne (Bill Merolotto's) NYC, no.

Lynn, Rosalie (Silver Dollar Supper Club) Baltimore, c.
McCabe, Sara Ann (State) NYC, I.
McDonald & Ross (Arabian Supper Club) Columbus, O. no.
MacFarland, Frank (Barney Galton's) NYC, no.

McGhee, Mary (300 Club) Chi. no.
McKays, The (Harry's New Yorker) Chi. no.
Mack, John (Palmer House) Chi. h.
Malloy, Elaine (Edgewater) Detroit, 14-26, h.
Mangan Sisters (Diamond Horseshoe) NYC, no.

Mann, Gloria (Yacht Club) Phila. no.
Mann, Faye (Diamond Horseshoe) NYC, no.
Marco & Romola (Jimmy Kelly's) NYC, no.
Mardon & Louise (Club Royale) Detroit, no.
Mario & Maria (Silver Dollar) Baltimore, no.

Martini, Oscar (Waldorf-Astoria) NYC, h.
Marshall & Shields (Bismarck) Chi. h.
Marta, Richard (Gaiety Moderne) NYC, no.
Marlowe, Juan (El Chico) NYC, no.
Mata & Clara (Westmoreland) Boston, no.
Maxrose & Marya (Bismarck) Chi. h.
Mayhaff, Eddie (Spray's Roof) NYC, no.

Mayhaff, Eddie (Spray's Roof) NYC, no.
Melnar, Flying Bryan, O.
Merriman, Ted, Hollywood Stars (Elm Kat Club) San Antonio, Tex. no.
Middling, Miss (Fox) Worcester, Ariz., 9-10; (Fox) Phoenix 11-12; (Texas) San Angelo, Tex., 15; (Ritz) Big Springs 15; (Loyte) Brownwood 17-18.
Mignas, Jeanette (Villa Venice) Chi. no.

Miller, Leon (Coliseum's) Chi. no.
Miller, Merrill (Young's Gap) Parkville, N. Y. h.
Minnick, Melodee, Four (Roxy) NYC, I.
Moffet, Adelaide (Yacht Club) Pittsburgh, no.
Moore, Diane (Harry's New Yorker) Chi. no.
Moore, George (Harry's New Yorker) Chi. no.
Moran, Eddy (Ballroom, Hamid's Pier) Atlantic City, h.
Morgan Sisters (Sawdust Trail) NYC, no.

POLLY JENKINS
And Her Musical FLOWERS
July 12-19, at Musical Revue, P.O. 5, Penn Yan, N. Y. For dates and terms: JOHN SINGER, Mayfair Bldg., 701 7th Ave., N. Y. C.

Jerry & Liran (Westminster) Boston, h.
Johnson, Faye (Cafe Society Uptown) NYC, no.
John, Roberta (Bismarck's Village) Boston, no.
Jones, Paul (Roxy) NYC, I.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Emmy's, Carlton, Madwags (State-Lake) Chi. I.
English, Ray (Harry's New Yorker) Chi. no.
Eyles, Del (Club Missouri) Chi. no.
Erdos & Bernice (Silver Dollar Club) Baltimore, c.
Everett & Conway (Haymarket) Detroit, no.

Farney, Evelyn (Rumba Casino) Chi. no.
Faye, Alice (Bowery) Atlantic City, c.
Fay, Frances (Bowery) Detroit, c.
Fears, Peggy (Savoy-Plaza) NYC, h.
Fennell, Carter (606) Chi. no.
Fisher, Bob, Fives (Grand Beach) Diamond, O. p. (Summit Beach) Akron 14-19, p.
Florence & Alvarez (St. Moritz) NYC, h.
Fontana, George (Diamond Horseshoe) NYC, no.

Forest, June (Music Hall) NYC, I.
Forsythe, Christine (Cocoanut Grove) Boston, no.
Francis & Lona (Louis Club) Oakland, Calif., no.
Franks, Peg (Beverly Hills) Newport, Ky., no.
Froman, Jane (Paramount) NYC, I.
Gallagher, Ruth (Edith Roark's Melody Club) NYC, no.
Gardner, Madeline (Madrid) Milwaukee, no.
Gavin, Barry (Yacht Club) Phila. no.
Gilbert, Billy (Lyric) Indianapolis, I.
Gibson, Sadley (Young's Gap) Parkville, N. Y. h.
Gilbert, Gloria (Music Hall) NYC, I.
Gifford, Jack (Cafe Society) Atlantic City, no.
Gibson, Jack (Palumbo's) Phila., c.
Gillette & Richards (Club Royalty) Detroit, no.
Gleason, Cyndia (Lido Tabarin) San Francisco, no.

Glorer & LaMae (Hollenden) Cleveland 1-12, h.
Gordon, Dick (Lyric) Indianapolis, I.
Gower & Joanne (Ben Marden's Riviera) Fort Lee, N. J., no.
Grace & Scotty (Stratford) Bridgeport, Conn., h.
Grant, Gloria (Earle) Washington, I.
Grann, Mary (Riviera) NYC, no.
Green, Bernice (Club Casanova) Detroit, no.
Guitar, Tito (Rhumba Casino) Chi. no.

SONS OF THE PIONEERS
Stars of Grand Radio Hour and Screen.
New Chicago Dates Open Between July 15 and August 1.

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JOLLY JOYCE
Earle Theater Bldg. Philadelphia, Penna.

Kahler, Jerry (Mark Hopkins) San Francisco, h.
Kane, Helen (Ben Marden's Riviera) Fort Lee, N. J. h.
Karpaz, Agnes (Silver Dollar) Baltimore, no.
Kavan, Alice (Club Royale) Detroit, no.
Kay, Pat (Chicago) Chi. I.
Keay, Danny (Paramount) NYC, I.
Kealey, Mike (Cliffcott) Atlantic City, no.
Keen, Annie (Sawdust Trail) NYC, no.
Kibbey, Marie (Paddock International) Atlantic City, no.
Kilian, Peter (New Yorker) NYC, h.
King, Charles (Diamond Horseshoe) NYC, no.
King, Col. Tris (Kelly's Stable) NYC, no.
King, Fred (Silver Dollar Supper Club) Baltimore, c.
Kingsley, Marion (606) Chi. no.
Knox, Dan (Harry's New Yorker) Chi. no.

Lamb, O. & Co. (Earle) Washington, I.
Land, Ruth (Babson) Dixville, N. H. h.
Landre & Verus (Washington) Indianapolis, h.
Lara, Larry Jack & Bob's (Trenton, N. J., no.
Lassen, Sigrid (Rainbow Room) NYC, no.
Laurence, Paula (Playhouse Kitchen) Westport, Conn., no.
LaVeras (Palumbo's) Phila., c.
Lawlor, Terry (Ben Marden's Riviera) Fort Lee, N. J., no.
Layton's Dore (The Pier, Janetown, N. Y.
Leahy, Albert (Henry's) NYC, no.
Lefter & Irma Jean (Show Box) Seattle, Wash., no.
LeRoy, Roselle (Young's Gap) Parkville, N. Y. h.
Lerche, The (Fair) Ashley, Ill. 9-11.
Les & Poppy (Bowling) Idaho Falls, Idaho, no.
Lester & Irma Jean (Show Box) Seattle, Wash., no.
LeVerde, John (Tavern-on-the-Green) NYC, no.
Levy, Danny (Bark App) Inn) Loc Sheldrake, N. Y. h.
Lewis, Happy (Colonial Inn) Singon, N. J. h.
Lind, Della (Diamond Horseshoe) NYC, no.
Linn & Castellano (Le Cosmo) NYC, no.
Lindell, Arnel; Palestine, Ill.
Lee, Bob (Ariel) NYC, no.
Lester, Roselle (Young's Gap) Parkville, N. Y. h.
Lerche, The (Fair) Ashley, Ill. 9-11.
Les & Poppy (Bowling) Idaho Falls, Idaho, no.
Lester & Irma Jean (Show Box) Seattle, Wash., no.
LeVerde, John (Tavern-on-the-Green) NYC, no.
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Lindell, Arnel; Palestine, Ill.
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Lester, Roselle (Young's Gap) Parkville, N. Y. h.

M

McCabe, Sara Ann (State) NYC, I.
McDonald & Ross (Arabian Supper Club) Columbus, O. no.
MacFarland, Frank (Barney Galton's) NYC, no.
McGhee, Mary (300 Club) Chi. no.
McKays, The (Harry's New Yorker) Chi. no.
Mack, John (Palmer House) Chi. h.
Malloy, Elaine (Edgewater) Detroit, 14-26, h.
Mangan Sisters (Diamond Horseshoe) NYC, no.

Mann, Gloria (Yacht Club) Phila. no.
Mann, Faye (Diamond Horseshoe) NYC, no.
Marco & Romola (Jimmy Kelly's) NYC, no.
Mardon & Louise (Club Royale) Detroit, no.
Mario & Maria (Silver Dollar) Baltimore, no.
Martini, Oscar (Waldorf-Astoria) NYC, h.
Marshall & Shields (Bismarck) Chi. h.
Marta, Richard (Gaiety Moderne) NYC, no.
Marlowe, Juan (El Chico) NYC, no.
Mata & Clara (Westmoreland) Boston, no.
Maxrose & Marya (Bismarck) Chi. h.
Mayhaff, Eddie (Spray's Roof) NYC, no.
Melnar, Flying Bryan, O.
Merriman, Ted, Hollywood Stars (Elm Kat Club) San Antonio, Tex. no.

Middling, Miss (Fox) Worcester, Ariz., 9-10; (Fox) Phoenix 11-12; (Texas) San Angelo, Tex., 15; (Ritz) Big Springs 15; (Loyte) Brownwood 17-18.
Mignas, Jeanette (Villa Venice) Chi. no.
Miller, Leon (Coliseum's) Chi. no.
Miller, Merrill (Young's Gap) Parkville, N. Y. h.
Minnick, Melodee, Four (Roxy) NYC, I.
Moffet, Adelaide (Yacht Club) Pittsburgh, no.
Moore, Diane (Harry's New Yorker) Chi. no.
Moore, George (Harry's New Yorker) Chi. no.
Moran, Eddy (Ballroom, Hamid's Pier) Atlantic City, h.
Morgan Sisters (Sawdust Trail) NYC, no.
Morrison, Kitty (Merry-Go-Round) Dayton, O. no.
Murphy, Dean (Waldorf-Astoria) NYC, no.
Murray, Kitty (Earle) Phila., I.

N

Naldi, Nita (Diamond Horseshoe) NYC, no.
Nan, Fux (Leaning Tower) NYC, no.
Nelson, Eileen (Lyric) Indianapolis, I.
Nolan Bros. & Troy (Open Door) Phila. no.
Norris, Harriet (Brown Derby) Chi. no.
North, Kiclie (Little Ambassador) Atlantic City, no.
Notton, Johnny (Benson's) Atlantic City, c.
Noville, Ron (Edgar's) Club Royale) Detroit, no.
O'Connell, Helen (Sherman) Chi. h.
O'Donnell, Hugh & Leo (Bowery) Detroit, no.
O'Hara & Lewis (Lido Venice) Phila. no.
Oleat, Mary (Club Minnet) Chi. no.
O'Connor, Ed (Hi Hat Club) Chi. no.
Orcutt & Pete (Jade Club) Hollywood, Calif., no.
Ortega, Helen (Havana-Madrid) NYC, no.
Ortega, Rose (Villa Venice) Chi. no.
Owens, Jay (Silver Lake Inn) Flemington, N. J., no.

Page & Nona (Tyrol) Sydney, Australia, July 11-Aug. 15, a.
Palumbo, Anthony (New Yorker) NYC, h.
Park & Clifford (State) NYC, I.
Paul & Pamela (Mayfair) West Orange, N. J., no.
Pedro Rafael (Breakers) Rochester, N.Y., c.
Perfect, Rose (Colostonia's) Chi. no.
Perkins, Grandmas (Tower) Kansas City, 4-11.
Perry, Barbara (Leon & Eddie's) NYC, no.
Phillips, Jackie (Club Polaris) NYC, no.
Pichman, Thure (Palmer House) Chi. h.
Poggy, Betty (Palmer House) NYC, no.
Powers, Ethel (St. George) Brooklyn, h.
Prince, Jack (Colostonia's) Chi. no.

Ramirez, Carlos (Palmer House) Chi. h.
Ramon & Leonid (Havana-Madrid) NYC, no.
Ramona (Paddock International) Atlantic City, no.
Rasoul & Fariba (Chez Paree) Chi. no.
Raymond, Ben (Yacht Club) Phila. no.
Reese & Root (Hi Hat) Miami, Fla., no.
Reyes, Paul & Eva (Nickel) Minneapolis, h.
Rhythm Reckons (Capitol) Washington, I.
Rieby, Jean (Summit) Upland, Pa., 1-14, h.
Richardson, Harry (State-Lake) Chi. I.
Rio, Eddie (Mayfair) Boston, no.
Rios, Rosita (Capitol) Washington 11-22, I.
Robert & Walker (Beverly Hills) Newport, Ky., c.
Robinson Twins (Riverside) Milwaukee, I.
Roche, Barry (Earle) Phila., no.
Rodriguez, Ada (Havana-Madrid) NYC, no.
Rogers & Morris (State-Lake) Chi. I.
Rocherba, The (Sagamore) Rochester, N. Y., no.
Rochlin, Joseph (Villa Venice) NYC, I.
Rondell (Villa Venice) Chi. no.
Rosario & Antonio (Palmer House) Chi. h.
Ross & Stuart (Roxy) NYC, I.
Rose Mary (Benson's) Atlantic City, no.
Ross, Stuart (El Ruban Bleu) NYC, no.
Ross Sisters (23 Chico) Pittsburgh, no.
Rosyettes (Earle) Washington, I.
(See ROUTES on page 33)

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given.)
Accent on Youth (Selwyn) Chi.
Acting Captain (Briarcliff) Chi.
My Sister Ellen (Harris) Chi.

ICE SHOWS ON TOUR

See Pollies of 1941. Shupstad & Johnson's (Winterland) San Francisco.
Lambert House (Riviera Lookout) Covington, Ky.

Magic

By BILL SACHS

JOAN BRANCO sailed recently from San Francisco on the Monterey and arrives in Sydney, Australia, July 15. . . . **ORSON WELLES** has been elected to membership in Los Magicos, Hollywood magicians' group. . . . **MCDONALD BIRCH** and wife (Mabel Sperry) are resting up at their summer home, Birchwood, near McConnellsville, O. . . . **PRINCESS GARNETT**, mentalist, has just concluded a 30-week return engagement at McVan's nitery, Buffalo. . . . **CENTRAL STATES MAGICIANS** will stage their annual get-together at Cedar Point, near Sandusky, O., August 1-3. **Charles R. (Baffles) Brush**, of Canton, O., is in charge of arrangements. . . . **LEE NOBLE**, after winding up at the Coronado Hotel, Worcester, Mass., is playing club dates in the Boston area. He hopped into Pittsburgh June 25 for a single engagement at the swanky Fox Chapel Country Club. . . . **EVANS BROWN**, musical magician, began his fifth season in charge of music and entertainment at Chula Vista Resort, Wisconsin Dells, Wis., June 22. He's set there until September 15. . . . **JACK GWYNNE** is back in Hollywood after a swing north on fair and theater dates. . . . **HARVEY LONG**, Seattle, Wash., magian, at his recent graduation from the University of Washington was accompanied by his chief assistant, George the 20th, a pink-eyed rabbit, who also was garbed in the conventional cap and gown. The Seattle Post-Intelligencer thought well enough of the stunt to record it in word and picture in a recent issue. Long, who worked his way thru university with magic, is slated to make a tour of the West with his mystery turn after the convention of the Pacific Coast Association of Magicians in Seattle July 22-24. . . . **KEITH CLARK** was depicted in a series of six photos in The New York Sunday Mirror magazine section June 22 showing him doing his "Speared in Mid-Air" card nifty, but without any semblance of exposure. . . . **RAJAH RABOD**, who worked as added attraction with the vaude bill at the Lyric, Indianapolis, week of June 27, has been handed a week's holdover there, Jerry Purman, Indianapolis magician, worked with Rabod on the date. . . . **JOE OWETTE** (Great Ornette), after 10 years of residing and playing in Canada, has returned to the States. His first date upon his return was a three-day engagement on the Canadiana, plying out of Buffalo. . . . **BOB NELSON**, of the Nelson Enterprises, Columbus, O., long a supplier of equipment to the mental fraternity, has added a magic manufacturing department, and last week issued his first magic catalog. In addition, Bob shoots us two nifty little pocket tricks from his catalog, the color-changing dice and his Peter Rabbit Goes to Town, the latter a pip with many possible variations that goes for a buck. . . . **KING BAILE**, who this season has given up circus tramping to take a position with the Moose Lodge in Terre Haute, Ind., lists the magicians playing that town recently as Evans Brown, Happy Holmes, Dave Coleman, Art Windecker, Jimmy Trimble, and Leeland. . . . **LARRY WEEKS**, in his ninth week in Upper New York State, is current at Frank's Casa Nova, Buffalo. . . . **GERALDINE CONRAD LARSEN**, charming wife of Magician Bill Larson, editor of Gent and a magician in her own right, is the author of a new book, *The Diary of a Magician's Wife*, just released by Midwest Magic Service. The 96-page work is a humorous item dealing with the trials and tribulations of the wife of a popular amateur magician. Written in diary form, it carries an introduction by Mrs. Harry Houdini and is illustrated by Tom S. Lawless. Book carries no price tag.

Do They Doubt Him?

PHILADELPHIA, July 5.—Harry Lewis, self-styled comedy kleptomaniac, who steals the other fellow's gags and jokes, admits that the only thing original about his routine is his name. So the management of Sam's Cafe, where he opened last week, bills him as Harry Louis.

Dance Partner Dependent

PHILADELPHIA, July 5.—Local draft board allowed a dancer to claim dependency by naming his dancing partner, Nick Ravelli, of the Nitz and Ravell terp twain, current at Evergreen Casino, was granted a six-month deferment by his board because of his partner's dependency on him.

Union City, Newark Best at Box Office

PHILADELPHIA, July 5.—Contrary to popular belief, New York and Chicago are not the best burly cities in the country. In fact, big cities are at the bottom of the b-o. list.

Examination of box-office receipts during the past season by the Izzy Hirst office here revealed the top box-office cities for burlesque are Union City, N. J., with Newark, N. J., second. Following are Pittsburgh, Philadelphia, Boston, St. Louis, Chicago, and New York.

Full Week in SF

SAN FRANCISCO, July 5.—All-out burlesque was resumed at the Liberty as a full-week show was restored June 27.

Operating week-ends only the past several months, house is now a three-a-day daily, with films between performances. Spot has augmented cast with several ex-Capitol Folies performers.

Penn. Houses to Vaude

HONESDALE, Pa., July 5.—With thousands of campers arriving to spend the season at lakes in Wayne County, the Lyric (820 seats) here and the Ritz at Hawley (Comertford) have inaugurated Wednesday vaude for the summer.

On the opening schedule were Valentine Fox and Buttons, ventriloquist; Bud Sweeney, comedian; Harrison and Carroll, dancers; Bert Howell and Walter Battle, sepiac act; Earl, Jack, and Betty, roller skaters.

Talent Agencies

WALTER TRASK SR. booked Fid Gordon and Company, George Biley and Helene Heller, Medley and DeFrae, the Three Jays, Low, Hite, and Stanley; Four Kit Kats, Sammy Wolfe, Eddie Lloyd, Wells and Glimore, and Johnson and Ducart into the Biltmore Theater, Los Angeles, for the Lions' International Convention.

ESTHER BERKE, secretary to Arthur Argyle, Rochester, N. Y., is "vacationing" by joining the Starlets, five-girls line, at McVan's Club, Buffalo. . . . **LEE POSNER** has quit the new Nationwide Agency, New York.

AL GROSSMAN, New York, has signed Beth Chandler to a management contract. . . . **AL WILSON** is from Florida for a short stay in New York. He arrived with Harry Levine, who returned from a Florida vacation. Fred Elswit and Leon Newman also back at their desks after a Florida trip. . . . **MOE GALE**, New York, has set the Conger Dancers for the Universal film *Ride 'Em, Cowboy*. . . . **DON SHERWOOD**, New York, off for two weeks in Florida. . . . **GUY MARTIN**, formerly with Max Richards, opening his own agency in New York.

JOLLY JOYCE, Philadelphia, adds the T-K R Club, Atlantic City. Also takes Mae Rose Marie, nee Baby Rose Marie, under management. . . . **MRS. O. D. MACK**, of the Mack Theatrical Agency, Philadelphia, has her leg in a cast, the result of an elevator accident. . . . **CHARLES MARANO** and **EDDIE LIEBERMAN**, Philadelphia agents, booking the show at Atlantic City's Paradise Club.

Vaudeville Notes

MCCONNELL and **MOORE**, after eight weeks in army camps in Alexandria, La., and Hattiesburg, Miss., leave July 13 for California. . . . **EARLE THEATER**, Philadelphia, has added four bands for week stands, Harry James coming in July 19. Paul Whiteman July 25, Phil Harris August 15, and Glenn Miller for a September week to be set. . . . **HARRY RICHMAN** set for Hamid's Million-Dollar Pier, Atlantic City, July 12 and 13.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

MACK HERBERT will remain as Sam Briskman's general manager of the City when that house reverts to stock August 24. His last burly venture was as operator of the City, Union City, N. J., in 1938. Since then he has run vaude and legit houses. . . . **ANN OSTOJA**, dancer, celebrates a birthday July 14 at the Ettinge. . . . **HAROLD RAYMOND** being congratulated after his becoming a three-time daddy June 29. . . . **JACKIE WELLEN**, emcee at the Nomad, Atlantic City, was among the first-nighters at the Globe to catch Izzy Hirst's stock. His rave has it "the best burlesque show I ever did see—beautiful costumes, good routines, fine band, etc." . . . **MILLIE JOHNSON**, Beef Trust stripper, is now featured at the Wagon Wheel nitery, Ford City, near Taft, Calif. . . . **EDDIE LYNCH**, producer last season at the Star, Brooklyn, has replaced Kenneth Rogers, away on a vacation, at the Ettinge.

DIXIE SULLIVAN, who followed Lots DeFee in Carroll's nitery, Philadelphia, a feature for two weeks, is being held over another two. Opened June 16. . . . **RITA DEVERE**, acro dancer, has her own act with Ben Meroff's *Funnafire*, which played Golden Gate Theater, San Francisco, week of June 25. Meroff's two daughters, were visited by their dad while in California. One, 16, studying art; the other, 10, sang and dance. Also with his show is Al DeVito, burlesquer. . . . **MADELINE COSTELLO**, injured in an auto accident en route with a Hirst Circuit show, is back as a Billy Koud parade girl at the Gaiety. Has ambitions to become a strip-tease next season. . . . **DAGMAR**'s second fortnight option taken up by Butler's nitery. . . . **HELEN ARDELL**, now McCardie, singer, is labeled the "strawberry blonde" at the Ringside Cafe, where she is assisted by pianist Jack Galvin.

JAI LETA, featured at the Republic June 29 week, when Nadine Marsh also joined. New principals for July 6, Stinky and Sherty, Saunders and DeHaven, Stella Mills, and Lucille Rand. Jai Leta has written the lyrics of a song, *Cocci-Sothara-Hari*, she uses in her strip specialty. . . . **YVONNE STANWICK**, with Camp Hot Spots, Luna Park, Coney Island, to change her moniker to Veronica when she hits the Hirst Circuit next week. . . . **MIKE SACHS** and Alice Kennedy, of the Gaiety, are teaching Boris Karloff, Allyn Joslyn, and Helen Brooks, of *Araucaria* and *Old Lace*, their version of the scene, *St. James Infirmary*, for the trio's use in a benefit show. Sachs and Kennedy will be granted a release by Izzy Hirst when they sign for George Jessel's musical. They have two out of a five-year contract still to go with Hirst. **MOTHER NELL HANE** still in Los Angeles under medical treatment, expects to return in September. Writes of Eddie Innis being in town; also Terry King, Joe Babbitts, and Max Sharp; also Mandy Kay being with the Pollys burly stock, and that Grover Frankie is producing at the Paris Inn. Attended a party given for Pal Brandeaux in Burbank, Calif., recently.

BOB FERGOUSON and Mary Murray in the Casino, Toronto, cast June 27, when other principals were Johnny D'Arco, George Schiller, Wynette, Melaine Le Beau, Matthews and Lee Mack, and Mital, Three Harmonics Kids, and Maxine Brothers and Bobby. . . . **ISABEL BROWN**, acro dancer, after her two weeks (June 22-July 5) at the Republic, went to the Globe, Atlantic City, for a week and then to Montreal nitery. . . . **ROLAND O'KEEFE** has been promoted to general manager of the Fort Knox Folies, Louisville, Ky., where he is also book producer, handles pay rolls, and is advertising director. Latest cast has Victoria featured, Jack LaFont and Virgil Downard, comics, and Princess Livingston, number producer. . . . **BETTY MACK**, of the Mack Sisters, dancers, in retirement the last three years, is back as a front-liner at the Gaiety, Sister Shirley, now Mrs. Elmer Blum, out of the business and living in Washington State.

PHILADELPHIA:

JACQUITA GARCIA makes her local bow at the Troc week ended July 12, principals in show including Cleo Valentine, Scratch Wallace, and Jackie Lee, with Max Coleman and Marie Voe holding

ing over. . . . **MARIE LANOUR** at Mary Hubbard's Inn, Berlin, N. J. Other burly spots on the Jersey side spot Florida at Shocker's Place, Williamstown; Gladys Hoffman at Murray Inn, Haddonfield, and Joan Clark at Holloway's, Marston Pike. . . . **AL PEARL** new comic at Carroll's Cafe here, Harry Rose holding over. . . . **STELLA MILLS** held at Izzy Hirst's Globe Theater, Atlantic City, with Stinky Fields and Sherty McAllister holding over.

MIDWEST:

ARTHUR CLAMAGE, Detroit burly operator, is spending the hot days at his summer home at Port Huron, Mich. . . . **JACK (TINY) PULLER** is vacationing in Roanoke, Va. . . . **IDA ROSE** is closing with N. S. Barger's Mexican unit. . . . **KENNY BRENNAN** is leaving the Rialto, Chicago, for a vacation. . . . **WEST AND LEXING** will open at the Rialto, Chicago, for stock in August. . . . **LOU DEVINE** has completed his two-week vacation and has reopened at the Avenue, Detroit. . . . **JOE DERITA**, Harry Meyers, and Margery Roy are opening at the Rialto, Cleveland, July 18. . . . **CLAUDE MATHEIS** is a Chicago visitor from the West Coast. . . . **FROME AND LEE** are vacationing in Hollywood. . . . **HELEN COLBY** has completed a two-week engagement at the Cat and Fiddle, Cincinnati. . . . **LOUISE STEWART** is vacationing in Detroit. . . . **HARRY CONLEY** opens at the Rialto, Chicago, Friday (11). . . . **DORIS CARR** opened at the Casino, Toronto, last Friday (4). . . . **DOTTY WAHL** and **AL RIO** open Palace, Buffalo, Friday (11).

Philly AGVA Plans Change

PHILADELPHIA, July 5.—Board of directors of the AGVA local here plans to set up new salary minimums for the fall. In view of the increased cost of living and the fact that the national defense program has upped box-office takes here, Dick Mayo, executive secretary, figures that performers should share in the upward trend.

Chi EMA Golf Party Set

CHICAGO, July 5.—Entertainment Managers' Association of Chicago will hold its annual golf tournament and dinner at the Roselle Country Club, Roselle, Ill., July 31. Acts and agents will attend. Golf and dinner, \$4; dinner only, \$2. Sam Roberts is chairman.

New Montgomery Club

MONTEGOMERY, Ala., July 5.—Hilda's Restaurant has opened with a three-night show under management of Hilda Reynolds. Opening show included house ork, Doris and Wallace, Julia Maxwell, Alice Strickland, Jane Holbrook, and Chick Ray. Located near city limits on Atlanta Highway.

Bridgeport 1-Night Vaude

BRIDGEPORT, Conn., July 5.—Because of the heat wave, which put a definite slump in business, Manager Harry Rose has curtailed his week-end vaude to one performance Monday nights for the summer.

Miami Clubs Hit

MIAMI, July 5.—A new city ordinance gives bars one hour's advantage over their rivals, the night clubs, Saturdays. The barkeeps laughed because Miami night club operators pay the city \$1-374.25 a year for the privilege of doing biz, while bars pay only \$775.50.

CHORUS GIRLS WANTED

Casino Theater, Toronto, Canada. Salary \$17.50. 6-day week. Will send more info, otherwise send late photo. Transportation paid.

Lou Appley, Manager

GIRLS WANTED

SPECIALTY AND NUMBERS. No Chorus Work. Salary \$17.50 Per Week. **EMPRESS BURLESQUE** 840 Woodward Ave. DETROIT, MICH.

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

"Grand Ole Opry" Begins Tent Tour To Hefty Business

THOMASTON, Ga., July 5.—Business has been extremely healthy for the Grand Ole Opry, of Station WSM, Nashville, Tenn., since the show's opening under Ollie Hamilton's big top in Bainbridge, Ga., June 30, according to an admission from Hamilton himself, who evinces surprise in the business this cotton country is giving out at this season of the year.

The opening stand gave the show turnaway business, Hamilton says, with Albany, Ga., July 1, duplicating that feat. Americus, Ga., the show's third stand, drew a well-lighted house, despite rain, thunder, and lightning just before show time, Hamilton reports.

On its engagement here Thursday (3) of the Grand Ole Opry played to 8,000, with the sidewalls being raised to handle the overflow.

The tent is 85 feet by 100 feet, with seats for 2,200 people and standing room for 400 more. Another middle and more seats are being added in two weeks, Hamilton advises, at which time the headline act, Rudy and His Smokey Mountain Boys, hops to Chicago for a recording date, necessitating a week's layoff for the show. The outfit is transported on five Chevrolet trucks and two 28-foot trailers. People make the jumps in five passenger cars and a bus.

The show is under the management of Honey Wilds and Tom Woods, better known to radio audiences as Jamup and Honey. Ollie and Martha Hamilton handle the routing and contracting, and Smith Hamilton has charge of the advance brigade. Lillian Wilds is secretary-treasurer. W. H. Byrd is superintendent of canvas.

Comprising the show are Roy Acuff and His Smokey Mountain Boys, featuring Rachel and her brother Oswald, Pap and his son Odie, Jess and Pete, Uncle Dave Macon, and Jamup and Honey. Performance runs two hours. According to Hamilton, the tent is slated to remain out until November, playing Georgia, Alabama, Mississippi, and the Carolinas.

The company hops into Nashville every Saturday to put on its regular air program over WSM, when it also plugs the show's route for the following week. The route is also mentioned daily over WSM, and the members of the company also appear on various stations along the show's route.

Visitors on the show in Thomaston were Mr. and Mrs. Al H. Miller and family, owners and operators of the Al H. Miller Picture Show under canvas.

FRANK (DOC) BLACK reports satisfactory business with his small trick in Love County, Okla.

All's Well That Ends Well

PENSACOLA, Fla., July 5.—During his recent engagement at the Picadilly Club here, Toby Eastman, rep and nitery performer, was requested by the manager to put on an amateur contest, offering a week's engagement as first prize, a case of beer for second, and a quart of bourbon for show.

Looking ahead, Eastman induced a singer friend, Paul Stafford, stationed at the naval base here, to participate in the contest. Needless to say, their hearts were set on the third prize. Apparently, however, the nitery manager smelled a mouse, for just before the contest was to go on he called Eastman's friend aside and pressed ainsky in his hand not to enter the contest—thus becoming the first manager in history to pay an amateur NOT to go on, and still saving the day for Eastman and Stafford.

Aulger Bros. Units Booked for Summer

WILMINGTON, Del., July 5.—The Aulger brothers' corn opry, *Adrift in New York or Her First False Step*, which moved to the Hotel Darling here from Barney Rapp's Sign of the Drum nitery, Cincinnati, some 10 weeks ago, continues to play to satisfactory business, with indications that the troupe will put in the entire summer here. Negotiations are now on to put the local company, headed by Addison M. Aulger, into a Washington hotel for the coming fall and winter.

Harrison Aulger's company of the same vehicle, which recently left Louisville, Ky., after nearly a year in the Seelbach Hotel there, is located in a Buffalo hotel for the summer. The Aulger brothers, formerly for many years among the leading tent show operators, gave up the rag opry business more than two years ago to take out their present ventures.

Mississippi Territory Good For F. S. Wolcott's Tenter

PORT GIBSON, Miss., July 5.—F. S. Wolcott's Rabbit Foot Minstrels tent show, which makes Port Gibson its

Heat, Price Cutting Forces Worthan Out

SPRINGFIELD, Ill., July 5.—In its 28th year of exhibiting in small Illinois towns, the Charles Worthan Tent Show this week opened a stand at Greenville in near-by Menard County. The outfit cut short a week's stand at Petersburg, Ill., when patronage fell far below normal, due to excessive heat and a competing theater which cut prices for the stand.

Worthan's company this year includes Bill and Evelyn Berkeley, Chicago; June and Gene Bower, of Oakland, Calif.; Quine Brenga, of Perry, Okla., and Bill and Lenora Howard, with Bill Mosee in charge of canvas.

Weather, Hay Season Hurt McNally Biz

FAIRFAX, Va., July 5.—McNally's Tent Show is still on tour in this State, where business has been satisfactory, altho not up to expectations. Inclement weather and a busy hay season in this section has cut considerably into the box-office receipts. Roster remains the same as at the opening.

The McNally Brothers and George Bishop were guest artists on the Jack Karns Ranch Program over Station WWVR recently. The program is a daily feature over that station. After the broadcast, Mr. and Mrs. Jack Karns and their daughter, Loyce, and the Karns Kentucky Ramblers were visitors on the McNally show.

Donald McNally celebrated his 21st birthday June 28, with the company members guests at a party staged in his honor by his parents.

headquarters, is finding business good in its established Mississippi territory, according to M. L. Fieble, of the show. Troupe is sporting a new tent and stage settings.

Sweetie Walker, Jimmy Warren, Freddy Jones, and Leroy Phillips handle the new show, the concept of which has been attracting good business, according to Fieble, features Toes, rumba dancer, and Dolores Ruth Abner, of Miami, blues singer. A 12-piece band is under the direction of Hosea Sapp.

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in *The Billboard* free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, *The Billboard*, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

Rep Ripples

GLADYS AND AUSTIN BUSH, erstwhile repertorians, July 1 began their 23d month at Nick Gattas's On-Khay Bar, Cleveland. Gattas is the spot's third new owner since the Bushes moved in there, and there's no end of their run in sight. . . . JACK C. BELL, convalescing at Veterans' Hospital, Bay Pines, Fla., says he's feeling fine and enjoying the fishing there, and expects to be back in harness soon. . . . N. W. NOSWORTHY reports business satisfactory for his small vaudeville trick operating in Central Colorado. . . . NEVIN DE TURK, last season with the Ella Kramer Stock Company at Rolling Green Park, Sunbury, Pa., is now with Uncle Sam's army at Camp Wheeler, Ga. . . . MACK FERROUSI last week joined his old sparring mate, Dome Williams, as a singing waiter at Stone's Gay 70s, Columbus, O. Williams has been at the spot more than a year, where he also holds the title of assistant manager. . . . J. W. KAY is readying a vaude-picture outfit to play small Maine towns until the falls in that section open. John Grover, cartoonist-magician, assists Kay.

REVIEWS OF UNITS

(Continued from page 23)

when black light brought out the rubber-treated shoes and rackets.

Julie Lawrence, making her first stage appearance as winner of the Hollywood Showcase air show, sang *Everything Happens to Me*. Has good voice but falls to sell.

Newman Brothers came next with gags and gadgets. Some of the gags registered well.

Kohn and DePinto, trick fiddler and accordionist, did a double-quick on *Twelfth Street Rag* and followed with *Who's Sorry Now?*, *My Gal Sal*, and *St. Louis Blues*. Encore number was *I Surrender, Dear*. Pleared.

Line clad in bathing suits, with Miss California in the middle and featured, got a big hand. It's one of the best looking lines to be seen in these parts for some time.

Majorie Rice, acro dancer, did a nice bit.

Peter Brothers, 11 and 14, from Milwaukee, show-stopped. The younger kid sells his act with fast dancing and a dead pan. Has fog-horn voice that went over big.

Rosazina Troupe, two couples, offer a tight-wire act that is nothing out of the ordinary. Pulled a good hand.

A vocal trio, Dora Brothers and Mary, was next. Sing *Ferryboat Serenade*, with a chorus of *Ma tuck in*. One of the Dorns gave imitations of an airplane bursting into flames and the other brother imitated Carmen Lombardo. There was other mimicry, too, but trio should stick to singing, as Mary is exceptionally good, putting plenty of animation into her singing.

Finale was a baton-twirling majorette leading six of the line girls bedecked in Miss Columbia gowns in patriotic colors. Turn elicited no end.

With *Men of the Timberland* and *Her First Beau* on the screen, load of getting box-office receipts is a heavy burden on the stage show. House three-quarters full when caught. Sam Abbott.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

Business Above Expectation As Dallas Begins 2d Week

DALLAS, July 5.—The Hal J. Ross-Ed McLenore Derbyshow has entered its second week at the Sportatorium here, with business running far ahead of expectation. Extra ticket sellers and ushers have been added to handle the heavy crowds. Last Tuesday, one of the peak days, saw three ticket sellers and two ticket takers on duty, while extra police were required to keep order at the ticket windows.

Emess Hall, Bittner, and Richardson are doing a good job of spreading heat and entertainment, and are getting unusual audience reaction. Ernie Bergard, in charge of the floor, also is turning in a good job. Ten teams still are in the running, with sprints in effect nightly.

Hal J. Ross was away this week on business, and it is reported that a new spot in a defense town on the Gulf Coast is all signed and sealed to follow the Dallas contest.

Last Monday night (30) Kid Alexander and Betty Barnes were married before a capacity house, the publicity department procuring a 75-pound wedding cake for the event. Candy pitch sales are good, and contestants are getting a percentage for their effort. In the same, same being in charge of Capt. Phil C. Mathieu.

Wichita Passes 500 Hours; Fox Lining Up Sprint Teams

WICHITA, Kan., July 5.—With the 500-hour mark passed, the couples still remain in the Sam Fox Derbyshow at the Alaskan Ice Palace here. In the first three weeks approximately 36,000 customers passed thru the turnstiles, with business on the incline as the contest advances.

Bombshell sprints are nightly affairs,

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ATTENTION

WANTED: 8 flash Street Teams to contract 4 Eastern Shows with guarantee of \$1500 per week. Following cities: Dayton, Merced, WSM, West, Hanby, Pa. West, Van Rens, Allen.

HAL BROWN or SAM CARROL
LAREN HOTEL WICHITA, KAN.

Ingenuer Leading Woman

Join quick. Must be young and clever. Will take clever team if double vaudeville or orchestra. Tell everything in answer. Wise, don't write.

HARLEY SADLER'S TENT THEATRE

Vernon, July 8-9; Osnah, 10; Paducah 11-12; All Texas, Diane Delaire, Marion and Doc Griffin, etc.

WANTED

Two Medicine Teams and Two Singles. Can use anything except Blackface. Local expense. Who or write.

PETE THOMAS

Care Medicine Show West Point, Georgia

WANTED FOR BRUNK'S COMEDIANS

Joviality Man and Boss Carman. Also Useful People. Address: Aton, Calif., this week; Glenwood Springs next.

WANTED

Boss Carman. More know your business. Good salary in right way. No hitch.

BUDDY HOOTON

Western Union, Morris, N. Y.

WANTED BLACKFACE TEAM

For Platform. Med. Size to 100 lbs. 1000.

DOC FLOYD WILLIAMS

ELVIRA, OHIO

Non-Theatrical Films

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

Merchant-Sponsored Shows Good Field for Roadshowmen

Pertinent suggestions on how to run profitable shows offered by Leroy Dennis, former roadshowman—short programs, fee guarantee by merchants stressed

NEW YORK, July 5.—The future of the merchant-sponsored show division of the 16mm. film field depends upon better management and more businesslike methods, according to Leroy Dennis, formerly a roadshowman and now operating a film library. Dennis contends that anyone who has the nerve to maintain prices, put on good shows, give merchants a chance to make some money, encouraging them in the belief that he is helping them, is bound to prosper. Dennis has had considerable experience in getting aligned first in Indiana and later in North Carolina, Arkansas, Louisiana, and Mississippi. At one time his organization operated as many as 3,000 shows a year in 200 towns. As a result of his experience, Dennis has a number of valuable suggestions for roadshowmen who are interested in this field.

Dennis explained that a show was never put on unless the fee was guaranteed by merchants. In recent years the competition has become so fierce that many operators put on shows for a free-will offering. This is a serious mistake, dangerous for the operator, ruinous for the free show business, and in time disastrous for the 16mm. exchanges furnishing pictures, according to Dennis. He contends that an operator who wants to conduct his business with a free-will offering should not be in the business.

"All of these free shows which we call merchant-sponsored shows are paid for by the merchants and are free to the public," stated Dennis. "They are usually put on the street where the people will be downtown and near the stores. Occasionally an operator takes the show out to a park some distance from the town. That night the town is as dead as a graveyard, with no one on the streets. This, of course, is a mistake, as the sponsoring merchants gain no benefit from the show.

"Recently operators, in their competition, have been running long shows. I saw one last summer that had a 10-reel feature, one-reel comedy, and the first three reels of a serial. This totaled 14 reels. It started early and ran late. The operator did not have time to run advertising for the merchants, and the people were so tired they made no purchases in the stores that night. In other words, the merchants got nothing for their investment.

"The merchants are good fellows, but roadshowmen should realize that they have to make a living. It is a mistake to run a program more than an hour and a half. In fact, it need run only slightly over an hour. The first lesson I ever had in this angle was a show I operated myself in 1926.

"The exchange neglected to ship the film and it arrived at 8 p.m. I had telephoned the town for instructions and they said 'come on.' I drove 60 miles, arrived at 10 o'clock. The merchants were on hand and assisted in setting up the equipment. The entire crowd of more than 1,000 had patiently waited for the show.

"At the close of the program I asked the merchants if the people were disappointed. I was amazed at the response. Because the pictures were delayed until 10 p.m. and the crowd was in a small town and restless, they filled the stores all evening.

"Of course this was an exceptional case, but it shows the people at free shows will spend their money if given an opportunity.

Dennis is of the opinion that if it were possible to give a 30-minute show and draw a good crowd, it would be ideal. However, it is necessary to give a feature these days and a comedy. This makes a well-balanced program, with ample time for merchants advertising. In the thousands of shows he has presented, Dennis has never given a serial or more than a feature and a comedy.

16MM. Films Boom In Eastern Penna

PHILADELPHIA, July 5.—Outdoor movies, using 16mm. films, are continuing to catch on in popularity in Eastern Pennsylvania and this season finds five open-air theaters in operation. Haydn W. Zug has a drive-in theater near Lancaster on the Manheim Pike, operating on Wednesdays and Saturdays, presenting a single feature at an admission scale of 25 cents for two persons to a car and 10 cents for every extra person, with children under 10 admitted free. A double-feature with a short and a serial is offered at the McMinnaville Open Air near Lancaster at a 10-cent admission, first 25 each evening admitted free.

In addition, open-air movies are offered at Shankweiler's, near Allentown, and the Shilmerville Theater, near Emmaus.

Cutting It Short

By THE ROADSHOWMAN

George Lubin, 15-year-old son of Ed Lubin, piano player and sound effect man, currently at the Old Mill Movies, Stewartville, N. J., is following in his father's footsteps. Young George worked all week at Convention Hall, Atlantic City, during the Orthopedic Convention, showing 16mm. films. George has had considerable success with sound and silent films. His programs are diversified and ran around an hour-and-a-half. He has played hotel, school, community center, and church dates in and around the Atlantic City area and is gradually building up a name for himself as a roadshowman.

Harry W. Kapit, president of Walter O. Gutlohn, Inc., announces that Monogram features are not available in 16mm. for free merchant-sponsored shows or for exhibition to the general public at an admission charge. This statement has been issued in order to correct a misunderstanding created by some of the distributors and libraries who release Monogram pictures in 16mm. thru an arrangement with Gutlohn. Films are available only for schools, clubs, churches, and places that do not compete with theaters.

Mrs. Bease Kennedy handles the traffic for the new Drive-In theater located on Mobile Highway, near Pensacola, Fla. She works with Truman O. Graham in routing the 375 cars which fill the car lot each night. Theater has 400 seats for customers without cars also, and a special section for colored patrons.

New and Recent Releases

(Running Times Are Approximate)

SALES SLIP, released by Nu-Art Films, Inc. A two-reel comedy featuring Ernest Truex and Edna Bennett. Situation revolves around Mrs. Potter, who buys a birthday present for her husband. Husband wrong-

tully comes to conclusion his wife is a kleptomaniac and, in his efforts to rectify her crime, he gets into many difficulties, and finally ends up in jail. Running time, 16 minutes.

BORN TO DIE, released by Post Pictures Corporation, a picturization of the strange dwellers of the sea bottom. The life evolution and development includes a photographic record of cell division patterns of sea animals. Subjects include glass-like hydroids, plumed and mouse-like worms, sea urchin, octopus, snail, starfish, the common squid, etc. One reel; running time, 8 minutes.

CITY OF WAX, released by Post Pictures Corporation. A one-reel short subject unfolding the amazing picture of the strange world in which the bee lives. Every phase of bee life is shown with clarity, including building of a bee city, honey-producing activities, nuptial flight of queen bee, the demise of the bridegroom, etc. Running time, 9 minutes.

HAIR-TRIGGER CASEY, released by Astor Pictures Corporation, a six-reel outdoor-action melodrama with Starlight, the wonder horse; Jack Perrin, Betty Mack, and Snowflake. The adventures of an army officer on the Mexican border. Running time, 61 minutes.

ORCHESTRA ROUTES

(Continued from page 14)

White, Ed (Blackstock) Chi., h.
Whitman, Paul (Riverdale) Stillwaukee 4-19;
Orpheus, Minneapolis 11-17;
Wilber, Ardis (Homestead) New Garden, L. I., N. Y., h.
Williams, Glen (Greystone) Mansfield, O. re.
Williams, Orrie (Gatman) Ottawa, Ont., Can. co.
Williams, Raleigh, Madocap (Ramona Club) Hobbs, La. re.
Williams, Wally (Midburn Golf Club) Baldwin, L. I., N. Y., c.
Wilson, Dick (Steve Brodie's) Phila., c.
Wilson, Teddy (Cafe Society) NYC, re.
Winton, Barry (Rainbow Room) NYC, re.
Wood, Hoy (Chanticleer) Baltimore, re.

Y
Young, Eddie (Buena Vista) Biloxi, Miss., h.

Z
Zello, Leo (Benjamin Franklin) Phila., h.

New Union Scale For Resort Spots In Southern Jersey

PHILADELPHIA, July 5.—Local musicians' union, having jurisdiction of all the Southern New Jersey seashore resorts and parks except Atlantic City and Ocean City, has set up a new scale and reclassified all spots. Bert Comfort has been appointed seashore investigator, duties calling for policing of the resort spots to see that scale conditions are carried thru and to collect the 2 per cent employment tax each week. Scale is for local card holders, with a 10 per cent extra tariff for outsiders. Leader rates 50 per cent extra in the pay envelope.

Dance pavilions and ballroom scale for three hours a day is \$35 a week exclusive of Sundays, with \$5 extra for an extra hour daily. Sunday matinee, limited to three hours, set at \$7 per man, with evening dances on a pro rata basis. Municipal engagements at Wildwood, Wildwood Crest, Cape May, and Avalon, on a six-day week, exclusive of Sunday, which is pro rata, figure on \$30 a week per man for a two-hour session, with \$5 added for each additional hour.

Leaders submitting bids for the municipal engagements must add to the scale an amount equal to the sum the employer would ordinarily have to pay for social security and unemployment insurance.

For hotels and night clubs scale is on a full seven-day-week basis and includes room and board. Seashore investigator is authorized to determine whether the room and board provided are "proper," otherwise scale figures at an additional \$5 for room and \$10 for board. Spots are classified in three groups. Class A, for three hours daily, starts at \$25, with \$5 added for each daily additional hour; Class B spots start at \$18 a week, and Class C stands at \$15 per week.

AFRA Coast Delegates

SAFRANCO, July 5.—John B. Hughes, Mutual's newscaster on the West Coast, has been re-elected a member of the national board of AFRA and a dele-

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gate to the AFRA convention in Detroit August 13, 14, and 15.

Other delegates will be Larry Keating, NBC; Bill Davidson and Bob Bence, KFKC, and Vic Poulsen, KJBS. Alternates are Theodore Hale, Josephine Martin, Max West, Earl Lee, and Hal McIntyre.

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THE ROADSHOWMAN
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ARTZ—Webb C., 62, former radio news manager, in Indianapolis July 2 after a three-month illness. He was a pioneer in the preparation of news for radio and helped organize the United Press Radio-news Service. Survived by his widow.

BURKE—Martin P., 59, night club operator, June 24 in General Hospital, Philadelphia, after a lingering illness. He operated cafes in Atlantic City for many years. Surviving are his widow, Mae; a son, and four brothers.

CAMPANA—Ettore, 66, operatic baritone, in Los Angeles June 26. He appeared with the Metropolitan Opera Company and at one time toured the country with Enrico Caruso. He retired 10 years ago after teaching voice for some time. There are no survivors.

CARLIN—Mrs. Margaret C., 65, photo concession operator on the Boardwalk in Atlantic City the past 30 years, June 30 at her home in that city. Survived by her husband, Lorenzo; two sons, two daughters, and two sisters.

CHAMBERS—Mrs. Lillie, mother of Paul Chambers, of the Paul and Edie skating act, at her home in Millville, N. J., June 27.

CONNORS—Peter (Smiling Pete), 75, concessionaire, June 26 in Canandaigua, N. Y., of a heart disease. He had been operating at Roseland Park, Canandaigua Lake. For many years he was at Sea Breeze Park, Rochester, N. Y. He leaves a son, Jack, in show business in Troy, N. Y.

DARROW—Robert L., 73, musician, June 26 of heart disease. He had been a member of many orchestras in and near Youngstown, O.

DIDSBURY—Chester H., 54, theater operator, June 28 at St. Luke's Hospital, Walden, N. Y. He operated the Didsbury Theater, Walden, for many years. He leaves his mother and two brothers.

D'ORIO—Joseph, 67, who trouped with the Barium & Bailey Circus in 1894 and '95, at General Hospital, Los Angeles, June 29 following a stroke. He also toured the country as a drummer with various concert bands, including Sousa's, Creators, Ginnini's, and Donatelli's. Survived by his widow, Mrs. J. D'Orio; a daughter, Mrs. Russell Ewing, and a son, Eldon J., all in show business.

DOUGLASS—Warren W., 101, trick and funny ekater prior to his retirement six years ago, recently in Hatfield Point, N. B. He was also a harness race driver, participating in races at fairs in Eastern Canada and New England. Survived by his widow, three sons, and one daughter.

EYTON—Charles P., 70, executive in silent film days and former husband of Kathlyn Williams, star of silent movies, in Hollywood July 1 of pneumonia. He served as general manager of the old Famous Players-Lasky Corporation and later as general manager of Paramount. Eyton started in the theatrical business in San Francisco as manager of the old Burbank Theater. He staged *The Bird of Paradise*, and was given much credit for its vast earnings. Later he was associated with the Oliver Morosco Photography Company. Survived by a sister, Veronica. Services July 5 at Hollywood Memorial Park Cemetery. Chapel by Father M. K. P. Brannan of St. John's Episcopal Church.

FERRALL—William T., 72, former inspector for the Ohio State Department of Agriculture, June 26 at his home near Carrollton, O. He was known to hun-

John P. Welsh

John P. Welsh, 79, former circus owner, died in Philadelphia July 3 after a long illness. He and his brother, Mike, were the founders of Welsh Bros.' Circus, which was well known years ago. The show's principal operations were in Eastern Pennsylvania, New York, and New Jersey. Some years it operated full seasons on various lots in Philadelphia.

Upon retiring from the circus field he and his brother, Mike, formed the Penn. Bleacher Seat Company, which is still operated by Mike.

The deceased is survived by another brother, George, of Lancaster, Pa. Mike resides at Ridley Park, Pa. Burial was in Norwood Cemetery, Philadelphia.

The Final Curtain

reds of fair concessionaires. His widow and three sons, all of Carrollton, survive. Services held June 28 at the residence in Carrollton and burial was in Scott Cemetery there.

GAMBLE—Harry Barnett, 67, one-time orchestra leader, June 15 in St. Joseph's Hospital, Philadelphia, after a long illness. In recent years he played trumpet with WPA bands. A daughter survives.

GERARD—Jack (Fearless), 54, vaude and outdoor performer, June 24 in New York of heart disease. Gerard was a high-swaying pole performer and appeared throughout this country and Canada. He leaves his wife and a son. Cremated at the Fresh Pond Crematory, Maspeth, L. I., N. Y.

GROSS—Bele, 80, mother of Mrs. Joseph H. Hughes, whose husband is field representative for George A. Hamid, Inc., June 24 in Binghamton, N. Y. Buried there June 27. Another daughter, Pearl Davies, survives.

HUGHES—Doc B. P. (Jack), former cowboy and in recent years a medicine show operator, June 27 near Smory Junction, Mich., when his car overturned following a blowout. Survived by his widow, Ollie Hughes. Body was cremated.

HARRIS—Sam H., 69, theatrical manager and producer, died July 3 at his apartment in the Ritz Tower Hotel, New York, of pneumonia. He had never fully recovered from an appendix operation last March.

Harris will be remembered as the man who rose from the Bowery to the position of one of the nation's greatest producers. He was a producer and manager for nearly 40 years. For 17 years he was associated with George M. Cohan, and under their joint management many successful plays were produced. He got his first theatrical job at the old Miner's Theater, New York, where he was hired to trail John W. Kelly, a star of the day, from saloon to saloon and bring him back to the theater in time for the night's performance. He later became a prize-fight manager and boxing promoter. Harris managed Terrible Terry McGovern, and two years after he came under Harris's management he became featherweight champion of the world.

With the money he made on McGovern, Harris produced his first show. His first theatrical venture was *The Gay Morning Glories*, a burlesque which toured the country. Next he became a partner in the production firm of Sullivan, Harris, & Woods. One of their greatest successes was *The Fatal Wedding*.

In 1904 Harris became associated with George M. Cohan, and they produced such shows as *Little Johnny Jones*, *45 Minutes from Broadway*, *George Washington Jr.*, *Paganini*, *Fifty Miles from Boston*, *The Talk of New York*, *The Man Who Owns Broadway*, *Get-Rich-Quick Wallingford*, *The Little Millionaire*, and *The Red Widow*. The firm of Cohan & Harris dissolved in 1921 because of a disagreement between the two on the Actors' Equity strike in 1919.

After leaving Cohan, Harris proved his ability as a producer in his own right. Three of his plays were Pulitzer Prize winners: *Icebound*, *Of This I Sing*, and *You Can't Take It With You*. Other plays he produced were *The Music Box Revue*, *Bain*, *Captain Applejack*, *Secrets*, *Cradle Snatchers*, *The Jazz Singer*, *Animal Crackers*, *Chicago*, *The Spider*, *The Marriage Bed*, *June Moon*, *Once in a Lifetime*, *Face the Music*, *Dinner at Eight*, *As Thousands Cheer*, *Let 'Em Eat Cake*, *First Lady*, and *Night Must Fall*. Also *Stage Door*, *Fulton of Oak Falls*, with George M. Cohan again; *Of Mice and Men*, *I'd Rather Be Right*, *The Fabulous Invalids*, *The Americaner*, and others.

Harris's latest production was *Lady in the Dark*, the Gertrude Lawrence vehicle which was one of the hits of the 1940-41 season.

Harris's first wife, the former Alice Nolan, died in 1930. He leaves his second wife, the former Mrs. Victor F. Watson, sister of George Brent, the actor. Buried in Woodlawn Cemetery, the Bronx, N. Y.

KINGSLY—Mrs. Edna, 56, former vaude performer, in San Francisco, June 27. Known as Thelma Kingsley, she retired in 1915. She was a member of the San Francisco Theatrical Club and the Old Timers' Vaudeville and Dramatic Club. Survived by her husband.

KLAUSE—George H., well known among circus folk, suddenly July 2 at Milton, Pa.

LEE—Auriol, 60, stage director and former actress, in an auto accident near Hutchinson, Kan., July 2. Although best known as a director, Miss Lee started her career as an actress in London, appearing in *The Price of Peace* in 1909. She later came to this country and played in *The Light That Failed*, *Miscellaneous*, *The Merchant of Venice*, *The Merry Wives of Windsor*, *Tiger, Tiger!*, *The Dark Angel*, and *The Vortex*. She then took up directing and directed all of John van Druten's plays here and abroad, including *After All*, *London Wall*, *There's Always Juliet*, *Behold, We Live*, *Another Language*, *Somebody Knows*, *The Distaff Side*, *Flowers of the Forest*, *Most of the Game*, *Gertie Maud*, *Leave Her to Heaven*, and *Old Acquaintance*. Services and burial in Hutchinson July 4.

LEVY—Louis, 51, proprietor of Spread Eagle Inn, near Mount Ephraim, N. J.,

June 30 of a heart attack. Survived by a son and daughter.

LINK—Arthur C., 52, musician, June 27 in Rochester, N. Y. He had been supervisor of WPA musical projects in the Rochester district, and had played with the Rochester Park Band and the 94th Regiment Band. He leaves his father, two sisters, and a brother.

MCPARLYN—Mayme (Mrs. Ben Craner), 69, veteran character actress with comed and rep shows, June 5 at her home in Saginaw, Mich. She began her career as character comedienne with Montgomery's Big Medicine Show, and later joined H. D. Ruckers Medicine Show. For many years she starred in tabloid musical comedies as a singing comedienne, playing opposite her son, Russell, a juvenile comedian. The deceased also toured with Uncle Tom's Cabin companies, and spent several seasons as a musician with J. Knox Gavin's Columbia Comedy Company. During recent years Mrs. Craner has been with a motorized tent show managed by her husband. Survived by her husband, a son, and daughter, Maxine. Burial in Forest Lawn Cemetery, Saginaw.

MCSTEA—John Vincent, 65, legit and stock theater manager for many years, in Brooklyn June 28. He was manager

won a \$1,000 award for his composition, *American Bandman March*. A son survives.

MONROE—John J., 64, owner of the Forepaugh's Theater, Philadelphia, June 26 at Abington Memorial Hospital, Philadelphia, after a short illness. He was active in Variety Club circles and was secretary of the Philadelphia chapter of the Indoor Showmen's group for many years. In earlier years he was associated with Forepaugh's Circus. Three sons and five daughters survive. Services June 30 in South Langhorne, Pa.

MORGAN—Tall Esen, 84, composer and conductor, June 30 at home in Asbury Park, N. J. Morgan went to Ocean Grove Auditorium, Ocean Grove, N. J., in 1910 to train a vocal chorus under Walter Damrosch, and remained in charge for 17 years. He retired six months ago. He leaves two sons, one an executive of Paramount pictures and Dr. Oscar A. Morgan, and three daughters.

RANDALL—Maurice G., radio character actor, June 29 in Wyanntskill, N. Y. He starred in the first television broadcast, *The Queen's Messenger*, presented over Station WGY, Schenectady, N. Y., in 1928. He also was a former choir director and dramatic teacher. Survived by his widow and four daughters.

ROBINSON—Clare McComas, 57, former stage actress, in Santa Monica, Calif., hospital June 26. Services in Los Angeles July 1. Survived by husband and sister.

SAMARY—Marie, 93, French actress, in Paris recently. She made her debut at the age of 14 in *Les Fils* and also was featured at the Comedie Francaise and Odeon theaters in Paris. She retired 28 years ago.

SCALF—Frank, well-known showman and decorator, June 26 in Norton, Va., while decorating the town for the firemen's celebration there. He had been in ill health for almost a year. His widow, Margaret, Bristol, Va., survives. Burial in Bristol June 27.

SMITH—Wallace P., 50, cornetist and leader of the Bronson (Mich.) Municipal Band, of a heart attack at his home in Bronson June 18. He formerly played with the Buffalo Bill and Ringling Bros. bands, also various theater pit orchestras. Survived by his widow, Emma S., and a brother, Maurice. Burial in Bronson.

SPOONER—Robert K., 64, retired vaude performer, in New Canaan, Conn., June 26.

STERNBERG—Yury Von Ungern, 40, actor, found dead in his apartment in Hollywood July 3.

STITZMAN—Levi E., 71, vice-president of the Reading (Pa.) Theatrical Union, June 25 at the home of his daughter in Kenhorst, Pa. He was a former actor. Other survivors include another daughter and three sons. Services June 28 in Reading, Pa., with burial in Fleetwood Cemetery there.

TINNEY—Edward J., 61, representative of the stagehands and motion picture operators' union, June 25 at his home in Youngstown, O., of a heart attack. Tinney was a national figure in show business for 25 years. Two brothers and two sisters survive. Services at St. Columba's Church, Youngstown, with burial in that city.

VERBECK—George P., 71, theater doorman, June 30 at home in Floral Park, L. I., of a heart attack. He was head doorman at the Strand Theater, New York, since the opening of the house in 1914.

WEEGFORTH—Harry M., 59, developer of the San Diego Zoo, at his home in San Diego, Calif., June 25 of a heart attack. He also organized the San Diego Zoological Society and served as its only president for 20 years. Services in San Diego June 29. Survived by his widow; two sons, Milton and Lester, and a sister, all of San Diego.

WHITEMAN—Richard L., 3, son of Paul Whiteman, orchestra leader, at Metzer Hospital, Trenton, N. J., July 2 of a chronic kidney disturbance. Survived by his parents.

WIDNEY—Glover F. Jr., 35, film technician, at the California Hospital, Los Angeles, July 2. Services in Los Angeles July 5. Cremation followed the services.

WILSON—Charles W., 77, former circus employee, June 25 at home in Mil-

at one time of Eva Tanguay, William Farnum, and Bert Lyell. He supervised the distribution and exhibition of *The Birth of a Nation* and *Orphans of the Storm*. In New Orleans he managed the Lyric and Greenwald theaters and brought stock companies later to the old French Opera House there. About 20 years ago he became connected with Lee and J. J. Shubert, managing theaters in Baltimore, Brooklyn, Cleveland, Philadelphia, and Washington. He retired five years ago. Survived by his widow and a sister. Interment in New Orleans June 30.

MAINS—Mrs. Loretta, 55, who with her husband Glenn operated concessions at Meyers Lake Park, Canton, O., for many years, July 2 in Aultman Hospital, Canton. Her husband is the only immediate survivor. Services July 4 in Whittier Parlor, Canton, with additional services July 5 at the Morrow Funeral Home, Granville, O. Burial in Granville Cemetery.

MASTERS—Darrel, uncle of Lela (Babe) Bickford, formerly of the Chick Boys and Eddie Hart players, in Omaha, Neb., June 29.

MILLER—Hiram H., 75, composer of more than 300 numbers, June 29 at the home of his son in Paoli, Pa. Miller was said to have supplied 10,000 bands throughout with musical selections. He

waukee. He had been a concessionaire, animal trainer, ticket man, and detective with various circuses.

Marriages

BOZEMAN-LOGAN—Dr. James K. Bozeman, physician on Art Lewis Shows, and Loraine Logan, aerialist with Eddie Viera's Four Stars, high act, recently

DOWNES-DRAPER—Johnny Downes, film song and dance man, and June Ellen Draper, singer, in Hollywood June 28.

FOSTER-AMES—Lawrence H. Foster, nonpro, and April Ames, dancer, June 22 in New York.

HOTCHKISS-PETERSON—Russell Hotchkiss, musician with Stan Stanford's orchestra, and Dorothy Peterson June 16 at Munising, Mich.

HUGHES-CROMWELL—George A. Cromwell, announcer on Station CHBJ, St. John, N. B., and Mary O. Hughes, nonpro, at St. John Cathedral recently.

HULSE-ERNST—Stacy B. Hulse Jr., nonpro, and Lella Ernst, actress, June 25 at the Little Church Around the Corner, New York.

KELLEY-ZIMMERMAN—Harold S. Kelley, son of Edgar H. (Doc) Kelley and the late Madame Laura Claffin Kelley, grand opera singer, to Mildred Zimmerman, June 26 in New Haven, Conn.

KERSTING-TUDOR—Joseph F. Kersting, aerialist and dancer, to Marjorie J. Tudor, member of Tudor Sisters and Avery, June 29 in Indianapolis.

KRAVITZ-VARBALOV—Dr. Charles H. Kravitz, nonpro, and Henrietta Varbalov, daughter of Samuel Varbalov, theater operator, Philadelphia and Camden, N. J., June 22 in Philadelphia.

MCCLOWRY-OSMUNDSEN—Thomas J. McCloy Jr., former announcer at Station WHBC, Canton, O., and Jane Osmundsen, nonpro, in the paragonage of Calvary Presbyterian Church, Canton, Mass. 29.

MCPADDEN-MANGO—Joe McPadden, night club emcee, and Nancy Mango, nonpro, June 29 in Philadelphia.

METZ-CALDEVILLA—Harold Metz, nonpro, and Mary Caldevilla, secretary to Charles Zagrans, branch manager of RKO Pictures in Philadelphia, June 27 in that city.

MINICK-BECK—Charles Minick, nonpro, and Agnes Beck, secretary to manager of Evergreen Casino, Philadelphia night club, June 28 in that city.

MITCHELL-HIER—Thomas Mitchell, film actor, and Mrs. Anne Brewer Hier, his former wife, in Vancouver, Wash., June 20.

O'CONNELL-BATES—Daniel O'Connell, nonpro, and Beverly Bates, former vocalist with Bridgeport, Conn., orchestra, in Bridgeport June 23.

SCHAETZKE-HOLMES—Wallace A. Schaezke, trumpet player with Stephen Swedish's orchestra, and Keo Holmes June 28 in West Allis, Wis.

SHIDLER-DE CAMP—John Ashton Shidler, nonpro, to Rosemary De Camp, film actress, in Beverly Hills, Calif., June 28.

VAN DYKE-MARX—Melvin Van Dyke, assistant manager of the Vaudeville Theater, Kaukauna, Wis., and Marie Marx June 25 in Appleton, Wis.

VON WALDEN-WARD—Jules Von Walden, son of Jules and Elsie Held, former well-known vaudevillians, and Irene Ward, nonpro, at Unitarian Church, Cincinnati, June 21.

WARREN-VAN BUSKIRK—Carl Warren, announcer and assistant program director at Station WOR, and Edith Van Buskirk, nonpro, in Kent, Conn., June 28.

YOATIS-DELIASSIO—Johnny Yoatis, son of James Yoatis, general superintendent for James E. Strates Shows, and Anna Maria Deliasio, dancer with Joe Scatino's Vaudeville on the same show, recently in Bradford, Pa.

Coming Marriages

Ken Murray, radio and screen actor, to Cleatus Caldwell in Hollywood soon.

James Cruz, silent film director, and Alberta Beatrice McCoy, nonpro, in Hollywood soon.

Robert W. Troup Jr., songwriter who composed *Daddy*, and Cynthia Hare, singer and dancer, in Philadelphia soon.

Tony Wheeler, announcer at Station WFIL, Philadelphia, and Joan Lane, professional model, in September in Philadelphia.

Lawrence J. Murphy, leader of the Shire City Orchestra, Pittsfield, Mass., and Olive V. Richards, of Springfield, Mass., in Pittsfield July 16.

Bernard Francis Flynn Jr., nonpro, and Maria Luisa Lopez, Spanish dancer, July 12 at the Church of Our Lady of Guadalupe, New York.

Births

A daughter to Mr. and Mrs. Harry Kerr in Hollywood June 25. Father is writer on the Lux radio show.

A daughter to Mr. and Mrs. Hugh O'Malley in Milwaukee recently. Father is promotion manager at Station WISN.

A son to Myron and Claudia Dutton at Monte Sano Hospital, Glendale, Calif., June 29. Father is NBC producer.

Twin girls to Earl and Marjorie Sorrenson in California Hospital, Los Angeles, June 18. Father is maintenance engineer at NBC in Hollywood.

A son to Mr. and Mrs. Kenneth E. Bemis at Glendale Sanatorium, Glendale, Calif., June 23. Father is Bill Bemis, of Billy and Beverly Bemis, dance team.

A daughter, Nancy Ann, to Mr. and Mrs. Harold Raymond June 29 at Jewish Hospital, Brooklyn. Father is one of the operators of the Star Theater, Brooklyn.

A daughter to Mr. and Mrs. Jay Dratler at Cedars of Lebanon Hospital, Hollywood, June 30. Father is writer with Paramount.

A daughter to Mr. and Mrs. Ralph Winters at Good Samaritan Hospital, Hollywood, June 29. Father is film editor at MGM.

A daughter to Mr. and Mrs. Joe Daniels in Seattle, Wash., June 28. Father is booking manager of Eastern Circuit vaude in that city.

A daughter, Karen Ann, to Mr. and Mrs. Joe Orth recently at Maywood, Ill. Father is a former elephant man with the Ringling show.

Divorces

Mrs. Sadelle Hoffman from Charles Hoffman, magician, in Los Angeles July 2.

Elliott Russell, musician, from Nancy Atkins Russell June 30 in Atlantic City.

Peretval Westmore, Hollywood make-up artist, from Thais Dickerson Westmore in Los Angeles June 21.

George S. Otachi, concessioner in Atlantic City, from Mildred King Otachi June 30 in that city.

Marion Talley, opera and radio singer, from Adolph Eckstrom July 1 in Los Angeles.

CROSS-ALLEN ARB

(Continued from page 4)
only question left for arbitration would be back commissions.

In a previous arbitration by representatives from AGVA and the Artist Representatives Association, Cross was awarded to Allen and Agnets on the strength of a 60-day authorization in which it had been stipulated that should the Allen office obtain "any work" for him, a contract for one year with options on five would automatically be effective. The one-year pact was never signed. Cross maintaining that Allen had obtained an insufficient amount of work for him. Cross subsequently signed with Music Corporation of America, which booked him immedi-

ately with the Sammy Kaye unit for about 14 weeks. Allen then brought the matter before the ARA, and the ARA-AGVA arbitration committee subsequently gave Allen the decision.

Cross later, appealed, and another hearing is to be held before a panel from the American Arbitration Association. AGVA has named Lillian Poses, attorney with the Social Security Board, to represent Cross, while Allen has named Dan Higgins, former RKO booker. An impartial chairman will be selected from the AAA panel. The AAA hearing has been postponed twice at the behest of Allen, and will be held when Cross gets back from a Midwest trip.

PROGRAM REVIEWS

(Continued from page 8)
several days later the prize goes to the winner.

Among questions asked were, "What time did the sun set tonight?" (8:02 p.m.); "What's the meaning of 'Rhythm'?" (name of a boat entered in local regatta); "Who owns a 78-acre ranch?" (a Texas name O'Hearn).

Potter doesn't confine his questions to any particular part of the paper, for quiz included queries culled from vital statistics, syndicated column, local news feature, and society page.

A well-known townsman acts as Potter's assistant. Prizes range from tickets to one of the local theaters to three quarts of ice cream from a local manufacturer. Jack Weinberg.

"The Spirit of '41"

Reviewed Sunday, 4:30-5 p.m. Style Narrative, dramatic, Station—WABC (New York, CBS network).

Spirit of '41 is designed to give listeners an insight into the history and functions of the various forces of the army, navy, coast guard, etc. Opener of the series plugged the Army Engineering Corps, with an on-the-spot broadcast describing military maneuvers at Fort Benning, Ga. Gab is handled by Burgess Meredith, who spoke of the history of the Engineers Corps, and John Charles Daly, who described the make-believe attack at Fort Benning. Two or three times in the course of the program also is switched to New York to pick up the Fort Jay military band giving out with musical music.

Program is a tough one to produce interestingly—and debut was far from impressive, being disconnected and full of crackling sound effects. Talk at times verged on the ridiculous, particularly in connection with functions of troop dispositions.

Meredith has a wonderful voice for this type of program and was okeh in his explanatory and historical sessions. Paul Ackerman.

"Hobbies in Sports"

Reviewed Saturday, 10:05-10:15 p.m. Style—Model builders' forum. Sustaining on WPN (Philadelphia).

Apart from an inviting billing, this weekly stanza offers absolutely nothing to the general listener unless one happens to be bugs about building aeronautical models. Program is an outgrowth of an interview by Ira Walsh during his sports period with Fox Fox, model builder kingly here. Emphasizing the sport one gets out of a hobby, interview branched out into a program of its own.

Handled by Fox, period is devoted to club notes of model building groups and to contests in the area. Clubs are invited to send in their puns for the reading. Undoubtedly of interest to those who have already built the hobby, but holds nothing to interest the outsider. Ordenker.

"Fight Camp"

Reviewed Sunday, 7-7:30 p.m. Style—Drama. Station—Sustaining over WOR (New York, MBS).

Fight Camp, Mutual's saga of elaghappy boxers, their trainers and managers, is successfully depicting something of the fascination and villainy of the prize-fight business. It's a story of "Ma" Corbett, who runs a fight camp, and Willie Shanley, itinerant battler who barges in on the camp and proves to be terrific. Ma needs money and Willie promises to be an economic blessing. At this juncture the villain of the piece, one Hecco, makes maneuvers to grab Willie's contract away from Ma. Love angle is interwoven in this main plot and concerns Ma's daughter, Mary; Willie, and a punch-drunk battler called Iron Man.

Story structure and dialog are intentionally simple, but for the raft of boxing fans it should prove of terrific interest.

Capable cast has been assembled by Director Harold McGee, including Marion Barney, as "Ma"; Bedelia Falls, as Mary; and Sam Byrd, as Willie. Villainous Brocco as Jerry Lesser, whose every intonation and accent portends dirty doings. Paul Ackerman.

"Fishing Dope"

Reviewed Thursday, 9-9:15 p.m. MST. Style—Sports. Sponsor—Wright-McGill, Station—KLZ (Denver).

A summer-time show that is particularly appropriate, since fishing is one of Colorado's main attractions and the sponsor is a manufacturer of fishing equipment. Written and produced with the cooperation of the local Inland Walton League, stanza has a three-way draw a report on fishing conditions throughout the Rocky Mountain Region, a dramatized sports skit, and awards of \$25 and \$12.50 worth of the sponsor's equipment for the biggest fish caught and registered with one of the sponsor's dealers.

Austin Williams does the spoliing. Skit is highlighted by sound effects and built around some particular variety of fish in the region. Balanced format keeps listeners' interest throated and is a natural for those interested in fishing. Herb Trackman.

Comment

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

Musical Varieties on WIP, Philadelphia, Thursday (4:30-5 p.m.) continues to uncover the town's vocal talents that definitely belong in radio but never stay on beyond a few sustaining spots for lack of a compensating pay check. When caught (12) stanza introduced, the vibrant baritone of Jack Hutchinson, led is no novice on giving out in his deep-voiced range for the romancy ballads and dramatic ditties, having schooled on the town's nitery floors. However, he has too much force in his voice to waste it on such a trite tune as *Walking by the River*, showing to better advantage in *Amopio*.

Betty Lane, another air newcooner, makes a nice impression as a rhythm songbird with *Keep Your Eyes on Your Heart*. Mixed voices of Three Lads and a Lassie, recently reorganized after a spell with Tony Pastor's band, offered a colorful arrangement of *Yours* in the rhythm register, big time all the way.

Joe Prassetto, WIP musical director, weaves the fitting musical backgrounds. Ordenker.

Westinghouse Expands Short Wave Broadcasts

BOSTON, July 5.—Westinghouse's international broadcast station, WBOS, which has been beaming its programs toward Latin America, this week opened a new European beam and began a series of broadcasts in French, Portuguese, and English. Station began its Latin American broadcasts in January after it was moved here from Pittsburgh. Has been broadcasting news, sports, musical programs, and other several days a week.

F. P. Nelson, director of international broadcasting for Westinghouse, is in charge of WBOS, which shares studios and office space with Westinghouse Boston outlet, WBZ.

Templeton's 6G at Dell

PHILADELPHIA, July 5.—Radio provided the first overflow crowd of the season for Robin Hood Dell, summer concert series here. Alec Templeton drew 7,500 Tuesday (24). Doubling the admission to 80 cents per, gate hit a fat \$6,000. Templeton made his usual double-barreled appearance with usual success. First as a serious musician playing Bachmanoff, later as the Haydenish kitten of the keyboard.

Templeton holds the Dell's all-time attendance record, attracting 13,000 last summer at his first appearance in these parts.

Frolicland Big Hit at Brandon

First 3 days' grosses up 28 per cent—Canadian officials laud features

BRANDON, Man., July 5.—J. W. (Patty) Conklin's dream midway, Frolicland, made its debut at Provincial Exhibition of Manitoba here anything but the nightmare predicted by those who were of the opinion that a 56-car carnival could not be organized in a few months, with only 20 cars of equipment as a starter. Conklin has taken his idea show to the big time, fulfilled every promise, turned skeptics into boosters, and hiked the 1940 gross of the Royal American Shows 38 per cent for the opening three days of the five-day stand despite unfavorable weather opening day. Comments from the many visiting exhibition directors and officials and the local exhibition board were highly complimentary, and H. L. Crawford, city editor The Brandon Sun, declared editorially that "Frolicland actually topped previous midways in many departments."

Sid W. Johns, secretary-manager Saskatoon Exhibition, said, "I was agreeably surprised. It's a great show." J. H. Warren, K. C., director Saskatoon Exhibition, "Patty had exceeded my most sanguine expectations." Stan Wayte, publicity director Regina Exhibition, "I expected to see a really remarkable carnival, but I did not expect the wealth of talent behind the ornate show fronts. Frolicland has more exploitation angles than any previous midway."

Beatrice M. Benson, secretary-manager of the local exhibition, after a tour of the attractions, said: "Everybody has been saying about the new show, how great it was, how thoroughly entertaining. Now I understand why. We've never had a comparable reaction from the public." W. A. Cameron, president, Brandon Ex. (See FROLICLAND BIG HIT on page 41)

Great Lakes Early Tour Exhibition; Storm Damages Show

MOUNT VERNON, Ill., July 5.—Great Lakes Exposition Shows wound up their engagement at the Soldiers and Sailors' Reunion here last Saturday to fair business. Weather was good until Friday night, when a windstorm hit, destroying a number of tops and doing damage estimated at \$5,000 by General Manager Al Wagner. Wagner immediately completed negotiations with the Fulton Bag & Cotton Mills to replace the damaged tops with new ones.

Damaged in the blowdown were Roger Haney's Penny Arcade, Miss America, and the Polles, which were put in condition to operate the following night. Management reported here that the first 12 weeks of the season have resulted in satisfactory business increases over last year.

Charles Harbaugh, sound man, took delivery on a new trailer here, and Harry Rubin added four more concessions. Ben Brown, special representative, and E. B. Jacks miraculously escaped death when their car crashed thru a guard rail on route here and dropped 25 feet. Neither was injured.

Reed Pilots Penn Premier; Lock Haven Proves Winner

LOCK HAVEN, Pa., July 5.—Penn Premier Shows came in here Monday for a week's stand following one of the best engagements of the season so far in Williamsport, Pa. Large crowds of good spenders turned out each afternoon and night. Stan Reed, who has been in advance of the organization, was brought back here to replace W. C. Murphy as business manager. Owner Lloyd D. Seiffas purchased a new car, and Jack Miller joined with three concessions.

The Sensational Estons, free act, are proving a good draw. Owner and Mrs. Seiffas celebrated their 12th wedding anniversary on June 27 with a big party, with the personnel in attendance.

Canada's exports during the first five months of 1941 totaled \$667,008,000 as compared with \$437,316,000 in the similar period of 1940, an increase of 35 per cent.



MAX GOODMAN, on behalf of the personnel of Goodman Wonder Shows, receives the gilded key to the city of Burlington, Ia., from Mayor Max A. Conrad (right), during the organization's recent stand at Tri-State fairgrounds there, under American Legion Post auspices. Mayor Conrad, who is a World War veteran and Legionnaire, also presented Goodman with a letter commending the cleanliness and entertainment qualities of his shows.

Lewis's First Half Shows 50 Per Cent Business Increase

BRUNSWICK, Me., July 5.—Coincident with the organization's invasion of Maine for the first time, management of the Art Lewis Shows announced at the opening of the week's stand here that gross receipts and attendance for the first half of the 1941 tour is at least over cent ahead of other years. Hike in results is attributed to the increased size of the midway, which has considerably more earning power than ever before, and the fact that the shows' route of still dates is principally in cities or towns where defense industries are working night and day.

Opening in Norfolk, Va., gave shows the biggest four weeks in their history, while Bridgeport, Conn., for two weeks produced unbelievable attendance and gross figures. Out of the period of 11 weeks, only two nights have been lost to rain, although some cool nights were experienced in New Hampshire. Two shows, Snake and Fred Munn's Monkeyland, have been added since opening. Swede Erickson also added a new Spitfire, bringing the total of major rides to 14, with three baby rides. The 16 shows on the midway bring the number of paid attractions up to 33.

For the last four weeks the neon department has been working in two shifts. Management hopes to have every ride and show neonized by fair time. A new front has been built for the Monkeyland exhibit, and work has been started on a new 100-foot front for the Vanities. Owner Lewis plans to go into his fair dates with the largest show of his career. Executive staff remains the same, with the exception of Frank Sager, who joined five weeks ago as trainmaster. Mrs. Morris Stokes was added to handle advance publicity.

Plans Mapped for SLA Canadian War Charities Benefit

BRANDON, Man., July 5.—Arrangements have been partially completed for a monster benefit show under the banner of the Showmen's League of America to be held at Edmonton, Alta., during the exhibition, beginning July 14 for the Canadian war charities. League President Frank R. Conklin, in conference with Percy Abbott, secretary-manager Edmonton Exhibition, decided upon a \$1 admission charge.

Entertainment will be provided by Fred Krossmann, representing Barnes-Carruthers from the musical extravaganza Music on Wings, and it is planned to hold the event in front of the grandstand at midnight. Acts from Harry G. Seber's Frolicland revue Oriental Follies will probably be utilized. Committees are being formed to handle tickets, reception, entertainment, and mechanics.

Walter Hale, Conklin Shows' press representative, will publicize the show along "international good will" lines. President Conklin, acting for his organization, recently purchased a \$1,000 Victory Loan bond and the act received considerable publicity as being another proof of the reciprocal spirit of the two countries.

Sells Bros.' Greenville Opener Is Satisfactory

GREENVILLE, S. C., July 5.—Johnnie W. Heaton II opened his recently organized Sells Bros. Shows here last week to successful results. Organization will play local lots and parks until the end of the month, when it will begin a tour of Kentucky and Tennessee. Staff includes Johnnie W. Heaton II, owner. (See SELLS BROS. on opposite page)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Green Sward, Ind.
Week ended July 5, 1941.

Dear Editor:

It's only fair to give each individual on the show a turn at writing the weekly news letter. To permit the press agents alone to be the voice and opinion of the show is hardly fair. For that reason General Agent Lem Trucklow of the press department are sure that this introduction to THE BILLBOARD readers. He is a bookish warrior of the old school who could write reams and reams and dwell only on his clever exploits in fighting opposition or as a great midway philanthropist who has given smaller shows

hundreds of fairs that he couldn't play. Now for Trucklow's interesting and educational story titled THE Trials and Tribulations of a General Agent. Regardless of what others have written, I find that no two dates can be booked in the same way. Every general agent has his favorite method of contracting a spot. Here's my method, one that has proved to be perfect and saves the show a world of money. In other words, they do not have to gross so much because there will be less money on hand to spend. The lack of spending money cuts the buying expense down 30 per cent or more. When I hit a town, before even checking in a hotel, I contact the parties (See BALLYHOO BROS. on page 41)

Sale of Space For Trade Show Gets Under Way

CHICAGO, July 5.—Two thousand firms and individuals supplying merchandise, equipment, and services to outdoor amusement operators have been circularized by Secretary Al Hodge, of the National Association of Amusement Parks, Fools, and Beaches, who is in charge of the sale of space for the 23rd annual trade show of the industry to be staged at the Hotel Sherman here November 30-December 5. The list of prospective exhibitors was made up by Hodge working in co-operation with the Special Exhibit Committee of the Showmen's League of America appointed by President Frank B. Conklin of the League, and consisting of M. J. Doolan, chairman; Charles T. Goss, Morris Hart, S. T. Jessop, Lew Keller, John O'Shea, and Al Sweeney. The late Clifton Kelley was also on the committee. Many new names have been added to the prospect list formerly used by the NAAAPB.

To this list will be added more names sent in by individual park owners and managers and carnival men as every effort is to be made to make space available to everyone supplying the needs of outdoor showmen.

There are 135 booths available and Secretary Hodge states that the preliminary reservations already on hand will take care of about 50 per cent of available space. He advises those interested in exhibiting at the trade show to make their reservations early.

President A. W. Ketchum, of the NAAAPB, and the Exhibit Arrangements Committee appointed by him, consisting of Herbert F. O'Malley, chairman; N. S. Alexander, vice-chairman; A. R. Hodge (See Trade Show Space Sale on opp. page)

BG Starts Fair Trek in Anderson; Biz 20% Above '40

ANDERSON, Ind., July 5.—Beckmann & Gerey Shows closed last Saturday and moved in here for the first of a long list of fairs. Train arrived here late Sunday night, but practically everything was ready when Anderson Free Fair opened Monday night. New fronts for the Illusion Show and Zorina Gardens attracted attention. The Ice Proles' new front is expected to be ready in about two weeks. Shows opened here in torrid weather, but business for the first three days was up 20 per cent over last year. On Tuesday night Governor Schickler visited and Wednesday night Lieut. Gov. Charles Dawson, Francis Overstreet, president State Fair Board, and Paul Dunn toured the midway with William B. Naylor, press representative. In last week's issue it was reported that over 20,000 passed thru the turnstiles at Elmwood Park to a 5-cent gate. Gate, as always, was 10 cents.

Large Crowds Out For Jones's Stand In Duluth, Minn.

DULUTH, Minn., July 5.—Playing to what was believed to be the largest audience ever to witness a carnival locally, Johnny J. Jones Exposition concluded its 11-day run here on July 2 to attendance estimated at 90,000. American Legion Post sponsored and a 10-cent pay gate prevailed. Weather was only average, with a mixture of warm, cool, and rainy days. Originally scheduled to open June 21 shows' date was set back one day because the new Duluth Municipal Stadium and ball park was not ready for opening. When General Agent Sam Giustini arrived he found himself in the predicament of having no grounds on which to set up unless his men pitched in and helped clean up the old ball park, tear down the bleachers and generally straighten out the lot. When the show wagons arrived they were permitted to park along the street, stretching from the new stadium and adjoining carnival lot to the railroad depot. When Owner E. Lawrence Phillips and J. C. (Tommy) (See Jones Big Draw on opposite page)

Weather Deals Blow to Philly Spots July 4th

PHILADELPHIA, July 7.—All park and other outdoor enterprises in this section had a total blank July 4 on account of cool and rainy weather all day. All department stores and many other business houses closed for a three-day holiday and many thousands left the city for the country and shore resorts. Saturday was clear and warm, affording an opportunity to make up for the loss of the Fourth, but it rained all day Sunday.

The last two weeks have been very hot, with parks and pools doing big business until a cool spell set in the day before the Fourth.

SELLS BROS.

(Continued from opposite page)

manager; Frank Kelley, general agent; Dad Roberts, lio superintendent; Benton Stone, electrician; Betty Wright, secretary; Dale Hook, sound equipment and press representative; Jerry Barker, transportation superintendent.

Rides and foremen are: Ferris Wheel, Bob Goreld; Chairplane, Willis Walsh; Loop-o-Plane, Bob Belle; Loop-o-Plane, Harry Jones; pony ride, Rex Powell; Whip, Roy Merton. Shows include: Down in Dixie, Jerry Barker, manager; Ida Cox, singer; Sammy and Tammy, comedy, and Bright Roseman's Dixieland Band. Crime, Judy Stone, manager; Jungland, Walt Miller, manager; Chinatown, Rose Miller, manager; Ted Jackson, Ed Wells, Andy Jayer, Peg Smith, Dolly Coleman, Jean Stone, and Dixie Pryor; It's True, Bill Coll, manager; Jack Parkway, Smith Newman, Helen Plack and Joan Dimm, annex; World's Fair Follies, Art Litchfield, manager; June Cramer, Ethel Barnes, Jane Parkway, Edna Collins, and Sally Randman, annex.

Concessionaires: Clara Rooker, two ball games; Roy Little, popcorn, checker, and milk bottle games; James Kluse, ham and bacon, hoop-la; Mat Christ, penny pitch, cat rack, taffy candy, cane rack, and shooting gallery. Sailor Harris is presenting the free attraction.

Among visitors here were Matt Bunn, Jim Petrelli, Albert Hyder, Cass Lange, and Van Smith. Shows are being transported on eight trucks and four trailers.

JONES BIG DRAW

(Continued from opposite page)

Thomas, general agent, arrived, Glusken had transformed the old ball park into a showground. Floyd (Whitley) Newell worked up a number of successful pro-

motions, including the sponsoring of an "oppleans" day by local papers, and having Duluth ballplayers serve as ticket takers one night.

The Clyde Beatty circus drew crowd capacity crowds, with his act and his chimp twins making a big hit. Charlie Taylor's Plantation Revue was popular, as were the Follies and Nude Show. All rides and concessions played to good crowds through.

Shows were well illuminated with colorful neon which penetrated the deep Duluth fog for many blocks and could be viewed from atop the city's famed Skyline Trail. City officials co-operated and visited frequently. Newell did a swell job of handling the publicity.

TRADE SHOW SPACE SALE

(Continued from opposite page)

and Edward L. Schott, are bending every effort to make the '41 trade show the biggest and best in history.

A new exhibit hall, designed to take care of heavy equipment exhibits, has been added to the excellent facilities of the Hotel Sherman. The floor plan sent to prospective exhibitors by the secretary's office indicates that an attractive show is in the making.

An added feature will be the two days additional time for the inspection of exhibits by carnival and fair men, since the show will open Sunday afternoon, November 30, and run continuously that day and Monday and Tuesday, December 1 and 2, with an average of 12 hours per day for the remaining three days. The management is not increasing the booth rental in spite of the additional time allowed.

SHOW BUSINESS HIT

(Continued from page 3)

Pullman reservations, trains, busses, and planes.

Those who travel in their own car will have to pay a tax of \$5 per year on each vehicle and, of course, gasoline charges will take care of the balance, although no hike has been made on gasoline because of high rates now in use by the Federal and State governments.

Other branches affected include: Pitchmen—Jewelry, including clocks and watches, 10 per cent on retail price with no exemptions; cutlery, 10 per cent of the manufacturer's sale price; rubber products (balloons and novelties), 10 per cent of manufacturer's sale price; sporting goods, 10 per cent of manufacturer's price.

Musical—Radio sets and parts, 10 per cent of manufacturer's price; phonographs and records, 10 per cent of manufacturer's price; musical instruments, 10 per cent of manufacturer's price.

Coin machines—tax of \$25 per year on all machines making a pay-off in cash or tokens, diggers, and pinball machines. Juice boxes exempted as vending machines.

POMONA PICKETING CASE

(Continued from page 3)

demurrer to the order to show cause why a restraining order should not be issued, explaining that all the facts had been presented.

"On the face of the complaint," Judge Willis said, "it does not appear that the other union (Fair Employees) is a company-controlled union. Your demurrer (addressing Garrett) raises no legal questions, only factual questions. Affidavits filed by the defendants indicate that a written contract still is in effect between the plaintiff and defendants. The court must know the facts in order to reach the point." Case was set for July 18 so that witnesses could be summoned to determine whether there is a contract between the fair and the unions.

Attorney Garrett indicated he plans to file a cross-complaint in behalf of his clients.

Meanwhile the fair association announced that, acting as its own contractor, erection of a new steel and concrete building for the Pacific Southwest Food Exposition to be held in conjunction with the agricultural and industrial show. Ten new livestock pavilions have already been completed and seven old barns have been removed to make way for a larger joy zone. In the grandstand building, four tunnels are being cut from the second floor to the seating area. Entire second floor will be given over to additional part-mutual facilities. Several smaller buildings are also going up. Roy Driscoll is handling the fair's publicity.

WORLD'S FAIR SHOWS, Inc.

WANTED WANTED WANTED FOR OUR
Long list of still dates and CELEBRATIONS, also a long string of FAIRS STARTING AT CORTLAND, N. Y., AUGUST 18.
FREE ATTRACTIONS: Must be high and sensational, price no object. Also want a HIGH DIVER, we have our own equipment.
RIDES: Pony Rides, Softies, Societ, Caterpillar, Tilt-a-Whirl or any other new and novel RIDE. WANT RIDE HELP IN ALL DEPARTMENTS. HAVE FOR SALE—DUAL LOOP-O-PLANE WITH TRUCK; WILL SACRIFICE. CAN BE SEEN AT BALTIMORE, MARYLAND, IF INTERESTED.
CONCESSIONS: Good opportunity for PENNY ARCADE. Can place Diggers, Seals, Guess Your Age and all other Concessions, including Merchandise Wholes.
SHOWS: Walter Marks wants Lady and Man to do trick and fancy riding for his Motor Circus. Want Minstrel Show, with or without own outfit, to join about the middle of August. Would also like to hear from any outstanding attractions that can get money at our long string of FAIRS. Want Manager for Show Shows. All Addresses:
SAMUEL E. PRELL, General Manager, Albany, N. Y. This week; Fort Edwards, N. Y., next week.

Want--JAMES E. STRATES SHOWS, Inc.--Want

FOR BALANCE OF THE SEASON

FAIR DATES start first week in August—twelve Class A Eastern Fairs, including Batavia, N. Y.; Erie County Fair, Hamburg, N. Y.; New York State Fair, Syracuse, N. Y.; Steuben County Fair, Bath, N. Y.; Bloomsburg Fair, Bloomsburg, Pa.; York Inter-State Fair, York, Pa.; Danville Fair, Gastonia Fair, Charleston A. & I. Fair. Can place miscellaneous Shows with or without frame-ups. What have you? GETTING READY FOR OUR FAIR SEASON. Can place Builders, Carpenters, Painters, Scenic Artist, Assistant Electricians, experienced Ride and Show Help. Can place Chorus Girls for Harmon Revue. Arthur Walsh can place experienced Help for Scooter, Caterpillar and Penny Arcade. Can place Midgets, must be in keeping with Royale Troop. Can place legitimate Concessions that do not conflict with what we have.

Address JAMES E. STRATES SHOWS, INC.
Week of July 7th, Rome, N. Y.; week of July 14th, Elmira, N. Y.

HELLER'S ACME SHOWS

Lyndhurst, N. J., First Carnival This Season on the Streets, Copewell and Stanford Avenues—Mount Carmel Celebration, Four City Blocks Decorated With Lights.

Want all kind of Shows, with own outfits preferred. Live and let live proposition. Diggers, Corn Game, Long Range Shooting Gallery, Custard, other legitimate Concessions. Can use Ride Help, also Semi-Truck Drivers. Five Fairs in Virginia and five in North Carolina. Not the biggest will not overwork them. First Fair starts August 18th. Have outfits for reliable Show People. We plan where defense money is plentiful. Paterson, N. J.; Fort Dix, N. J.; then Gloucester, N. J.

Address: HARRY HELLER, MONTICELLO, N. Y.

14 FAIRS STARTING JULY 21st 14 FAIRS

WANT—GOLDEN BELT SHOWS—WANT
SHOWS with or without their own outfits. ANY NEW RIDES that do not conflict.
CONCESSIONS—Pebbles, Cigarette Gallery, String Game, Ball Games, Watch-La, Fish Pond, Lead Gallery, Frozen Custard, High Striker, Bumper, Snow Cone, Rat Game, Pan Jinx, Pea Pool, or any 10c games. Can place Concession Agents.
Roy Mingo wants Ride Show People. Ace Martin wants Girls for Girl Show. Can place Minstrel Show People. Ride Help that can drive trucks, come on.
THIS SHOW GOES SOUTH AND STAYS OUT LATE.
Address: Macon, Ill., this week; Clinton, Ill., next week. P.B. Miller, can place 3 of your Concessions.

14 FAIRS STARTING JULY 21st 14 FAIRS

VIRGINIA GREATER SHOWS WANT

For Bel Air, Md., Firemen's Celebration, July 14 to 19, and six more weeks in Maryland. Want Girl Show, Tea-in-Oce and Minstrel Show. Want Cook House, Penny Arcade, Pitch-Tilt-You-Win, Fish Pond or any other legitimate Concessions. Ferris Wheel Foreman wanted at once. Highest salary. Victoria, Virginia, this week. Write, wire SOL RUGER OR ROOM.

RIDE OWNERS, ATTENTION

Will buy Loop-o-Plane or give a good proposition to book Roll-o-Plane, Octopus, Spiffine or any new Ride with transportation. This is a clean Show and positively no grift. Real route, all Fairs and Celebrations, starting July 19 for eight days at Legion Celebration, South Omaha, Neb. We play Cobby Walker, Ray Conley, Wash and Kearney, Neb. Ask anyone that has ever played these spots. Can use two more Shows. John Shouse, M. W. Crowell, write me. Can use acts for Pol Show, St. Sioux City, Neb., this week; then Fremont five days; then So. Omaha.

CHAS. ROTOLO, Owner and Manager Elite Exposition Shows

TWO BIG WEEKS IN OSHKOSH, JULY 7 TO 21

Wanted—Snake Show, Girl Show, Athletic, Freak Show, Mechanical Show. Terms 25%. Book Ride, 25%, not conflicting with Loop-o-Plane, Ferris Wheel, Merry-Go-Round. Will buy Chain-o-Plane and Kidney Ride. Will help, salary \$15.00 to \$25.00. We have open dates. Wisconsin, Minnesota Fairs and Committees, write.

E. J. McARDLELL, MIDWAY OF FUN

OSHKOSH, WISCONSIN

TEX CONROY WANTS

Freaks to feature, Working and Novelty Acts, Ticket Seller for second opening, Sword Swallower, Pin Cushion, Escape and Eyelids, Bally Girl. Want to hear from Shackles, Grace McDaniel, Scule; Bobby, Dog Face Girl; Tex Yates and those that know me. State salary expected. Place immediately for long fair season.

KAUS EXPOSITION SHOWS, INC., UTICA, NEW YORK

PIONEER SHOWS WANT

Non-conflicting Shows, Rides and Concessions. No racket. 14 week bona fide Celebrations and Conventions. Fair Secretaries, few open dates. Dan Riley, write Tom Fallon; Edgerton, answer. Penny Arcade wants Help. Concession Agents, Ladies or Men. We hold contracts for Central New York 21 County Firemen's Conventions on streets, held in Johnson City before; also Northeastern Pennsylvania. We have 2 bona fide old home weeks. This week, Troy, Pa., first carnival in 12 years; then closed town with first show in 8 years. All write or wire MICKY PERCELL, Troy, Pa.

C. W. NAIL SHOWS WANT

Shows, Concessions and Ride Help. Want Concessions and Musicians, Pit Show or other small Show. Want Bingo, Cane Rack, String Game, or other clean Concessions. Have best picnics and celebrations in Arkansas. Revere Reunion, July 14-19; Old Austin Dooch, Bey Celebration, and others. Wire Tuckerman, Ark., this week.

BIG MIDSUMMER FESTIVAL SHAWANO, WIS., JULY 19 TO 27

Nine Days

BOY SCOUTS

Want Concessions and Shows. Prices right. Come, write or wire.

CHAS. BROCKWINE.

BUFFALO SHOWS

Want Shooting Galleries, Fish Pond, Fish-Tilt-Whirl, Pools, Independence Side Shows, Hoop-La, Fun House, Penny Arcade, etc., for downtown Grosse, N. Y., center of town, from July 15-19. Long Est. of Firemen's Celebrations to follow, with parade every week.

THIS WEEK, GENEVA, N. Y.

WANTED

Master Dancer Walker; Art Presley, wire; Jerry Ott, wire.

TED BARRO

Care O. C. Buck Shows Brantleboro, Vt.

Cetlin & Wilson Shows

Week July 14, Rochester, New York; Location, Doud Post Grounds. Can place Silodrome, Pony Ride, Eight-Car Whip, Grind Shows of merit. Will finance money-getting Shows. Can place legitimate Concessions only. Can place few Workingmen who can stand salaries in keeping with the times. All address, this week, Rochester, New York. Want to know present whereabouts of Car Anderson. Will compensate anyone furnishing information.

HAMPTON AMUSEMENT PARK

COLUMBIA, S. C., 1/2 MILE FROM FORT JACKSON

Want Girls for Ball Games and Penny Pitches. Also Agents for Pan Game and other Percentage Games. Can place Girl Show, outfit furnished. Ray Ayers, wife. Can place Photos and few legitimate Concessions. Want Ride Help for Merry-Go-Round, Chair-Or-Plane and other Rides. \$5,000 orders here; plenty of money, and they are spending it.
ERIC B. HYDE, Mgr., Hampton Amusement Park, Columbia, South Carolina

W. C. KAUS SHOWS, INC.

Want for the biggest industrial town down east which has been closed until now and ready for a good showing. Want Pitch-Two-Wins, Long or Short Range Shooting Gallery; also Clarette Gallery, Photos, Miniature, Scales, Candy Flies, Stock Wholes, or any other legitimate Concession. Mrs. Cooper wants Agents for Stock Show. Any Walk Through or Huston Show, Side Show, Fat Girl, Rides or Umbra with own equipment. DANCING GIRLS FOR GIRL SHOW OR REVUE, \$25.00 salary guaranteed weekly. Want Ferris Wheel Foreman. Also have well-framed Athletic Show, want Manager for same. Have two Kiddie Rides for sale cheap.
Write or Wire W. C. KAUS, Randolph (Gardner), Maine.

WORLD OF FUN SHOWS

Can place for Firemen's Celebration, Myerdsale, Pa., week of July 14, followed by Firemen's Celebration, Western Port, Md., week of July 21. RIDE—Auto Kiddie Ride, Any legitimate Concession except Cook House, Pop Corn, Bingo. SHOWS: Have complete outfit for Girl Revue. Will book girls, drums, or any other show not conflicting. W. C. Brown wants Acts for Side Show, Fanny Biaz and can use High Act for balance of season. State lowest salary. Want Ride Help in all departments. Address all mail and wires to
J. E. STELLAR, Cumberland, Md., this week; Myerdsale, Penn., next week.

MIGHTY MONARCH SHOWS WANT

For Men, West Virginia, Concessions of all kind. Want Octopus, Bull-in-Glance or any Flat Ride. We are showing best ride territory in country. Want Drive Shows, Acts for Side Show, or will furnish complete outfit to party starting enough Acts for same. Want Animal Show, Motor Drome, also Penny Arcade. We open fair season August 15th and close in Florida in December. Place Musicians for Minstrel Band. Offer pay. Also Performers for Minstrel Show. All address
N. P. ROLAND and GEORGE GOFFAS, Princeton, West Virginia, this week.

WANT — WANT

FOR
SOUTH WESTERN NEW YORK FIREMEN'S CONVENTION
WESTFIELD, N. Y., WEEK OF AUG. 4TH TO 9TH
Want Book Merry-Go-Round, Kiddie Rides, Independent Shows with outfits. Cook House, Gas Joints, Concessions of all kinds.
SOUTH WESTERN NEW YORK FIREMEN'S CONVENTION ALWAYS HAS BEEN BIG — WILL BE BIGGER THIS YEAR
Write Dick O'Brien
CARE OF JAMES E. STRATES SHOWS, INC. AS PER ROUTE

Want-Gruberg World Famous Shows, Inc.—Want

Organized Girl Show to join on wire. Have beautiful completely framed show. Want Electrician to join at once. Must be sober and reliable. Also want Office Secretary to join on wire. Want Roll-Or-Plane, Soffine, Kiddie Auto. Want Concessions: Coupons and Wheels all open, will sell exclusive on Photos and Lens Range Gallery. Want Workingmen for all departments. We are playing fourteen weeks of Fairs until November 22nd. Wire MAX GRUBERG, Bordenonon, New Jersey, this week.

L. J. HETH SHOWS WANT

Now for Fairs—Musicians and Comedian for Minstrel Show, salary out of office; Talkers, Ride Help for Twin Wheels, Agents for Nail Store, useful Show People in all departments.

Write JOE J. FONTANA, KOKOMO, INDIANA

WANTED AMERICAN LEGION FAIR

Roxborough, Philadelphia, Pa., July 11-19

CONCESSIONS of all kinds. Must work for stock, Photos, Candy, Shooting Gallery, Photos, Clarette and Lead Shooting Gallery, Brides, Age, Hop, Ice, Pitch-Two-Wins, Bowling Alley, High Striker, Novelties, etc.

SAM YASSELL,
610 Shubert Theater Bldg., Philadelphia, Pa.
P.R.: Can use Chairplane, Roll-Or-Plane, Octopus or any Flat Ride.
NOTE—Good Big Water Act Free Attraction.

WANTED

Competent Foreman and Second Men for all fairs. Organized Minstrel Show, Showmen with people and with or without own outfit, get in touch immediately. Can place Concessions of all kinds for string of excellent fairs in Illinois. Write or wire

Francis Brothers' Shows

Washington County Fair, Ashley, Ill., this week; Pinckneyville Fair, Pinckneyville, Ill., next week.

WANTED FOR MRS. J. C. SIMPSON'S PICTURE MACHINE

Now Ready for Fairs

Capable, experienced Picture Machine Help that can produce, operate, fixer, grinder and Darkroom. Year round work. All replies to CLARENCE HUNTER, 16 N. Lawrence St., Montgomery, Ala.

Hughey & Gentsch Shows WANT

Foreman for South & South Chain-Plane. Also Second Men for Rides. Must be strictly sober and reliable and drive trucks. Season lasts until December. Also want good Cook House Help. Address Okauch, Illinois, this week.

WANT

Cookhouse that caters to show people. Can use few more Concessions, Michigan and Minnesota spots.

PLEASURELAND SHOWS

H. G. HOCKETT RAY MYERS
Muskegon, Michigan, all this week

Prell's Combo Tops Last Year's Jaunt; Staff Remains Same

TROY, N. Y., July 8.—Boasting an above par business average for almost all stands played thus far, Prell's World's Fair Shows wound up another winning engagement at Lawreate Park here on June 28. Management reported that the opening date in Fayetteville, N. C., was the best on the season so far, while shows' second engagement of the current tour in Portsmouth, Va., was close by from a financial and attendance standpoint. Fun games, under direction of Leo Bistany, have been working most of the season. Organization has experienced its share of labor shortage, but ride foremen, who have been with the show for a number of years, are still with it despite the fact they have been offered positions in private industry.

Stand in Baltimore, Md., proved highly satisfactory with a strong committee co-operating. Contemplated engagements in Philadelphia were canceled when the fun games were held down to such an extent that the management decided to reroute the organization. After a week in Philly, where rides and shows obtained good pay, combo moved into Yeadon, Pa., where with a strong political committee they obtained a red one. At Fort Dix, N. J., shows worked to a blank despite a solid pay day. Trenton, N. J., long a satisfactory date for the organization, proved profitable under a strong committee, but no records were broken. Elizabeth, N. J., also was good.

Buys Own Trucks

Newburgh, N. Y., closed for a number of years, resulted in a winner. Local Moose Lodge sponsored and gave good co-operation, as did the local radio station. Orphan's Day was successful. Alto organization always moved by hired trucks. Owner Prell was forced to purchase a fleet of his own because of industry's heavy demand for transportation of all kinds. Cash Miller is still directing the Ten-in-One Show, with Gertie Miller in charge of the Chez Paree Revue. Monkey Speedway is under management of Abe Wolf, and among recent additions were Bull Martin, with Athletic Show, and Bobbie Mansfield, who assumed direction of the Posing and Dope shows. Bob and Marian Perry were replaced on the Motor-drome by Walter Marks.

Ben Mottie's cookhouse continues popular, as does the H. W. Jones bingo, under direction of Freddie Blyth. Staff includes S. E. Prell, general manager; A. R. Prell, assistant manager; H. Jacobson, in charge of office; Charles M. Powell, general representative; Thomas W. Rise, contracting and press agent; R. F. McEnder, general press representative; Edward P. Byron, special promotions director; A. L. Woods, advertising representative; George T. Chestnut, outdoor advertising; Ben Fowler, transportation manager; August Snyder, mailman and The Billboard sales agent; Maj. Jack Elliott, free act; Frank R. Sheppard, electrical department, and Leo Bistany, business manager.

Front gate ticket sellers are Betty C. Knott and Evelyn N. Cheek. Maintenance division is under direction of Sam Caruso, and Stacy Knott has the Whip, with Harry Fox as foreman. Whitney Esterling is foreman of the Merry-Go-Round, while John Veday is handling the Rolloplane, and William Odem, the Chairplane. Loop-Or-Plane is in charge of Charles Outer-moore, with Al Westcott directing the Octopus. George Ward has charge of the kiddie rides; Tom Boyd, Glasshouse, and Joe Parsonson, funhouse.

Sky High Girl, Husband Hurt

PUNKSUTAWNEY, Pa., July 8.—Mrs. Corda Smith, "The Sky High Girl," and her husband, Donald, were injured in an accident July 2 at the close of their act during the Old Home Week Celebration here, the former receiving head and body abrasions and the latter sustaining a fracture of the offset bone in the ankle. Owing to lack of space the cable on which Mrs. Smith closed her act with a slide for life was set at a sharp incline. Realizing that her descent was too rapid she grasped a safety device, but was unable to check her slide sufficiently and crashed into her husband, who catches her. Both fell to the pavement. After receiving hospital treatment they returned to the showgrounds and announced that their performances would be continued.

PCSA Honors Kirkendall

LOS ANGELES, July 5.—July 14 meeting of the Pacific Coast Showmen's Association has been dedicated as Mark Kirkendall Night. He will attend and discuss his association with show business. At the last season Harry C. Rawlings, a friend of Kirkendall's, was delegated to bring the guest of honor.

This is the second meeting of this type scheduled during the summer. George Hines was the guest of honor at the last meeting and was interviewed on the rostrum by J. Ed Brown.

West Bros. Beat Weather At Aberdeen Engagement

ABERDEEN, S. D., July 8.—Alto this vicinity has been getting more rain than any time in the last 10 years and midway activities hampered by hordes of mosquitoes. West Bros. Shows managed to work to fair results at their stand on the Northwestern lot here, under American Legion Post auspices. Rides obtained the major portion of play, with shows falling to a new low. Concessions did well the latter part of the week.

Recently completed glasshouse proved a major attraction. All rides, trailers, and show equipment was repainted for the shows' early fair dates. Committee, under Doc Wilson, co-operated. Mr. Baehler, former general agent and now manager of the local bus lines, was a nightly visitor.

FOR SALE CHEAP

18 CAR RIDE-O

Ride now operating with Dodson's World's Fair Show, Wakefield, Massachusetts, week July 7th; Worcester, Massachusetts, week July 14th.

Address:

DODSON'S WORLD'S FAIR SHOWS

Per Abner Route

PLACE SHOW CARPENTER AND BUILDER

All-year job. Must be capable and familiar with show fronts. Knowledge of welding, Shows with or without outfits. Long season fairs commencing in two weeks. Place Lot. Men. Tenney Allen, answer if you see at Liberty. Place high-class Pop Corn and Peanuts. Also place Glass House with or without transportation. Big Fun House. Want Concessions of all kinds. Ride Help that can drive carts, trailers, Foreman for Ferris Wheel, Octopus. Top salary to capable operators. Everybody address:

AL WAGNER

CHICAGO HEIGHTS, ILL.

WACHTER'S PENN STATE SHOWS

Have opening for three Shows on account of the death of Doc Wilcox. Can place legitimate Concessions. Want capable Ride Foreman to take complete charge. First Man for Merry-Go-Round and other dependable Ride Help. We pay in cash, no deposits; Showers care. We also carry Pop Corn, Free Gals, Middleburg, Pa., this week; then Forest City, Pa., Old Home Week, July 14-20, Intactra.

STEWART WACHTER, Owner and Manager

PEARSON SHOWS

WANT FOR CELEBRATIONS AND FAIRS—COOK HOUSE, PITCH-TWO-WIN, HIGH-BET GALLERY (Ex. sold on Pictures and Corn Game) ALL OTHERS OPEN. Nashville (American Legion Celebration) this week; Roseville (American Legion Fiesta), July 14-19; Wyoming (Operator Club Celebration), July 21-26. We stay in Illinois all season. Contact me now for Lincoln, Fla.

WAITERS WANTED

Tom Hedder, answer.

ALTON PIERSON

GOLD MEDAL SHOWS IRON RIVER, MICH.

WANTED

Organized Girl Show and Talker. Salaries from office or percentage to reliable party.

LAWRENCE GREATER SHOWS

New Brighton, Pa. (Junction Park)

8 CAR WHIP FOR SALE

In good condition. Bangs. Can be seen in operation at Baltimore, L. I. N. Y., July 7 to 12.

L. LAMARGO

CARNIVAL WANTED

For LABOR DAY-HOMECOMING CELEBRATION

MARVILLE, ILL., SEPT. 1.

Address P. E. GREEN, Secretary, Lions' Club, Nashville, Ill.

Hike in Groves Greater Biz Noted; Fairbury Bow Clicks

FAIRBURY, Ill., July 5.—Groves Greater Shows moved in here Monday for a week's return engagement at the fairgrounds and opened to good results despite hot weather. Management, upon its arrival, announced that business for the shows has been on the satisfactory side since organization opened in St. Louis in March. Bad weather the latter part of May and early in June held down grosses, but the last three weeks have shown a decided increase in gross business, show officials said.

For the local stand organization is presenting 5 rides, 5 shows, and 25 concessions. Mr. and Mrs. Fred Proper left at Attica, Ind., with their concessions to play some special dates, and Mrs. Mabel Wyratt joined with two Kiddie rides, sound car, and four concessions. George Cain, general agent, and Roy Ricketts, electrician, were tendered surprise birthday parties by the personnel June 23 and 24. Both received valuable gifts. Bill Carner, of Byers Bros. Shows, visited, as did several members of the John K. Ward Shows. Frank Cambell joined with his concessions, and Harry Harris has assumed his duties as Merry-Go-Round foreman. The light plant is satisfactory. Edward Groves is owner-manager, and Opal Groves, secretary-treasurer.

ROUTES

(Continued from page 24)

Royal Quintet (Beverly Hills) Newport, Ky.
Russell & Christine (Ches Marilee) Montreal, Me.
S
St. Clair & Darand (Zimmerman's Hungary) NYC, Me.
Sanoff, Vera (Playhouse Kitchen) Westport, Conn.
Saneishi, Lorraine (Palmer House) Chi. h.
Sanford, Don (Hickory House) NYC, Me.
Scott, Margaret (Beverly) NYC, h.
Sellers, Jay & Lou (La Congo) NYC, Me.
Sexton, Al (Sawdust Trail) NYC, Me.
Sharon, Rita (20 Club) Proport, Ill. Me.
Shapiro & Eddie (Paddock International) Atlantic City, N. J.
Sherman Bros. & Tessie (T-X-K Club) Atlantic City, N. J.
Shing Mariner (El Hat Club) Chi. h.
Sky-Rockets, Three (Celebration) Madison, Wis. 9-12; (Celebration) Jacobs, Ill. 20.
Snoozer (Glen Park Barn) Williamsville, N. C. Me.
Smith & Dale (State) NYC, t.
Smooties, The (Blackhawk) Chi. h.
Soc. Great (Benjamin Franklin) Phila. h.
Soo & Sonny (Silver Dollar) Boston, Me.

RIDE FOREMEN WANTED

On White, Ferris Wheel, Octopus, Must know how to set up and tear down. Top salary to reliable men. Wanted—Small Gray Joint, Solid Concessions open. Here for Sale—Show Ice Machine, complete with all floors. Machine used twice, \$25 takes it. Address:

CHARLES GERARD
2515 Newtown Ave. Astoria, L. I., N. Y.

WANT

Kiddie Ride or Merry-Go-Round for real ride including twelve tracks of fun. Can also use Mop John, Short or Long Range Gallery. No gate and seasonal Free Art. This week and next. Call 1155. Wire Western Union Washington, D. C. Week July 21st, Federickburg, Va., in the heart of town.

BARNEY TASSL UNIT SHOW

DYERS GREATER SHOWS

WANT Ride Man, Pat Show, Pit Show, Motor-Show or Midget Show, Clean Concessions. We are now seeking Concessions of ability. Let us know. Starting Green, July 11th to 13th; Wash, 14th to 20th; all Wisconsin.

TILLEY SHOWS WANT

Legitimate Mechanical Concessions of all kinds. Experienced, sober Ride Help. Address: Kewanee, Ill.—this week; North Chicago, Ill.—next week.

WANTED

St. Anne's Church, Luzerne, Pa., July 14th to 26th. Concessions of all kinds. Clean, neat, and well-kept. Address: 1155-1157 W. 1st St., Luzerne, Pa.

PORTABLE DOGGEN FOR SALE
Complete Doggen, 21x25 ft. with 100 ft. pipe on two trailers and 125 ft. One Diamond T and one Chevrolet 1935. Road-up green and red wheel covers. Can show or show. Will take \$3500 cash for outfit with trucks, or \$700 for first-class doggen on 400-foot Octopus for eight Fair. **ELLMAN SHOWS**, 2220 N. 96th Street, Milwaukee, Wis.

Spear, Harry (Latin Quarter) Boston, Me.
Spencer, Kenneth (Cafe Society) NYC, Me.
Spear, Judy (Ches Pares) Chi. h.
Stewart, Jacqueline (Sutton) NYC, h.
Sting & Rabbia (Park Inn) Valley Stream, L. I., N. Y., Me.
Stone & Victor (Joe Mayer's Rathskeller) Fall River, Mass. Me.
Styliss, The (Rogers' Corner) NYC, Me.
Sullivan, Joe (Sutton) NYC, h.
Summer, Helen (Innabee) Chi. h.
Swann, Russell (Rainbow Room) NYC, Me.
Sweet, Alton (Claremont Inn) NYC, Me.
Sylvia, Paul, & Spotty (Rumba Casino) Chi. h.
Sylva, & Clemence (Capitol) Washington, t.

T
Taff-Boone (Fox) Tucson, Ariz. 10; (Fox) Phoenix 11-12, t.
Talia (Shoreham) Washington, Me.
Talia (Villa Venice) Chi. h.
Talia, Cesar (Villa Venice) Chi. h.
Tatum, Art (Cafe Society) NYC, Me.
Terry, Mary (Bonnie's) Atlantic City, Me.
Thayer, Sister (Savoy) NYC, h.
Therrien, Henri (Harper) Detroit, t.
Thomas, Danny (5100 Club) Chi. h.
Thorn, Lee (Cuniarth Ranch) Peekskill, N. Y.
Torres, Alberto (Havana-Madrid) NYC, Me.
Torrey, Jay (Havana-Madrid) NYC, Me.
Trotter, Joseph (Belmont) NYC, Me.
Tudell, Jean & Julio (Chase) St. Louis, h.
Tynes, Evelyn (Waldorf-Astoria) NYC, h.
Tyral, & Jess (New Ocean House) Swampscott, Mass. h.

V
Valdes, Miguelito (Waldorf-Astoria) NYC, h.
Valencia, Carlos (French Monte Carlo) NYC, Me.
Valley & Lynne (Palumbo's) Phila. Me.
Vanessa & Sandino (Villa Venice) Chi. h.
Vargesa, Bobby (Cliffside) Atlantic City, Me.
Varyly, Suzel (Ches Pares) Chi. h.
Vermonte, Claire (Fifth Avenue) NYC, h.
Villon, Rene (Colosimo's) Chi. h.

W
Walden, Thero (Pallades) Pallades, N. J., 7-10, t.
Waldron, Jack (Park Central) NYC, h.
Walker & Cozy (Indian Lake) Russellville, O., 1-12, t.
Wallace, Pupetta (Nixon) Pittsburgh, t.
Wallis, Both (Bradford) Boston, h.
Walters, Wally (Little Ambassador) Atlantic City, Me.
Walton, N. O'Rourke (Earle) Phila. t.
Walzer, Oscar (Fifth Avenue) NYC, h.
Ware, Dick (Bismarck) Chi. h.
Ward, Dolores (Belmont) NYC, Me.
Weber, Rex (Rise) Houston, Tex. h.
Weeks, Larry (Frank's Casa Nova) Buffalo, Me.
Wences (Low's State) NYC, 10-16, t.
White, Danny (Holland) NYC, Me.
White, Jack (18 Club) NYC, Me.
Whitson Bros. (Ben Marden's Riviera) Port Jervis, N. Y.
Williams, Hermanns (Radio City Music Hall) NYC, 1-9, t.
Williams, Patricia (Elm Beroletto's) NYC, Me.
Wilson, Alfred (Glenmore Daniels) NYC, Me.
Winchell, Paul (Cliff) Chi. h.
Winter & Diane (Park Central) NYC, h.
Winter Sisters (State-Lake) Chi. h.
Wood, Essences (Park Central) NYC, h.
Woods, Lloyd (Gables Inn) Atlantic City, Me.
Wyniers & Angelina (Sebastians Club Donations) Sacramento, Calif. Me.

Y
Yoc's, Hen, Quartet (Diamond Horseshoe) NYC, Me.
Yoc's, Hen, Militaire (Capitol) Washington, t.
Yosting, Helen (New Yorker) NYC, h.
Yvette (Club Ball) Phila. Me.

REPERTOIRE-TENT SHOWS

Hayworth, Beaber, Show: Danville, Va., 7-12.
Hine, H. L., Show: Ashby, Minn., 7-12.
McNally's Tent Show: Milton, Vt., 7-12.
Snyder, Harley, Tent Theater: Vernon, Tex., 8-9.
Schaffner Players: Quincy, Ill., 7-12.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailer points are listed.)
Allen, Fred: Eastwood, N. Y.; Batavia 14-19.
American Expo: Zanesville, O.
American United: Eldersburg, Wash.
Anderson-Strader: Wichita, Kan.
Antique Am. Co.: Jefferson, S. C.
Arthur's American: Olympia, Wash.; Centralia 14-20.
Atlas: Helena, Ala.
Bach, O. J.: Port Henry, N. Y.
Bandy All-American: Kane, Pa.
Bayland, Al: Valley City, N. D.
Basinet: Ironton, Minn.
Berkmann & Greely: Richmond, Ind.
Bee's, O. J.: Belfair (Fair) Vancouver, Ky.; (Fair) Grayson 14-19.
Blue Ribbon: Franklin, Ind.
Bremer's: Chippewa Falls, Wis.
Bright Lions Exps.: Barton, Md.; Grantville, Md. 14-19.
Brown Family Rides: Saint Simons Island, Ga.
Buck, O. C.: Brattleboro, Vt.
Buckeye Circle: East Aston, Ill.; Farmington, Mo. 14-19.
Buffalo: Geneva, N. Y., 7-13; Geneseo 15-19.
Burr & Hart: Owen Sound, Mo.; Belleville, Ill. 14-19.
Byers Bros. (Jimmie): Madrid, Ind.
Byers Bros. (Carl): Jacksonport, Ill.
Caley, E. J.: (Fair) Media, Pa.; (Fair) 9-10; (Fair) Killarney 11-12; (Fair) Carberry 15-19; (Fair) Housersville 17; (Fair) Russell 18-19; (Fair) 2 units; (Fair) Hartney, Man. Can. 9; (Fair) Shoal Lake 14-19.
Central State: Holton, Kan.; Manokto 14-19.
Ceryn & Wilson: Rochester, N. Y.
Chadwick: Hazen, Ind.
Cliff's United: Duncansville, Pa.; Mahaffey 14-19.
Coleman Bros.: Torrington, Conn.
Collins, C. J.: (Fair) Media, Pa.; (Fair) 9-10; (Fair) Killarney 11-12; (Fair) Carberry 15-19; (Fair) Housersville 17; (Fair) Russell 18-19; (Fair) 2 units; (Fair) Hartney, Man. Can. 9; (Fair) Shoal Lake 14-19.
Convention: Lackawanna (Woodlawn Sta.), N. Y.; Franklinville 14-19.

Cotton States: Havana, Ill.; Chandlerville 14-19.
Crafts 20 Big: Marysville, Calif., 8-13.
Crystal Expo: Middleboro, Ky.; (Fair) Louisville 14-19.
Cunningham's Expo: Bridgeport, O.
Curt, W. S.: London, O.
Dalley Bros.: Mansd, Okla.
Dick's Paramount: Marshboro, Mass.
Dixie Belle: Charlestown, Ind.
Douglas Greater: Salem, Ore.
Dudley, D. S.: Electra, Tex.; Tulsa 14-19.
Eddie & Expo: Webster, Pa.; Kittanning 14-19.
Edwards, J. R.: Clyde, O.; Navarre 14-19.
Elite Expo: South Sioux City, Neb.; Fremont 14-19.
Empire Am. Co.: Coleman, Tex.; Elgin 13-19.
Eudy Bros.: Woonsocket, N. I.
Fidler United: Hazel Park, Mich., 7-13.
Fleming, Mad: Cody, Valdesia, Ga.
Francis Bros.: Ashby, Ill.; Frobenysville 14-19.
Frisk Greater: Wahpeton, N. D.
Furnell: Dubuque, Ia.
Gibbs, W. S.: Clay Center, Kan.
Gold Medal: Iron River, Mich.
Golden Bell: Macomb, Ill.; Clinton 14-19.
Golden State: Sacramento, Calif., 8-20.
Golden West: Chicago, Ill.
Gooding A. W. Am. Co.: Fredericktown, Pa.; Lock No. 4, 14-19.
Gooding, W. S. Am. Co. No. 1: Columbus, O.; No. 2, Dayton, O.; No. 3, Elizabeth, Pa.; No. 4, Cleveland, O.; No. 5, Lackawanna, N. Y.
Gooding Greater: Bellairs, O.
Goodman's Wonder: Devils Lake, N. D.; Brainard, Minn., 14-19.
Grand Union: Cherokee, Okla.
Great Britain: Eldorado, Ill.
Greater United: Agra, Okla.; Mangum 14-19.
Gruber's World Famous: Bordenston, N. J.
Hanes, Mill: Round Rock, Tex.; Commerce 14-22.
Happy Attrs.: Middleport, O.; Wellston 14-19.
Henke's Acme: Monticello, N. Y.
Holler Bros.: Newberry, Mich., 8-13; Kingsford 15-20.
Hennies Bros.: Calumet City, Ill.; Joliet 14-19.
Hess, F. R.: Clintwood, Va.
Held, L. J.: Kokomo, Ind.
Hollie, Ruf: Humberston, Penn.
Howard Bros.: Atrs.: Vandergriff, Pa., 14-19.
Huggins Model: Spokane, Wash.
Hughes & Gentles: Drough, Ill.
Hurd, Bob: Cross Falls, Wis.; Priddy 14-19.
Ideal Expo: Binghamton, N. Y.; Carbondale, Pa., 14-19.
Imperial: Columbus, Ind.
James Greater: East Rainelle, W. Va.
Jones, Johnny J.: Exps.: Milwaukee, Wis., 12-20.
Katus Expo: Ursa, N. Y.; Waverly, N. Y., 14-19.
Kass, W. C.: Randolph (Gardiner), Me.; Nath 14-19.
Keystone Modern: Wheatland, Pa.; Grove City 14-19.
Lake State: Grayling, Mich.
Lang, Don: (Fair) Fessenden, N. D.; (Fair) Langdon 14-19; (Fair) Hamilton 17-18.
Largo, H. P.: Palestine, Ill.; Pocatello 14-19.
Lawrence Greater: Junction Park, N. Y.; Brighton, Pa.
Lea, M. J.: Fairfield, Me.
McMahon: Perry, Ia.
M. & G. Am.: Henderson, Ga.
Mack's Empire: Forest City, N. H.
Mack's Charvat: Wheelabun, Mo.
Mack's Empire: Forest City, N. H.
Marx: Charleston, W. Va.; Clarkburg 14-19.
Midway of Fun: Goshook, Wis., 7-21.
Mid-West: La Moore, N. D., 8-9.
Mighty Monarch: Princeton, W. Va.; Man 14-19.
Miller Interstate: Sedro Woolley, Wash.
Miner Midway: Alpha, N. J.; Morrisville, Pa., 14-19.
Motor City: Bay City, Mich.
Nail, C. W.: Tuckerman, Ark.; Reyno 14-19.

12 FAIRS

12 FAIRS

PEN PREMIER SHOWS

Can place Cook House for balance of season. Privilege in tickets. Want Custard, High Striker, Scales, Pitch-Tilt-U-Win, String, Lead Gallery, Miff Camp, and Bowling Alley. Gee, Buckle, Eddie Farrell, Jack Fenton, sawyer. Can place Man with Girls to handle outside of fair. Starting August 10. Hanson Dog Act, contact me immediately. Our first fair starts AUGUST 15, Maysdale Free Fair. Out until Armistice Day. Address all mail to LLOYD SERPASS, Williamsport, Pa.; Wellsboro next week.

FRISK GREATER SHOWS WANT

RIDES: Scooter, Fly-o-Plane, Roll-o-Plane, Rocket, Ride-O.
SHOWS: Ten-in-One, Life, Revue, Wax, Crime. Have beautiful panel front and top for revues.
CONCESSIONS: Scales, Fish Pond, Cakes, Pan, Novelties, Hoopla, String Game. Positively no racket. Want Mechanic for trucks and to care for Diesel plants. Want Ride Help and Foreman. Ralph Hatton, write. Write or wire before coming. Address per route.

SPITFIRE AND FLYOPLANE WANT

FOREMEN FOR THE ABOVE NAMED NEW RIDES. Must be mechanics and all around ride men. Can use Number Two and Three Men for these rides. Top salaries. No boosters. Tixat if it know you. Booked on a railroad show. Address:

C. E. Barfield, care Dodson's World Fair Shows
Wakefield, Mass., this week; Worcester, Mass., July 14th to 19th.

WANT ANNUAL MARION COUNTY AND 4-H CLUB FREE FAIR

NEW BETHEL, INDIANA, AUG. 11-12-13-14-15-16
Want Shows and Concessions. Bring sold as. Cliff Thomas Rides booked. One or two more Rides: Wood, Ross, Race, Octopus or Fly-o-Plane. This is the largest fair in Marion County next to the State Fair. Daily attendance 50,000. Merchants and farm exhibits, county band concerts each night. Can place good healthy 10-in-1 Show, Grand Show and any good money-getting show. Monkey Show and other Concessions, having good location for you. All Concessions, Shows, Bands and Free Act with HARRY ROBERTS, Secy., Winkamare, Indiana. Rides write to THOMAS AMUSEMENT CO., 2447 East Washington St., Indianapolis, Indiana.

GREATER UNITED SHOWS CAN PLACE

Octopus and Rolloplane, Hawaiian or Girl Revue, Colored Minstrels. Will furnish top and fronts for same. Fun House. Mrs. Dial and Sid Presson, wire. Want Ride Help. This week, Altus, Okla.; then Mangum, Okla.

WANTED—CARNIVAL For Seward County Fair

Aug. 21-22-23. Contact OLYVE A. HARDIN, Sec. Seward, Nebraska

LABOR DAY PICNIC

MOLINE, ILLINOIS
Want Specialty and Platform Acts. No Concessions.
C. E. GAULEY
2703 14th Avenue Moline, Illinois

WANTED

Elm Peris Wheel Foreman, Capstone Shooting Gallery, High Striker, Long Range Shooting Gallery, Harold Higgins and Cecil Shigman, wire me.

MIKE ZEIGLER SMITH'S GREATER SHOWS

Want for Harpethanook County Horse Show and Fair, Washington, Va., entire week July 14, legitimate Concessions all kind. Opening for several small Girl Shows. Also Help in all departments. Fruit Koral, Va., this week.
K. P. SMITH, MGR.

WANTED

Agents for Bowling Alley, Clothes Plus and good Motor for P. C. Truck Driver for a new truck.

SAM WEINTRUB

Care of Zeshind Bros. Show, Newton, N. J.

WANTED

First Class Carnival
WEEK SEPTEMBER 22

Three day Stock Show. Free Barbecue. Free Fireworks Display.

SEVEN COUNTY
LIVE STOCK SHOWG. R. WARBLow, Manager,
Brinkley, Ark.

WANT

CAPABLE BLOWER AGENT

For 17 Fairs starting this week. Gene Kirkwood, care of JOE S. SMITH, Box 6 Old Reliable Show, Vaneburg, Ky., this week; Grayson, Ky., next week.

SCRANTON, PA.
DIAMOND JUBILEE AND CENTENNIAL
The Biggest Event in Pennsylvania This Year
8 Big Days and Nights commencing JULY 23

This is a real celebration (NOT A PROMOTION) backed by every city official, the Chamber of Commerce, and every Civic Organization in the city. Attendance expected OVER ONE MILLION (1,000,000) People. This is the outstanding date of the year.

CONCESSIONS, RIDES AND SHOWS WANTED

for this date, especially some Kiddie Rides and Fun Houses that can set up around the Court House Square.

Can place Concessions to be located around the Court House Square, including Eat and Drink, Candy Floss, Custard, Name Pennants, Novelties, Scales, Ball Games, and every type of Concession, including Grind Stores and Wheels.

Will book 2 CORN GAMES to be set around the Court House Square.

Also additional Rides to be placed with the Show in the Stadium Grounds.

Write or wire NEIL BURK, CASEY HOTEL, SCRANTON, PA.

IDEAL EXPOSITION SHOWS, INC.

CAN PLACE Dancing Girls and Girls for Posing Show. Also want Man who is capable of handling Girl Revue.

CAN PLACE Long-Range Shooting Gallery and Photo Gallery; will sell Ex. Will book Kiddie Auto Ride.

CAN PLACE Ride Help. Also Help in all departments.

Write or wire WM. HARTZMAN, this week, Binghamton, N. Y.; week July 14, Carbondale, Pa.

CONCESSIONS WANTED FOR LIONS' CLUB CARNIVAL

FARMLAND, INDIANA, MAIN STREET, JULY 14 TO 19.
ALSO CLEVELAND, OHIO, JULY 14 TO 19.

Southeastern Indiana Tomato Festival, Sunman, Indiana, Main Street, week July 21; Brownstown, Indiana, Home-Coming, Main Street, week July 28; Spencer, Indiana, Fair, Main Street, week August 4. Address inquiries to

THE F. E. GOODING AMUSEMENT COMPANY

1300 Norton Avenue, Columbus, Ohio.

WILL BUY FOR 2 OR 3
CASH* ABREAST MERRY-GO-ROUNDAlso want to book: Duck Pond, String Game, Hucklebuck, Pan Game and American Football—no Copsies. Write or Wire—
Taylor Bros. PRUDENT'S AMUSEMENT SHOWS
124 Cedar Ave. PATCHOUE, N. Y.

WANT . . . AUGUST 18-19-20-21-22-23-24

KANKAKEE, ILLINOIS, FREE FAIR

Sponsored by Chamber of Commerce and 4-H Club. Want Shows and Concessions. Blinge sold. Ex. all others open. This is our Second Annual Fair. Thomas Amusement Enterprises (Seven Rides), of Indianapolis, Indiana, have been booked. Will book Ricket, Octopus, Radio-Plane or Flyo-Piano, No Penetration or Grift booked. Bands and Free Acts. Write to F. H. HENREKIN, Secy. Chamber of Commerce, Rides, Shows and Concessions, write to THOMAS AMUSEMENT ENTERPRISES, 2447 East Washington St., Indianapolis, Indiana.

National Expo: Stratton, O., 9-12.
Nolan Am. Co. South Zanesville, O.
Pase, J. J., Expo: (7th and Berry Blvd.)
Louisville, Ky.
Pan-American: Bryan, O.
Parade: Ozark, Mo.
Pearson: Rushville, Ill.; Roseville 14-15.
Penn. Premier: Williamsport, Pa.; Wellsboro
14-19.
Penn State: Middleburg, Pa.; Forest City
14-19.
Pine Am.: Leadmine, Mo., 9-19; Branch 11-13;
Cross Timbers 14-15; Marks Creek 17-19.Pleasureland: Munting, Mich.
Pret's World's Fair: Albany, N. Y.; Fort
Edwards 14-19.
Pryor's All-State: Morgantown, W. Va.;
Clarkburg 14-19.
Reading's: Huntington, Tenn.; Murray, Ky.,
14-19.
Reid, King: St. Albans, Vt.; Pomfret 14-19.
Rogers & Powell: Corning, Ark.; Black Rock
14-19.Rogers Greater: Effingham, Ill.; Newton 14-19.
Royal American: Dearborn, Mich.
Scott Expo: Clarksco, Va.
Sells Bros.: (8, Main St. 8th) Greenville, S. C.;
Greer 14-19.
Sheeley Midway: Akron, O.
Society's United: Greenville, Ky.; Leitchfield
14-19.
Slebrand Bros.: Wolf Point, Mont.
Sims Greater: Woodstock, N. B., Can.
Six, V. Harry, Altra: (Poplar Level road &
Kentucky ave.) Louisville, Ky.
Smith Bros.: Pufesa, Okla.Skerbeck's Northern: Trout Creek, Mich.;
7-Anns 14-19.
Smith Greater: Front Royal, Va.; Washing-
ton 14-19.
Snapp Greater: Alton, Ill.
Southern: Corning, Ark.; Black Rock 14-19.
Southern State: Savannah Beach, Ga.
Southern United: Stanley, N. D.
Sparks, J. F.: Harlan, Ky.
Square Deal: Lima, N. Y.
Stiefels Superior: National City, Calif., 7-13;
La Mesa 14-20.Strates, James H.: Rome, N. Y.; Elmira 14-19.
Summer Expo: Elmira, N. Y.; Bradford, Pa.,
14-19.
Sunset Am. Co.: Burlington, Ia.; Macon, Mo.,
14-19.
Suzer, Eugene, Altra: Simpson, Pa.; Mont-
rose 14-19.Tassell, Barney: Washington, D. C., 7-19.
Texas Expo: De Kalb, Ill.
Texas Kidd: Cameron, Tex.
Thomas Am.: Burlington, Ind.; Galveston 14-
19.
Tillot, T. J.; Pratt, Kan.; Anthony 14-19.
Tiller: Kewanee, Ill., N. Chicago 14-20.
Tivoli Expo: Tampa, Fla.
Travers Chastigalis: Middleburg, Va.
Travis Greater: Victoria, Va.; Bel Air, Md.,
14-19.Walker: Henderson, Ga.
Wallis Bros.: Grand Haven, Mich.; Lansing
14-19.
Wallace Bros. of Canada: Portage la Prairie,
Man., Can., 7-9; Dauphin 10-12; Yorkton,
Sask., 14-19; Melford, Sask., 17-19; Lloyd-
minster, Sask., 21-23.
West Bros.: Omaha, Neb.
West Coast: Weed, Calif., 8-13; Roseburg,
Ore., 15-19.
West, W. E.: Motorized: Falls City, Neb.; Fair-
bury 14-19.West's World's Wonder: Kankakee, Ill.
Wilson's: Kiffinham, Ill.
World of Fun: Cumberland, Md.; Meyerdale,
Pa., 14-19.
World of Mirrh: New Bedford, Mass.
World of Pleasure: Hancock, Mich.; Traverse
City 14-19.
World of Today: Creston, Ia.
Wright Am. Co.: Clinton, Ia.; Shenandoah
14-19.
Wyse Greater: Trar, Ia., 7-9; Alden 9-19;
Cresco 11-13; Goldfield 14-19; Downs 19;
Miles 18-19.
Young, Monte: Nepht, Utah.
Zachell Bros.: Newton, N. J.; Hammonon
14-19.

CIRCUS

Anderson, Bud E.: Newberry, Mich., 9;
Munising 19.
Cole Bros.: Falls City, Neb., 8; St. Joseph,
Mo., 7; Topeka, Kan., 19; Salina 11; Hutchin-
son 12; Wichita 14.
Huns Bros.: Old Town, Me., 9; Lincoln 19.
Kelly, A. G.: Miller Brook, Greahard, S. D., 19.
Lewis Bros.: Allegan, Mich., 8; Benton Harbor
9; South Haven 16; Holland 11; Grand
Haven 12; Muskegon 14.
Mills of Washool, Mass., 8; Framingham
9; E. Pepperell 19; Peterboro, N. H., 11;
Millsboro 12; Newport 14.
Polack Bros.: Pendleton, Ore., 7-8; Boise,
Idaho, 11-13; Topeka 15-16.
Ringling Bros. and Barnum & Bailey: Lowell,
Mass., 8; Fall River 9; Worcester 10; Hart-
ford, Conn., 11; Springfield, Mass., 12;
Albany, N. Y., 14.
Russell Bros.: Montpelier, Vt., 8; Burlington
9; St. Albans 10; Plattsburg, N. Y., 11; Tappan
Lake 12; Fort Henry 13; Saranac Lake
14; Malone 15; Massena 16; Opedenburg 17;
Watertown 18; Oswego 19.

MISCELLANEOUS

Crazy Hay's Calliope (Fair): Ashley, Ill., 8-12;
Fairly Entertainers 14-18.
DeClou, Magician: Myria, O., 7-12.
Gilbert, Hypnotist, Tent Show: St. Elmo, Ill.,
7-12.
Harlan Med. Show: Struthers, O., 7-12.
Lippincott, Magician: Sunset Park, West
Grove, Pa., 12-13.
Lofstrom & St. Eiol Monkeys: Marshall, Ind.,
18-19.
Long, Magician: Ft. Pierce, Fla., 8-9; Stuart
10-11; Deerfield 12-15; Pompano 16-18.
Muller, E. H.: Circus unit: Webster, Pa., 7-12.
Marquis, Magician: Smithfield, Utah, 9-10;
Brigham City 11-12; Helper 14-17; Price
18; Vernal 18-20.
Myrnes Entertainers: Enderlin, N. D., 7-12.
Mysterious Howard: Houston, Tex., 7-13.
Peter's Freak Animal Show (Meyers Lake
Park): Columbus, Ind., 14-19.
Reimer's Barnstormer: Logansport, Ind., 13-
20.
Virt, Magician: Petersburg, Alaska, 10-11;
Juneau 16-19; Sitka 23-26.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Bellini, Cenn. & Co. (Keare Theater)
Hollywood, W. Va., 19-12.
Lang & Lee (Beeson Theater) Winipeg, Can.,
7-12.
Morgue & Marlin (Rex Night Club) Terre
Haute, Ind., 1-21.
Romes, Flying: Jacksonville, Ill., 7-12.
Wakfield, Merl (Buvette Cafe) Rock Island,
Ill., 7-12.

WANT

Magician, Tattooer, Feature Freaks, Side
Show People all kinds. Must be first-class,
strong featured. Want Colored Musicians
& Entertainers. Salary and percentage.
Want Ride Help. Top salary. Wire Effing-
ham, Illinois, this week; Newton, Illinois,
Fair, week July 14th.

ROGERS GREATER SHOWS

ACCOUNT OF DISAPPOINTMENT WANT

Shows, Rides and Concessions, or will book organ-
ized Carnivals for

MONTPELIER, IND., FAIR AND RACE MEET

Day and Night—July 16-17-18-19.

Wire T. J. SMITH

COLORED FAIR

Sixth Annual Fair

Grounds at W. 21st St. and Northwestern
Ave., Indianapolis, Ind.
First Class Rides. No Gate. Admission Free.
Six Big Nights, July 21-22-23-24-25-26
Large Crowds. A Big Live Wire Fair.
Address: MANAGER OF ARRANGEMENTS,
4401 East Tenth St., Indianapolis, Indiana.

PAN AMERICAN SHOWS

WANT

Shows with or without own outfits. Will furnish
complete outfit to Side Show Manager who can
put something inside. Can place Ride Help that
can drive auto. Want Ed Operator, Tilt and
Chaplain Person. Top salaries. Have good
proposition for Special Agent with car who can
put and who will stay over. Can place legitimate
Concessions of all kind that work for ten cents.
Address this week, Bryan, Ohio; week July 14,
Defiance, Ohio; week July 21, Fort Wayne, Ind.

WANTED

Free Act, small Cook House, Plecton, Lead Gallery,
Ball Games, Scales, American Palmy, or any
Concessions that work for kid. Organized Musical,
Grind Shows and Ride Help. Pond Creek Reunion,
then eight Kansas Fairs and West Texas till
December. Address:

ROY GRAY, GRAND UNION SHOWS

CHEROKEE, OKLA.

WANTED

Independent Free Acts and Shows for
Farmers and Merchants' Free Fair, Inc.
Salon, Ind., August 13-14-15
State what you have and give price in first letter.
Write
MURRIL MEADORS, Secretary, Salon, Ind.

WANTED

A Carnival for one week in August any of the first
8 weeks. Good crowds guaranteed. Finest Week:
rural and town trade; Ohio Valley. Write
HERMAN F. DAVIS, Sec.
Volunteer Fire Department, New Martinsville, W. Va.

WANTED

FOR 4 BIG DAYS. Annual Celebration on Street.
Hills booked. Ludoga, Ind., July 23-24-25-26.
Sponsored by Lion's Club Convention—Elmer,
Morgan Grove, Pan Games, Killy Pool, Lead Gallery.
Concessions of all kinds. Can use two clean Shows.
Address: DOO STODDARD, Ludoga, Ind.

GRANTSVILLE, MD., FIREMEN CELEBRATION

All Next Week
Wants Shows, Rides not conflicting. Concessions of
all kinds. American Palmy only. Pitch-Tilt-
Top Win. Push Penn. All Celebrations and Fairs,
write or wire

BRIGHT LIGHTS EXPO. SHOWS

Bertou, Md., this week

WANTED AT ONCE

One Ferris Wheel Foreman, \$25 per week and
bonus. Must drive well.

PLEASURELAND SHOWS

Monting, Michigan, all this week

WANTED

Concessions of all kinds for St. Mary's Episcopal
Church 25th Silver Jubilee Celebration, Windgap,
Penn., 7 days and nights, commencing July 14
to Sunday, July 20. Fireworks, parades and band
concerts. Automobile given away. Show grounds
adjacent church. All Concessions will do well here.
Wire FRANCIS MURPHY, care St. Mary's Church,
Windgap, Pennsylvania.

CARNIVAL WANTED

Due to disappointment, American Legion, Haines-
ville, Illinois, home Charite Field, 20,000 mob training.
Open week July 29. Contact at once.
COL. E. RABOR, Secretary Chamber Commerce,
Tuscola, Ill.

WANT

WHEEL OPERATOR

On Beach. Pay \$20 and Sleeping Quarters.
No drinks wanted.
RIDE DEPARTMENT
Box 174 Myrtle Beach, S. C.

GIRLS . . . GIRLS

Youthful, talented, attractive for bar work, parade
and specialties. Top salaries. Also Musicians.
Attractive proposition for Hammond Organized with
own organ. The Gay New Yorkers.

GOODMAN WONDER SHOWS

Devils Lake, North Dakota, this week

FUNLAND SHOWS

Want for shows, Carroll Co. Fair, Tazeworth, Md.,
Aug. 10th-15th, with ten more to follow, Ontario,
Nell-o-Plane, Flat and Kid Rides. Shows and all
concessions open contact Illinois and Cookings
JESS BRADLEY, Asst. Mgr. All replies: Edge-
wood, Md., this week; Sitton, Md., 14th to 19th.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 5.—Our visitation program was inaugurated with a visit to Getlin & Wilson Shows at Niagara Falls, N. Y. We are appreciative of the many courtesies shown us by Owners John W. Wilson and Isay Getlin, General Agent Harry Dunkel, Press Agent Raymond J. Murray, and Charles Cohen and William Cowan. We noted a near-capacity crowd on the night we visited. We also noted 2 free acts, 9 rides, and about 10 shows, including a revue, posing show, slide show, illusion, Funhouse, giant sea beast, and an attractive Penny Arcade.

Many encouraging letters have been received from the membership, indicating that general business conditions around the country are good. During the week several letters were written to non-member shows advising them of the availability of membership in the association. These include Queen City Shows, Zucchini Bros.' Shows, and Proll's World's Fair Shows. Association has decided to issue free personal memberships to any person now in military or naval service who at any time held a membership in the association. Cards will be sent directly to the member in question and, if any such person or their friends or acquaintances will furnish us with the name and address of former members now in service, we shall be pleased to forward a card with the association's compliments. First card issued went to Norman Wolf.

Based on information received at this office, we venture the prediction that the rural fairs this year will show greater grosses than in a number of seasons. Prediction is based on figures recently released by the United States Department of Commerce showing greater farm income since 1937. A detailed breakdown of this information is available to the membership upon request. Indications point to a shortage in freight cars. Shows that utilize the railroads for transportation are urged to take adequate precautions to assure transportation facilities by contracting for their equipment plenty of time in advance.

The government has requested oil companies not to increase the price of their commodities and at present it looks as tho the request will be complied with. This news should prove a welcome bit of information for motorized shows. A number of other groups and individuals have come forward in opposition to any increase in federal gasoline taxes. Since last mentioning the subject, additional opposition has developed in Tennessee, Texas, California, Ohio, and Indiana. It appears, however, that the tax may be raised in the District of Columbia, where only a federal tax is charged now. This office also has received from Washington information on the subject of highways, which may be obtained by any member upon request.

WANT TO BUY

40-foot 2-abreast Merry-Go-Round. Also book Shows for eleven Ohio and Pennsylvania Fairs.

RAY S. HOWARD
Findlay, Ohio.

PRYOR'S ALL STATE SHOWS

Want an own—A-1 Payson for Cigar—Plane that can drive truck. Must be sober and reliable. Salary \$18.00 per week. Have complete outfit for Cigar Show for reliable. All Show Operation. Having all new shows. All good. JACOB PRYOR, Monticello, W. Va., or 1000 00.

CARNIVAL BOOTHS, RIDES

Will rent complete unit, consisting of Ferris Wheel, Chair-o-Plane, Kiddy Ride; 12 Booths (new carnival), 2x12, including Bingo, Ball Game, Refreshment Stand, Electric Equipments, Decorations. Will set up, take down and haul. Carnival Wheels and Games of every description. SHAW-FLEET, 1624 Chestnut St., Philadelphia, Pa. Ph: LO-1124.

PALMISTS WANTED

For Balance of Season. Write or write DOROTHY HENNIE, care of HENNIE BROTHERS' SHOWS, Calumet City, Ill., this week; Joliet, Ill., next week.

SELDOM EQUALED—NEVER SURPASSED

No. 44—Super Sam. Height 15 in. Packed 12 to carton	No. 040—Dough Boy. Height 14 in. Packed 12 to carton	No. 041—Soldier Girl. Height 14 1/2 in. Packed 12 to carton	No. 051—Uncle Sam. Height 15 in. Packed 12 to carton
Per Carton \$2.16	Per Carton \$1.80	Per Carton \$1.80	Per Carton \$2.16

ALL FINISHED IN BRIGHT COLORS—DECORATED WITH TINSEL

Complete Line of Premiums, Novelties, Sales Booths. Write for Catalog. State Your Business.

WIS. DELUXE CORP. 1902 NO. THIRD STREET MILWAUKEE, WISCONSIN

WANTED

MANAGERS, SHOWMEN, CONCESSIONERS, FREE ACTS IF INTERESTED IN

Motorizing

Write With **CHAS. T. GOSS** Write With
STANDARD CHEVROLET COMPANY
East St. Louis, Ill.
PRICE AND SHOWMEN'S
New - Used TERMS New - Used
Passenger Cars — Trucks — Semi Trailers

CONCESSION MERCHANDISE

Exclusive, unusual items with real talks value and eye appeal for

PARKS CIRCUS, CARNIVAL FAIR

Inside. When writing for catalog, state business.

TIPP NOVELTY CO. TIPPICANNO CITY, OHIO

MEN and WOMEN

TURN POTATOES INTO CASH

Process enables you to make delicious Potato Chips. An instant hit. We supply complete equipment and instructions including money-making plans. No previous experience necessary. Groceries, restaurants, taverns markets do the retailing for you. Profits large—usually 50%. Start this money-making business in your community on a small outlay of cash under our credit terms. Send name today for FREE Potato Chip Machine Book. **LOUIS KAKING CO.**, 714-H High St., Springfield, Ohio.

WINDOW CARDS

14x22 Cards, \$4.00 per 100;
17x28 Cards, \$5.00 per 100;
22x28 Cards, \$6.00 per 100;
250 Bumper Strips, \$3.75.

BOWER SHOW PRINTING, FOWLER, IND.

FREE INSTRUCTIONS

Write today for your free copy of The Billboard's most booklet entitled "How To Make More Money in the Roadshow Business". It's packed full of tips for beginners. Old timers will want it, too, for the many tips and money-making advertisements. There is only a limited supply. Be sure to get your FREE copy. Write today.

THE ROADSHOWMAN
25 Opera Place Cincinnati, Ohio

ANDERSON-SRADER SHOWS, INC.

Want Cook House, will take privileges in meal tickets. Want man to run Mechanical Circus, built on truck. Wichita, Kansas, July 7th to 12th.

SONG BOOKS, \$3.00 PER 100

A LITERAL BOOK, all songs by permission of copyright owners. Book also has 22 pages of the wanted songs. Such as MY BIRTHDAY AND I, WALKING BY THE RIVER, GUYE WINE, YOU WALKED BY, and 200 other songs that the public is clamoring for. Great sellers in girl and musical shows, grandstands, and any place crowd gathered. Rush your order. Don't let the supply be limited. Three samples sent postpaid for 25c (return).

PAT MURPHY, 808 N. 9th St., St. Louis, Mo.

Wanted To Buy CALLIOPE

Small one in good order. Write, indicating weight, size, etc.

Suite 836, 50 Rockefeller Plaza, N. Y. C.

N. P. LARGE SHOWS

Want for the following: Virginia and Fair; Fulbrite, Peachtree, Mt. Olive, Herriek, Xenia, Ohio, Noble, all Illinois; then Iowa Tennessee Fairs. Legitimate Concessions of all kinds. Place any show with own outfit. Want Concession Agents. Want Bingo Man to take complete charge of 16x20 16x20 percentage booth. Dressing and showers not tolerated on this Show. All mail and wires as per route. **N. P. LARGE, Owner and Manager.**

WANT---FREE ACT---WANT

To join at Traverse City Cherry Festival, July 15-19. Must be thriving and sensational.

WORLD OF PLEASURE SHOWS

Hannock, Mich., all this week

BOB EDWARDS WANTS—POSING GIRLS—WANTS

Also Acts and People for Musical Cowboy Show. Season O'Day, Bob Crawford, Old Nappers, others, also best shows and qualifications. Long season. Care of World of Pleasure Shows, New Bedford, Mass.

SECOND-HAND SHOW PROPERTY FOR SALE

\$13.50—Etc. Excel Popcorn Mach., working order. \$28.00—Concession Tent, \$474, good condition. \$20.00—Grazing Shearman Head with history. \$28.00—Bumper Game with auto and board. \$200.00—Chairlifts Electric: Kiddy Ride, hold 10. Want to buy Lead Sinking Galleries and Good Press Machine. **WEIL'S CURIOITY SHOP**, 12 Strawberry St., Philadelphia, Pa.

Concessionaires

our NEW 1941 CATALOG is NOW ready

3000 MONEY MAKING ITEMS—3000 are listed . . . sure to help you make this your BEST YEAR.

Write for Your Copy Today

Continental

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822 N. 3rd St., Milwaukee, Wis.

AMERICA'S GREATEST BOXED SUMMER CANDY VALUES--FROM 1c up

For Corn Games! Stock Wheels! Ball Games! Guess Your Weight and Age! Shooting Galleries! Humidor Packed, Cellophane Wrapped. Conform With Pure Food & Drug Act.

CASEY CONCESSION COMPANY 1132 South Wabash Avenue Chicago, Illinois

Write for FREE Illustrated Circular!

ALL TYPES OF BOXED CANDY POPULAR PRICES

CHOCOLATES, GUMS, CHEWS. WILL STAND ALL KINDS OF WEATHER

FREE CATALOG ON REQUEST @ 20% DEPOSIT ON ORDERS

DELIGHT SWEETS, INC. 50 EAST 11th STREET, NEW YORK CITY

T. J. TIDWELL SHOWS

Now showing in the heart of wheat belt fairs and Celebrations for the next seven weeks, and long season South.

Will book Fun House, Fat Show and Penny Arcade. Want Man to take charge of well-framed Monkey Show, Slide Show, also Athletic Show. Can offer good proposition to Geck Show Man. Can use one Concession Agents. Want an A-1 Electrician. Want Ride Men who can drive semi-trailers. No boozers. Answer as per route.

ON ACCOUNT OF DISAPPOINTMENT—WANT MANAGER

With Troupe for White Girl Show. Monte Navarro, contact me. Can place legitimate Concessions, Ride Help in all departments. This week, Utica, New York; next week, Watery, New York.

A. J. KAUS, Manager Kaus Exposition Shows, Inc.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

AFTER you've looked ahead, go ahead.

TUBBY BARNETT is manager and operator of the Athletic Show on Smith Bros' Shows.

W. PARMLEY, with diggers and ball game, joined Bazinet Shows at Keewatin, Minn.

THE FELLOW who said, "Money isn't everything," never trouped in Georgia in winter.

RETIRED concessionaire Joseph Sherman is vacationing in Atlantic City, L. Dean reports.

GOLD WIRE ARTISTS Mr. and Mrs. Joe Hander joined Crystal Exposition Shows in Dante, Va.

"WITH IT" are the most abused words in the midway world.

JOINING Sunburst Exposition Shows in Corning, N. Y., were Benny Abend, with ham and bacon stand, and Duke Daugherty, with pea game.

at Club Madrid, Atlantic City, where she is presenting her snake act.

MRS. STANLEY REED and George West closed with the Girl Show on Zachin Bros' Shows to join the Girl Show on Clyde's United Shows, Kitty McDonald reports.

GOOD showmen always take care of their own. That's why I fear no winter.—Lush Stand Larry.

OPERATOR of the Lost Mesa Show on Bowen's Joyland Shows, Mrs. R. G. Gonzales recently added a lost canyon horse to her attraction.

RUSSELL HILL, former general agent for a number of carnivals, is planning to take over a ride and hit the road again, Mrs. Hill reports.

"WE can at least hope to wind up with a good one before Christmas."—Cale & Banner Shows.

JIMMY JAMISON closed with Gold Medal Shows in North Chicago, Ill., to permit him to fulfill contracts signed earlier in the season.

CARNIVAL trouper Nellie Baker is at her home in Brisbane, Calif., recuperating from a serious illness. She says she'd like to read letters from friends.

A GOOD sign for any office wagon or trailer: "Do not write on anything in this office but blank paper!"

A RECENT addition to R. G. Gonzales' Congress of Living Wonders on Bowen's

gallery on the Harry Burke Show to successful recruits," Mae-Joe Arnold cards from Bogalusa, La.

ROBERT C. McCUNE, formerly with Rubin & Cherry Exposition, Beckmann & Gerety, and Henkle Bros' shows, is stationed with the 141st Infantry, Company B, Camp Bowie, Tex.

SOME carnival owners hire managers but they still do all the managing themselves. The successful ones never over-manage, a great fault with a great number of them.

C. D. DAVIS, who has a number of concessions on Frisk Greater Shows, is at his home in St. Paul, Minn., regaining his health. Mrs. Davis and son, Billy, are operating the stands during his convalescence.

WILLIAM O. MURRAY writes from Gardner, Ill.: "Still with the Cotton States Show. Season so far has been a prosperous one, but good co-operation has done the work. All seem to be satisfied."

PROPER sanitation around a show lot might well be classed as one of the first laws of nature, but, like all laws, it is frequently broken.

ANYONE KNOWING the whereabouts of James Stainford, carnival trouper, is requested to have him contact Mrs. Ina Biann at Marlin, Tex., immediately. Mrs. Biann reports that Stainford's wife is seriously ill there.

"THINGS are still holding up well here," peevish Clarence Ferguson, of Keystone Shows, from Cherry Tree, Pa. Len McDaniel is doing well with his penny pitch, and Skip Ferguson took delivery on a new truck.

YOU CAN'T give the midway away. That little service charge collected won't support the show and ride operators, much less the office.

PENNY PITCH GAMES
Size 48x48", Price \$20.00.
Size 48x48", With 1 Jack Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24 and 30 number wheels. Price \$12.00

BINGO GAMES
75-Player Complete \$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE.
Full of New Games, Amusements, Bells, Lamp, Aluminum Ware, Games, etc.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

1941 ASTRO READINGS ALL COMPLETE

Single Sheets, 8 1/2 x 14, Typewritten, Per No. \$5.00
Analysis, 8-9, with Blue Cover, Each03
Analysis, 8-9, with White Cover, Each15
Forecast and Analysis, 8-9, Fancy Covers,05
Samples of Use & Readings, Four for 25c.
No. 1, 24-Page, Gold and Silver Covers, Each30
Wall Charts, Heavy Paper, Size 24x34, Each 1.50
Gazing Crystals, Oracle Boards, Planchettes, etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, 15c.
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound, Sample, 25c.
PACK OF 79 EGYPTIAN F. Y. CARDS, Answers All Questions, Lucky Numbers, 40c, 35c.
ZODIAC F. Y. CARDS, Pack 25c
Orchology Charts, 9x17, Sam. 5c, per 1000 \$4.00
MENTAL TELEPATHY, Booklet, 24 P., 25c
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12 P., 24c, Contains all 12 Analyses.
Esplanade Keys to Your Customers' Under Your Label, No checks accepted, C. O. D., 25c Deposit.
Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO
Instant Delivery, Send for Wholesale Prices.

"ANCHOR"

Welcomes the newcomers to the Carnival and Concession Business, and We Greet All of Our Old Friends for

1941
Concession Tests—Show Tests—Bingo Tests
Skating rink Tests—Hobby—Merry-Go-Round Tests—Lining Tests
"ANCHOR DRY" Green, Khaki, Royal Blue
The Dependable Patterns for Show Tests



ASK "ANCHOR" IF IT'S SHOW CANVAS
It's time to think about your needs. And you do need "Anchor" quality. The best is always cheaper in the end. May we have your inquiries? We will appreciate the opportunity to show for you.

ANCHOR SUPPLY CO., INC.
EVANSVILLE, IND.



MR. AND MRS. J. C. MARTIN posed for this photo shortly after their marriage June 19 while Ideal Exposition Shows were playing Bennington, Vt. Martin, a concessionaire with the shows, and his bride, formerly of Troy, N. Y., celebrated their wedding by playing host to members of the personnel at a dinner in the Silver Slipper Club, Utica, N. Y. They received numerous gifts, congratulatory wires, and flowers, including a centerpiece of American Beauty roses for the banquet table. In attendance were Mr. and Mrs. William Glick, Mr. and Mrs. Joe Decker, Mr. and Mrs. H. G. Bowen, Mr. and Mrs. Babe Harris, Mr. and Mrs. Buddy Anthony, Mr. and Mrs. J. Dell, Joe Wilson, Stanley Plas, Bucky Allen, Bill Moore, Bill Hartman, Mr. and Mrs. Siz, and Pete Thompson.

ADDITIONS to Crystal Exposition Shows in Dante, Va., were Mr. and Mrs. Jack Lewis. Jack signed as master mechanic.

SMILEAGE HELPS MILEAGE under almost any circumstances.

L. A. PRICHARD has his frozen custard stand at Crystal Springs, Miss., working to satisfactory results. Elizabeth (Middle) McLemore is assisting him.

RALPH WAHL assumed his duties as special agent on Pryor's All-State Shows in Fairmont, W. Va., Orville Miller reports.

KEEPING UP with the job on some shows these days requires more and more gasoline.

MRS. JOHN QUINN, wife of the manager of the World of Pleasure Shows, recently took delivery on a new Roll-o-plane.

RALPH H. BLISS cards from Kirkwood, Mo., that he is located at Sylvan Beach there, where he will operate his concessions for the rest of the summer.

"THE midway was black with people," wrote a press agent after his show had played a colored fair.

SINCE CLOSING with the O. C. Buck Exposition, Princess Laura is working



MISSING from the midway for the first time in many years is Pat Jack Pritchett, who is serving with the 151st Engineers, Company B, Camp Claiborne, Alexandria, La. For the last five years Jack has operated dipper concessions for Dinty Moore, and last season was with Bill Hame's Shows in Texas. He's anxious to complete his year's hitch and return to outdoor show business.

Joyland Shows is Bessie Bessette, annex attractions.

GEORGE CAIN cards from Attica, Ind., that business there for Groves Greater Shows was good and all with it seem satisfied with results.

THERE are several general agents who are fully expecting to be paid in full this season for work done last season.

IN CHARGE of the front on the 1941 Polites on Scott Exposition Shows, Jack Weaver closed in War. W. Va., and left for Grundy, Va., where he will be inducted into the army.

JACK NEIL, Royal American Shows, has placed a set of diggers on the E. J. Casey Shows, N. J. Bayzand reports. Percy Labelle, assistant manager, will operate the concession.

CONCESSION operator to ride operator: "Chase that chump off that ride and tell him I have a present for him!"

"SINCE closing my Side Show annex attraction I've been working my photo

VACATIONS AT BIG ELI FACTORY

FROM SATURDAY, JULY 12, THROUGH SUNDAY, JULY 20, EMPLOYEES OF THE BIG ELI FACTORY WILL BE CLOSED FOR ANNUAL VACATION. During this period all employees of the Big Eli Shows will cease. The Big Eli offices will be open for business on Indian River. We will appreciate your consideration by placing your orders so that shipment can be made ON or BEFORE Friday, July 11th. REOPENING MONDAY, JULY 21st. ALL DEPARTMENTS WILL BE FUNCTIONING AS USUAL.

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WILSON'S FAMOUS SHOWS

Want for balance of season to join at once—Manager for Athletic Show, capable Ride Help, Able Stock Concessions.
Effingham, Ill., this week.

HARVEY PENLEY, 10-year-old drome rider, and his dad, Ralph Penley, are presenting their act at the Cedar Point, Sandusky, O. At completion of their stand there on Labor Day, the Penleys plan to play a number of fair dates.

LINE-UP of the Spanish Casino on W. E. West Shows includes Georgia and Mary White, Eileen Thompson, Ginger Del Rio, Ruth Noble, Shorty Thompson, talker and manager, and Myron Clevenger, tickets.

COMMITEEMAN'S ALIBI: "There is plenty of money here and every factory is working three shifts, but the people are too tired after a hard day's work to come out to the show."

HENRY E. LEE, assistant manager of Mr. and Mrs. M. D. Smith's bingo stand on the Dalley Bros.' Shows for the last two years, is a private with the Antitank Co., 137th Infantry, Fort Robinson, Ark.

FORMER Ferris Wheel operator on Ideal Exposition Shows, Warren (Spooks) Sheppard is a private with the Third Battalion, 60th Infantry, Company M, Fort Bragg, N. C. He was inducted under the selective service draft for a year's hitch in January.

THE WITH IT and **For It Club** on the Gate & Banner Shows has been disbanded, because those who were with it weren't for it, and those who weren't for it couldn't stay with it.

"**WHILE** passing thru here I met Jack Wilkerson, who I hadn't seen in over 20 years," cards Frank Lawson from Alexandria, La. "Jack has one of the best framed hoop-acts I've ever seen. We tramped together on the World at Home Shows."

OFF THE ROAD for the last two seasons because of illness, Mrs. Mabel Fish recovered sufficiently to visit the Hennies Bros.' Shows during their stand in Battle Creek, Mich. She reports she enjoyed the visit immensely and plans to return to the road soon.

SPEAKING good English on show fronts is an excellent thing, providing you can make your entire opening in good English without adding a world of midway jargon to the last half after learning the first half from some other talker.

NOTES from Panama City Beach, Fla., by Ralph Bush: Jake Croft, concessionaire of note from Miami, has the concession here for the summer. Frank Bissett has three stands and other well-known carnivals here include Johnny and Garry Riley, W. W. Wilson, Bill Earl, and Bill Mahn.

"**WHILE** playing the celebration here, Valda La Mar's Girl in Blue Show and my annex attraction chalked up their second best spots of the season so far," Dorene Rivers (Ari-Zona) writes from Farmington, Ia. "Tobin Sterling, Valda, and I went to Fort Madison on several occasions to visit friends and shop."

TWO carnivals with the I. Flyby Knight Shows were in a downtown restaurant discussing business (in a very low tone, of course). One said to the other: "Dis is de spot where we all are gonna get well." Walter: "Say, fellows, who's sick?"—Home Brew Dick.

FERRIS WHEEL foreman on the W. S. Carl Shows last season, Robert Guthrie is stationed at Camp Shelby, Miss., where he holds the rank of section sergeant in the mortar section, Company C, 168th Infantry, 37th Division. He resigned his post in the Ohio National Guard at London, O., last fall and enlisted there last October as a private.

"**MET** Blackstone, formerly known as Frederick the Great, on the K. O. Barkoot Shows in Bronson, Mich., recently," Irish Jack Lynch writes. "It was our first meeting in about 30 years. Also renewed acquaintances with Babe and K. O. Barkoot and Lew Marcus. Business was slow because of inclement weather."

THOSE who operate questionable concessions, bibelocal officials, and otherwise make themselves a public nuisance never fail to become highly indignant when accused of being engaged in un-American activities.—Red Onion.

TEXAS CODY rejoined Blue Ribbon Shows in Newcastle, Ind., as corn game man for Eddie Brenner's bingo stand. Cody built and helped operate a new corn game for Mike Rosen on the same organization last year. After finishing the season with C. H. Fitze, Cody hit the

Judgment Day

A disgruntled employee was attempting to get the fat boy to quit and join a show that he planned to operate. "You know," the employee said, "I'm only in this business to learn it. I have a very wealthy family at home and can write a check for any amount. For years I was one of the home town's leading lawyers and I'm plenty smart to all business deals. Now if you want to join me I'll give you more salary than you ever made before." The fat boy, grinning from ear to ear, replied, "Yep, I'm sure that you have plenty of money and can write a check. But the fact remains that you didn't have eating money on the last run and had to burn your gas. You may be a lawyer, but I'll be the judge and remain where I am."

road this year with International Congress of Oddities.

CHARLES GUNDERMAN advises from Lock Haven, Pa., that Max Nicholas joined Penn Premier Shows there recently with four concessions and that the Sensational Eatons are presenting the free act. Gunderman adds that Bob Coleman made several additions to his Girl Show, and that Mrs. Lloyd Serfass has returned to the shows after a brief illness.

ONE general agent of a big carnival while in Chicago several months ago remarked, "Well, last season I started out with an apple and a dime in my pocket." Moral: Good equipment costs a lot of credit.

IRVING BERKOWITZ, former trouper, who was inducted into the army recently, successfully underwent an operation at Station Hospital, San Antonio, Tex. Irving is the brother of Sam Berkowitz, concessionaire on Gooding Greater Shows. Prior to entering the service, Irving spent five seasons on the shows assisting Sam.

IN EXPLAINING his recent decision to discontinue the use of cookhouse banners on the O. C. Buck Exposition, Owner O. C. Buck said: "We feel this is an excellent movement to better conditions between the carnival and business man. There is no doubt that banners have created as much heat as anything on a carnival and plenty of ill will with business houses."

THERE are entirely too many Merry-Gorounds that are dark secrets. Lack of illumination, polished brass, and well-washed horses has kept many a nickel and dime in a prospective patron's pocket. Yet they, meaning ride operators, rave, "My sides!"

AFTER a three-week absence from Penn Premier Shows, Jack Miller returned with three concessions at Lock Haven, Pa. George Rector is in charge of his radio store, with Louie Miller handling the chenille spread layout. Dave Robbins is in charge of his ham and bacon stand, and Jack (Old Folks) Wilson is assisting at the radio store and driving the truck.

ROSTER of Don Gonzales Side Show on Bowen's Joyland Shows includes the Wister Troupe of Sioux Indians, Don Gonzales, Impassioned act, Mable Reid, Hindu mystery girl; Diablo, fire act; Tex Wells, iron eyelids; Rodo, human pin-cushion; Sailor Moran, tattoo artist; Jackie Keyes, shooting act; Dorothy Bayre, voice act; Merle Wells, dope show; Bessie Bessette, animal attraction.

WHEN F. M. Bee Jr. died the carnival business lost a unique character. There has been many a true and fiction story told of his methods, sayings, and activities, all in good humor. One thing is certain. He knew how to get money with a pay gate.

WHILE Mighty Sheesley Midway was playing Lorain, O., under auspices of the Anchorian Lodge, Committee Chairman John Zicarelli played host at a spaghetti supper in the lodge's club-rooms to members of the show. In attendance were Owner J. M. Sheesley, Mrs. Eddie Gamble, Mrs. Mary Hartley, Mrs. Al Hubbard and daughter, Dutch Frederickson, Minnie Pounds, Thelma Andree, and Pat Buchanan.

PERSONNEL of the World of Pleasure Shows tendered Sailor Harris, The Billboard sales agent and mailman, a surprise birthday party while shows were in Sault Ste Marie, Mich. A veteran of 39 years in outdoor show business, Harris was the recipient of numerous gifts, and a huge cake, bearing 36 candles, was presented to him by Mrs. Bishop. Lunch-

eon was prepared and served by several Women members of the organization.

HEARD on a carnival lot last season from the mouth of a ride operator: "Hey, boy, get a half gallon of gasoline and open up that ride!" Boy: "I guess if he were buying a gallon he would call it 'gas.'"

CHARLES A. KEENE, operator of the amusement company bearing his name, letters from Palo Robles, Calif.: "Crafts Golden State Shows played the town recently and numerous acquaintances were renewed. Shows pack plenty of flash and neon and present an attractive appearance. Tom Hughes, Los Angeles, visited the city to look over the new Stockade Park here. Milton Arnold booked his organization of 3 rides and 10 concessions at Pismo Beach for the Fourth of July."

FUNLAND SHOWS' notes from Harre de Grace, Md., by Ted C. Taylor: Weather was fair an business good at shows' stand on Sims lot under ball club auspices. Doc Warren's Human Eye topped shows, with Clyde's Revue next in line. Jess Bradley joined as assistant manager and also is operating several concessions. Mr. and Mrs. Johnnie Caruso, Frank Burrow, and Mr. and Mrs. Tony Rocco made a flying trip to Tennessee. Jimmie Finnegan continues to hold down the front gate in good style.

SOME carnival clowns work just as well without make-up. They generally perform best around or in the cookhouse when the paying customers are trying to enjoy their food.

RUBE CURTIS, clown with Goodman Wonder Shows, who works the streets and shows' front gate nightly, was made an honorary officer of the Burlington (Ia.) Police Department, when the shows played that city, and in Madison, Wis. He was appointed an honorary sergeant of the police department, while in Madison. Curtis met Carl Hummel, who had the dining car on the Burlington Bros.' Circus in 1914, and his brother, Bill, who had the cookhouse at that time. They are now operating the Heidelberg Hofbrau in the Wisconsin city.

BOB HANCOCK, who, until his accident in Canada last August, was a member of the Royal American Shows for several years, visited The Billboard St. Louis office June 24 while in the city to visit his physician. X-ray pictures showed his leg is knitting splendidly and he hopes to be able to walk again in about two months. He has been living at his former home in Cairo, Ill., and was brought to St. Louis by his brother and sister-in-law, Mr. and Mrs. Milton Hancock, also former carnivals but now in a commercial enterprise in Cairo.

ALTOGETHER too many concession operators consider putting up a bond for a misdemeanor as a "defense project." There is really no reason for this condition to continue. Condition is the word because it is all caused by a distorted mentality.

JOHN T. HUTCHENS, operator of the museum bearing his name, letters from Rapids City, S. D.: "Show is now in its 19th week, but business has been spotty because of inclement weather. Tour of Texas was poor, but New Mexico gave three good weeks. Denver proved the best still spot of the season so far. Esther Lester closed in Texas and was replaced by Lou-Lucille. Mr. and Mrs. Freed, who left in Denver, were replaced by Guy Samson. The 450-mile hop here from Colorado was made in good time, but shows did not get open until late the first night."



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Direct From the Lots

Great Lakes Expo

Washington, Ind. Week ended June 21. Location, Old Woodlawn Ball Park. Aspicies, American Legion Post. Business, fair. Weather, warm.

Shows broke in this lot and spot resulted in fair business. Jump of 300 miles was made in record time and shows were ready to open Monday night. Crowds were fair at opening, but little spending was done. Each night thereafter crowds increased, but spending was moderate on shows and rides. Saturday's Children's Matinee was fair despite the intense heat, and that night the midway received its share of people and money. General Manager Wagner arranged for delivery of the new Caterpillar and four new tractors and trailers. Shows are painted and ready for their fair and celebration dates. Mrs. Virginia Hagood and daughter, Linda, joined here. Joe Galter, Buckeye State Shows, visited. BEN BROWN.

Dee Lang

Bismarck, N. D. Week ended June 28. Location, 26th and Broadway streets. Aspicies, VFW Post. Business, fair. Weather, fair. Pay gate, 10 cents.

A 550-mile jump, on which every conceivable kind of mishap occurred, caused shows to lose Monday here and to be only partially ready for Tuesday. Business and attendance was fair. New office wagon is about completed. Elery Reynolds, to look after their interests but promised to visit later in the season. Mrs. M. G. Dodson, who operates the popcorn and candy apple concession, chalked a good week's business. Mr. and Mrs. C. E. (Doc) Barfield's two new rides will arrive from the West Coast soon. Dick Coleman, Coleman Bros., Shows, visited with Owner M. G. Dodson and complimented him on the size and appearance of the shows. ROBERT GOODRICH.

Beckley, W. Va. Week ended June 28. Location, New Raleigh Road showgrounds. Aspicies, Police and Fire departments. Business, great. Weather, fine.

John H. Marks

Abetted by good weather, excepting the final day, shows enjoyed a prosperous week, which was far ahead of previous seasons. On Saturday night attendance was close to 10,000 despite competition from the Four Ink Spots, radio and screen stars, who were playing at the Arena directly across from the showgrounds, and some rain. Saturday matinee was marred by a heavy down-pour, but rides did well. Midway remained open till 1:30 a.m. Sunday. One of the largest mine pay days in the history of Beckley also helped. L. W. (Duke) Jeannette had one of the biggest weeks of his career at this stand. Moon Rocket topped rides. Mr. and Mrs. Harry Hooper, Chuck Newman, and Bryant Sea-

Shield's diggers. Cash prizes were used here as gate attendance awards for the first time and proved successful. Members of the Chit-Chat Club, women's social organization, held their first outing at the House of David Park Wednesday, and the afternoon was spent in dancing and bridge games. Mr. and Mrs. Glenn Osborne took delivery on a new living trailer, and Roy Cowan closed to join another show. Joseph Richardson came on to manage Mary Webb's Side Show. Mr. and Mrs. William Cathorn joined with three concessions. The writer celebrated another birthday Friday and received several gifts and congratulations from friends and relatives. WALTER B. FOX.

Lawrence Greater

Ambridge, Pa. Week ended June 21. Location, 26th Street Showgrounds. Aspicies, Harth Township Fire Company. Business, good. Weather, good.

Spot proved a good one, and shows and rides did favorably business, with the Whip getting top money for the rides and Jim Hodges leading the shows. Bill Gaul and Earl Myers both left the show here. Carl Barlow, business manager, took delivery on a new truck and Irving Barker and Danny Ellis purchased new cars. Owner Sam Lawrence ordered all out for a general repainting preparatory to the first fair date. Paul E. Stone is the new secretary, assisting Mrs. Shirley Lawrence. A birthday party was tendered Mrs. Al Gerand, and 40 show-folk and friends attended. Mr. and Mrs. Harry DeVore's dog, Pal, who tramped with them for 13 years, died here and was escorted by the DeVore family to their home in Stanton, Va., for burial. J. B. MANNHEIMER.

Scott Expo

War, W. Va. Week ended June 22. Location, Island Showgrounds. Business, fair. Weather, some rain. Pay gate, 10 cents.

Because shows worked late Sunday night at the previous stand and because one of the trucks overturned en route here, organization arrived late and Monday night was lost to rain. Tuesday's crowd was big, however, and patrons spent well. Mrs. Bobbie Stewart Jr. returned home to be with her mother during an operation. Mrs. George O'Neal is with her mother, who is seriously ill, and Mrs. A. C. (Kathleen) Scott has been on the sick list for three weeks. Tina, Mrs. Stanley Western, is suffering with an ear ailment. Nurse Virginia McCampbell is busy taking care of the sick folk. Agent Bob Stewart returned from Taswell, Va. Arthur Scott purchased another truck and completed work on a new concession. Manager and Mrs. Scott entertained Mr. and Mrs. Russell Woody, Welch, W. Va. Mr. and Mrs. Vogel Crawford's car was badly damaged in an accident en route here. Mr. and Mrs. B. Turner Scott, who joined several weeks ago, have decided to remain for the rest of the season. Mr. and Mrs. Sam Houston purchased a new trailer. Bill Pinkston visited. Turner Scott is framing a ham and bacon store, with White Jones as agent. B. M. SCOTT.

Mighty Sheesley Midway

Lorain, O. Week ended June 28. Location, 35th and Broadway. Aspicies, Anchoran Lodge. Business, good. Weather, fair and hot.

Shows played Sunday night in Toledo and did not get under way here until Tuesday night, but attendance was better than anticipated. Wednesday and Thursday night's crowds were above average, with Friday night getting a record gate. Kids' Day Saturday afternoon was spoiled by a storm, but rides did well. A bicycle giveaway helped the draw. Mr. and Mrs. Bud Crowe came on with a new Benfire. Clem May and Charles Sheesley did a good job of getting the shows and rides arranged on the small lot. Back gate, handled by Harry Kramer, was unusually busy. Mr. Zicorelli, committee chairman, was made Judge of the Kangaroo Court at the weekly meeting and he and Prosecutor Mac McCreary had a field day with the offenders. Mr. and Mrs. E. H. Smith visited Mrs. Smith's sister in Cleveland. Vic Canaves returned in Lorain, O., for a few days. Shorty Barton, one of George

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THIS JOLLY GROUP posed for this photo in front of Michael Roman's cookhouse on the Cotlin & Wilson Shows' midway during the recent engagement in Erie, Pa. In the picture are Curley Rinda, Dick and Harry Stepp, Tony Lewis, Michael Roman, Tommy Austin, Burnas Dixon, Alfred Walmouth, Mrs. Michael Roman, Eddie Ellis, Mrs. Margaret Lux, Curly Blizard, and Irene Sechrist.

olds, well known to outdoor show folk, visited. Robert Neely's Circus, with Carl E. Martin on the front, is doing well. Doc Fisher has a new front on his Road to Ruin Show. The Fly-o-Plane continues to top rides. DAN J. MEGOS.

Dodson's World's Fair

New Britain, Conn. Week ended June 28. Location, Willow Brook Park. Aspicies, Kensington Volunteer Fire Department. Business, fair. Weather, fair.

After a fair week's business in South River, N. J., shows moved in here for its initial appearance in the East and encountered more grief than the shows have ever experienced in their 36 years of operation because of railroad embargoes and requirements as to size and dimensions of the wagons. After countless hours of delay show finally arrived Tuesday shortly after noon, two days behind schedule. Much credit was given Assistant General Manager Al C. Bradley for his accomplishments in handling the delicate situation, as well as Tom Evans, trainmaster. Business opened satisfactorily and continued throughout the week. Among visitors were Gerald Snellings, billing crew; Jim McHugh, press representative, and Wallace Cobb, trainmaster, World of Mirth Shows; Dr. Martin, Judge McKean, James Sheridan, Mr. Roberts, Sheriff Brown, Benne Brennan, Marty Kane and family, James Greer and Judge Buckingham. Shows' baseball teams have played some hard-fought games, with the Mel Dodson Colts holding first place and Charley Bear's Monarchs second. The ride boys are third. Mr. and Mrs. Guy Dodson left for Savannah,

mon are all doing good business on concession row. Visitors include W. Holt Woodell, Ernest H. Gilbert, Graves B. Perry, Jerry Kohn, Clyde Jordan, and members of his Menashaes Scandals, and Glenn and Freda Hyder. C. Jack Shafer, of Penny Arcade note, is one of the Marks showmen who are optimistic regarding the season's prospects. Bob Elms, sword swallower in Jeannette's Side Show, met with an accident on Friday night. While engaged in swallowing a lighted neon tube, the tube broke and six inches of glass dropped into his stomach. He succeeded in extricating the top portion of the tube inflicting painful injuries. First aid was administered at Beckley General Hospital. Elms is now at his sister's home in Gallipolis, O., where he expects to undergo an operation for removal of the tube. G. P. (Best) Miller, master builder, has finished rebuilding the main entrance and is now constructing a new showtrout for a new attraction for the midway. WALTER D. NEALAND.

Wallace Bros.

Benton Harbor, Mich. Seen days ended June 23. Location, Hopp's Grove. Aspicies, Hebrew Benevolent Society. Business, good. Weather, warm and clear.

Superintendent Ross Crawford encountered many difficulties in locating the shows on a small lot here but finally came out with a well-balanced midway. Front gate receipts were far above average, with shows and rides running second. Concessions did not fare so well, however. Notable exceptions were Mr. and Mrs. Abe Frank's corn game and

Jones's agents, sustained a sprained foot recently in an auto accident and is slowly recovering. Earl Kelley, who has been with the show many years, received news here that his father had been killed in an auto accident June 28. Toledo, O. Week ended June 21. Location, Sylvania and Secor avenues. Auspices, American Legion-Burial Corps. Weather, rain early in week.

Leaving Dearborn, Mich., Sunday the train got in too late Monday to open. With ladies' nights on Tuesday and Wednesday, crowds were bigger than anticipated and attendance increased daily until Friday and Saturday when crowds were exceptionally good. Concessions all did well and Dorothy Sheeley's corn chalked a good week. Hides clicked, with the Silver Streak and Flying Scooter leading. The Flying Scooter is popular. Shows, with the Gay New Yorkers on top, scored a winner. Henry Lee Walker joined to take charge of the front of the Gay New Yorkers for Jerry Jeffries. John and Dorothy Sheeley purchased a new trailer, as did George Jones. Early this week trailers were delivered to Art and Ann Detweiler, Bill Rice, and Billie, Bob and Gypsy Meyers. Mr. and Mrs. Rowan repainted their car and trailer, as did Mr. and Mrs. Motley. John Lorman, of Royal American Shows, visited. City and county officials entertained and were entertained by show's executives. PAT BUCHANAN.

Kaus Expo

Poughkeepsie, N. Y. Week ended June 21. Auspices, Hudson Valley Firemen's Convention. Business, good. Weather, some rain.

Rain hit on Monday as shows were getting up and rain showers continued thru Wednesday, but not one single night was lost. Last three days of week, which were the convention dates, were clear and hot. Good crowds prevailed the latter part of the week and spending was satisfactory. Fred Garrett has redecorated the custard stand. James Dowdy and E. W. Allen visited in New York. Sam Torrie, former custard stand operator and now of New York, visited. James Dowdy added a new ball game and new canvas for his other games. Sam Applebaum added a ball game, with Teddie Burd as agent. Clem Schmitt visited, as did Cash Miller. LESTER KERN.

Byers Bros.

Washington, Ia. Week ended June 21. Location, Army parade grounds. Auspices, American Legion. Post. Business, good. Weather, excellent.

Stand here proved a larry, with several factors causing business to fall way below expectations. Jimmie Byers and Mr. and Mrs. Olen Byers visited. In fact, the week was ideal for visiting, building and painting. Buddy Buck, manager of the Gay New Yorkers, is remodeling his fronts and installing neon tubing. Work of building new arch front for the new Clipper ride is under way under direction of Buck. Patty Byers, daughter of Jimmie Byers, visited Reba June Byers, the daughter of Co-Owner-Manager Carl W. Byers. Bobbie and Gladys Jacobs, of Peeters Pottery, are framing a fine act. Bobbie is assistant manager of the office-owned corn game. MRS. JEWELL ROBINSON.

Bazin

Keweenaw, Minn. Week ended June 21. Location, heart of town. Business, very good. Weather, fair.

After a short move here from Bovey, Minn., where the shows tore down late Sunday night, everything was open the next day and all reported a big opening night. Patrons spent freely. Tie-up here with Station WMMY, Hibbing, helped draw big crowds to the midway. Special programs were aired daily. Cliff Patten and Ed Lippert arranged the program. Ed Lippert, with World's Fair Attraction, the Alligator Family, and Dr. Edwards's Life Show joined here to good business. Fishpond and bowling alley did well. New Motordrome is expected to join soon. All are painting and readying equipment for the fair season. Dwight Bazin is busy around the midway, while Bill Bazin may be seen coming in early each morning with a big batch of fish from near-by lakes. New panel fronts for Octopus and Alligator shows are finished. Personnel was sorry to learn of the death of Sam Evans's brother. Sam will return soon to resume charge of the Athletic Arena. All concessionaires reported good business, especially Mr. and Mrs. Leo Magel and Pete Peterson. Cliff Patten's World's Fair Attractions topped shows. JACK GALLUPPO.

Crystal Exposition

Dante, Va. Week ended June 28. Location, baseball park. Auspices, the Skee Club. Business, poor. Weather, fair.

Monday night's opening proved to be the big night. Women were admitted free at the front gate and total attendance was over 2,500. Tuesday night attendance dropped to less than 500 and remained at that figure the rest of the week. Saturday drew 1,200, however. Little money was spent. Shows did fair, with the Minstrel and Athletic shows leading. Mrs. Speedy Phoenix returned here and has recovered from an operation she underwent in Fox Hospital, Greeneville, Tenn. The writer returned Friday night from a successful booking trip in Kentucky. Personnel was saddened by the news of the death of Frank Scott, well-known showman and decorator, who died while decorating the town of Norton, Va., for the firemen's celebration there. R. G. (DOC) FELMET.

O. C. Buck

Springfield, Vt. Week ended June 28. Location, fairgrounds. Auspices, American Legion. Post. Business, fair. Weather, good. Pay gate.

This boom town was too small for this size show. Organization entertained about 8,000 on the week and all patronized rides and shows. O. C. Buck left for New York to book extra rides and shows. Mrs. Paul Raduke and Mrs. P. O. Williams were guests of Mr. and Mrs. Richard Lambert. LON RAMSDELL.

Buckeye State

Mount Carmel, Ill. Week ended June 28. Location, City Park. Business, satisfactory. Weather, good.

Shows and rides did fair here and the pay gate, instituted for the first time this season, proved satisfactory. Charles Lema visited and insured the shows and trucks. Billy King added several attractions to the Circus Side Show. Mr. and Mrs. Charles Harvey were called home to Laurel, Miss., suddenly because of the illness of Mrs. Harvey's mother. Russell Cooper, electrician for several years, continues to do a good job, keeping the show well illuminated. Mrs. Lucille Starbuck is framing another new concession. Mr. and Mrs. Willander's Trained Animal Circus, free act, continues to draw. Miss Peggy Lamont is still working diggers to good results. Mrs. Evelyn Pinsky's Kiddie Rides are proving popular. Doc Angel is still clicking at the cigarette gallery. Owner Joe Gallier is getting everything in shape for his string of fairs and celebrations. H. O. STARBUCK.

Pryor's All-State

Fairmont, W. Va. Week ended June 21. Location, Oatfield Park. Auspices, Oatfield Club. Business, good. Weather, rain.

This was shows second week here at the same location. Altho it rained every day until about 6:30 p.m., shows did not close a night. Rain prevailed the first three nights of the second week, but shows chalked another winning week. Committee co-operated and Station WMBM was used to good results. All concessions are doing well and the corn game, under management of Norman Anderson, is getting top money weekly. E. H. Broom is doing the calling on the bingo stand. Halligan Johnson's Tilt-a-Whirl is running neck and neck with the Ferris Wheel for top money in the ride division. Women tendered Mrs. Walter Cole a baby shower on Friday and she received many gifts. Punny Porter added another concession. He also built a new front for his Grl Show. Owner Pryor purchased a new truck, and all rides and show fronts are getting a new coat of paint. Miss Athleta, free act, continues popular. ORVILLE MILLER.

Great Sutton

Hillsboro, Ill. Week ended June 21. Business, fair. Weather, good.

Shows arrived early Sunday after a 200-mile jump. Mr. and Mrs. Fred Rainey were greeted by their two children, Fred Jr., and Emogene, upon their arrival. They will spend the remainder of the vacation on the shows. The Rainey's will start work immediately building a 20-foot addition to their cookhouse, which will increase the seating capacity 50 per cent. Visitors were Mr. and Mrs. Charles T. Goss, Bill King, and Pearl Johnson. Dutch Doyt reports he will remodel and enlarge his bingo

stand. He recently ordered a new tractor and trailer. Herman Schwartz reports he is enjoying one of the most successful seasons in the business. Mr. and Mrs. Earl Connors added their string of concessions here, and a new Dart concession has been framed by Mr. and Mrs. Jeff Blanning.

Mendota, Ill. Week ended June 14. Business, fair. Weather, bad.

Because of the late arrival of new trucks and trailers it was necessary to transport part of the shows by train, which delayed opening until Tuesday night. A large group from the organization visited Tilly's Shows Monday night. They were showing in Peru, Ind. Also rain hit on Tuesday night, patrons spent freely. Showers the rest of the week hampered business. Manager Sutton took delivery on the new trucks and trailers purchased from the Standard Chevrolet Company.

P. M. SUTTON JR.

Jimmie Chanos

Antwerp, O. Week ended June 23. Business, fair. Weather, fair.

A number of showfolk joined here. Mr. and Mrs. Bert Brit arrived with their Octopus and Rolloplane, and Mr. Pierson joined with five concessions. William (Bill) Berer added a cigarette shooting gallery, and John Moore's cookhouse has been clicking. Ted Pappas booked his popcorn, peanuts, and carnal corn. Ronald Cunningham added a well-flashed penny pitch, as did Jimmie Chanos. Letter is operated by Mr. and Mrs. Rex Drumma. Mrs. Chanos's snow ball concession has been doing well. Mr. Warner joined with his handcraft show, and Earl Ottole and Princess Buttons, midgets, came on to handle the Snake Show. Cyclone Lawrence assumed charge of the Athletic Show. Slim Van Leiw joined as Ferris Wheel foreman. Wimpy Hickman, ride foreman, gets the rides up and down in good time. Gloom was cast over the midway recently when Mr. Shepherd, of Urbana, O., bingo operator, was found dead in the cab of his truck. He had been gassed in the World War. He will be missed by all. JACK H. NATTON.

Cotton States

Gilman, Ill. Week ended June 14. Location, Railroad Lot. Auspices, American Legion Post. Business, fair. Weather, rain.

It rained Monday night, but shows opened Tuesday to a good crowd and fair business. Rest of week was lost to rain excepting Saturday, which resulted in good business, with shows and rides getting a big play. Concessions did fair. E. J. Fay joined with his new Silver Derby, and Art Campbell came on with a well-flashed ball game and slum store. Dutch Kore joined with his concession, and Duke Moore left to join the John Francis Shows. Trueblood added a snow ball concession. Shorty Barber is handling the corn game, with Joe Mires assisting. Shorty McCann's cookhouse is clicking. DANNY JONES.

Convention

Waterloo, N. Y. Week ended June 28. Auspices, North Central Firemen's Convention. Business, fair. Weather, good.

Because of the extreme heat on the big day of the parade, business was not up to expectations. Thousands lined the streets for the parade, but when it disbanded at the carnival grounds all marchers and visitors sought the shade. That night, with much cooler weather, gave shows the best night of the week. Local ball park was much too small for the shows this year, and Giff Ralyea had difficulty getting the organization located. Because of a longer jump than usual into Wellsville, N. Y., two baggage cars in addition to the trucks were used. Business at Wellsville opened slow. Jack Arnott's Monster Show is completed and is well flashed. FAY LEWIS.

Patrick's Greater

Boise, Idaho. Week ended June 28. Location, Eighth Street. Auspices, American Legion Post. Business, fair. Weather, variable. Pay gate, 10 cents.

Shows opened Monday night to a good crowd and ideal weather. Tuesday and Wednesday equaled Monday, but showers Thursday hurt business. Friday afternoon a severe wind, accompanied by heavy rain, blew down the center section of the main gate. The Wonder Wheel and Merry-Go-Round also were shifted by the wind. Damage was light and everything was ready to go at 6:20 p.m. However, the large amount of

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$2.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$6.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$2.50 per 100. No. 140 — Extra Heavy Green Both Sides. Per 100, \$9.50.

3000 KENO

Made in 20 sets or 100 cards each. Pared to 3 rows across the card-top, up and down. Light-weight card. Per set of 100 cards, lady card, calling markers, \$9.50.

All Bingo and Lotto sets are complete with wood markers, fully and direction sheet. All cards are 6 1/2" x 3 1/2".

Light Weight Bingo Cards
Black on white, postal card thickness. Can be returned or discarded. 3,000. Size, 6 1/2" x 3 1/2". \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.

Automatic Bingo Shaker. Road Glass \$12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25

Lightweight 3000 Cards. Per 1,000 1.25
3,000 Small Thin "Browline" Bingo Sheets, 7 colors, each of 25. Size 4 1/2" per 1,000 1.25

3,000 Featherweight 3000 Sheets. 8 1/2" x 3 1/2". Loose. \$1.25 per M. Stamped in pads of 25. Per M 1.50

Postage extra on these sheets.
Bingo Card Markers, in strips, 25,000 for 1.25
Dice boards and pads, marbles checks, custom books, subscription books, misc. items. Cat. and sample cards free. You pay air C. O. D. fees. No personal checks accepted. Instant Delivery.

J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago

CARNIVAL FOR SALE

Booked in Arizona. Carves own light plant, can set up anywhere. Big Eli Pines, Waco, Merry-Go-Round, Little Red, Athletic Show, Grl Show, Jolala, Bingo, etc. Cook Shack and Truck. Four new Chevrolet Trucks with special enclosed bodies and one Utility Truck. Grossed over \$12,000.00 last year. Owner is not a showman and is unable to follow the business. Will sell entire set-up at right price. Contact

PAUL REEVE

903 N. First Street Phoenix, Arizona

WILL COMPENSATE

Anyone furnishing satisfactory information leading to our contacting whereabouts of August Westphal, formerly of Tampa, Fla. Last year was with Emory Bros.' Shows and Cekin-Willson Shows. Write BOX D-34, Billboard, Cincinnati, Ohio.

NEW SENSATIONAL

Original Side Show Freak Illusion. Light weight. Cost less than a dollar a week. RUSH letter, sure money maker. Particulars free.

ABBOTT'S, Colon, Michigan

World's Largest Illusion Builders

SALE ON USED SIDEWALL

Light Tan 1000 ft., 7 ft., \$19.50; 8 ft. Sidewall, \$22.50 (100 ft.); 9 ft. Sidewall, \$29.00 (100 ft.). Slightly used Concession Trays, 2' x 10', \$39.00 Ea.

MAIN AWNING & TENT COMPANY

230 MAIN ST. CINCINNATI, O.

FREE INSTRUCTIONS

Write today for your free copy of The Billboard's latest booklet entitled "How To Make More Money in the Roadshow Business." It's packed full of tips for managers. 154 Trunks will cost \$1, too, for the major film and supply house advertisements. There is only a limited supply. Be sure to get your FREE copy. Write today!

THE ROADSHOW, Cincinnati, Ohio

25 Opera Place

FOR SALE

Small Carnival, 3 Rides, Wiring, Trucks, Marquee. Ready to go.

Pacific Coast Shows

BOX 481 MONROE, WASH.

WILL PLACE

One more good Act for balance of season. Can also use few more attractions not conflicting. Address per post.

WYSE GREATER SHOWS



INSURANCE FOR EVERY PURPOSE PERSONAL SERVICE FOR EVERYONE

PARKS

BOOM TIMES AHEAD, be sure they are good times for you. Don't be sorry after the trouble, if it comes, to find that you did not carry any insurance or enough.

FAIRS

NOW IS THE TIME to buy your insurance. A small deposit will put your policy in force. Take three or four months to pay the balance.

CARNIVALS

AT YOUR SERVICE

CHARLES A. LENZ

"The Showman's Insurance Man"
A738 Insurance Exchange, CHICAGO, ILL.

CIRCUSES

Concessioners

● Policies can be dated for one year. Next spring your insurance will be in full force without the worry of premium payments.

PUBLIC LIABILITY



ALL TYPES

damage done near by led to the belief shows would not open, and the night was lost. Saturday's matinee was rained out, but weather cleared in time for night play, which was light. Corey Bros. Circus Shows was in Ontario, Ore., and many visits were exchanged between the shows. Monday night Mr. and Mrs. Monroe Eiseeman were guests of Mr. and Mrs. Patrick. Mrs. Patrick was busy all week ordering stock for and supervising the construction of nine concessions. Mr. and Mrs. Les Fee left here for Sand Point, Idaho, where Les will take over management of the Silver King Shows. Fritz Henkle replaces Les as local superintendent. C. E. Jeffers left for the Silver King Shows. The circus, organized by Eddie Billetti, is running smoothly. Earl Richardson's mother came on here and plans to stay several weeks. Mr. and Mrs. Patrick were dinner guests of Mr. and Mrs. Al Weinstein.

DAN CONGDON.

West Coast

Mount Shasta, Calif. Week ended June 29. Business, good. Weather, cold. Pay gate, 10 cents.

After a 300-mile trip from Oakland, Calif., show opened here to good business. Weather was cold, but patrons didn't seem to mind, as attendance was better than last year. Rides, shows, and concessions did well. Jack Joyce's Circus, free act, continues popular. Side Show, operated by Frank Forest, has been augmented by new acts. Joining recently were Joe Stone, iron tongue girl; Betty Bee, fire performer; Amazonia, feats of strength; and George Hunt, talker. Others with it are Princess Marie, human corkscrew; Silver Queen, moving picture dog; Joyce Sheldon, torture act; Voltana, electric marvel; Princess Tiny, midgeet singer; Gertrude Dix, fat girl; Rae Terriel, annex; Ted Buck and Chick Wagner, tickets; Frank Forest, manager, and Mrs. Marie Forest, treasurer. Girl Show, operated by Ted Wright and featuring Ming Toy, is getting its share of business. Wright also operates the Miss America Show. Other shows and owners are Snake, Frank Forest; Jungledand, Jack Joyce; Midget Horse, Dix Brothers, and Monkey, Jack Joyce. Shows now carry 10 rides and 30 concessions.

TONY SORRES.

Golden State

Paso Robles, Calif. Nine days ended June 29. Business, fair. Weather, good. Short jump from San Luis Obispo, Calif., was made in good time and shows opened Friday to a fair crowd. Saturday and Sunday crowds were large and big spender. Business slowed thru the week, improving Saturday. Manager Ben Dobbett received an interesting and highly complimentary letter on the cleanliness of the shows and employees. Three trucks were sent to quarters for rides to play July 4th celebrations. Babe Collins is looking forward to the arrival of a new top and equipment for his Penny Arcade. The writer and Dave Gaddis successfully entertained the Lions' Club in Atascadero. Betty Shepard is suffering with the flu. Trucks are receiving a close check-up for jump to Monterey, under supervision of Roy Shepard and Nick Obrovatz, mechanic. Roger Warren is busy with his cookhouse and secretarial position. Curley Van Dyke returned after a week's absence. Arthur Raye has joined the Tilt-a-Whirl crew, and Chick Trotter returned and is operating diggers for Babe Collins. Clark Willey has recovered from a cold.

MONA VAUGHN.

Lagasse Amusement

Willimansett, Mass. Week ended June 28. Business, fair. Weather, hot. Shows opened to a fair crowd after a good week in Holyoke, Mass. Tuesday, Wednesday, and Thursday business was slow. Friday and Saturday were good. Billing was fair, and newspapers' cooperation was good. Rides are doing well. Teddy O'Connell is foreman and Shorty Curley, second man on the Merry-Go-Round. Jimmie Gordon is foreman and Teddy Dion is second man on the Chaperone. Tex Saracault is Peris Wheel foreman. Roland Rivenbuge, who was second man last year, visited and helped make the move this week. Mr. and Mrs. William Colbert operate the cookhouse, popcorn, Merry-Go-Round, and Chairplane. Buddy Davies is handling the griddle again this year. Mr. and Mrs. F. Curley have bottle game here. Billie Pricault is foreman. Mr. and Mrs. D. Lynch and S. Lynch have the cat game and pitch-til-you-win. Mr. and Mrs. T. Barrows have their penny pitch here.

Mrs. A. Lagasse is the operator of the beano, with Bobby Donovan as caller. Also with it are Ed Smith, J. McKennedy, J. McKennedy Jr., and T. Welch. Mouse game is operated by Martin Daniel Sweeney. Al Rosen has the ice-cream stand.

JIMMIE GORDON.

West's World's Wonder

Danville, Ill. Week ended June 29. Location, East Fairchild Street fairgrounds. Aspicos, American Legion Post. Business, fair. Weather, unsettled.

Door handling of the train by yard officials in Danville prevented a Monday opening here despite the splendid efforts

WRITE
SIoux TIRE
& **BATTERY CO.**
SIoux FALLS, S. D.
Buy on Our
Easy Terms.

Goodman Wonder Shows WANTS AT ONCE

HIGH CLASS ORGANIZED GIRL SHOW
Most elaborately equipped Show on the road. Now \$251.00 weekly, top mounted stage with beautiful front.

WANT Another outstanding show. What have you to offer?
HELP WANTED First-class Role Fun House Operator. Top salary to right party.

CAN PLACE Candy Apples, Candy Flies, or other Concessions that do not conflict.

Write or write. Route as follows:
This week, Devils Lake, N. Dak.; then Brainerd, Minn.; Hibbing, Minn.; Duluth, Minn.; Rochester (Fair), Minn.; Owatonna (Fair), Minn.; Sioux Falls (Fair), S. Dak.; Hastings (Fair), Neb.; Lincoln (Fair), Neb.; Muskogee (Free Fair), Okla.

ZACCHINI BROS.' SHOWS

Legitimate Concessions of all kind that can and will work for Stock. Will sell ex. on Bingham, Cookhouse, Popcorn, Hot Gumbo, and Jua Food. Will book Kildin. Rates for balance of season. \$150.00. Help that drives away. Address all communications to BRUNO ZACCHINI, Gen. Mgr., Roseton, N. J. This week: Hamden, N. J. Next week, our Lady of Mt. Carmel, largest Celebration in New Jersey.

WANTED FOR MARION COUNTY FAIR

August 13-17, Knoxville, Iowa.
High-class Carnival carrying over. Rides, Shows and Concessions. Good contract offered. Write A. C. MILNER, Secy., Knoxville, Iowa.

ENTIRE CARNIVAL UNITS

Rides, Stands, Wheels, etc., all new. Will rent outright or operate on percentage. Large Bingo Stand, Ball Game, Refreshment Balcony of seats, etc. Electrical Equipment and Decorations. We deliver, set up, and take down.

Showmen's Exchange, Inc.
707 Geo. St., N. W. Washington, D. C.

FOR SALE

52-Wheel Tangle Calliope on 1 1/2-ton Chev. Truck, circus body. Rates engine for running range. Great for shows or commercial advertising. Also Echols High-Speed Electric Snow Sweeper, used only one night. Cash only, no propositions.

E. F. SILVERS

Chamberlain Hotel Des Moines, Iowa

RAY WHELLOCK WANTS

Roll Down, Shunt Skits, Wheel, Switzer, Ball Size and Percentage Agents, Boxes and Wreaths for Athletic Shows.

BARKER SHOWS

Monmouth, Ill., week July 7-12

READING'S SHOWS

Want Grand Shows and Stock Concessions that work for 10 cents. Hamden, N.Y., American Legion Festival to follow. W. J. WILLIAMS, Mgr.

WANTED

Special Agent with car. Must be able to handle press. One more high emotional Free Act. Hide Help. Must drive.

LAWRENCE GREATER SHOWS

New Brighton, Pa. (Junco Park), this week.

WESTERN UNION

WHEN YOU TRAVEL KEEP IN TOUCH WITH HOME, OFFICE AND FRIENDS WITH LOW RATE TOURATE TELEGRAMS. THEY COST ONLY 35c FOR THE FIRST FIFTEEN WORDS.

WANTED FOR ROSETO, PENNSYLVANIA, OUR LADY OF MOUNT CARMEL CHURCH CELEBRATION

Roseto, Pa., July 21st to 28th. The Largest Fireworks Celebration in the East. Candy Apples, Pop Corn, Eats and Drinks, Frozen Custard, Palminutty, all kinds of clean Concessions, Novelties. Everything open but G. White and Roll Downs. Can use the following Rides: No. 5 Wheel to Duff, one or two Flat Rides, also Kid Rides. Shows with own outfits. Can also use good Banner Man and Ride Help. Max Banfield and Carol Marson, contact Jimmie Brown at once. Yes, we have that big Celebration in Emmus, Pa., and other big ones to follow. Address all mail and wires to R. H. MINER, Kutztown, Pa. This week, or at per route.

NATIONAL CHERRY FESTIVAL

TRAVERSE CITY, MICH. (JULY 15-19)

Rides—Octopus, Ride-O, or other non-conflicting Rides. Shows—Mechanical City, Motor Drome, Monkey Circus, and neat Grand Shows with or without transportation. Concessions—Merchandise Concessions of all kinds. Resettles still open. Want well-framed Penny Arcade. Concessions of all kinds. One more Free Act (must be thrilling and sensational). All address:

WORLD OF PLEASURE SHOWS

HANCOCK, MICH. (all this week)

COTTON STATE SHOWS WANT

Ferrie Wheel, Silver Derby, Tilt, Girl Show Manager with Dancers, Talker for Side Show, Chairplane, Operator. Money every Monday night. Exclusive Pop Corn for sale. \$5.00 privilege exclusive. Penny Pitch Sport, Ball Game Agent. Useful Show People, come on. Concessions of all kinds. Chandlerville, Ill., July 14 to 19. Home Coming; Dixon, Ill., Legion Home Coming, July 21 to 26; Bellevue, Ill., Old Settlers; Mamburo, Ill., Home Coming. People joining now given preference in south at our army camp location this winter. Humpy Ball, get with it. Athens, Ill., this week. RAY D. JONES, MGR.

of all hands on the shows. Opened Tuesday night to a weak crowd and only fair business, which continued in that vein during the week because of the weather. Saturday afternoon was lost to rain. Ted Woodward joined as secretary, lessening the burdens of Sydney Hersh, who has been doubling as lot man and secretary. Only local paper refuses to accept advertising from any carnival, while the local radio station will take all it can get. The paper and radio station are owned and operated by the same syndicate. Jack Conway has dolled up his cookhouse with a set of Japanese lanterns. Art and Frances Spencer continue to clock at their Motordrome. Ed O'Brien, Owner Frank West's nephew, joined here. Eddie says he thinks he'll sell ice cream this summer.

BOB BUCKLER.

Gold Medal

North Chicago, Ill. Seven days ended June 29. Location, Wire Mill grounds. Auspices, American Legion Post. Business, excellent. Weather, good.

This spot proved everything that could be asked for, good location, good committee, and excellent business. Newspapers gave good co-operation, especially The Waukegan Post, which sent a staff photographer and reporter to the lot nightly. In addition, Captain Bell, escape artist, was strapped into a strait jacket in front of The Waukegan Post by Chief of Police Novak and hauled feet first to the top of the building, where he made his escape while thousands looked on. The Post took pictures and published them the following day. The North Chicago Tribune and Waukegan News-Sun also co-operated. Dick Taylor's new sound truck has been painted and his Goat and Monkey Rodeo is still among the top money shows, with Tarzanka, giant chimp, proving popular. Barney Lamb's Expose Show and Paul Belmonte's Sex Show are getting their share. Crime and Garden of Eden shows also are holding their own. Colonel Miller's Battlefield is popular, as is the Motordrome. Holt's Penny Arcade added numerous new machines and an additional 40-foot top. Visitors included Mrs. Sam Solomon, Mrs. Harry Talley, Ray Fulton, Al LaBeige, Hank Bergan, Lillian Sheppard, Ray Johnson, Denny Howard, Sid and Ann Hoey, Andy Rasmussen, Mr.

Langmo. Committee, headed by Bill Seymour, co-operated, and baby giveaway Wednesday night drew a large crowd. Writer's new office trailer is a meeting place for scribes and visitors. Sunshine Club meeting, with Paul Belmonte as emcee, was successful. Betty Prenzle is reported as recovering and is expected out of the hospital soon. Bruce Duffy is still suffering with a leg ailment.

HARRY E. WILSON.

BALLYHOO BROS.

(Continued from page 30)

necessary to put the show in town. Stepping into one of the best barrooms in the city, I jovially ask for a shot of Old Tailgate. While slowly sipping my drink, I look around the room until I have spotted two bar flies whom I invite up to the bar to have a shot.

After getting acquainted with these parties, I invite the bartender to have one on the show. Now I have been introduced to all parties present. Finally I crack, "Who has a vacant lot big enough to hold a show of our size and magnitude?" The bartender then starts pondering and finally mentions that Grandma Gregg's peach orchard was killed by the bad freeze last winter and that her lots are available, or Elmer Smith's tourist camp, at the edge of the city limits, had been abandoned because the new highway swings away from it. It is only natural that I select the latter site, which is four miles closer to the heart of town.

Turning to my barfly guests, I then appoint them as my personal and the show's official bird dogs. Quickly I dispatch them to the ex-tourist camp with orders to bring Smithers in. Upon Smithers' arrival I again become the hall fellow well met and order four triple shots of Old Tailgate. I then get down to the lot renting by cracking, "I've got a little show coming here next week. What will you charge me for the use of your trailer park? We usually give the family tickets and \$1.50. We have only a little dog and pony show and a few whirly gigs. Our show isn't as big as some, but we can't afford too large a midway." After another triple Old Tailgate I have his name on the dotted line and a 110-car show is booked on a \$2.50 lot.

Now for a committee. Two more triple

Old Tailgates and I inquire of the bartender, "What organization usually sponsors a carnival?" After much pondering the bartender gives up. Then I crack that we have the greatest drinkers and spenders in the world on our show. They have just had 18 weeks of red ones and are overloaded with dough. How about the combined bartenders of the town sponsoring us? I ask. Two more Old Tailgates and the committee is ours. Now I'm ready to check in and get my much-needed rest after a hard day. I also find some show managers who mistrust their agents. I remember one incident where the show arrived and found the town closed after I had booked it. The manager foolishly spent \$19 telephoning trying to locate me. His evil mind imagined that I was on a drunk. But I had ample proof that I was only on a river fishing and only 30 miles away. A good general agent needs a good show behind him, technique, and Old Tailgate. LEM TRUCKLOW.

FROLICLAND BIG HIT

(Continued from page 30)

hibition, "I told a newspaper reporter today that Frolicland was the answer to all of our amusement problems. We've been flooded with compliments on the

new fun area." William Selter, manager Brandon's Radio Station CKX: "We've covered the fair for the last 15 years and my vote is for Frolicland."

A notable achievement, almost all remarked, is Frolicland's 10 light towers, its gaudy show fronts, and six new rides, TTY-o-Plane, Spitfire, Caterpillar, Moon Rocket, Tilt-a-Whirl, and Flying Scooter. Twelve other rides are carried and include three Ferris Wheels, Auto Scooter, Auto Speedway, and Double Octopus.

Seventeen shows include Monkeyland, Nuki Suki, Ernie Len, Oriental Follies, Artists Models, Tiny Town, Beef Trust Revue, Arctic Girls, Globe of Death, Slide Show, Aquanada, Hell's Half Acre, McDonald's Mechanical Circus, and Nativity, three Pinhouses, and two Penny Arcades. Inside talent hit a new high in the opinion of press and public.

Staff has J. W. (Patty) Conklin, president; Frank H. Conkin, vice-president; Neil Webb, secretary-treasurer; Mrs. Norma Nutting, associate secretary; Dave Picard, assistant manager; Robert Randall, superintendent of rides; Herman Larsen, trainmaster and sound truck; O. Sinclair, electrician; Jack Ray, scenic artist; M. R. Nutting, special representative; T. Machin, head porter; Maxie Herman, dining car manager, and Don Smith, maintenance. Walter Hale heads the publicity department.

JUST ONE FOR SALE

BRAND NEW PORTABLE TYPE

MOON ROCKET RIDE

PROMPT SHIPMENT

(No Trade-Ins)

Will be utterly impossible to obtain materials for any more this season. Hurry if you want this most powerful money earner—the ride that actually does take top money. Wire quick, first come, first served.

ALLAN HERSCHELL CO., INC.

N. TONAWANDA, N. Y.



YOU'RE SITTING ON
TOP OF THE WORLD
WHEN YOU READ

The
Billboard

It's a choice seat on the most fascinating
of all globes — the amusement world.
You can enjoy a continuous performance
that's always new, and that never lags.

To make sure of not missing a single
issue of The Billboard, use the coupon at
the bottom to mail in your subscription.

AW,
CUT
IT
OUT!

THE BILLBOARD,
25 Opera Place, Cincinnati, Ohio.

Here is my subscription to The Billboard for

the term indicated. I enclose \$.....

MY NAME

MY ADDRESS

CITY STATE

CHECK TERM DESIRED

- Three Years \$10.00
 Two Years 8.00
 One Year 5.00
 Six Months 3.00
 Eight Weeks 1.00
 No Subscription None

SNOW CONE FLAVORS

Gold Medal flavors have the rich full flavor of the real fruit, yet cost no more than the ordinary kind. Follow the lead of the leaders and get more nickels with GOLD MEDAL FLAVORS. Also a complete line of Peppermint, Candy Apple and Candy Frost supplies. Send for our latest price list today.

GOLD MEDAL PRODUCTS CO.

133 E. Pearl Street

Cincinnati, Ohio

DEE NOT THE LARGEST . . . BUT THE CLEANEST

★ LANG'S FAMOUS SHOWS ★ DEE LANG, Mgr.

CAN PLACE NOW AND FOR FAIRS AND CELEBRATIONS FOR BALANCE OF SEASON
RIDE MEN — AS WE ARE ADDING SEVERAL NEW RIDES. MUST BE SOBER AND
RELIABLE AND CAPABLE OF DRIVING BIG ELI SEMI-TRAILERS.

Can place any new or used Shows with or without own outfit. Also can place several Grinders and Talkers. Can place on Colored Minstrel Shows, Musicians. All Instruments wanted. Also Comedians and Performers. Salary sure every week out of office.

SHOWS: Can place legitimate Concessions only. Also Agents for Ball Games and Stock Concessions. Charles Edelman and George Kightly, please wire or write L. Dison, care this show.

CONCESSIONS: All Address: DEE LANG'S FAMOUS SHOWS
Forsenden, N. D., this week; Langdon, N. D., July 14-16; Hamilton, N. D., July 17-19.

Keystone Modern Shows
WANT

For long route of Celebrations and Fairs ending Thanksgiving week in the South. Concessions—Frozen Custard, Diggers, Scales. Will book worth-while Shows. Lee McDaniel wants Musicians and Colored Chorus Girls for Minstrel Show. Can use good Acts for Side Show. Want Sober Ride Help and Roll-o-Plane Foreman. Hava For Sale—Smith G Smith Chair-o-plane and Kiddie Airplane, also Dual Loop-o-Plane. Rides in good condition and can be seen as per route.

Wheatland, Penna., this week; Grove City, week starting July 14 to 19.

WANT SOBER, RELIABLE FERRIS WHEEL FOREMAN

Will book Flat Rides. What have you? Also furnish equipment for any good Show. Legitimate Concessions at all times.

AL BAYSINGER SHOWS

VALLEY CITY, N. DAK.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, July 5.—Last week was a quiet one so far as visitors were concerned. M. J. Doolan, Harry Mamsch, Richard and Charles Miller, and Hadji Delgarian have their rides in a number of spots. Bernie Mendelson jumped up among leaders in the membership drive, with 30 applications sent him by Sam Gordon, Hennes Bros.' Shows, and seven from Sam Feinberg and A. J. Weiss, Beckmann & Gerety Shows, Oscar Bloom, Gold Medal Shows, closed a good week at North Chicago and left for Iron Mountain, Mich. Mrs. Nat Hirsch joined the show at North Chicago. E. Lawrence Phillips, owner Johnny J. Jones Exposition, was a Chicago visitor last week. Vice-President Harry W. Hennes reports the bingo and baseball tickets on shows are going well.

Charles T. Goss sent in the application of Buddy Pollock and Lee Sloan came thru with one for Norman Livermore. Maurice Hanauer and Abe Goldberg have entered the hospital, the latter for medical attention and Hanauer for a general check-up. Al Rosenman is still working hard on the 1942 Outdoor Amusement World directory. He reports that returns are coming in nicely and asks that each member lend his support to put the directory over in a big way. Listings in the directory are \$10. If you have no order blanks they will be sent you upon request. On September the initiation fee for memberships will be increased to \$25. This means the sum of \$35 must accompany each application. Until that date applications will be accepted with the usual fee of \$20 and a 1942 card will be issued on all applica-

tions accepted. Standing in the membership drive: Neil Webb, 54; Bernie Mendelson, 48; Lee Sloan, 13; Jack Ruback, 2; Rubo Liebman, 1; Orval Harris, 3; Elmer W. Weaver, 1; Ned Torti, 1; Fred H. Krossmann, 2; O. L. Wright, 3; Barney Lam, 1; I. J. Polack, 2; Sam Solomon, 1; John Snyder, 1; Sam Stripton, 1; Charles T. Goss, 1; Walter B. Fox, 2, and Mike Rosen. A letter is being sent to all delinquents, as reinstatements will take the same fee as new applications. Give them your attention at once.

Ladies' Auxiliary

Auxiliary held a social June 27, with Sisters Phoebe Carasky and Frances Keller as hostesses. Beautiful prizes were awarded. Clubrooms in the Hotel Sherman are closed for the summer and meetings will be resumed in the fall. Most of the members are on the road and numerous members visited the many shows in this section. President Mrs. Joseph L. Streiblich called a special board of governors' meeting June 27 to vote on applications for Mrs. D. Bloom, Mrs. Sam Glickman, Mrs. Edna Ackley, and Mrs. Louise L. Holt. All were elected to membership and cards will be forwarded.

Members were sorry to learn that Sister Mattie Crosby met with an accident in her home and will be forced to remain there for an indefinite period. Messages and cards of cheer will be appreciated. Chaplain Lucille Hirsch is with the Gold Medal Shows. Past President Mrs. Edward Hock was in town for a few days but returned to Imperial Shows. Dues for 1941 are past due and payable. Be sure to send yours in.

Club Activities



National Showmen's Assn

Palace Theater Building
New York

NEW YORK, July 5.—Organization's first Coney Island get-together is scheduled for July 9 at 1 a. m. in the Ice building at Luna Park. Committeemen for the membership drive there are Sam Rothstein, George A. Nimid, Sam Wagner, Harry Rosen, Fred Murray, Sam Taffet, Phil Cook, James Kryner, George Burd, Vic Kaye, Andre Dumont, David Epstein, Sam Silver, Jack Gordon, Myer Pinsker, Justin Wagner, and Julius Koehnel. President Max Linderman visited Coney Island this week and did some missionary work there.

Vice-President Art Lewis writes that he has lined up several ads for the year-book and that many new applications will come from his show this season. Brothers Al Katzen and Frank Rappaport picnicked at Lake Hopatcong, N. J., with some personnel of Max Gruber's World's Famous Shows. Brother George Dufrenbach says that he has the exclusive advance cut-rate ticket sales for the New Jersey State Fair and will open stores in Trenton, New Brunswick, and Mount Holly. On a recent visit to Asbury Park, George met Brothers Mack Harris, Paul Spitzer, Murray Spitzer, John McCormick, and Harry LaBrique.

Birthday congratulations to Frank Hill, July 9; Eugene Randow, 10; Lew Dufour, 11; H. William Jones, Charles Cohen, Philip Kaplan, 12; Ralph Goldstone, Edward Bennett, Clifford E. Natale, James Bucconi, 13; Louis A. Rice, 14; T. Ganin, John Lannan, Hyman Nirenstein, Milton Soffer, 15.

Ladies' Auxiliary

Effective with the last meeting (June 28) auxiliary has disbanded until first assembly of the fall season on September 24. Principal business then will be the rummage sale scheduled for October, as well as plans for co-operating with the men's annual banquet. President Midge Cohen and Sister Edith Friedman visited Dodson Shows at New Britain, Conn. Sister Dolly Udowitz has joined Max Gruber's Shows. Sister Rosita Reverdy postcards from Winnipeg, Ont., that she has joined Conklin Shows. Rachael Collins, prospective member from Dodson's World's Fair Shows, has undertaken the task of filling a bag in the Penny Bag campaign. Chaplain Helene Rothstein reports her father has recovered from his sick spell. Auxiliary extends sympathy to Sister Marlea Hughes on the death of her mother.

Heart of America Showmen's Club



Reid Hotel
Kansas City

KANSAS CITY, Mo., July 5.—City's puritanical element and the city fathers have an ordinance before the city council, which, if it becomes a law, will practically bar carnivals from Kansas City. Ordinance was to have its first hearing June 27 at a meeting where members were present to oppose the law. Art Bratner, Harry Duncan, Al C. Wilson, Chester I. Levin, Tonye Martone, Hymie Schreiber, Frank Ryan, Dave Stevens, Neal Walters, Lester Howell, Jack Wright, Sam Owens, Police Captain Dougherty, and Ray Armstrong. Harry Duncan was delegated as spokesman, but because of a liquor ordinance hearing, the carnival ordinance will not be heard until July 11.

Brother Elmer Houston returned from an extended business trip thru Oklahoma and reported that all shows he visited were doing good business weather permitting. Jockey Day visited, en route from Denver to Waterloo, Ia. Brother Tonye Martone's Heart of America Shows continue to do good business on Kansas City, Kan., spots. Brother Art Bratner, banquet and ball committee chairman, reports his committee is putting forth every effort to make this year's event the most outstanding in club's history.

It will be held at the Hotel Continental on New Year's Eve. The special events committee is working in conjunction with the banquet committee and soon will open a campaign to induce manufacturers, jobbers, fair secretaries, and all outdoor showmen to participate in the Christmas week events.

Ladies' Auxiliary

Social on June 20 in the clubrooms attracted 20 members. Refreshments were served and table prizes awarded for cards. Day's award, a bottle of perfume, donated by President Martone, was given to Mollie Ross. A letter from Elizabeth Yearout from Portland, Ore., carried greetings to members and told of a recent visit with Mr. and Mrs. Abner Kline at Salem, Ore. Mrs. Margaret Hanny left to join the Great Lakes Exposition Shows and Mr. and Mrs. Buck Owens went to Chicago.

Mr. and Mrs. Lee Smith, formerly with Hennes Bros.' Shows, joined the Heart of America Rides. Mrs. Smith is Mrs. Ruth Martone's sister, Hazel. Besides Mrs. Smith, guests at the party included Bebe Siegrist, Nina Otaris, June Woods, and Gertrude Altshuler. Martha Walters was unable to attend. Blanche Peiman lettered greetings, and Loretta Ryan, secretary, is reported to be ill at her home in the Reid Hotel. Mrs. Reta Gilbert and husband, passed thru the city en route to Minnesota. Mrs. Francis Sweeney and sister, Grace, visited while en route to San Antonio, Tex., from New York.

HOTEL SHERMAN



1700 rooms
1700 baths

from \$2.50, \$3,
\$1.50, \$4.

the vitamin-conscious hotel

seven famous restaurants give you menus based on cooking methods and recipes revised to provide the greatest amount of natural vitamin content... with re-enforced bread and milk—vitamins added... as always, the same fine flavor and savory goodness... for your health and beauty's sake, dine at the sherman... drive your car right in...



ROTARY Luncheon every Tues.



KIWANIS Luncheon every Thurs.



SHRINERS Luncheon every Tues.



LIONS Luncheon every Thurs.



EXECUTIVES Luncheon every Friday

hotel sherman

Randolph, Clark, Lake and La Salle Streets

chicago

drive your car right into the hotel

Pacific Coast Showmen's Assn

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

Ladies' Auxiliary

June 25 meeting was presided over by President Allertia Foster, with all officers and 21 members present. Silent prayer was held for the late Brothers Pop Parker, Al (Big Hat) Fisher, and Kenneth (Red) Mehan. Stella Linton won the bank night award, while Vivian Horton carried off the door prize, which was donated by Mora Bagby. The basket books were sold and President Foster requested that all members have their books in by July 15, when the July party will be held.

All members are urged to attend the party and bring a guest. Event will be held in the home of the club's secretary and cards will be sent out instructing members on how to get there. Violet Hanley Blakeman, a new member, was introduced by President Foster. Among members who had been absent for some time, but who were on hand for this meeting, were Babe Miller, Maybelle Bennett, Ida DeNo, Josephine Foley, Ada Mae Moore, and Vera Downie. Hostesses at the next meeting will be Vivian Horton, Stella Linton, and Florence Darling. Mabel Brown will donate the door prize.

FOR SALE

Silvers Airplane Outfit, 20 by 40; special made Tent and Sidewall; Stage, 12 by 24 ft.; 300 ft. 9-ft. Sidewall; 300 ft. Cable; 200 ft. Sidewall; 200 ft. Reserve Seat Benches; 200 ft. Red and Blue Reserve Seat Masking; 3 ft. light; two large Tibot Boxes; one large Stank Puller; 10 sections Blank; 8 inch; three 60 ft. lengths of Cable with sockets attached for lighting airships; Screeny and Lamps for Dressing Rooms; Sewing Box; Trunk for Bed Clothing; 2 large Nodge Hammers; Piano; Drum Outfit in Veneer or Portuland; Cash only. Refracting from show business.

E. F. SILVERS

Chamberlain Hotel, DEER MOINES, IOWA

WANTED Concessions of All Kinds

(NO GAMBLING)
FOR MORENCI, MICH.
JULY 30-31
The Finest Harvest Festival in the State of Michigan.
Address: LEROY WEIR
1147 1/2 E. Church St., Adrian, Mich.
Phone: 1637-1

WANTED

One Ferris Wheel For Sale. Must be jobber and reliable. Salary \$25 per week. Also Secret Man for Club-At-Play. Bob Leick, contact Albert at once. Address all inquiries to H. C. BEAVER, care of American Legion, Celebration, Warren, Mass.

Pretentious Bill Again Contracted For Salem Affair

SALEM, Ill., July 5.—Another pretentious entertainment program has been booked for the six-day 38th annual Marion County Soldiers and Sailors' Reunion here under auspices of the American Legion Post and United States War Veterans' Camp, reported Publicity Director Edward M. Jones, recently appointed by General Chairman Earl W. Merritt. It is said to be the oldest celebration of its kind in the country, having been started by Civil War veterans.

Last year's event drew 300,000, with average daily attendance of 55,000 and a peak day of 50,000. There was a net profit of \$2,305 after deducting expenses of \$8,287, which included \$3,381 for entertainment. Beckmann & Grety Shows, which were on the midway in 1940 and contributed \$5,673 in receipts, have been re-engaged for this year's affair. Booked for the free-act stage are the Robinson LaVilla Revue and 12 vaude acts, including Raymond's Pets, trained cockatoos; 18 Continental Dancers; Gasca Brothers; Stephens Brothers and Big Boy, trained bear; Woz Hal Troupe, acrobats; Ballard and Rae, equilibrist; Ward-Bell Filers, and a teeterboard troupe. Dance band is to be booked for the open-air pavilion.

Much advance publicity is carried in papers in surrounding territory. Earl W. Merritt, who is serving his 13th year as general chairman and acts as emcee, has arranged many special attractions. Old Day, Monday, will feature a parade of oil equipment and outstanding speakers. Tuesday and Wednesday will be Democratic and Republican days. American Legion Day is slated for Thursday, while Friday, USWV Day, will be dedicated to the memory of William Jennings Bryan, who was born here and was a colonel during the Spanish-American War. Green corn dance is the annual feature attraction on Old Settlers' Day Saturday.

WANTED

FREE ACTS FOR FALL FESTIVAL

September 4-5-6, Le Roy, Ill.

Can use several high-class Platform and Aerial Acts.

Address OSCAR M. PHARES

WANTED

RIDES AND CLEAN CONCESSIONS FOR

HORSE SHOW

CHRISMAN, ILLINOIS, AUG. 13, 14, 15.

Address ROY HENDRIX, CHRISMAN, ILL.

WANT—RIDES

For

ELKS' CARNIVAL

Franklin, New Hampshire, August 27th through Labor Day, September 1st.
Write JEAN W. SHAW, 369 Central St., Franklin, New Hampshire, for particulars.

WANTED

Rides, Concessions and Shows for

American Legion Carnival

McComb, Ohio, Aug. 13, 14, 15 & 16.

Write ELLIS F. JONES, Box 263

WANTED

All kinds of Concessions and Shows (Rides booked)

for the

Firemen's Celebration

July 29th-August 2nd

Must be legitimate. Write SAVONA FIRE DEPT., Savona, N. Y.

WANTED

Rides and Shows for the week-end of July 18-19.

Communicate with WALTER EASTON, Pavilion, Pavilion, New York, Sixth Annual Carnival, Pavilion Community Fire Co., Pavilion, N. Y.

DARLINGTON, INDIANA,

THIRD FALL FESTIVAL

September 13-19-20.

Concessions and Rides wanted.

J. WILBUR COOPER, Box 722.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

70,000 at Calif. Barbecue; Big Bill of Acts Presented

LOS ANGELES, July 5.—An estimated 70,000 attended the Sheriff Relief Association's 18th annual barbecue and air show here in Santa Anita Park on June 29. Sheriff Eugene Biscailuz was host. Distinguished guests included Governor Olson. Over 13 tons of beef were barbecued.

Acts included Olympic Aces; Bonnie and Billie, radio act; Johnson Brothers, comedy jugglers; Jose Arlos and Company, Spanish revue; Fulton and Johnson, comedy; Maria De Schudi, soprano; Three Flashes, dancers; Ladel's Tyrolean Troubadours; Lightning Trio, skaters; Fid Gordon, violinist; Ada Broadbent Dancers; Evelyn Pennak, musical novelty; Gifford and Pearl, comedy; Harmony Four; Pine Troupe; Caprina Sisters, vocalists; Three Aristocrats, acrobats, and Betty Gordon, musician.

Clem Peoples was entertainment committee chairman. Abe Lefton and Joe Hernandez were emcees.

Pro Bill Nears Completion For Neb. Trail Days Event

GERING, Neb., July 5.—Program plans for the two-day 30th annual Oregon Trail Days Celebration here are nearing completion, reported Secretary W. Richard Prohs of the sponsoring Oregon Trail Days Association, bookings to date including Aerial Dukes, Whiteside Troupe, 50 Sioux Indians from the Rosebud Reservation, and clowns. Forsythe Amusement Company has again bought concessions rights.

Last year's receipts from concessions and subscriptions totaled \$2,400 and budget for the 1941 annual has been set at about that figure. Originally instituted as an old settlers' reunion, it has expanded to a point where that feature is but a small part of the event. One of the main attractions is a parade carrying out the historical idea, last year's procession extending over three miles. Queen contest, for which prizes are offered, is being conducted this year as a publicity stunt.

16,000 at Texas Home Show

GALVESTON, Tex., July 5.—First National Home Show here on June 16-21 under auspices of the Real Estate Board drew 16,000, reported Secretary C. P. Oppermann, and Edwin N. Williams, Federal Production Company, who furnished booth equipment and directed the show, has been retained for the 1942 event. There were 48 booths devoted to food products and home planning and building. Special attraction was a vaude show, with Royal Rockettes, roller skaters; Zarrington Sisters, jugglers; Miss Topsy, acrobat; Lewis Watson, comedy cyclist, two dance revues, and a bathing beauty contest.

Rain Hits O. Home-Coming

WAYNESBURG, O., July 5.—Ideal weather brought out a large crowd on June 27, opening night of the two-day 16th annual Home-Coming and Street Fair here under auspices of the American Legion Post, but thunderstorms scattered the midway crowd early on Saturday night. On the midway were Larry Fallon games; Von Black, popcorn and floss, and Richie Russell, novelties. Wagoner's Accordion band, fireworks, high school band concerts, and Al Kocan Shrine Drum, Cleveland, were added attractions.

Attractions at Ohio Fete

PHILO, O., July 5.—Favored by weather which stimulated attendance the first three nights, the sixth annual Philo Booster Carnival sponsored by the Civic League ran into showers Saturday night, June 26, halting activities for a time. Midway was the highlight. It included Seaton Park's Ell Wheel, Merry-Go-Round, and Kiddie ride, and there were shows and concessions. Special events featured the four-day event, proceeds of which are given to the volunteer fire department.

Boston Doings Is Big Draw

BOSTON, July 5.—Held over three days, the annual YD Celebration on Mile Road, South Boston, was a pronounced success, Ed O'Brien reported. It was originally scheduled for July 23-25. Over 15,000 passed thru the 10-cent pay gate nightly and more than 60 concessions and 10 rides reported good business. Among those on hand were Sam Cohen's Ten-in-One Show and Jimmy Hillman's Monkeydom, Penny Arcade, and Baby Show. Four Bombshells and the Gretzons was presented twice nightly as free acts. Doc Rutherford visited Rine's cockhouse, managed by Bob Hunter. The Rileys, Sullivan, Harry Nelson, Ben Williams, Lawrence Carr, and Jockey W. L. Taylor were other visitors.

Varied Bill for Mo. Doings

CRAIG, Mo., July 5.—For the annual reunion and home-coming here on July 25-27 under auspices of the American Legion Post there was a varied entertainment program, reported R. E. Lipps, secretary. Two troupes from KMBG, numbering 21 people, put on one-hour shows daily. Wayne Hale's five rides were on the midway, as were Ted La Veldo's, Captain Briggs, and S. Green's shows. Concessionaires included L. G. Butler, bingo, penny pitch, and hoop-la; Snyder Brothers, Hagman, Charles Jaynes, Earl Fox, P. B. Neely, H. C. Taylor, E. L. Ferguson, C. L. Phillips, Ray Morrison, E. Ernie, D. Rinder, J. Realing, S. B. Carson, M. H. McCoy, and Lafever.

Shorts

ANNUAL four-day Freeport (O.) Home-Coming will feature a midway, contests, and free acts.

RODEO, historical parade, band concerts, and midway are planned for four-day Deadwood (S. D.) Days of '76 Celebration, reported Neil Perrigoue, secretary of the sponsoring Chamber of Commerce.

BOOKED for six-day Hiram (Me.) Old Home Week and Fair Celebration are the Pine Tree State Shows. On Legion and Old Home Day there will be a parade led by the high school band, with civic and fraternal bodies taking part.

J. H. HALL, chairman of the annual six-day Friedens (Pa.) Firemen's Celebration, reported booking Bright Light Exposition Shows, Henry Swartz, secretary of the six-day Stoyestown (Pa.) Firemen's Celebration, also reported contracting the shows.

PROFESSIONAL ACTS will be used for the first time on two nights of the four-day Hopkins County Farm Products Show to be held in Madisonville, Ky., under auspices of the Junior Chamber of Commerce and Kiwanis Club, reported Hall Allen, program director.

ACTS set for a July 4 celebration by an American Legion Post in Denver University Stadium included Conley Pony Troupe, Flying Valentines, Beckmann, aerial gymnasts; Great Fusener, aerial tower, and Captain Jamison, high diver. Fireworks were also planned.

NINTH annual Calumet County Cheesemakers' Picnic and Dance on Chilton (Wis.) Fairgrounds June 28 and 29 drew a large crowd. Entertainment included WLS radio stars and dancing.

to music of Larry Page's Mid-Nite Rounders and Kenny Schmalz's orchestra.

ARNOLD'S BARNYARD CIRCUS is set as free act for several weeks of Pennsylvania celebrations, said Arnold Masino, producer. In September he will begin dates in Illinois, Indiana, and Michigan.

ROY BARRETT, clown, is coaching members of the Jesters' Club, organized to do clowning at three-day Traverse City (Mich.) National Cherry Festival, in the work, reported Elizabeth Titus, who is handling publicity. He will also work as a clown. Bill Sawyer, Traverse City band leader, will bring his orchestra to the city to play the queen's ball. World of Pleasure Shows will be on the midway.

Prayer for a Trapeze Artist

(By Her Mother)

She climbs the ladder to the sky
To thrill the crowds at race or fair;
From bar to bar she seems to fly
All thru the act without a care.
She does not falter—knows no fear
While throughs stand by, applauded and cheer;

I offer up a silent prayer,
Saying, "Guardian Angel, hover near."

She awes them with her flagpole act
And balances with grace and ease—
The throngs grow tense, the cheers are
slaked—

The Stars and Stripes wave in the breeze,
Her figure looks so trim and neat
Up where the sky and rigging meet—
This is the crowning act of all.
God hold her tight—don't let her fall.

The act is finished, she descends
To shouts and cheers and beat of drum—
She takes her bow, they clap her hand
And say how well the act was done.
I stand and smile in sheer delight
The proudest mother in the world,
"Thank you, God, for holding tight
And keeping safe my little girl."

—Holz.

WANTED WANTED

HINGO for following Celebrations, also legitimate Concessions of all kinds: Newark, Ohio Firemen's Celebration on Newark, week of July 14-16; Haverhill Firemen's Celebration on Newark, week of July 21-23; Knoxville Home-Coming, July 29th through Aug. 2nd; Quaker City Home-Coming, Aug. 6th through Aug. 9th. Address all for details.

J. R. EDWARDS SHOWS

CLYDE, OHIO

WANTED

Rides and Concessions of all kinds for August 29, 30, 31 and Labor Day in Du Bois, Pa. Submit terms, details to MARVIN L. BLOOM, Secretary, Du Bois, Pa., Athletic Association, immediately. P.S.—Also have week open for good Carnival.

RIDES WANTED!

For the Annual

WABASH, INDIANA, COUNTY FAIR

AND 4H CLUB

August 12 to 15, inclusive

Must be first class, also have other spots. Concessions of all kinds, no Gifts or Gray Cases. Real spot and plenty of money here. P.S. Also Concessions for Glendale Festival, Monroeville, Illinois, August 6 to 9, inclusive.

TOMMY SACCO THEATRICAL MART

162 N. STATE ST., CHICAGO, ILLINOIS

WANTED

CONCESSIONS, FREE ACTS, RIDES, ETC.

CHERRY COUNTY AGRICULTURAL SOCIETY

September 17, 18 and 19

Exhibits of all kinds, eating events, bands, etc. Must be first class. Communicate at once.

R. C. BRICKLEY, Secretary, Valentine, Nebraska

VANDERGRIFT, PA., FIREMEN'S CELEBRATION

JULY 14-19—LOCATION, CITY PARK

WANT CONCESSIONS AND SHOWS

Can stack legitimate Concessions of all kinds. Can use three Shows capable of getting money. Everything working full time; pay days all week. Howard Brock's Rides will be on midway. Wire or write A. W. BELL, Chairman, Vandergrift, Penna.

Providence, R. I., Shrine Gross Runs Thousands Ahead of 1940 But Attendance Drops 40,000

PROVIDENCE, R. I., July 5.—Despite a drop of about 40,000 in attendance under last year, due to three nights of rain, the Shrine Circus at Narragansett Park here reported a larger gross by several thousand dollars when the show closed June 25 with a monster fireworks display. Week's attendance ran to about 250,000.

Rain hit the opening day, holding attendance down to 23,671, about 6,000 of the previous year. Tuesday, when a special show was given for more than 1,200 crippled children throughout the State, the sun appeared and the matinee and night crowd jumped to 38,000. Wednesday a heavy shower struck after the matinee and did much to hold the night crowd down to about 25,000.

Thursday cleared and the show played to a matinee and night attendance of about 35,000, but the rain returned Friday and again it struck shortly after the matinee closed.

Herb Taylor had the side show, which grossed \$1,500 better than last year; Phil Bennett, the concessions, and Bobby Allen the grind stores. Dan Reed had the snake show and on the second day a 23-foot python gave birth to about 75 young and the event brought plenty of publicity.

Foreign automobiles were given away during the show, plus \$500 in cash with each car. The advance ticket sale, responsible for the distribution of more than a half million tickets, was under the direction of William H. Knight. This was his fifth year in this capacity and the advance sale was over \$70,000.

Al Martin Booked Show

The big show, produced by J. C. Barbacker, was booked exclusively thru the agency of Al Martin in Boston. The program included the Three Fonzals, Harry Ritley and company, Potts and Poleson, Captain Marsman and his dressage mounts, Bert Sloan, the Four Dobas,

Polack Washed Out At Spokane, Wash.

SPOKANE, Wash., July 5.—Potack Bros.' Circus was washed out here June 29-29. An unusually heavy downpour caused cancellation of the Saturday opening matinee. Other three performances drew only 1,075 customers, about one-third of whom were children and students. Show was held at Natatorium Amusement Park.

General admission seats were 50 cents, Students paid 35 cents, and children 21 cents. Park Manager Louis A. Vogel was well pleased with the show and so were the fans who braved the weather. The local press commented that the circus has many notable improvements this year. Vogel had to pay the city a special \$50 license fee to hold the show at his park.

Gentry Bros.' San Pedro Biz OK, Inglewood Fair

LOS ANGELES, July 5.—Gentry Bros.' Circus, produced by Wood-Thornton Production Company, played to a poor matinee and three-quarter house Friday (27) at Inglewood, Calif. Three days prior to this engagement circus had played to a capacity night house at San Pedro.

At Inglewood, Lillian St. Leon joined. She does her bareback riding and dog acts. Also at Inglewood, Cheerful Gardner was presented with a large basket of flowers by the Walter Flower Shop of Hawthorne, Calif., the gift of a former member of the Al O. Barnes show. Gardner used five of his elephants at the Los Angeles Coliseum yesterday and seven at the Pasadena Rose Bowl Show. The elephants will soon be put to work in a Metro-Goldwyn-Mayer picture and later move to the Paramount lot.

Louis Roth has closed with the show on account of previous commitments. Visitors at Inglewood included Mr. and Mrs. S. L. Cronin, Paul Eagles, Dick Lewis, Hugh McGill, Dick Burke, Bertha Matlock, Olga Celeste, Ida May Moore, Mr. and Mrs. Harold New, Babe Thomason, and George Meyers.

Maximo, Capt. John Tiebor and his seals and sea lions, Alf Loyal's dogs, Ernie Wiswell and his Dezie Lizzie, Koyo Duo, the Three Kitaros, Toyo and Toyo, Powers' elephants, the Loyal-Nepenski riding family, the Marvellous Millettes, the Great Ricardo, the Antaleks, two flying acts, the Ward-Bell troupe and Harry LaMarr's trio, the Gaudemith Brothers, Mickey King, the Four American Beauties, the Great Arturo; Willie West, and McInty; the Seven Brannocks, the Six Wardells, the Four Novaks, Paul Lorenzo and Vicki, the Sensational Skylarks and the D'Arcy Sisters. Bob Robinson was emcee and equestrian director.

Earl Wheeler, for 18 years director of the show, was again in charge. Twelve newspapers and four radio stations were used by the publicity department, again under the direction of Arthur P. Brunner. Full-page stories appeared in The Providence Sunday Journal and half pages in The Providence Journal, daily, and Evening Bulletin. Also The Providence Times devoted considerable space to plugging the show.

Hip Raymond, producing clown, was a busy man thruout the week entertaining Circus Fans from Norwich and Hartford, Conn., and Springfield, Mass. Bumpy Anthony, in clown alley, made all the papers in a special story written for him by the publicity department.

The Shrine Circus band, under the direction of Bob Gray, played for the performance.

75,000 at S. Diego Firemen's Show

SAN DIEGO, Calif., July 5.—An estimated crowd of 75,000 attended the fourth annual Firemen's Circus and Fireworks Show in Firemen's Stadium here yesterday and today. Second day was set to accommodate large growth of city, which has more than doubled since the inauguration of the national defense program. Publicity was handled as in former years by Ed Franklin, a member of the fire department, and shows were staged and presented by Eddie Gamble, Los Angeles theatrical agent.

Acts included a concert by a 50-piece band and drills by local organizations; Raymond Beebe, trapeze; Penny Parker, contortion traps; Tiny Klein, rings; Abbott, rings; Loring, web; Bell Brothers, double loop-the-loop; Bruce Cameron and His Six Collegians, tumbling; Cheerful Gardner's performing elephants; Rancho El Cortez, horses; Anne Ring's two groups of performing dogs and ponies; Ben Wallace, dogs; Pina Troupe, Ribley and teeterboard; Pen Parker, Ribley; Axcello Trio, band balancing; Riva Trio, trick tumbling; Leo Lambert, hand balancing; Jack Gregory, rube juggler; Belle Thayer Trio, juggling and trampoline; Four Kitchenettes, unicycles; Ketch Duo, trampoline; Si Ritter, clown and trampoline; Louis Velarde, Mexican tight wire; Babe Velarde, bounding rope; Manuel Velarde, Mexican wire; Jerry Pina, Mexican wire; Abbott, wire; Foster's pony and high school horse; Mark Smith's Rancho El Cortez 13-horse team and Beebe, liberty act, with six El Cortez riding girls; Tiny Klein, slide for Velarde, comedy aerial bars; Eleanor Velarde, heel and toe trapeze; Tony and Wallace, revolving ladders; De Garro and Behee, revolving ladder; Bimbo, comedy table rock; Olvera Trio, perch; Pina Family, acrobats; Buchard Troupe, acrobats; Three Comets, acrobats; Rivas Troupe, acrobats, and Four Ericksons, high aerial and perch. A tumbling contest, the length of the field, marked the close of the show.

Where's Them Clowns?

WILKES-BARRE, Pa., July 5.—It looked like a good night for the Wilkes-Barre Barons of the Eastern Baseball League when a man stepped up to the window and purchased eight tickets. But when his party got inside the park, it demanded to know where the Ringling show would start. The Baron business manager had to refund the money, meanwhile directing the group across the street to the circus lot.



MRS. JOHN RINGLING NORTH, wife of the president of the Ringling show, who went before the radio when the circus played St. Louis to be interviewed on Josephine Halpin's "Let's Compare Notes" program over Station KMOX.

Barr Bros.' Circus Title of New Show Under Bill Meyers

CANTON, O., July 5.—A new motorized show, under the title of Barr Bros.' Circus, has been launched by William M. (Bill) Myers, who at one time had out his own circus and for a long time was associated with William Newton's show and Buck Banard. The show has been playing one-day stands thru Central Ohio, adding several thrill acts when a Sunday stand is played.

Meyers said here that the show, made up mostly of Banard's stock and personnel, was sold outright for four days, July 2-5, for the Fairport Harbor (O.) July 4 celebration. After this stand, show will resume its one-day bookings. En route from Athens, O., to Fairport Harbor the show stopped off at the Buck Maughman circus farm near here, where Maughman was host to the personnel at a barbecue. More than 50 were in attendance, including many members of the Canton Showmen's Club and the Charles Siegrist Showmen's Club.

During the stopover here, Mr. and Mrs. Meyers visited Edith Siegrist, whose home is at near-by Richville. Meyers said the show was moving slow due to the shortage of labor and that a larger top would be used within the next few days. Some Eastern Ohio territory has been contracted and, according to Meyers, the show will be close by until after the middle of July.

Cole Goes to Court For Sioux City Permit

SIOUX CITY, Ia., July 5.—Cole Bros.' Circus had to go to court, but it finally obtained a permit for showing here after theater and other amusement operators had objected to the permit for July 4.

The permit was at first denied by the city council when representatives of the local amusement park and theaters protested that the circus on Independence Day might mean the difference between a profitable and an unprofitable season for them.

The circus then filed a petition for a writ of mandamus in District Court alleging that the city had acted arbitrarily and that canceling the date in Sioux City would cost them considerable money because they already had made contracts for food, real estate, etc. Judge A. O. Wakefield upheld the application and the permit was issued by the city council.

Hildreth Presents Sam Dock With Evans Band Records

CINCINNATI, July 5.—Members of the Circus Fans' Association of Washington recently visited Bill Bros.' Circus, which has been playing in the vicinity of Washington to good business, and Fan Melvin Hildreth presented Sam Dock, owner of the show, with some Merle Evans band

Lewis Returns to O. After Poor Biz in New York and Pa.

NEWCOMERSTOWN, O., July 5.—Returning to Ohio here after two weeks of unsatisfactory business in New York State and Western Pennsylvania, Lewis Bros.' Circus experienced fair business as it did earlier in the season in the Buckeye State. Matinee was light and a half house was on hand at night. Show has four more stands in Ohio, practically all of which have had at least one motorized circus already this season, before it heads into Michigan for an extended stay, which includes several Sundays. Paul M. Lewis, owner, said business in New York was discouraging and that the Pennsylvania stands were only fair. He said he was convinced after several weeks in industrial territory, where defense production is at a peak, that a circus has little appeal, with almost everybody busy with their jobs.

Lewis also revealed here that he has completed negotiations with W. C. Richards for the lease of two elephants, Maxine and India, which Lewis had at Forster, O. July 4, replacing the two bulls killed recently, with his trainer Paul Miller, in a train-truck crash. They will go into the program immediately, restoring it to its former hour and 35 minutes. Capt. Jerome Smith reported the death of the second of three seals with which he started the season in May. He said he was unable to determine the cause of death.

The King family, midgets, under the management of Jack Andrews, has replaced the Del Rio Midgets at the concert feature. Andrews is handling the announcing and also the presentation of the family in the aftershow.

Glenn Jacobs, who was handling the Del Rio Midgets, left the show recently and plans to book the attraction at fairs. Visitors here included Glen Wagner and Nick Hinig, circus fans, of Dover, O.; Louisa Smith, Don Taylor, and Mr. and Mrs. Rex McConnell.

RB Has Turnaway In Wilkes-Barre

WILKES-BARRE, Pa., July 5.—Alto other amusement businesses were complaining of box-office receipts, Ringling-Bros. and Barnum & Bailey Circus, marking its first stand here in several years, enjoyed capacity business in the afternoon and turnaway business at night June 25. The gate was in keeping with previous gates, since the show has had 11 turnaways in its last 14 stands. A sellout was reported at Williamsport June 24.

Not only is the feature attraction enjoying its best season in 20 years, but circus officials reported that the Side Show is having its biggest business in years.

Local newspapers gave great co-operation, using plenty of art and stories. Station WBAX aired three broadcasts from the lot under sponsorship of a local brewing company. Afternoon show was broadcast. Both the newspapers and the radio played up the after story, using the attendance to bolster their claims that business is on the upswing in this region.

Only one accident marred the date here. Donald Stewart, of Detroit, one of the laborers, fell from a trailer-truck and was instantly killed when three trailer wagons ran over him. The accident occurred as the circus was preparing to leave for Allentown.

With the draft and defense work cutting into its laboring personnel, the show placed a want ad for male help in local papers several days prior to its appearance, with the result that a crew was on hand for work.

ALLENTOWN, Pa., July 5.—Alto the matinee of Ringling-Barnum show was an hour late here June 26, show was set up in its entirety, including the new Side Show banner line-up, gorilla tent, and air-conditioning units, and the afternoon tent was packed. The night house was a straw one.

records for use in the big show. The Fans attended in a body, led by Hildreth and Dr. William C. Mann.

Eddie Smith, model circus builder of Baltimore, is a regular visitor and several times while on a visit helped Bob Russell with clown numbers.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

RINGLING-BARNUM has switched its Akron, O., date from July 23 to 21, with Cleveland in for the two following days.

HOMER KEEFER left Cincinnati last Tuesday for Atlantic City, where he will spend several weeks recuperating.

KID CARSON and His Trail Blazers visited Hunt Bros.' Circus while playing Derry, N. H.

MONTANA TIM has arrived on Mills Bros.' Circus. He has been laid up with a sore foot, injured from a kick by a horse on Heller's Acme Shows.

VERNON C. STEVENS is asked to contact Mrs. V. C. Stevens at Milford, Mich., Route 4, immediately due to the severe illness of his daughter.

WINNIE HOWLER, who did aerial and other numbers with the Hagenbeck-Wallace show, is heading her own line of girls at the Club Royale, Detroit.

RAY H. ALEXANDER has closed as general contracting agent for Jimmie Hamiter's Globe Bros. Circus and is now at his home in Fort Worth, Tex.

BARNEY DONALD ROSS is managing the coal docks of the Miller Fuel Company, Davenport, Ia., since he left the Cole show elephants in Peoria, Ill.

LEWIS BROS. made a 124-mile jump June 29 from Sharon, Pa., to Newcomertown, O., without a mishap. It was one of the longest moves of the season.

C. C. EMRIE left Cincinnati last Friday for the East Coast, where he will be the remainder of the month. He expects to catch the Russell show while in that section.

DICK PHILLIPS ran into Jimmie McGee in Winnipeg recently. He trouped with McGee on the Walter L. Main Circus. McGee was on his way to Brandon, Man.

COACH ECK ERDLITZ and wife, of Oshkosh, Wis., and R. A. Letreux and wife, of Menominee, Mich., caught Bud E. Anderson's Circus at Shawano, Wis. Business was good.

LOUIS E. KLING, formerly with the Three Thunderbirds, aerial act, owned by Pat and Bill Kling, recently enrolled at the Southwest Airways Airplane School for Mechanics at Phoenix, Ariz.

NEIL McCREA, who started the season on the staff of Lewis Bros.' Circus side show, and his wife left the circus recently and are in Canton, O. Neil will shortly announce his new connection.

BOB FISHER and His Fearless Flyers, for several seasons with Russell Bros. Circus, is playing parks and celebrations in the Middle West, and is slated for an engagement at Summit Beach Park, Akron, later this month.

JIMMY B. FLANAGAN, of Meriden, Conn., formerly with RB and other shows, had a fine time visiting with Harry Dickerman, of the Wallace Bros. advance. He also visited Dexter Fellows' grave in New Britain.

WILLARD J. OAKLEY saw the Shrine show at Narragansett Park, Pawtucket, R. I., and Wallace Bros.' Circus at Lynn, Mass., where the show had a three-quarter matinee house and a straw night house.

LEO GAUDREAU, of Salem, Mass., visited Wallace Bros.' Circus there June 25. He liked the Royal Repentit Troupe, which was on for a four-week engagement. Some of the troupe double in a teeterboard act.

HERBERT STINE, eight-year-old son of Mr. and Mrs. Spencer A. Stine, of Maryland Park, Md., was the guest of Sam Dock and Harry Martin, of Bell

Bros.' Circus, while the show was playing in Maryland.

JAMES MCKENNA attended the Shrine Circus at Narragansett Park, Pawtucket, R. I., and also caught Wallace Bros. at Taubon, Mass., June 19. He met W. H. Woodcock, of the Wallace show, who said business was good, and spent the day with him and his wife.

WILLIAM H. LANGR, of Los Angeles, saw the matinee of the Yankee-Patterson Circus at Inglewood, Calif., June 27. Winston's Riding Seals were an outstanding act, and Cheerful Gardner's Elephants put on a snappy routine, he says.

MR. AND MRS. EDWIN H. BROWN, of Portland, Me., visited with Charles Mitchell, star clown of Hunt Bros. Circus, when the show played Westbrook, Me. The Browns met members of the Hunt family and were courteously entertained.

A BLOWDOWN on the Al O. Kelley-Miller Bros. Circus at Wausa, Neb., recently did slight damage. Johnny Grady was slightly injured by a side pole. The night show there was lost due to rain. Nate Leon, banner man of Dalley Bros. Circus, with a party from his show, caught the Wallace show June 23.

JOHN RINGLING NORTH was the victim in an automobile accident in Alantown, Pa., June 27 due to heavy traffic caused by his circus. However, North escaped injury when his sedan was forced against a parked automobile by a trolley as his chauffeur made a right turn into the stream of traffic heading toward the RB showgrounds.

NELLIE DUTTON, upon her return to her old home, Saratoga, Pa., June 25, rated a big front-page story in the Saratoga Herald-Tribune. She was accompanied by William McK. Bauman. Nellie says her show will soon open at a park near Latrobe, Pa., where it will play until Labor Day. Then Nellie plans to play some fairs.

CAPT. TERRELL JACOBS, who presents his wild animal act at Hamid's Million-Dollar Pier, Atlantic City, contrived a special children's menagerie for the pier as a surprise for the youngsters during Children's Week, ended July 3. The menagerie included five baby leopards born since the pier's summer opening mid-June.

COL. AND MRS. DON C. HALL visited Cole Bros.' Circus at Joliet, Ill., June 23. They wrote an article concerning their view of the circus and it was published in The News-Bulletin, Mokena, Ill., June 27. Colonel Hall is lecturing on old-time Western life and with Mrs. Hall is presenting dramatic sketches on Jack Hendricks' Indian Show in Chicago schools and churches.

UNDER the daily caption "Up Thru a Century" in The Centon (O.) Repository of July 1 the following item appeared, taken from that newspaper 100 years previous: "June, Titus, Angevine, & Company had booked a circus and carnival into Canton. Top admission was 50 cents. The show promised the best acts to be found in this country and Europe."

CHARLES SIGRIST, veteran aerialist, paused a few hours in Canton, O., June 27 to visit relatives and friends and to witness several reels of circus movies taken by Ted Deppish, of that city. Several of the reels included Sigrist's aerial turn at recent Grotto circuses in Cleveland. Sigrist was en route from Detroit to New England, where he is filling engagements for Barnes-Carruthers fair booking association.

THE appearance of the Ringling-Barnum circus in Johnstown, Pa., June 23 was largely due to the activities of Fred Barker, former Ringling trouper. The night before the show arrived Fred placed half-sheet cards welcoming the Ringling organization to Johnstown on every pole lining the streets from the unloading point to the circus lot at Roxbury Park, a distance of three miles. This is the first time in the memory of Ringling old-timers that this spectacular gesture has ever been made.

HOWARD R. RIDER (Jo Jo the Clown) has settled down in San Francisco, as he has found lots of work there. He as

finished 13 weeks' work at the Fairmount Hotel there. Poogle Poogle Alstrand, magician; Red Johnson, juggler; Annette and Babette, and several other acts have been working with Jo Jo and were scheduled to appear at the Redwood City celebration July 3-6. Jo Jo has several fair dates on the Coast and will be at the California State Fair in Sacramento.

PROFESSOR MAXIE, ventriloquist, Punch operator, and lecturer, is with Lewis Bros.' Circus as inside man in the side show. Host of the kid show is Doc Burns, manager; Cuban Mack and Marquita Mack, knife throwing; Chief Bow Legs and his Indian village; Marquita Mack, big snake; the Musical Carters, chimes, bells, and novelty instruments; Marquita Mack, Marianna Brown, and Mary Tipkey, dancing girl annex; Bill Sparks and Clint Edwards, ticket sellers, and Frank Wilson, ticket taker.

Drive for Funds To Save 101's Famous White House

PONCA CITY, Okla., July 5.—A campaign for funds to save the famous white house of the 101 Ranch near here took a nationwide aspect this week.

Mrs. Alma Miller England, daughter of George Miller, founder of the ranch, which became renowned as a show place and as the headquarters of the 101's traveling shows, announced that famous individuals who have visited the ranch house will be asked for financial assistance to save it from demolition. A campaign in Ponca City has already raised about \$2,000.

The building, reported to be in need of considerable repairs, has been scheduled for tearing down about July 1, but Mrs. England said government officials in charge have agreed to extend the period of grace to permit raising the funds.

Goal of the campaign is \$10,000. Mrs. England predicted the government would probably contribute about \$3,000 and also furnish labor. Drive is sponsored by Ponca City Chamber of Commerce.

Animals Disappear During Performance

LONDON, June 14.—June 7, final day of the contract between Regie Productions (Circus) and Jean Mill for use of latter's equipment, did not pass without incident. Night show had been in progress about 30 minutes when a cry went around that the horses and ponies had gone. This proved true, and it was some time before search of roads and lanes resulted in the round-up of the stock. Rosaires, to whom the animals belong, suspect the release to be the work of someone unfriendly.

Concession for lemonade and popcorn on this show is held by Dalton Murray, noted night club operator, recently blitzed out of his London spots.

Dressing Room Gossip

COLE BROS.—A little word of praise for the unsung heroes of our show who every day go about their work but who are seldom noticed by the average person. George Singleton, boss canvasman; Whitey Ross, assistant, and all the men under them; Scotty Dunn, side-show canvas; Tommy Poplin, chief electrician, and his assistants; Red Christie, Hunter; ring stock; Mac McGraw, assistant; Bill (Hammerhead) Dwyer, boss props, who is doing a grand job since Chary Jones left; Jack Biggers, trainmaster; Whitey Warren, assistant; Mitt Carl, steward; Al St. Clair, assistant; George Blue, head-walker; Alonzo Dever, elephants and in charge of menagerie; W. A. Dykes, harness shop; Charley Lucky and Fred Walker, mechanics; Bill Bush and English Bloomers, caterpillars, and German Red Richards, outside props.

A special word of mention to Mrs. Harry McFarlan and Mrs. Charley Lucky, wardrobe; Fred Seymour, Joe Kuta, Curly Steward, and all workmen in all departments for their untiring efforts.

Jean Allen played host and mother to the children on show at a swimming party at Joliet, Ill. Included in the party were Rose Olvera Roffenach, Klara Delbos; Sally Marlow, daughter of Theol Marlow, and Mary Lou, daughter of Bilda Burkhard. A big day for Myrtle Ward at Cedar Rapids, Ia., entertaining her daughter, Genevieve, and granddaughter, Jaunita Mae.

Alva Evans had a birthday at Beloit, Wis. I wonder who gave him that box

of cigars. Turney Barlow was a guest of Alva's. Bob and Mrs. Ruth Clark paid us another visit at Beloit and Racine. Other visitors the last week were Clarence A. Kachel, CPA of Whitewater, Wis.; Dr. and Mrs. Tom Torney, Mr. and Mrs. Sverre O. Brastrom, CPA of Madison, Wis.; Jack Crippen was on his at Cedar Rapids visiting his many friends on the show.

The Menage Club, presided over by Dorothy Herbert, president; Marian Knowlton, secretary; Wanda Wente, collector and legal adjuster, and Jean Allen, treasurer, seems to be going great guns.

Peggy O'Neil is now riding Roman standing and doing very well. Al Mann has replaced Clarence Canary, riding Roman standing. Al and Peggy make a swell team. Visitors at Racine were Ted and Joe Hodgkin and sister Caroline, Al and Margie Galvin, visiting the Nelson Family, and coach Eck Erdits and wife.

Herbie Weber is practicing every day between shows. It looks as if he is going to put on a big wire number this winter and next season.

FREDDIE FREEMAN

STEEL RAILROAD CAR FOR SALE

72 foot, Warren built, equipped for fast passenger service. Would make excellent stock car for easily and cheaply converted into all steel flat car. Located in San Diego, Cal., on Southern Pacific tracks. Price for quick cash sale.

H. L. ANFENGER

Route 8, Anthony, 9; Ashton, 10; these states; Bozeman, Montana, 11-12; Livingston, Montana, 13-14.

WILD ANIMAL ACTS

Will lease or sell. Elephants, Lions, Tigers, Leopards, Dogs, Goats, Monkeys. Very fast 5-Lion Fighting Act.

SNAKE KING

BROWNSVILLE, TEXAS

HIGH ACTS WANTED

Can use 3 exceptional High Acts that can work on reasonable salary for 3 days

JULY 25-26-27

Can also use real CLOWNS for season. Write or wire lowest price and description.

GEORGE SCHAFER

Harrisburger Hotel Harrisburg, Penna.

WANTED

Poor Greas. Must drive truck.

I. J. WATKINS

Rosedale Park, Canandaigua, New York. P.R.: No boxes need apply.

WANTED

For LOWANDE'S GREAT AMERICAN CIRCUS, Inc.

Performers doing two or more acts. Wild and Domestic Trained Animal Acts with own transportation. No Cocklovers, no gas or oil. Compositions open. Want complete show. Write immediately to director.

LEONARD FARLEY, 780 8th Ave., New York City

TENTS

Getting ready new stock of New Tents. Will have some used tents after the season. Good stock New 10x10, 7, 8, 9, and 10 ft. high. Write us what you want.

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LOOK

IN THE WHOLESALE MERCHANDISE SECTION

FOR THE

LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

SIGNED for the fifth annual Colorado Springs (Colo.) Rodeo are Ray and Maudie, trick roping, riding and stunt act, and Verne and Myrtle Goodrich, trick riders.

NEW MEXICO STATE FAIR this year will substitute a championship rodeo for its night grandstand show. Leon H. Barms, State Fair secretary-manager, reports, Lynn Boulter was awarded the contract by the State Fair Board to handle and stage the rodeo for eight nights.

EARL AND JACK SELLERS, rodeo promoters of Del Rio, Tex., will stage the rodeo to be held in connection with the 10th annual Jubilee Race Meet at Brady, Tex. Jamie Brook is rodeo chairman, with H. H. Sessions in charge of the races.

GENE AUTRY passed thru Texas recently on his way back to the Coast after completing negotiations for purchase of a 1,600-acre ranch 11 miles northeast of Ardmore, Okla., to be used as quarters for his rodeo which he plans to take on the road next fall or in the spring of 1942. He made the trip by plane with Lloyd Huet, district manager of Republic Pictures in the Southwest, and stopped over at Spofford, Tex., to confer with Col. W. T. Johnson, one-time owner of 101 Ranch Shows, for some pointers on how to get the show started. Autry said he expects to spend between \$70,000 and \$75,000 on the rodeo troupe, which is to be quartered on the Ardmore ranch, which may also operate as a dude ranch in the summer. He recently purchased some stock in Texas and Oklahoma for the new show.

SECOND ANNUAL JMH Ranch Rodeo at Morris, Minn., attracted an estimated 3,000. Special acts included Roy Vexall and his horse, Cheeko; Bob Rindt and Tony Ruh, trick and fancy ropers; Ken Morrill and Bob Rindt, trick riding; Hank Trowbridge, clown, and Ken Morrill's Roman standing hurdle team. Exhibits were Jim Hens, manager-promoter, Ken Morrill, arena director, Tony Ruh, chute boss; Roy Vexall, flag man. Several of the boys were admitted to a hospital. Bill Roberts sustained a broken leg; Tony Ruh a broken ankle, and Ken Morrill severe head injuries and bruised back. Winners: Bronk Riding—Smoky Keene, Ken Williams, Percy Kirk, Ken Mecklenberg. Bull Riding—Bob Groth, Bill Roberts, Percy Kirk. Calf Roping—Ken Morrill, Jim Heir, Bareback Bronk Riding—Ken Williams, Vic Wesendorf, Glen Horton, Bob Groth.

THIRD ANNUAL Days of '81 Rodeo at Pierre, S. D., June 23-26, drew an estimated 4,000. There were 41 entries from seven States. Bruce Ross led his brothers, Herschel and Gene, to more than \$300 in prize money. Bruce won the \$100 saddle for high point average over all events. He downed his steer in 9.5 seconds and roped the calf in 22.4 seconds for fastest performances of the rodeo. Shady James was first in bronk riding both days and won the \$100 bronk-riding saddle. Rapid-fire action of the second day generally pleased spectators but brought the comment that \$700 in cash and saddles coupled with the excellent location of Pierre brought a slate of riders who somewhat outlasted the bickering string. Weather conditions were ideal. Receipts topped \$1,700. The rodeo was staged by the Pierre Betterment Association under Chamber of Commerce auspices. Guy Ericson was general chairman. Judges were Norval Cooper, Sheriff Bill Powell, and Mac Dickey.

Results: Bronk Riding—First day, Shady James; Kid Roberts; and C. J. Gregg split second. Second day, George House, Shady James, Melvin, Tivis.

P.T. BARNUM'S
GREATEST SHOW ON EARTH.
NERO: The Destruction of Rome.

THE ORIGINAL of this letter signed "Barnum & Bailey," evidently in the handwriting of P. T. Barnum, is in possession of George B. Kempf, of Swiss Village and Model City fame. Kempf acquired it in 1937 when it was picked up in a street in Kansas City, Mo. The letterhead was elaborately printed in gold and black. The message, a form letter dated January 7, 1891, was addressed to Expositor, a newspaper published at Fresno, Calif., and from it one can see the keen competition that existed in the days of Barnum and James A. Bailey, who were equal owners of "The Greatest Show on Earth." It was written three months before the death of Barnum 50 years ago and reads:

"You are hereby notified that certain agents of Messrs. Sells Brothers & Garrett's circus have, and are now offering personal, false, and libelous articles for publication reflecting against and intended to injure the reputation and commercial value of the Barnum & Bailey show; therefore you are by this timely notice warned not to publish anything of a scandalous, personal, or libelous character that may be offered your columns either as reading matter, 'legal notices,' or an advertisement derogatory to us or our show.

"Legal advice has been obtained upon this subject, and while we have every reason to believe that any reputable newspaper will refrain from publishing such 'billingsgate' matter, we shall protect our well-known reputation and business interest to the full extent of the law."

Barnum & Bailey
Special Agents

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"Legal advice has been obtained upon this subject, and while we have every reason to believe that any reputable newspaper will refrain from publishing such 'billingsgate' matter, we shall protect our well-known reputation and business interest to the full extent of the law."

Finals, Shady James, Carl Huckfeldt, Melvin Tivis. Bulldogging—First day, Bruce Ross, Gene Ross, Bud McMaeken. Second day, Herschel Ross, Bruce Ross, Bud McMaeken. Finals, Bruce Ross, Bud McMaeken, Herschel Ross. Calf Roping—First day, Bruce Ross, Toots Ayres, Gene Ross. Second day, Gene Ross, Gene Glatfield, Wally Andrews. Finals, Gene Ross, Toots Ayres, John Bogue. Bareback Riding—First day, Reno Jones, Bruce Ross, Shady James. Second day, Shady James, Stanley Price, Reno Jones. Finals, Shady James, Reno Jones; Bud Cooper and Carl Huckfeldt split third.

Contestants: Bruce Ross, George House, Les Karstadt, Oliver Wright, Carl Huckfeldt, Kenneth Greig, Clyde Greg, Ken Bosch, Norman Mason, Albert Fox, Tony Perkins, Bill French, Jack Smith, Lloyd Lingie, Ralph Buebeur, Buck Johnson, Bud Cooper, Stanley Price, Hank Appiegrath, Shady James, Reno Jones, Don Bandy, Arthur Tutt, Kid Roberts, Bud McMaeken, Les Stein, Oliver Wright, Earl Wafford, Smokey Ballard, Gene Ross, Herschel Ross, Claude Sully, Bill Campbell, Toots Ayres, Ernest Beatty, Gene Glatfield, John Pogue, Wally Andrews, Melvin Tivis, Jimmy O'Connell, and Wayne Loucks.

Gladewater Sets Attendance Mark

GOOD WEATHER enabled Gladewater (Tex.) Round-Up and Rodeo to set a new attendance mark June 24-27. Opening night mark of 5,800 set an initial-night record. Total for the four performances was about 15,000. Rodeo opened with

memorial services for Earl Hendrix, former director, who died last January. His horse and empty saddle were paraded around the arena as taps were sounded. Bob Elliot suffered the only serious injury of show, getting a badly lacerated face when chased into a pen by a wild Brahma. Anita Lee was queen of the show. Jim Calder was stomped by a bull but remained in the contest. Dee Burk set a new show record for the event with a 61.1/2-second tie-up of a calf Thursday night.

Wednesday's results: Bulldogging—George Wilderspin; Goldie Corbin and Hub Whiteman split second; Jim Whiteman, Buck Robinson. Bareback Bronk Riding—Paul Bond and Hughie Long split first; C. J. Shellenberger. Saddle Bronk Riding—White Stewart and Frank Marston split first. Roy Martin, John Burnett, Brahma Bull Riding—Hubert Taylor Jr., C. J. Shellenberger, Goldie Corbin. Calf Roping—Dee Burk, J. K. Harris, Clay Campbell; Fred Ragsdale and Frank Bosley split fourth. Thursday night: Bulldogging—Jim Whiteman and Goldie Corbin split first. John Burnett, Jimmy French. Bareback Bronk Riding—Grant Marshall, Hubert Taylor Jr., Jack Knight; Paul Bond and Hughie Long split fourth. Saddle Bronk Riding—Goldie Corbin, Frank Marston, Whitey Stewart, John Burnett. Brahma Bull Riding—Hubert Taylor Jr., Paul Bond, Roy Martin, C. J. Shellenberger. Calf Roping—Dee Burk; George Wilderspin and Vance Edmondson split second; J. W. Hammock.

Circus Model Builders and Owners' Association

By RUSS T. WARNER
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., July 5.—Ed Smith Jr., of Baltimore, is spending his week-ends on Bell Bros' Circus. Ed is acting business agent for the show.

W. Fulton White, of Portland, Me., has acquired a new snake charmer for his side show and Congress of Wonders. Mr. and Mrs. White entertained Mr. and Mrs. Morton Leach, of Framingham, Mass., recently and spent a very enjoyable day talking circus and showing their equipment to the Leachs. The four of them are planning for a big day when Ringling-Barnum plays Portland July 7.

Carl Smith, of Auburn, N. Y., caught Russell Bros. and reports having a fine time on the lot renewing acquaintances with many old circus friends. Smith and Clarence Cudeback will be on hand early when the Big One plays Syracuse July 17. They are looking forward to meeting some of their friends whom they haven't seen for some time.

Gordon Potter, of St. Joseph, Mich., and Charlie Bennett, of Beryyn, Ill., will be interested spectators when Cole Bros. hit La Porte and South Bend, Ind. They are also making plans for a great day at South Bend August 1 when the Ringling show plays there.

Russ Warner notes that the old-style wagon wheels and undergear are fast disappearing from the heavy wagons and warns all Model Builders that if they want any measurements of these parts they had better get them this year, as next year they may all be gone. The Ringling show in particular is supposed to roll entirely on rubber by 1942.

Alex P. Clark, of Stamford, Conn., our roaming Circus Fan, has caught Hunt Bros., Bell Bros., and Wallace Bros. Alex spent some time with the Hunts and is high in his praise for the way the Hunt family is taking care of the old RB cage which they now own and carry with them. Clark caught Mills Bros. in a downpour and reports a good time. The highlight of the day was an excellent fish dinner in the Mills cookhouse. Alex spent two days on the Wallace show, visiting with Bill Woodcock and Lee Powell, after which he took the two to his home in Stamford and showed them his call.

Terrell Jacobs and wife, Dolly, welcome all Model Builders to the Hamid Pier at Atlantic City, where they are playing for the summer.

For information on the CMBFA, address Secretary Clarence Pfeffer, 1021 Ash Street, Johnstown, Pa.

U. S. Tent Employees Visit General Motors Show

CHICAGO, July 5.—Employees of the U. S. Tent & Awning Company were treated to an interesting trip Wednesday (3) when they all were taken to Milwaukee in a special Greyhound bus to see the General Motors show. The trip was interesting, not only from the standpoint of the show itself, but also because most of the U. S. T. & A. employees had had a part in the making of the poleless tent used by GM. Messrs. S. T. Jessup and George Johnson arranged to close the factory at noon Wednesday, and at 2:30 some 45 employees departed for Milwaukee. Arriving on the lot about 4:30, they made a tour of inspection under the guidance of Roy Lushbaugh, superintendent, and then were driven downtown for a swell dinner. At 7:30 they saw the GM show, after which they were conducted to the various demonstrations and lectures spotted around the lot. They arrived back in Chicago about midnight.

The poleless top used by GM is an interesting experiment that has proved very successful. It seats 1,500, can be set up in six hours, and has successfully withstood a 62-mile-an-hour wind. It is a beautiful piece of work that attracts much attention wherever shown.



TWO BIG ONES REGISTER

Good Spending At Grand Forks

Annual called one of most successful — grandstand has excellent receipts

GRAND FORKS, N. D., July 5.—Excellent crowds, good exhibits, and exceptionally fine night shows made Greater Grand Forks State Fair here on June 23-28 one of the most successful in recent years. Weather was good except for one afternoon when a shower caused a delay in the grandstand program. It was Thrill Day and Jimmie Lynch's Death Dodgers gave a performance one hour late under the direction of Pat Purcell. Hot weather during the daytime and mosquitoes at night—the worst infection in recent Red River Valley history—kept some would-be visitors away.

Midway Biz Large

Fair officials, headed by President Ralph Lynch, were thoroughly satisfied with business. It was learned that up to Friday night Goodman Wonder Shows on the midway turned a sum over to the association that exceeded the take for the entire week a year ago. Saturday's crowd was best of the week and parking officials had to make special arrangements to handle hundreds of unexpected automobiles which kept pouring in with customers who flocked to the midway to see the shows and witness Zaccchini's human cannonball free act. Crowds kept the midway operating long after scheduled tear-down time.

Grandstand Bill Big

Sloan's auto races, directed by Jim Malone, filled the grandstand and bleachers Saturday afternoon. Jimmie Lynch's thrill show appeared Tuesday and Thursday, winding up with a good take. Barnes-Carruthers furnished the night show, *Music on Wings*. Milt Britton and his orchestra, featured with the platform show, drew well. Other feature acts were Muriel Davenport, soloist with *Music on Wings*; Clark and Bailey, acro. (See GRAND FORKS BIZ on page 59)

MCA Shows for Texas State and Muskogee Fairs

CHICAGO, July 5.—Hogan Hancock, who has just returned from Dallas, announced that MCA will have four shows at State Fair of Texas there. Biggest of them will be Sally Rand's Nude Ranch, which will be staged on the order of the show at Golden Gate Exposition, San Francisco. MCA also will have Miss America, a posing show; Tanit Ika, Indian fakir, and Anderson's Dog and Pony Circus.

Hancock also has booked the entire show for Oklahoma Free-State Fair, Muskogee. Sally Rand will appear at the fair two days. MCA also has booked Bernie Cummins' band, the revue *Stars Over America*, Nelson Sisters, Frank Parish and His Puppets, Lorraine West and the Northwest Mounties, Buster West and Lucille Page, and Jim and Mildred Mulcahy, harmonica artists.

W. B. Way Gets Tulsa Post

TULSA, Okla., July 5.—William B. Way, general manager of the International Petroleum Exposition since 1929, was elected secretary-manager of Tulsa State Fair on July 1. He succeeds Hade E. Bridges, whose resignation became effective July 1. Bridges had been at odds with the fair board and county commissioners for three years.

Way, who is also general manager of Station KVOO, accepted a salary of \$200 per month. Tulsa County law allows the board to pay up to \$300 per month and provide the manager with a home and utility expenses.



A QUARTET of familiar figures in the fair entertainment field, snapped June 22 on Inola State Fairgrounds race track, Des Moines, where Racing Corporation of America staged a contest sanctioned by the International Motor Contest Association. A. H. Corey (left), IMCA secretary, and M. H. Barnes (second from right), president of Barnes-Carruthers Fair Booking Association, are seen extending to Gus Schrader, world's dirt track champion who will appear in 1941 under exclusive RCA management, best wishes for the season. Next to Corey is Aut Swenson, NCA operations manager. Satisfactory business was drawn by the contest despite opposition by an air show.

Bergen, McCarthy Set by Minn. State

ST. PAUL, July 5.—Edgar Bergen and Charlie McCarthy, comedy team of radio and films, will appear in person at Minnesota State Fair on opening Saturday night, it was announced today by Secretary Raymond A. Lee. Arrangements to bring the pair to the fair for the single appearance were completed after extended negotiations, Bergen agreeing to curtail his vacation and accept the engagement. Booking was made thru Music Corporation of America. Bergen and Charlie will be supported by a stellar bill from Hollywood and radio. Included in the cast will be Ted Weems and his orchestra; Elmo Tanner, whistler; Paul Remos and Toy Boys; Buster West, film comedian; and Lois Wolner and Her Eight Singing Commanders, along with several other attractions.

Barnes-Carruthers' show, *State Fair Revue*, will be presented in front of the grandstand for the remaining nine nights of the fair. Each night show will be climaxed with a Theatre-Duffield fireworks spec.

World's Fair Boss Gibson Fulfills a Dream; Puts Up Plant at Swank N. H. Spot

NEW YORK, July 5.—It's no come-down for Harvey Gibson, board chairman of the Forty World's Fair, to head up an annual fair. The erstwhile expo boss is set on plans to produce the Eastern Slope Region Fair and Horse Show in North Conway, N. H., a smart year-round tourist town which is heavy on winter sports. And it's no secret that the chief of the Manufacturers Trust Company is virtually "near" of North Conway, which he calls his "other" home.

Gibson likes the annuals plenty, and in some ways favors 'em over world expos. When the second edition of the opera out on the Flushing Meadows took a bow Gibson made a speech in which he said: "When you come down to it, the World's Fair of 1940 is simply a great big edition of the county fairs and State fairs that are as much a part of our tradition as fried chicken and ice cream and cake. County fairs and State fairs from one end of this country to the other are successful so long as they do one thing—so long, that is, as they give

2 Canadian Annuals Up; Moose Jaw Off

MOOSE JAW, Sask., July 5.—Rain on the last day of Moose Jaw's sixth annual exhibition, June 25-28, kept attendance below the 1940 mark. Total paid admissions were: Grandstand, 7,979, compared to 7,997 last year; gate, 17,665, compared to 18,837.

Manager George D. Mackie said the event was fairly successful and but for the rain it would have been about the most successful yet staged. James P. Sullivan, owner of Wallace Brothers Shows of Canada, midway attraction, was pleased with business. Top grossers were Doc Freckleton's Girl Show and Dorothy Lewis's Monkey Show. Horse and jumping horses, and grandstand acts didn't draw so well. Grandstand act was Barnes-Carruthers' *Chins Up, Canada*.

Admission to grounds was 25 cents for adults and 10 cents for children except on the first day, when the latter were admitted for five cents. Reserved grandstand tickets were 50 cents; bleachers (See CANADIAN ANNUALS on page 59)

Brandon Up 20% First Three Days

War spirit spread thruout grounds—conflict felt adversely, advantageously

BRANDON, Man., July 5.—With war atmosphere pervading the midway, grounds, and grandstand of the five-day 46th annual Provincial Exhibition of Manitoba, tabulation of receipts and attendance for the first three days put the exhibition ahead of 1940 figures by about 20 per cent, according to Secretary-Manager Beatrice M. Benson. The figure was attained despite a rainy opening and loss of government grants, usually largely used in promotional work.

At the opening 20,000 uniformed men from camps in a 30-mile radius were both patrons and performers. Units from artillery centers, augmented by roaring bombing planes, staged a spectacular war demonstration in front of the grandstand as part of opening matinee ceremonies. Lieut.-Gov. R. P. McWilliams was guest of honor.

Soldiers Big Spenders

The war was felt both adversely and advantageously. In the livestock division exhibits were decreased because of government demands for beef. On the Proletariat midway, however, directed and produced by J. W. (Patty) Conklin, spending was free, with soldiers making eager and enthusiastic audiences.

Barnes-Carruthers' extravaganza, *Music on Wings*, was featured grandstand attraction, with Milt Britton and His Musical Maniacs: Myrtle and Pacaud. (See BRANDON BIZ UP on page 59)

BC Signs AGVA Closed Shop Pact

CHICAGO, July 5.—Jack Irving, head of the local AGVA office, announced that Barnes-Carruthers Fair Booking Association has signed a closed shop agreement for 1942. New agreement calls for a minimum wage of \$65 per week for acts playing Class A fairs and a guarantee of six weeks during an eight-week period. Chorus girls playing "A" (State) fairs are to be paid \$35 per week; those playing "B" fairs, \$30, and those playing "C" fairs, \$25. Signing of the agreement was confirmed by M. H. Barnes, president of Barnes-Carruthers. It goes into effect December 1 of this year.

Trenton Program Completed

TRENTON, N. J., July 5.—George A. Hamid, directing head of New Jersey State Fair here, has announced the program for the seven-day annual which will open on Sunday with Lucky Teter and his Hell Drivers. Teter will repeat Monday afternoon for children. Tuesday will be Firemen's Day, with a night demonstration showing methods of fighting fires started by bombs. Wednesday will be Grange Day and a Harvest Queen will be chosen. Gov. Charles Edison will be on hand for Governor's Day, Thursday, and on Defense Day, Friday, there will be a show put on by fliers and military units. On closing day small car drivers will hold the spotlight. Each night there will be a stage revue, vaudeville, and fireworks. Auto racing program for big cars has been arranged for the Sunday after closing.

Awan To Direct Calif. Show

LOS ANGELES, July 5.—Adrian Awan, scenic designer, has been named producer-director of the stage spectacle for 1941 California Fair, Sacramento. Awan recently returned here from Sacramento, where he conferred with Secretary-Manager Kenneth R. Hammaker and made plans for the production. Highlight of the presentation will be a stage with living scenery in the form of models. Production will have a stage and screen actors and ballet of 100 directed by Aida Broadbent.

people a chance to enjoy themselves. That goes for the smallest county fair and the biggest State fair."

Gibson elaborated on this theme in a special article in *The Billboard's* 1940 Christmas Number in which he went to town for the year-after-year events as follows:

"A huge exposition is merely one of an endless series of fairs which are, year in and year out, far more important to the people of the nation than any one of the big periodic episodes. Except for size, I am convinced that there is not the least difference between the World's Fair of 1940 and any county or State fair in the country. . . . I am not at all sure that mere element of size is in itself an asset. . . . As mammoth expositions go into partial eclipse for a time, the popularity of county, State, and regional fairs will increase. Americans want more than ever to be shown their country—its resources, products, and amusements. And except for the (See Gibson Fulfills Dream on page 59)

JAYDEE The GREAT

World's highest and only act of its type—aping the apex atop high tresses. No nets or safety devices. Now appearing PLAYLAND PARK, RYE BEACH, N. Y.

FOR OPEN TIME WRITE OR WIRE
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ATTENTION: Managers and Secretaries, this act will not be drafted for services in 1941, so assure yourself of no substitutions or disappointments. Book now.



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Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

Death Dodger Doings

Large cities have been kind to automotive thrill shows—at least to the one called the Jimmie Lynch Death Dodger, Eastern unit. Big crowds were pulled at Akron, Steubenville, Cincinnati and Cleveland, O., and Detroit. What is announced as a new record crowd saw the 1941 presentation of the DD thrills in its second show at Carthage (O.) Fairgrounds. At Sportsman's Park Speedway in Cleveland the unit drew about 4,000 people on a Sunday and show repeated the following Sabbath, June 29. Draw at Motor City Speedway, Detroit, on a Friday (June 27) was satisfactory, according to Irish Horan, unit manager. Rain caused postponement of earlier dates slated for Cincinnati and Cleveland.

Midget auto trucks were used for the layouts in Detroit and Cleveland. This looks like a new wrinkle in adaptation. From the standpoint of spectators, the vest-pocket areas provide a much better view of automotive action. The short runways handicap such events as the long-distance truck jump and the dive bumper crash, however. Still, when no other locations are available, these tabloid trucks will do.

At Cincinnati (a suburb of Carthage!) a woman lost a bridge containing a pair of teeth which was found by members of the Guth Brothers' Post, American Legion, sponsors.

George L. Crowder, formerly with Beckmann & Gerety and Hennies Bros. midways and Leo Seitzer's Roller Derby, has been installed as advance agent, replacing Jimmie Baker. Crowder hails from San Jose, Calif.

It is agreed that distribution of money resulting from the national defense program has made business much better for thrill shows. To back up their argument, thrill promoters point to the fact that no complaints have been registered regarding admission prices, not mentioning prices asked by promoters for their programs.

State Fair Follies of 1941, a Barnes-

Carruthers production, has been booked into Oklahoma State Fair at Oklahoma City. Acts signed are Cook and Wiswell, Los Rancheros, Great Calino, Graham's International Juvenile Hoochie Champions, Prisco's Seals, Feetless Campbells, and Ganga Brothers. Night turns are announced to include Great Petera, Huxtel Troupe, Irene Vermillion and Company, and Victoria Troupe.

Running horse racing, previously planned, has been shelved by Gratiot County Fair, Ithaca, Mich., but there will be harness racing on three afternoons for a \$1,450 purse. Horse-pulling contests will prevail two afternoons. Free acts have been engaged thru Barnes-Carruthers.

Generalities

Ira Vail, the former speed chauffeur who turned auto-race promoter some years ago with distinct success, will again handle the racing card at Erie County Fair, Hamburg, N. Y. . . Smith's Superba Band adds to its earlier bookings with Keller, Roanoke, and Petersburg, Va., and Lewisburg, W. Va. Some time will also be played in the Carolinas, closing date being at Anderson, S. C., which will bring the aggregation thru the first week of November on outdoor engagements. . . . Agnes Purcell, wife of Pat Purcell, pilot of the Lynch Death Dodgers Western unit, returns to the family hearth in Tampa after making the early circuit with her spouse.

Tommy Sacco, of Sacco Theatrical Mart, notes that the demand for acts at the smaller Midwestern fairs is unusually heavy. Among his recent bookings are act for Mentone, Ind.: complete midway and show for Wabash (Ind.) Col. Show and 4-H Club Fair, and acts for Lake County Fair, Antioch, Ill.

Jack Blue, Colorado producer, also reports an up in marketing principal talent for fairs and rodeos. One of his units has Marlowe and King, Moral, Mack and Billy, Claire Dennis Girls, Mack and Lynne, Three Ambassadors, and Gil Robinson.

Around the Grounds

READING, Pa.—Over 45,000 have attended events at Reading Fairgrounds since closing of the 1940 fair, said Secretary Charles W. Swayer. Largest attraction was Ringling-Barnum circus in May, which drew over 25,000. Other events pulling crowds were auto, motorcycle, and small-car races. There have been numerous outings, with many more scheduled. Next big event slated is a combo Wild West show, circus, and rodeo.

GALESVILLE, Wis.—Trempealeau County Fair Association is spending \$1,500 for improvements on its grounds here by 12 NYA boys. Included in the work is erection of two buildings to house 4-H Club work.

DAVENPORT, Ia.—Davenport will have a seven-day fair, to be held under auspices of Mississippi Valley Fair and Exposition Association, reported Secretary H. W. Power.

DETROIT—Appointment of MacManus, John, & Adams, Inc., advertising agency, as advertising counselor for 1941 Michigan State Fair here was announced by General Manager Bernard J. Youngblood. Agency will collaborate with T. J. Masterson, director of publicity and advertising.

SHREVEPORT, La.—With indications that interest in livestock has increased, directors of Louisiana State Fair here reported a 75 per cent increase in cattle premiums for the 1941 annual. It has been spread over open and Louisiana special classes. Louisiana breeders may also compete for open awards.

MONTGOMERY, Ala.—Secretary-Treasurer P. H. Lipman, Alabama (Overseas Veterans') State Fair Association, sponsor of Montgomery (Ala.) County Fair, Tuscaloosa (Ala.) County Fair, and Anniston (Ala.) County Fair, reported that some shows are claiming to have contracts to play under or use the association's charter. Great Lakes Exposition

Shows have been signed for the Montgomery fair, he said. He also reported that Alabama power officials cannot guarantee electricity to shows playing the South in the fall because of a shortage.

INDEPENDENCE, La.—Directors of Tangipahoa Parish Fair Association have discussed plans for construction of several new buildings. Frank Anzalone, president, asked for parish assistance in getting needed facilities, hoping to get all building completed by fair time.

ROCHESTER, N. Y.—J. Franklin Bonner reported he is no longer acting as secretary of Monroe County Fair Association here, Lester Forman having been given the post.

JOHNSTOWN, Pa.—Fred Barker, former Ringling circus troupier and a widely known business man here, has been appointed assistant manager of Cambria County Fair, Ebensburg, Pa. The appointment is considered a popular one because of his showmanship and billing knowledge.

CALGARY, Alta.—Advance sale indicates that crowds in Calgary Exhibition grandstand will break records. Stampede entries, too, are expected to be greatest in years. Total of 1,265 entries, largest in recent years, has been received for horse, cattle, sheep, and swine shows. School children have received 50,000 tickets for the livestock show. They admit kids to grounds and grandstand enclosure on Friday and permit participation in prize giveaways.

JACKSON, Tenn.—West Tennessee District Fair here will be held September 8-13 and not September 15-20, date of Madison County A. & M. Colored Fair, which is also staged in Jackson, reported Hunter Taylor, West Tennessee secretary-manager, who reported booking Broadway of Tomorrow for the grandstand, a Northwest Amusement Company production, and Mighty Sheesley Midway.

COLUMBUS, O.—So that construction may be started earlier on a junior fair exhibition building and dormitories for boys and girls on Ohio State Fairgrounds here, State board of control has released \$2,500 for architectural work on the project.

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Sensational Free Attractions and legitimate Concessions, including four miles, working fall line, bumper cars.

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"Illinois' Outstanding County Fair"
C. C. HUNTER, Secy., Taylorville, Illinois

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Motorcrome, legitimate Games, good Shows.

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Morrisville, Vt., Aug. 6-9.
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BEL AIR FAIR

Bel Air, Maryland, August 26-27-28-29
Can offer everybody attractive proposition to Medium Sized Show Outfit
Three of four Rides, 25 Concessions, six or eight Shows, Plenty of space and very low price for this year only. Grand opportunity. Act quickly!
Free sale. Week before Thanksgiving.
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WANTED

Central or Rides, Shows and Concessions, also Free Acts.

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ETHEL NOBLE, Sec., Okemawka, Ill.



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Write, giving full particulars.
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SEPTEMBER 15 THRU 18, PAWHUSKA, OKLA.

Need show with at least 10 Rides, 10 Shows, 30 Concessions that will comply with Oklahoma law
Wire or Write FRED ANRBERG, Secy., Pawhuska, Okla.

Premium Facts

Data collected from lists received by
The Billboard

MOUNT VERNON, O.—Knox County Fair, August 6-8. 50 pages. Officers: Ralph Bone, president; Carl Poulson, vice-president; Henry G. Richards, secretary; Harry S. Wright, treasurer. Admissions: Adults, day, 25 cents; night, 30 cents; children under 12, free; vehicles, 25 cents. Attractions: Grandstand, Klein's Rhythm Revue; Calvert's Mystery in Swing, booked by Gus Sun.

SUPERIOR, Wis.—Tri-State Fair, August 11-17. 84 pages. Attractions: Grandstand, Stars of America.

STOCKTON, Calif.—San Joaquin County Fair, 23d annual, August 15-24. 150 pages. Officers: D. D. Smith, president; R. E. Wilcox, vice-president; L. F. Grimsley, treasurer; E. G. Vollmann, secretary-manager. Admissions: Adults, 50 cents; children, 6-12, 25 cents.

OKLAHOMA CITY, Okla.—Oklahoma State Fair, 35th annual, September 20-27. 120 pages. Officers: Robert M. Rainey, president; George A. Davis, J. Frank Martin, vice-presidents; Ralph T. Hemphill, secretary-manager; J. M. Owen, treasurer. Admissions: Adults, 50 cents; children under 10, 25 cents; grandstand, afternoon and night, 50 and 75 cents; bleachers, 40 and 50 cents; children under 10, 25 cents; boxes, \$1 and \$1.25. Attractions: Grandstand, Fair Pollies of '41.

SANTA BARBARA, Calif.—Santa Barbara Fair and Horse Show, July 20-August 3. 34 pages. Officers: Henry E. Russell, president; Kenneth W. Watters, Jr., secretary-manager. Admissions: Adults, 50 cents; children, 25 cents. Attractions: Grandstand, Stars of America.

Many Attractions Set for Flemington

FLEMINGTON, N. J., July 5.—Preparations for making 1941 Flemington Fair biggest in history of the sponsoring association are practically completed, officials said, with a special program arranged for each of the seven days the annual will run. Service men in uniform will be admitted free.

Ralph A. Hankinson has been engaged for the 16th year to stage auto races on two days, and contract has been placed with George A. Hamid, Inc., for grandstand attractions, to include Three Ricardos, Ermine's Little People, Little Fred's Football Dogs, and Ione Kennison and Rodney Creeds. Joe Basile's Madison Square Garden Band will furnish music. Ohio Display Fireworks Company has signed to furnish displays on five nights, and Jimmie Lynch's Death Dodgers will appear Sunday afternoon and night. Bantley's All-American Shows will occupy the midway.

Tuesday, opening day, will be known as Auction Market Day, named after Flemington's auction market, largest in the State, which has done business totaling \$13,000,000 in 10 years. Wednesday will be Governor's Day, honoring Gov. Charles Edison. Feature attraction Thursday, 4-H Club Day, will be an (See FLEMINGTON FAIR on page 53)

Ionia Attractions Budget Up to 206

IONIA, Mich., July 5.—Entertainment contracts amounting to \$20,000 have been signed by Ionia Free Fair officials for the 1941 annual. Free Fair Follies of 1941, booked by Barnes-Carruthers, will have its premiere here. President Howard G. Lawrence said the increase in the attractions budget was brought about because of large 1940 attendance, \$25,000, and record receipts.

Night revue will have a cast of 100. It will include Great Peters, aerial gymnastics; Calgary Brothers, comedians who appeared with Bing Crosby in Double or Nothing, and Victoria Troupe, comedy cyclists. Afternoon programs will include Lorenzo and Vicki, high pole; Al Gordon's Dogs; Framando Troupe, test-board; Five Maximo; Foot Jugglers, and Ernie Winters, clown. Ben Youst's New Yorkers, Bernard Brothers and the Lovely Ladies, Great Iris Troupe, and Irene Vermillion and her harp ensemble will appear on the night program. Isay Cervone's Pittsburgh American Legion Band will provide afternoon and night music.

Increases in Exhibs, Gate Is Sought by '41 Riverhead

RIVERHEAD, L. I., July 5.—Program for 80th annual six-day Suffolk County Fair has been arranged to draw an increase in number of exhibitors and patrons, reported Secretary-Manager Court R. Hincken. Frank Wirth, president of Frank Wirth Booking Association, who was recently placed on the fair board with Harry T. Peters, sportsman and farmer, will furnish attractions for afternoon and night grandstand shows. About 5,000 premium books will be distributed, a 2,000 increase over that of previous years.

Auto races, staged by Walter Stebbens Speedways, Inc., will be featured on opening day. On Tuesday, Preparedness Day, there will be a program arranged thru co-operation of military units and the county civil defense commission, with an air show put on by army and naval air corps. Wednesday, Grange and Farmers' Day, will feature national and State Grange speakers and harness races. Hon. Thomas E. Dewey will speak on Thursday, Public Officials' Day, and there will be a livestock parade and horse races. An effort is being made to get Capt. Eddie Rickenbacker as principal speaker on Friday, Patriotic Day, when there will also be harness races. Suleide Bob Hayes and His Hell Drivers will be featured on Saturday. There will also be a Polish program.

State of Illinois Dwight H. Green, Governor THE 1941 ILLINOIS STATE FAIR

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COME AND ENJOY IT
AUGUST 9-17

\$175,000.00 in Premiums — Ribbons . . . Trophies

Saturday, August 9—Youth Day and WLS Barn Dance.

Sunday, August 10—Veterans' Day.

Tuesday, August 12—Springfield Day.

Wednesday, August 13—Democratic Day.

Thursday, August 14—Governor's Day.

Friday, August 15—Farm Bureau Day.

Saturday—Automobile Race Day.

Sunday—Motorcycle Race Day.

For premium list and detailed program write

ILLINOIS STATE FAIR

Post Office Box 546
HOWARD LEONARD
Director of Agriculture

Springfield, Ill.
WM. V. "JAKE" WARD
General Manager

SUFFOLK COUNTY FAIR

CORT R. HINCKEN, Secretary-Manager

RIVERHEAD, N. Y.

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North Conway, New Hampshire

WANTED: Medium-Sized Carnival—Independent Concessions of All Kinds

Interested only in Legitimate Grade-A Showmen and Concessionaires

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NO MORE CARNIVALS IN NEW ALBANY

The Mayor says . . . Never Again! The Prosecutor says . . . NIX!

LAST CALL FOR CONCESSIONS

FOURTH ANNUAL FLOYD COUNTY FAIR

NEW ALBANY, IND. . . JULY 28-AUGUST 2

Can use any clean Concessions that do not conflict and will work for stock ten-cent top. Need two more Shows, including Midrooms. Fifteen-cent gate; located in city; center of \$2,000,000.00 weekly payroll. 25,000 skilled transient defense workers here. Two railroads, two free auto. Gooding Rides booked. Flaties and Milk Cannon, save your stamps.
FRANK EDWARDS, SECT., ELKS' BUILDING

HARTFORD CITY, IND., FREE FAIR

ON THE STREETS, SEPTEMBER 16-20

WE ARE NOW BOOKING CONCESSIONS

Let me hear from All Concessioners who have worked Hartford City before. We will probably have Alexandria, Ind., on the streets, and that will give you two weeks' work in succession. Let's make these two spots the best, as you all know what Hartford City is.

JIM WILLMAN, Boulah Park, R. R. 1, Care Albert Lee, Alexandria, Ind.

Sched
THE STRATOSPHERE
MAN
★
World's Highest Aerial Act
Nothing else like this thrilling, sensational attraction—WRITE OR WIRE TODAY FOR COMPLETE INFORMATION AND OPEN TIME. Permanent Address—Care of THE BILLBOARD, CINCINNATI, O.

WANTED (Last Call)

A Strong Midway Carnival for
CENTRAL WISCONSIN STATE FAIR

Marshfield, August 31, Sept. 1, 2, 3 and 4. Will share railway movement with a train show. Located at cheese center of the world. Choice now selling 20% as against 12% last year. Fair ranked second among 70 Wisconsin county and regional fairs for 1940, with certified attendance of 54,800. Will be the pay-off spot in the dairy area. Interested write collect.
R. R. WILLIAMS, Secretary, Marshfield, Wis.

MISSISSIPPI VALLEY FAIR AND EXPOSITION

AUGUST 3 TO 9 INCLUSIVE
DAVENPORT, IOWA

NOTICE TO SHOWMEN CONCESSIONAIRES

We have contracted with the J. J. Colley Shows for our 1941 Fair to be held September 17, 18, 19 and 20 at the Fair Grounds, Peters, Oklahoma. For Concessions write
J. J. Colley Shows, Box 647, Hugo, Oklahoma.
LE FLOYD COUNTY FREE FAIR BOARD
H. V. York, Secretary

WANTED

For the
Richland County Fair

Marshfield, Ohio, August 19-22.
Shows and Concessions, also Dating Privileges.
R. D. HALE, Secy,
174 Marion Ave. Marshfield, Ohio

INDEPENDENT MIDWAY DOYLESTOWN FAIR

DOYLESTOWN, PA., SEPTEMBER 9-13 INCLUSIVE

WANT INDEPENDENT SHOWS AND RIDES. Legitimate Concessions of all kinds. Eating and Drinks on Midway. Games, Grand Stand Concessions. No Wholesale or Coupon Shows.
Address: JOE REDDING, 1212 Franklin Trust Bldg., Philadelphia, Pa., or Forest Park, Chalfont, Pa.

Per Capita Up in Ohio, Mich.

40% Gross Gain For Cedar Point

Rain in 1940 makes comparison look good—features on midway from WF

SANDUSKY, O., July 5.—Business to date at Cedar Point, near here, is about 40 per cent above 1940 figures, according to officials. One factor that has helped the comparison was the prevalence of rainy weather early in 1940, which resulted in lower grosses. However, spending is considerably better this year with the per capita figure showing a distinct pick-up.

Cedar Point combines a 100-acre park with such resort features as the 1,000-room Hotel Breakers and some five miles of summer cottages. Much business is brought by automobile, train, and boat arrivals from Sandusky, Cleveland, and (See Cedar Point's Big Gross on page 53)

AC Convention Hall May Go For Government Naval Work

ATLANTIC CITY, July 5.—Reports that the resort's \$15,000,000 Convention Hall, long a burden to taxpayers, may be taken over by the government and used as a naval building are being circulated here. Navy Department in Washington, it was learned, will send representatives here to inspect it. Government's plan, however, is understood not to include the convention floor, so that the hall would still be available for use by large gatherings. However, the ballroom and committee rooms would be used by the navy.

With its heavy bond issue and maintenance costs, the hall, it is often said, keeps the city in the red. Acquisition of the property by the government thru paying off debt would give taxpayers a breathing spell and put the city in the black.

Vital Questions, Election Slated for PAPA Convention

ERIE, Pa., July 5.—Election of officers will be held and questions of vital interest to amusement park operators will be discussed at the fifth annual meeting of the Pennsylvania Amusement Parks Association in Hershey (Pa.) Park on August 21, announced President F. W. A. Moeller from his office in Waldameer Park here.

President Moeller, on behalf of the association, has invited all Pennsylvania park men and their wives to attend the meeting, and reported the scheduling of an interesting entertainment program, which includes an inspection of Hershey Park under the direction of Manager J. B. Sollenberger.

Defense Booms Olympic Biz

IRVINGTON, N. J., July 5.—As a result of heavy defense expenditures in surrounding areas, Olympic Park here is having its best season since 1928, reported Al Durling. Rides, concessions, and the roller rink are getting a big play, but there has been a noticeable drop in dance-hall patronage and as a result sessions are now held on Monday nights only. George A. Hamid free acts, appearing twice daily, are drawing heavily. Owner Henry A. Guenther, who recently staged his 38th annual party for orphans and crippled children, has negotiated a newspaper tie-up for children's swim instructions during July and August. On June 29-30 park had a tie-up with a soft-drink concern, bottle caps being used for admission tickets. Servicemen are being admitted free. Frank Baker, in his sixth year with guess-your-age, is getting a big play.

Trade Show

Sale of space for the 2nd annual trade show in Chicago next winter gets under way. See story in Carnival Department.



FUNERAL services June 27 in Homewood, Ill., for John A. Miller, noted amusement ride builder and co-owner of State Fair Park, Milwaukee, who died June 24 in Houston, Tex., while supervising installation of a ride, were attended by many prominent in the amusement park industry. He was often called the father of the Roller Coaster, having patented over 100 basic designs and improvements while being associated with various ride concerns.

Excelsior Records Increase of 5-10%

EXCELSIOR, Minn., July 5.—Its 16th season in swing, Excelsior Park, operated by F. W. Pearce, is recording business gains of 5 to 10 per cent over the same period of 1940, officials said. Because of early warm weather, the dance hall and rides started week-end operations a week earlier, building up for a gala Decoration Day opening which proved a bloomer because of the rain. However, despite 10 days of rain, receipts for the free-gate park have forged steadily ahead.

Staff includes Fred W. Clapp, manager; J. P. Colahan, superintendent; Rudy Shogren, dance hall, promotions, and publicity, and Charles E. Sampson, concessions. Personnel numbers about 125. Management operates all concessions except the photo gallery of Chester G. Lettice, popcorn stand run by John Romas, Blue Line Cafe under management (See Excelsior Moves Ahead on page 53)

Big Trade Gains to June 22, According to NAAPPB Survey

CHICAGO, July 5.—Questionnaires returned to the office of Secretary A. R. Hodge here, National Association of Amusement Parks, Pools, and Beaches, reported heavy gains in operating revenues up to June 22 in comparison with the same period of 1940 and indicated that the amusement park industry is in for a banner season. Questions asked and replies received were according to territories.

How does your gross (in percentage) to June 22 compare with the corresponding period of 1940?

Alabama, 40 per cent increase; California, 40 per cent increase; Canada, 50 per cent increase; Illinois, 46 per cent increase; Maryland, 56 per cent increase; Southeastern Massachusetts, 94 per cent increase; Michigan, 45 per cent increase; Missouri, 50 per cent increase; Eastern New York, 39.5 per cent increase; Northern Ohio, 20 per cent increase; Southern Ohio, 22 per cent increase; Oklahoma, 30 per cent increase; Oregon, 9 per cent decrease; Southeastern Tennessee, 50 per cent increase; Southwestern Tennessee, 70 per cent increase.

How was your gross (in percentage) for the third week in June, including June 23, compared with the same period of 1940?

Alabama, 22 per cent less; California, 12 per cent increase; Canada, 24 per cent

Sizable Pick-Up At Walled Lake

Much industrial activity in area is big help—ride biz big—many outings set

WALLED LAKE, Mich., July 5.—Business at Walled Lake Park is showing a sizable gain over that of 1940, according to J. E. (Gene) Pearce, who is managing the spot for his brother, Fred W. Concessionaires are reporting increases of about 25 per cent.

Principal factor in the pick-up, according to Manager Pearce, is the fact that more men are at work. This is reflected in greater per capita spending. Rides are getting much renewed business. School and church picnics to date have been practically daily events and the park is now booking many industrial and fraternal outings.

R. K. Templeton, formerly with Pearce's Excelsior Park, Minneapolis, has joined the local park's promotion and advertising department. He succeeds Frank L. Danahy, now with Kennywood Park, Pittsburgh.

New speedboat, largest on the lake, has been added to the park fleet, making a total of four. Two new coin machine concessions, a sportsland, and an Aerial Warfare stand, have been installed. Tommie and George Simpson have built a new sno-ball stand, decorated by George Simpson, park artist. They also bought A. J. Steveling's candy floss stand. Charles Hartman has taken over (See Walled Lake Pick-Up on page 53)

Notables Attend Miller Rites

HOMEWOOD, Ill., July 5.—Among notables who attended funeral services here on June 27 for John A. Miller, prominent ride builder and amusement park owner who died June 24 in Houston, Tex., of a heart attack, were Secretary-Treasurer A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches; Fred W. Pearce, Detroit; John J. Carlin, Carlin's Park, Baltimore; Mr. and Mrs. Charles Rose, with whom Miller was associated in the operation of State Fair Park, Milwaukee; A. M. Brown, manager of Buckeye Lake (O.) Park; Joe McKee, Palisades (N. J.) Park, and Aurel Vasenin, Dayton. O. Miller made his home here for many years. He is survived by his widow, Anna D. Burial took place in Oak Lawn Cemetery here.

Pyro Blitz for Axis

FLINT, Mich., July 5.—An "Axis Inferno," depicted by two life-size devil figures representing Hitler and Mussolini, was arranged by the management of Flint Park for its July 4th fireworks display. Adolph and Benito were interned in an enclosure awaiting their doom. Above them a bomber appeared and gave them a dose of blitz blasts that set off a roaring barrage of bombs which destroyed them. The display was followed by another showing Uncle Sam giving assurance of freedom and justice for all, with the audience joining in singing while a "God Bless America" setting and salutes were fired.

Glen Danceries Get Heavy Sugar

WILLIAMSVILLE, N. Y., July 5.—Glen Park, owned and managed by Harry Altman, is operating successfully, although indoor attractions so far have outscored outdoor features. Park derives its greatest patronage from its Casino Ballroom and Glen Barn, giant nitery. The latter has been so successful that Manager Altman stayed open with it all winter. During the cold season name acts helped bring trade.

Good spending this year is attributed to industrial activity. Glen Barn, employing about 35, has been enlarged to seat 1,400. It also has a new glass-enclosed cocktail bar. Manager Altman said crowds average 700 nightly. Entertainment is continuous, featuring vaude acts, plus more recently a troupe of players headed by the Ausler Brothers, who present melodramas. Johnny Harris's five-piece orchestra accompanies and a few sets of dance music.

Casino Ballroom business isn't too big during weekdays, but is good over weekends and holidays. James Wallingford, manager, succeeded Oscar Zimmerman, who is now at Celeron Park Roller Rink, Jamestown, N. Y.

Glen Park properties are incorporated, with Harry Altman, president and general manager; Natalie Altman, secretary; Annabelle Altman, treasurer. Mrs. Bessie Gallagher is assistant manager. Robert Clark handles publicity.

Two new rides have been acquired, Kiddie Aeroplanes and Kiddie Autos. Other rides are the park-owned Ferris wheel and Banding, and Redding is in charge of rides. Concessions include pitch-till-you-win, James Moore; Flasher, Don Watson; Penny Arcade, James Phillips, and park-owned food stands, ball games, and shooting gallery. Earl Reeder is park superintendent. Ernie Waller and Earl Radka are park policemen.

Reversal Won by Cincy Zoo In City Subsidy Court Case

CINCINNATI, July 5.—In a majority opinion the Court of Appeals here on June 30 reversed a Common Pleas decision, holding that lease of the zoo to the Cincinnati Zoological Society was legal, that the operator had a right to charge admission, and that the city had the right to contribute toward cost of maintenance if the society's income is not sufficient to meet expenses.

The matter was taken to court by a taxpayer, who attacked the zoo management set-up and sought to have returned to the city sums which it has contributed each year as subsidy to make up deficits.

Three judges heard the case. One dissenter said the lease given the society by the Cincinnati park board, contrary to Ohio's constitution, as it virtually amounted to the city lending credit to a private corporation. He declared, however, that the society had done a great work and said it should function as an organization to obtain financial aid for the zoo, with the park board collecting admissions and fees and paying expenses.

Merrill to Jantzen Beach

PORTLAND, Ore., July 5.—Appointment of Roy F. Merrill as private swimming instructor at Jantzen Beach Park pool here has been announced by General Manager Paul H. Huedepohl. Merrill comes from Crystal Pool, Seattle, Wash., where he instructed and conducted swimming campaigns. He will take an active part in the park's 14th annual Learn To Swim campaign, scheduled to begin July 9.

How did your per capita expenditure for this week (in percentage) compare with the same week of 1940?
Alabama, better; California, better; Canada, 18 per cent increase; Illinois, 17 per cent increase; Southeastern Massachusetts, 29 per cent increase; Michigan, 15 per cent increase; Missouri, (See BIG TRADE GAINS on page 53)

The Pool Whirl

By NAT A. TOR

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

Whoopie, It's Hot!

Entire country sweaters in a heat spell. This is being written in New York, on the sixth day of the hot season, with no relief in sight. Beads of perspiration are streaming down my cheeks, but there's a grin on my face from ear to ear. It's all because my friends in swim pool biz are getting the breaks they should have gotten for many years.

One thing I've noticed among Eastern tank operators is that some are canceling their newspaper ads at a time when they really should be beating up ballroom drums all the more. "Stuffy thing, but certain pool men think that when things are breaking just right—inssofar as weather is concerned—they don't have to spend money or effort to draw 'em in. It's the old, old cry: 'All I need is a good hot sunny day and they'll come streaming.'"

All of which may or may not be so. More likely it's the latter. Years ago when there was little competition in outdoor pool biz an op could sit back and let the temperature drive them in. But nowadays it's different. There's opposition from all corners. Ol Man Sol plays no favorite, and when he steams municipalities and public beaches attract the populace just as much as the corner aqua plunge. So you really have to do something to get them in to your place.

By all means, keep up your advertising during heat waves. As a matter of fact, increase your lineage if you can afford it. For letting people know about your establishment at a time when they are suffering from the heat is certainly point-of-sale merchandising. Writing handbills are receptive to sales messages from natatoriums, so why not strike while the iron is hot?

Believe I mentioned an ad etunt, suitable for hot weather, in this column a few years ago. But it bears repetition during the current mercury tilt. First a question: What story in a newspaper do you think is most widely read during the summer? Without giving you a chance to answer, I'll tell you. It's the so-called hot weather story, the yarn that records hourly temperatures and reveals human interest happenings caused by the heat in your town. Well then, isn't it logical to assume that an ad—no matter how small—placed directly below or opposite the hot weather story would be an ideal location for a swim pool? You're darn tootin'!

Many dailies publish public notice ads on their front pages, usually right near the hot-weather story. My suggestion is for you to contact your local daily and see if they'll consider an ad near the weather yarn. Even if you have to pay for preferred position, believe me, it's worth it. It's all part of the plan to strike while the iron is hot. Here's hopin' the hot spell continues—and if it subsides—that it will return soon. And don't forget. Don't stop advertising because of the weather. Instead take advantage of it.

Men and Mentions

Wofford Pool and Beach, Miami Beach, Fla., is circulating the June 22 roto section of *The Miami News*, plugging the beach as a summer resort. Plenty of vacah biz down Florida this summer, with recent Polynesian Festival drawing 10,000 tourists.

Newly formed Entertainment Committee of Mayor Fierrelle La Guardia of N. Y. C. to provide amusement for enlisted men on leave is trying to get government lift taxes on all passes given soldiers. Marshall Field, chairman of committee, plans to query no one else but P. D. R. himself on project, and if it goes thru 'will be a great break for the selectees. Now they have to pay regular tax on all free admitts offered to them at pools and beaches as well as other amusements.

While this department as a rule steers clear of technical subjects, here's sumpin' hot off the griddle of Chauncy Hyatte, Illinois Department of Health, that may interest you. Says Hyatte: "In order to conserve water and coal many pool operators suction clean their pool on a closed system. By this, we mean filtering water taken off the bottom of the pool and sending it back thru the system rather than discharging it from pump to sewer. In using the sumpier in this manner there is a precaution that should be taken. The cleaning should

be done often so as not to allow large amounts of sediment to accumulate which would require immediate backwashing, and hence the use of water from the pool. If the bottom is extremely dirty, it is best to discharge it to the sewer rather than lead it in the filter. Generally speaking, this method has its merits. However, it should not be used at a pool heavily loaded which requires cleaning daily."

Atlantic City

By M. H. ORODENKER

Resort showmen enjoyed a July 4 business preview Sunday (29). Excessive heat in inland cities driving folks to resort points, Atlantic City alone had a crowd of over 200,000.

Still extending every effort to snare the 1942 American Legion Convention, the ball has already been started rolling to bring the 1943 national convention of Veterans of Foreign Wars here. The VFW meeting in August would prove a worthy catch. Mayor Taggart announced organization of the Atlantic City 1942 Convention Corporation for the purpose of bringing the Legion conclave here. On June 28 he played host to the liaison committee of the Legion which visited here to study facilities.

Third annual baby beauty parade to be held on Hamid's Million-Dollar Pier may be the largest and most colorful to date. It will be held in August and Samuel W. Gumpertz, pier managing director, will supervise the event. In order to support the national program of good will to Latin America, Gumpertz is arranging a special division to be made up of representatives of the 21 South American in the parade. He will also include a group of refugee children from beleaguered countries.

Capt. Terrell Jacobs, whose wild animal act heads the Hamid Circus on Hamid's pier, has named one of three leopard boys last week "Tom T." in honor of Mayor Taggart.

Frank P. Bravatt, operator of Steel Pier, gets a chuckle every time he reads about romances of Gargantua with Ringling-Barnum circus. "We had the same monk a couple of years on the pier," explains Bravatt. "He went under the name of Buddha then."

Headline July 4 week-end attractions at Steel Pier were Four Ink Spots, Dennis Day, and Dinah Shore with the orchestra of Sammy Kaye, Benny Goodman and Charlie Barnett. Hamid's Pier had Sally Band, Victor McLaglen, and the orchestras of Vaughn Monroe and Sally Rand.

Wildwood

Boardwalk concessionaires and showmen reported the best business of the year and better than any corresponding period in recent years for last week-end (28-29). This resort had the benefit of five outings Sunday in addition to the convention of the New Jersey Veterans of Foreign Wars.

Hunt's Ocean Pier has arranged with

WFPL to broadcast Coast-to-Coast the name bands scheduled for the pier's Starlit Ballroom. July 2 the pier added the world's largest miniature train display, formerly featured at the World's Fair.

The old Avon Theater, one of Wildwood's landmarks, was damaged by fire on June 27. The theater, owned by William C. Hunt, has not been used since 1910, serving as storehouse for Hunt's enterprises.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Biz and weather perfect. Bi-weekly fireworks filling huge grandstand at Arena. Current free attractions, International Rollers, roller-skating adepts, and Oceanic, high-wire artists, clicking. Outings keeping up. Good spenders came from Russell Company, Middletown, Conn. Free instruction classes at swimming pool under direction of Art Snyder, famous swim teacher. First meet of Playland Aquatic Club on July 10. Othello on Thursdays until August 14. Westchester swim finals August 20 and 21. Duke Daly band has formed softball team and took the measure of Sgt. Tewe's Cops in no uncertain manner. Daly diamonders are booked to meet orks of Harry James, Gene Krupa, Tommy Dorsey, and Johnny Messner. Interest being shown in Harvest Moon Ball eliminations at Casino August 6.

Big Playland Circus July 7-30 will feature George Hannersford Family, Robert's Pets, Capt. Tiebor's Seals, Jay Dee the Great, Marvelous Milletes, and Clowns Bumpsey Anthony, Moe Aarons, and Frank Bowen. Ride going over big is Old Mill. Chief Signalman Albert E. Cliffe, USN, paid a visit to dad Jack Cliffe, accompanied by Jack's grand daughter, Barbara. Louis and Francis Fitzpatrick of Middletown, Conn., were recent visitors. John Goldsmith is the hustling assistant to press agent Paul Morris, who is writing a newsy and snappy column for Playland *Broadcaster*. Barbara Cleary is new incumbent at switchboard. Peggy Zumpanni is week-ending at Playland. Among efficient and attractive cashiers are Mae Lofaro and Ruth Bellara. Al Hains, late of Sylvania Foresters, radio quartet, is new assistant at Music Tower.

Bob Shepherd relates a good one on the Voice of Playland. A large outing of the Sons of Euro visited the park a short time ago. As they sturged into Playland they were greeted by the strains of *Eli Eli*, famous plaintive Hebrew melody, emanating from Music Tower on the suggestion of Izzy (Whitey) Feuer. Hasta luego.

Palisades, N. J.

By MARION CAHN

Heat spell continues to the detriment of none. Business unusually heavy over week-end, with New Jersey Firemen's

Briefs From All Around the Field

AKRON, O.—New sand beach adjoining Crystal Pool in Summit Beach Park here has been opened. It has been equipped with ruff's tables, chairs, and large umbrellas by Manager Frank Harul.

ATLANTA.—Lakewood Park here will get the summer season under way on July 4 with stock car races and judging of Miss Atlanta, who will be sent to the Atlantic City beauty contest.

ATLANTIC CITY.—Frank B. Hubin, former showman, reported he and William P. Casey, exalted ruler of Atlantic City Lodge of Elks and a city commissioner, will be at the July 14-19 Philadelphia Elks' Grand Lodge convention. They will try to secure the 1943 convention for Atlantic City.

BLOOMSBURG, Pa.—Evelyn Bankes, who took over management of Columbia Park here, has installed a new Penny Arcade and jitterbug dance floor. Numerous flower beds have been laid out. Bowling alleys have been reconditioned and the trolley station at the entrance has been removed.

GALVESTON, Tex.—Galveston Beach Association reported the second largest crowd of the season on June 29 and that patronage during the month was near the best mark in history despite cool weather and plenty of week-end showers. Included in the crowds were

Convention here on Saturday (28). Parade ending in the park lasted for three hours. Free show for the week includes Carl Lorch and his band, who double for dancing, and the Wallenda Troupe, which always goes big here. Clyde Lucas and his ork come in July 4 and stay a week.

Talk along the walk: Friends here saddened by the death of Abie Schwarz, veteran of 29 years at the weight-guessing machine. Sympathy goes to Mrs. Roesten on the loss of her only son, Walter. Faces that always have a smile as you walk down the Midway: Helen Cuny, Sadie Harris, and Adolph Schwartz. New shaft is being put in Sky Rider, with boys from Royal American Shows working night and day to finish. Boys include Eddie Gore and Ned Ingersoll. Visitors included Harry Moss, who marvels at our two-band free-dancing policy which packs them in nightly; Edward Sheppey with plans for enclosed dance hall, improvements for the swimming pool, and plans for a skating rink which will go into work in the fall; Herb Schmeck, Philadelphia Toboggan Company, pleased at the showing of Magic Carpet and planning addition of a dozen new tricks next season, and Mr. and Mrs. O'Malley and Mr. and Mrs. George Baker, of Playland, Rye, N. Y.

Harry Dyer walking around with his chest out now that he's paid up on the two new stands he built this year. From now on everything's gravy. Phil Smith is delighted with the early hot weather break and the improvements in the women's locker room. Everyone is impressed with the mirrored smoking room. Harry Shepard is beaming at the new canopy over the bandstand in the Casino because of improvement in reception of music. Park purchased right of way where trolleys used to run to use for additional parking space. It will take care of 2,000 cars.

JACKSON, Miss.—At Livingston Park Zoo here recently 15 animals gave birth to a female six weeks ahead of schedule. Superintendent I. E. Bennett said births of female llamas in captivity are a rarity. Infant is weak but keepers have aided it by milking the mother and feeding thru a bottle. The mother, three years old, came from Peru. Male was bought a year later. In the last three years the zoo has had births of seven bears, eight lions, two leopards, deer, elk, buffalo, and numerous birds. Additional facilities thru a WPA project have enlarged the plant several times over.

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JIM WILLMAN

Beulah Park, R. R. 1, care Albert Lee, Alexandria, Ind.

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American Recreational Equipment Association

By R. S. UZZELL

John A. Miller, the Coaster genius, has dropped his pencil and left his drafting board forever. He was unequalled in the number of Coasters designed. All the Coaster builders of America had training under him or were influenced by his designs.

It is generally conceded that L. A. Thompson was the father of the Coaster. Miller was the genius who evolved it by his master strokes into the universally popular ride it became.

He was born John August Mueller February 12, 1874, in Heimwald, Ill. Known until about 1910 as Gus Mueller, he knew that it was intended he should be called John, so he assumed the name John A. Miller. His parents, with other Germans, settled the place of his birth, which subsequently became Homewood. John was educated in public schools of his county and spent two years in a German Evangelical religious school. At 14 years his long career of construction work began under his father who built houses, barns, and bridges. When 16 he had full charge of a crew building county bridges. His older relatives tutored him in mathematics, science, and drawing. Always he gratefully acknowledged that his carpentering building, and tradesmanship was learned from his relatives after leaving school. An observer, rather than a reader of books, it made him practical and alert.

Goes to Philly

At the 1893 World's Fair in Chicago he made his first contact with the amusement business. Detailed work there with a Carrousel. The wood carving, particularly the horses, had been done by a brother of John A. Miller's father, who was a cabinetmaker. In 1893, following the panic of '93, construction work around Chicago took a big slump. The youthful Miller determined to visit his cousins, the Mueller brothers, working in the Deutz factory in Philadelphia, where they remained until Billy's death in 1928. When the elder Deutz learned that his visitor had practical construction experience, especially in bridge building, he persuaded him to wait a few weeks and join the force in building a Switchback at Torresdale, Pa., for G. A. Deutz and L. A. Thompson. Miller went to work and on the second day he was made foreman of construction work. They built the structure, machinery, and cars for this ride on the grounds, without a plan, making designs as they proceeded. It was an ambitious undertaking for that day and was the first one in America, altho there are patents antedating L. A. Thompson patents, as our American Museum of Public Recreation shows.

John remained on operation. The first dip from the cable hoist gave him the thrill of his life. Just as the train went over the top he saw a large dog on the track below. By quick co-ordination of thought and action he stopped his train and whistled the engineer to stop the cable just as the second train was ready to descend the then deep dip of a Coaster. Everybody saved! Miller remained thru the season and in the fall joined Russell Robinson in Philadelphia as foreman in building houses. Robinson, who was longest in continuous service with L. A. Thompson Company, was Miller's best teacher in the amusement business.

Designs Thompson Rides

The next spring Thompson put Miller in full charge of building the Switchback at Coburn John's Bridge in Maryland, near what is now Glen Echo Park. Miller then went to the Pan-American Exposition, Buffalo, where he designed all of the Thompson rides and also the

restaurant. Next came Rockaway Beach, which was the first plan and design Miller executed by himself, after which he did all the drawing going out of the Thompson office.

This growing designer made the plan and built the Thompson ride at the St. Louis Fair and the Mountain Ride at Willow Grove, Philadelphia. Came the Dragon's Gorge at Luna Park, Coney Island, and what a sensation for that day, it is still in operation.

Supervising removal of the St. Louis ride to Brighton Beach, Coney Island, where your author first met Miller, was John's last job with the Thompson Company. He had become their most valuable man, but the impulses to design and improve became an irresistible urge. His designs had been successful and immensely profitable, but he sensed the demand for something higher, longer, and with greater thrills. Traditional limitations bound his employer to what he thought was good enough.

Seeks Latitude

Looking for someone who would give latitude, he was attracted to Frederick Ingersoll, Pittsburgh, the Figure Eight king, who was the most aggressive character in the amusement field. Fred had been building the Eight far and wide and had promoted and built five Luna parks all large in size and costs. Ingersoll wanted a Coaster bigger, better, and with more thrills. In Miller he saw just what further evolution of the Coaster required and John saw the opportunity of his dreams to build and design unhindered by thought of cost and courage in making revolutionary changes. After securing several patents he will endure. Miller evolved the double track racer. The first was at Riverview Park, Baltimore, in 1910. It lasted until the old place sang the swan song in 1929. The second was at White City, Chicago. The racer was followed by the Deep Dipper. Riverview Park, Chicago, once had five Miller rides. In 1918 he gave to the dome truss for Merry-Go-Round buildings, the Topsy Funhouse, in 1923, and sheltered boardwalks in 1924. He

Coney Island, N. Y.

By UNO

Fireworks came back July 1 for every Tuesday thereafter. Another rainless week-end (28-29) plus a red-hot atmosphere and record attendance continued. In fact, no kick coming to the weather man for all June week-ends. And all looking forward to the July 4-6 stretch to keep up the good work and help swell the profit side of the ledger.

A building inspector invaded Coney to examine new 50-cent licenses and photos of all ride workers or runners. Such official visas are now demanded by license commissioner's office and will hereafter be enforced to safeguard the public and help avert accidents due to possible amateurish manipulation of the machinery.

Jump Jottings

Parachutes now running capacity—12 chutes. Price raised from 25 cents plus 2 for tax to 27 plus 3 so as to avoid the pennies change. Bob Cuppett, general supervisor for J. L. Mott, president of International Parachuting, Inc., has quite an army for help. Three foremen are Jack Ahearn, Bill Davies, and Charles Hayden. Two ticket sellers are Bill Kruger and Tom Ward. Twenty-five attendants comprise Jack Blissett, Pete Bowen, Roy Deikel, Joe Devlin, Arman DiPaola, Frank Doughty, Luther Draper, John Emanuel, Pete Flynn, Bob Gallagher, George Harstien, Charles Hellmick, Sam Kaplan, Len Kennedy, Joe Lynn, Joe and Vince Mussolini, Jim O'Connell, Charles Picard, Eric Richmond, Billy Romayne, Charles Roocks, Jack Speart, Stanley Winarski, and Louis Wohl. They are employed on two (day and night) shifts and sometimes the going is so heavy that two men, instead of the usual one, is necessary to handle a single car.

Songs and Guns

Forrest Buck Rodgers, of the Empire ball-rolling game, where Arthur Platsky awes 'em with his superior play, has written the lyrics of a new song, "Nigger-Doggy," a novelty number that old leader Michael Loring is to use soon in Luna's ballroom. They're featuring in several spots a new fox trot, "Down at Coney Island," by George Buyukas and D. Zittas. . . . Feltnan has stopped making electric guns. Can't get the material because of defense projects. . . . Paul Kruger, sketch and silhouette artist, is a new addition. Has been at

built the first Flying Turns with Bartlett at Dayton, O.

Forms Partnerships

He formed a partnership with Elwood Salisbury which endured, one with Harry C. Baker, known as Miller & Baker, which was not long in duration, and another with Charles W. P. Moore as Miller & Rose, and operated on his own account. He made money beyond his fondest dreams as he was in constant demand by the partnerships, by Philadelphia Toboggan Company, Joseph Pearce & Sons, and other Coaster men. John Carlin says none could better adapt a Coaster to local topography.

Happy is the man who finds himself. This man had a spark of genius and found his outlet in evading the gravity ride. There are more than 25 patents in his name. He was a dreamer and not an administrator. His losses were numerous and colossal, notably Bridgeport Park, Peoria, Ill., and a large colored park in the South. He could take them when his services were at a premium but with the big slump of the Coaster he came on lean days. Fortunately he spent many days in W. P. Moore's office a few years ago and detailed his long career in the amusement business with many colorful and unusual events. They would lunch together in Mangel's office day after day, calling your author in on one or two occasions. Many of his late years were spent in Mexico, where among other things, he built a portable Coaster and one that loops the loop. Several years ago he took up spiritualism and talked constantly to his friends. The peak of his earning career followed the first World War, when he was in constant demand at handsome fees. All of these earnings went into parks or concession operations with various associates. At Mansion Park, St. Louis, his large investment brought him a big loss and at Manchester Road he built a Coaster complete that never opened. A Coaster company had no money with which to buy in electric current. He served the industry long and constructively and left a great name.

big fairs. . . . Another newcomer is Joe Shubert, an age-guesser. . . . Jack Stern, old-time movies operator, seems to have another money-maker in Hobby Lobby, showing about 150 exhibits of hobbies of celebs. Also plans for a Garden of Eden near by. Talker is Billy King and ticket taker Joseph Cavalier.

Luna Shorts

Jerry Friedman, personnel manager, is out and so is Dave Weiner, pool director. Both to Canarsie to help Milt Eisen. Luna's new big chief rebuild his Luna Golden City Park. Replacing Friedman is Jack Marcus. Weiner succeeded by Eddie Welles. Both were promoted from assistants. It was Welles who mechanized the still vacant Stars on Ice building, which may be turned into an old-time movie if a scheduled panorama is not ready shortly. . . . John Reardon, another director, has also exited. . . . Gelb Broe, has succeeded in specifying License Commissioner Moss to reopen Have You Seen Stella show, hitherto a few days after the Decoration Day opener. Show has three girl posers, Ann Miller, Dorothy Dixon, and Lee Dellison, and two talkers, Jack Lieber and Burt Tobias. Margie Palmer, belly girl. Comes from Rosen's Streamlined Follies, where she closed after doing two shows.

Selice Dale is a new girl at the Nat Renard's Show Circus, where the full operation of the mechanism has been granted by the authorities, disposed to lenient to Luna's showmen as in the case of Stella. Now the girls, when the ball contacts the target three, drop skirt, bra, and panties, leaving themselves exposed in full-length tights, whereas before it was just the skirt that could be dropped. Other strippers are Marian Silverman, Helen Dombrosky, and Virginia Simkins. . . . Ben Lenhart, operator of the bar at the Midway Village, and who was boss of the Coconut Grove, Ball, and Cocktails for Two, three niteries in Cbl. is planning to open a real novelty spot this fall in Manhattan. . . . Park saddy lacks free drinking fountains. . . . Nick Protentia, former general mechanic of the Virginia Reel on Bowery, holds down a similar position on the Dangler. . . . Doc Cosiney (Incu-bator Babies) is planning a show on his unprofitable two seasons at the Flushing Park. Daughter Heldegard, herself an incubator baby graduate, grown to be a

Paragon, Nantasket, Mass.

Business continues good, with swell weather bringing record crowds. Joe Stone reports considerable soldier trade from Camp Edwards, 20 miles away. They are good spenders and patronize the Funhouse and rides constantly. When the temperature hit 100 recently it marked the hottest day in 40 years and brought thousands to enjoy the bench and mill about the park. Flying Beeshee, current free act, has caused much favorable comment. Don DiBona and His Swing Te-Te's are drawing crowds nightly. Danny Coffey and Norma Scott are singing in the grill and making new friends. Baron Hugo is playing in the ballroom, with Joe Mack and His Oddtimers playing on Tuesday nights.

Last Sunday's rainstorm came about two hours too early, causing hundreds to scurry for home and kept others away. Outings continue to throng the park over week-ends. Defense industries in the area have helped business. Some are operating three shifts. Spending is ahead of last year's figures. Les Kimris are due in after the Flying Beeshee. Fireworks were set for the night of July 3.

MILWAUKEE — Janus, female lion born five months ago to San Diego Queen, died recently in Washington Park Zoo here of an undetermined ailment.

registered nurse, help dad here. Charles Eberhardt is ticket man and Buck Carter is grinder.

Steepchase Notes

Harold Weisburger, office worker, all agog over his betrothal to Rose Gambini. . . . Conny Drew, talking out a new hair restorer to talk locks on a bald pate. . . . Conny Island Smithy, renowned Islander, busy collecting tinfol for the Allies. . . . July 4 will feature a broadcast of the two park bands in Star-Spangled Banner, directly following the President's speech. . . . Morris Levy, leader of the Pite and Drum Corps at the Boardwalk entrance for 35 years, became a father-in-law for the fourth time when a daughter, Estelle, followed Marty, Sophie, and Grace into the bonds of matrimony. Grace is the wife of Murray Cook, long identified in the carnival business, and Murray is a brother of Phil Cook, of Bowery's Virginia Reel. Murray is now a bookstore merchant and Phil plans to open a liquor emporium in the Bronx after the summer, satisfied with 25 years in show business to his credit.

Bowery Briefs

Fred Garms, manager of the Wonder Wheel, owned by his dad, introduced his new wife, Helen, to attaches last week. . . . Heretofore referred to as Nat and His Cousins, three showmen are now identified by their right monikers. They are Herbert Pier, of the Skeeball and Nat Borowitz and Jerome Rheinhart of the baseball game in this thoroughfare. Carley, another cousin, has enlisted in the marines. . . . Norman Bartlett came down from North Tonawanda, N. Y., to supervise completion of his new Looper ride close by his other two ride inventions, Bobeled and Flying Turns. . . . Those smoked glasses now adorning the eyes of Nick Kyrimis are not used to cover up a shiner but merely to ally an inflammation. . . . Jimmy Gold, ticket seller at the Motor Parkway, has been crowned pinchole champ.

Distinguished Visitor

Max Linderman, general manager of World of Mirrh Shows, made the rounds here when the show played the Skeeball and Conn. In fact, he came to Coney before going to the Rutgers town to see to the opening of his midway. Accompanied by Phil User, companion and associate of more than 25 years, Linderman looked over the situation to see what could be accomplished in the way of getting more Coney memberships for the National Showmen's Association, of which he is president.

Andre Dumont, tall, mustachioed ringmaster of Luna Circus, who had resigned, is back at work at the same spot again.

A new show on the Boardwalk along the Steepchase line property at 19th Street is Small World, consisting of a collection of miniatures gathered over a long period. Operators are Jack Norworth and D. F. (Don) Barreca, of the Loew organization. It's a 10-center.



Steel Pier Heads Hit Richards Suit

ATLANTIC CITY, July 6.—An allegation that Emerson Richards no longer owns land in front of his Boardwalk bathhouse and therefore has no right to bring an injunction suit to prevent sale of commodities and services on Steel Pier was made in answer to his action against the pier. Answer was filed by Frank P. Gravatt, president of the pier company; his wife, Mrs. Flora Gravatt, secretary-treasurer, and Richard Zhdiccott, assistant secretary.

Another point raised in the answer filed June 26 is the fact that Atlantic City Steel Pier Company of Delaware is owner of the pier property but was not made a defendant to the suit. If an injunction were to be issued against the three defendants sued as individuals, it is contended that the pier company would be free to operate as usual and sell commodities. They claim they are not subject to covenants and not responsible for acts of a corporation.

Other points raised in the answer include a denial that George W. Jackson, who sold the upland to the pier company, owned a riparian right when he signed the easement deed; that many violations along the beachfront, acquiesced in by the complainant, constitutes a waiver of the right to complain; a denial that sale of commodities on the pier are in any sense competitive with the complainant's interests, and that enforcement of the covenant against sales of commodities was not a real covenant susceptible of "running with the land" but a mere personal covenant in no way affecting the alleged easement of ocean air and view.

Agawam Specials Up Gate

SPRINGFIELD, Mass., July 5.—In a continuation of a successful policy inaugurated last year, Riverside Park, Agawam, gave away its first automobile of the year on June 26 before more than 25,000. On July 2 the park instituted the first of its kid days, which will be a weekly feature. Kids are allowed on all rides for five cents, except the Roller Coaster and Speedway which cost a dime. Harry Storin, park publicity director, reported that the first afternoon drew more people than on any other afternoon except holidays or when there were special events.

He said that Manager Edward J. Carroll plans area days twice a week for the rest of the season. On each day the park invites residents of a different city, who get breaks in prices. Advance reaction to the plan has been favorable. Clambrakes and outings are ahead of last year.

With the Zoos

RACINE, Wis.—Births at the zoo here are keeping Tony Fluhar, head keeper busy. Recent additions include a fallow deer, several jaguars, elk, and zebra.

BOSTON.—Park Commissioner William Long said the Franklin Park Zoo will dispose of Maude, 25-year-old Bengal tiger, Maude has been at the zoo since 1925, having formerly been with a circus.

PHILADELPHIA.—Leopard was born in Philadelphia Zoo on July 1 and on the same day a llama died of old age. Leopard parents have had several cubs but none have yet survived.

HOUSTON, Tex.—Keeper Hans Nagle reported acquisition by Hermann Park Zoo here of a bonnet monkey from India, first of its type in the park. It was a gift and is a member of the macaque family.

CHICAGO.—Brookfield Zoo celebrated its seventh anniversary Tuesday (1) and its directors, Edward and Robert Bean, were the recipients of many congratulations on the success the zoo has attained. In the seven years it has been host to 791,855 visitors and has been built up to the point where it now has the largest mammal collection of any American zoo. It also has the third largest bird collection and the fourth largest reptile collection. When the zoo was established it opened with seven animal exhibition buildings. It now has 16, and its structures and landscaping are modern. Its animal collection has increased from 369 kinds, numbering 1,475 individuals, to a present population of 808 kinds and 2,340 individuals. Edward and Robert Bean, father and son, were connected with zoos in San Diego and Milwaukee before coming to Brookfield.

Park Free Acts

STUART ROBERTS TROUPE recently closed a successful engagement at Buckeye Lake (O.) Park for Manager A. M. Brown and went to Edgewater Park, Detroit. Gus Sun is booking the act.

ERMINES MIDOETS appeared the week of June 30 in Summit Beach Park, Akron, O., following Four Dobs, teeterboard, who proved entertaining, said Jerome T. Harriman, park publicity director.

BOB FISHER'S Fearless Flyers closed a five-week engagement in Idlewild Park, Ligonier, Pa., on July 5, having drawn large crowds since opening, reported M. W. Billingsley, park publicity director. Slim Bryant and His Georgia Wild Cats and KDKA Tri-State Barn Dance were acts attractions on June 8 and over 22,000 saw the show on June 29. It is booked for return engagements on July 20 and September 1. Oseani Troupe, high ladders, opens July 7. Huestri Troupe, high wire, opens July 20 for two weeks.

CEDAR POINT BIG GROSS

(Continued from page 50)
Detroit. Park is controlled by the G. A. Boeckling Company.

New features include a number of rides and attractions from the World's Fair, among them the Yankee Bullet, which is doing good business; Boughton of Life (unborn show); Rocket Ship, Scooter, and Madstroms. Total line-up include 35 rides and shows and some 40 concessions.

Clubs and conventions give the park a class trade. The hotel is a convention mecca and accommodates large ones. Convention crowds patronize the park in unusual numbers. Fraternal and indus-



Agricultural Situation

Condensed Data From June Summary by U. S. Department of Agriculture, Washington, D. C.

Higher farm commodity loans sparked the markets during the past month. Prices of wheat, corn, cotton, tobacco, and rice rose to new high marks in more than a year. Buttered also were the prices of livestock, poultry, and dairy products under food-for-defense programs. Prospects for farm income improved were raised above earlier estimates. Total agricultural production may be a little larger this year than last, notwithstanding the smaller 1941 pig crop. Crops and livestock are in good condition, feed for livestock is abundant, and producers generally are responding to the expansion program on foods for national defense.

Wheat growers have voted for marketing quotas on this year's crop. This means that commodity loans, raised now, will be available to wheat producers. Increased commodity loans on all basic crops, plus conservation and parity payments, have raised per unit returns to growers close to the 1910-'41 parity goals established by Congress. Continued maintenance of close-to-parity levels now depends largely on prices farmers must pay for commodities used in production. Costs of production are higher this year than last.

DEMAND RISING

Further improvement in industrial employment and pay rolls and in consumer demand for farm products is expected during the remainder of the year. Industrial production recovered quickly from the relapse brought on by industrial strikes in April and has already reached a new peak. Further stimulation to industrial activity will come from continued expansion in defense expenditures, already around \$900,000,000 a month and contrasted with only about 17 per cent of this sum a year ago.

Increased employment arising largely from the defense and aid-to-Britain efforts and widespread increases in wage rates have resulted in a substantial rise in consumer buying power. This increase will likely be manifested most in purchases of nondurable goods such as food and clothing, since production of durable consumer goods is being limited by the needs for national defense. Already, the automobile industry has agreed to produce 20 per cent fewer 1942 models than 1941 models.

United States exports of agricultural products have increased slightly in recent months, and an extension of the gains is expected under provisions of the Lease-Lend Act. The Department of

trial organizations account for a large percentage of picnic bookings.

Featured attraction is the ballroom. Name bands of a caliber rarely seen for full-week bookings except in large cities are used and radio is utilized three nights a week over WTAM, with Monday night shows going over the NBC Red network. Bob Chester recently played the ballroom, with Ben Bernie set to go in July 4 for a week. Bonny Goodman opened the season on June 14, followed by Henry Busse. Others set to appear are Frankie Masters, Raymond Scott, Orrin Tucker, Glen Gray, Gene Krupa, Tony Pastor, Alvino Rey, and Ted Weems.

BIG TRADE GAINS

(Continued from page 50)
same; Eastern New York, 3.9 per cent increase; Northern Ohio, better; Southern Ohio, 9.26 per cent increase; Oklahoma, same; Oregon, 30 per cent increase; Southeastern and Southwestern Tennessee, same.

Did you have any special promotions for the week in question which were of extra benefit?
Michigan, free acts; Oregon, picnics, rabbit and tent shows; all others, same or none.

EXCELSIOR MOVES AHEAD

(Continued from page 50)
ment of Peter Vlahos, four speedboats, and the Minneapolis, old-time steamboat reconditioned and now gasoline driven for sight-seeing by Holden and Lamont. Included in the 11 rides and six concessions are the newly installed Pretzel, purchased from Pretzel Amusement Company, and a new pokerino game and photomatic machine, products of International Mutooseo Company. Ballroom has been redecorated and new fronts were installed on the Funhouse, Laffland, and Mystery House. New Penny

Arcade equipment also was installed.

Policy of playing name bands for one and two-week engagements came to a close today with installation of Joe Billo's 11-piece orchestra and Gean Arland, femme singer, local talent. Policy for remainder of the season calls for name bands to do one-night stands. Orks already playing here were Ace Brigade, Dick Barry, George Hamilton, Charlie Agnew, Jack Crawford, Red Nichols, and Lawrence Welk. Billy Bauer's 11-piece orchestra played the July 4 week engagement. Shogren said the name policy has been successful. Bookings are by Frederick Bros.

In the promotion line the park has the Miss Minnesota contest, winner to compete in Atlantic City in September. Excelsior this year has played host to thousands of picnickers from schools, clubs, and industrial organizations. List for remainder of the season is large. Park offers picnic kitchens and a large pavilion. On July 3 and 4 there was a pyro show under the direction of Arrowhead Fireworks Company, and a grocery store and bingo game were installed. Cleve Benfro operates the Funhouse. Farrell Frazier is on the Roller Coaster and R. J. McSherry is dance-hall doorman.

WALLED LAKE PICK-UP

(Continued from page 50)
the guess-your-weight concession of Franz Laubach, who is operating three ball games and the high striker this year. Laubach has bought an Airplane ride, formerly operated at Edgewater Park, Detroit, and is equipping it with special flying instruments. He will take it to Gaffney's Tropic Gardens, near Miami, next winter. His two sons will manage it there. Walter Westens is the park's new character reader and is doing good business. E. M. Harrison, novelty concessionaire, who was ill all winter, is convalescing at the park.

Ballroom adjoining the park continues under management of Mrs. Louis Tolle, who recently broke her ankle, and is operated under a one-month-stand policy, plus one-night bookings of name bands. Everett Hoagland played recently and Ben Bernie was booked for July 2.

PREMIUM FAIRS

(Continued from page 49)
vice-president; H. S. House, secretary-treasurer; S. E. Kramer, manager.

TAYLORVILLE, Ill.—Christian County Fair, 18th annual, July 20-25, 66 pages. Officers: Dwight Hart, president; A. D. Clausen, F. H. Kinney, vice-presidents; G. E. Ritscher, treasurer; C. C. Hunter, secretary. Admissions: Adults, 35 cents; children, 6-12, 15 cents; grandstand, day or night, 25 cents; boxes, 40 cents. Attractions: Grandstand, midjet auto races, Teeter Sisters, Flash Williams Thrill Show, Captain Frank's Dogs, Midway; Sol's Liberty Show.

SANTA ROSA, Calif.—Sonoma County Fair, sixth annual, August 2-9, 29 pages. Officers: Joseph T. Grace, president; E. L. Finley, director general; George R. Cadan, treasurer; Harry A. Barnes, secretary; Ralph H. Brown, manager. Admissions: Adults, 50 cents; children under 12, free; grandstand arena, 50 cents; reserves, 25 cents.

FLEMINGTON FAIR

(Continued from page 49)
animal parade around the track. On Tuesday and Friday children will be admitted free and bicycles will be given a boy and girl each day. Admittance for horse racing amounts to \$6.50, including three \$1.00 stakes for trotters. Racers, runners. Track has been resoled and new equipment has been added.

In the exhibit line there will be classes for sheep, beef cattle, and draft horses, and 4-B Club work will again be featured. Dairy show will be housed in a 60 by 400-foot tent and there will be exhibits of all types of farm products, flowers, canning, and needlework. Display space has been selling rapidly and a 100-page premium book is off the press.

Fair Elections

LEONARD, Tex.—Leonard Fair Association elected H. H. Blackburn, president; C. A. Carpenter, vice-president, and J. C. Dodson, secretary-treasurer.

SALISBURY, N. C.—Harry M. Hamilton, county farm agent, has been named president of Watauga County Fair Association. Ernest Hillard was elected vice-president.

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DC 110 VOLT ROCK-OLLA PHONOGRAPHS — Supers, \$175.00; Standards, \$130.00; DeLuxes, \$140.00; Imperials, \$65.00; Windors, \$95.00. 150 Watt Janette Converters, twenty dollars (\$20.00) additional. PARAMOUNT MUSICAL CO., 1433 N. Wells, Chicago, Ill. x

FOR SALE — 2 GROETCHEN METAL TYPERS, \$125.00 each; or the 2 for \$225.00. G. T. RAILLY, Tompkinsville, Ky. x

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PACKARD KEYBOARD SELECTORS FOR 600 and 24 Vendors, \$50.00. OLIVERIE BERTAINERS, INC., 88 Newberry St., Pontiac, Mich. jv19

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SPECIAL — GROETCHEN'S PIKES PEAKS, USED only two weeks, \$13.50. NEW ORLEANS NOVELTY COMPANY, 115 Magazine St., New Orleans, La. x

SPECIAL — 25 1c SNACKS WITH STANDS. \$7.00; 25 1c Burels, \$9.00; 25 1c View-A-Scope, \$22.50; 10 5c Hat Peanut, \$4.00. Also machines bought. CAMEO VENDING SERVICE, 62 W. 42nd, New York. x

TRADE MUSIC MACHINES FOR COTTLETS Single Crispers. One Wheel Trailer, ideal for hauling music machines, \$18.00. 1/2 deposit. J. MORRISON, Flanagan, Ill. x

WANTED—1937 AND 1938 KEENEY TRACK Times. One or twenty five. Write BOX 92, Steubenville, O. jv12

WANTED — UNDERWOOD OR SMITH TYPE-writer, late style, in exchange for Coin-Operated Machines. Describe, stating machines. COLEMAN NOVELTY, Rockford, Ill. x

5c REQUIRE PREMIUM VENDERS — USED AS showroom samples (otherwise brand new), \$7.00 each; \$50.00 buys lot. BABBITT BROS., Babylon, N. J. x

FOR SALE SECOND-HAND GOODS

AAA ALUMINUM POPCORN KETTLES, \$6.50. Gasoline Concession Model Fearless Popcorn, Long Eakins, Cretors; Burners, Tanks, Tubing, Copper Caramel Kettles, lowest prices. NORTHBIRD MFG. CO., Indiana, Iowa. au25x

AAAA ALUMINUM AND ABOUT ALL Available Makes Popcorn; Twelve Quart Geared Kettles, \$9.50; Cretors Wagon, Steam Engine, Gasoline Burners, nice shape; sacrifice \$125.00. CARAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago. x

COMPLETE PORTABLE SKATING RINK — (60'x50'); 175 Skates, second year operation. Draft prevents operating. Terms or cash. PETE GOODES, Westville, Ill. x

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa. au25x

FIVE USED RUNNING POCKET AND WRIST Watches, American and Swiss, our assortment, \$7.50. B. LOWE, Box 525, Chicago, Ill. x

LONG RANGE SHOOTING GALLERIES; ALSO 15 shell new slotted loading Tubes, 75c dozen. 25% deposit required. H. B. SHERBORN, Wayne, Neb. x

MUST SELL — LARGEST, MOST ELABORATELY equipped 1500' Truck in country, 15,000 watt 110 AC Light Plant, 200 watt Amplifier, 6 Speakers, 4 Mikes, Cables. Rear half bus upholstered. Suitable for living quarters, office, etc. All in Mack Bus, 3 1/2' long by 7' 10" wide; 4000 lbs. Must sacrifice. Cost \$2,000 to build. Make me your offer. FRANK HALL, 6816 Halsted St., Chicago, Ill. x

NATIONAL CANDY FLOSS MACHINE CO. offers tremendous opportunity. 15 1941 Floss Machines to be sold, list price \$200; your price while they last, \$98.00. F. O. B. 8 Ridge and Manor, 62 W. V. x

POPCORN CRISPETTE MACHINE, CARAMEL Outfit, Wet and Dry Poppers, Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O. au25x

ROLLER RINK, \$1,250.00. USED TWO SEASONS, 40x96; 130 Pairs Skates, Music, Maple Floor, Tan Tent. Operating now at Proppethood, 2150 1/2 SMITH AND SLOAN, Roller Rink, Proppethood, Ill. x

STEAM MINIATURE TRAIN — NOW RUNNING; 15 inch gauge. Painted, overhauled. Reasons. F. LE CLAIRE, Salem Depot, N. H. x

FOR SALE—SECOND-HAND SHOW PROPERTY

AUTO KIDDIE RIDES — 8-CAR, JUST FINISHED. A beauty. STATER ENGINEERING CO., Builders, Norman, Okla. x

FOR SALE — TURN OVER CRAZY HOUSE, barrel shape, all steel, 14x20. Also Khaki Bingo Top and Frame. Both for sale reasonable. C. F. ZEIGER, Box 396, Boise, Idaho. jv12x

FOR SALE CHEAP — COOKHOUSE, 58 stools, polished steel Griddle, stainless steel Steam Table and Front. Modern and fully equipped, lightest in U.S.A. R. L. AXE, 626 Columbia St., St. Marys, O. x

HAVE COMPLETE SMALL THREE-RING CIRCUIS. Truck, Light Plant and Animals. Will sell or lease. Ready to work. Show working every day. Selling account of draft. GEORGE WHITE, care Billboard, St. Louis, Mo. jv26

MUSEUM OF ANATOMY FOR SALE—FULL, complete show. Ready for fairs, carnivals, or stores. STEINBERG, 1342 E. 18th St., Brooklyn, N. Y. x

TWO ABREAST MERRY-CO-ROUND — TRADE SHOWS, Misc. Booked balance season privilege free. S. B. RHODES, 1104 Polk St., Amarillo, Tex. x

\$6x110 TENT OUTFIT — STORID IDAHD. Real bargain. Seats, extras. All complete, \$150.00. Send \$10.00 deposit. HEANEY, Oshkosh, Wis. x

MOTION PICTURE FILMS & EQUIPMENT

NOTICE

News and display advertisements of interest to showmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3. x

AMBITIOUS! — SHOW TALKIES THEATRE-let customers! Sound Equipments, Weekly Programs rented reasonably. Used 16MM Sound Projectors, \$95.00. ROSHON, State Theatre Bldg., Pittsburgh. x

BARGAINS IN PROJECTORS, OPERA CHAIRS, Spot Lights, Stereoscopes, Screens, Rewinds, Complete theater equipment and supplies. Catalogue 5 free. MOVIE SUPPLY CO., 1318 Wabash, Chicago, Ill. jv26

COMPLETE LINE OF SOUND AND SILENT Film, Equipment, Accessories. We buy, sell or trade. Free list. ZENITH, 308 W. 44th, New York. x

ENJOY BIG PROFITS FROM MERCHANTS FREE Movies. Greatest possibilities outdoor amusement field. We rent complete Sound Equipment and Talkie Programs. SOUTHERN VISUAL, Box 2404, Memphis, Tenn. x

SACRIFICE FOR CASH — 1 PR. 8" FOCUS series II Cinephor Bausch & Lomb Projection Lenses; also 1 pr. Cundlich-Manhattan 8" Lenses. The best offer for cash and quick sale will take these. COODRICK SILVERTOWN STORES, 5th and Broadway, Little Rock, Ark. x

TALKIE PROGRAMS RENTED \$7.50. ACME Sound Projector, \$50.00. Silent Religious Films. Big lists free. SIMPSON, 1275 S. Broadway, Dayton, O. x

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR LITERATURE ON THE NEW MARFOL Precision Enlarger-Reducer. Takes copy from 1 1/2x2 to 3x4. Enlarges up to 10x12 portrait size or reduces to 1/4 inch! Nothing like it on the market. Send for free catalog. MARKS O'FULLER, INC., Dept. B31, Rochester, N. Y. jv25x

DEAL WITH ORIGINATOR NOT IMITATORS — Leatherette Folders, not paper, for 1 1/2x2, \$2.50 per 100. Big discount in 1,000 lots. C. GAMESTER, 146 Park Row, New York. x

FREE SAMPLE LEATHERETTE CASE, 1 1/2x2", \$2.50 for 100. We manufacture all sizes. F. BONOMO, 206 Melrose St., Brooklyn, N. Y. jv12x

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements in Bargains. P. O. CAMER, CO., 111 E. 35th St., Chicago, Ill. jv25x

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons. 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. jv12x

4 FOR 10 SUPPLIES FOR LESS—NEW Combination Machine making 1 1/2x2 and 3x5 busts and full length. We carry all sizes Eastman Direct Positive Paper, 1 1/2x2x30, \$4.75 per roll. Glass Frames, Folders, Backgrounds. Free catalog. HANLEY'S PHOTO COMPANY, 205 E. 12th St., Kansas City, Mo. jv19x

COSTUMES, UNIFORMS, WARDROBES

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 50c up. Furs, Costumes, Mixed Bundles, \$1.00. Street Wear, CONLEY, 310 W. 47th, New York. x

CELEPHORANE HULAS, ORCHESTRA COATS, Chorus Costumes, Green Curtains, 6x20; Red Band Coats, Caps. Scenery Side Wall. WALLACE, 2416 N. Halsted, Chicago. x

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Postively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. jv19

SCENERY, CYCLOGRAMS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O. x

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddhas, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology, Charts and Books. Wholesale. Largest stock, 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 335 S. High, Columbus, O. jv19x

A LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc. 25c. KANTER'S, B-1311 Walnut, Philadelphia, Pa. jv19

BULLETIN SAMPLES, 10 TRICKS, 25c—VALUE received for your money. Magic at wholesale. IVAN, 104 Grand St., Brooklyn, N. Y. x

LEVITATION BARGAIN, \$50.00. MAGIC AND Illusions. Send stamps for lists. HEANEY, Oshkosh, Wis. x

ANIMALS, BIRDS, REPTILES

ALLIGATORS, SNAKE DENS, \$5.00 to \$20.00; 12 Moccasins, \$6.00; Raging Turkeys, Chameleons, Wildcats, Raccoons, Fox, Opossums, Squirrels, Rattlesnake Oil. Catalogue, ROSS ALLEN, Ocala, Fla. jv19

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Spring Catalog, now ready. MEEMS BROS. & WARD, OceanSide, N. Y.

ANIMALS, BIRDS AND SNAKES FOR SHOW folks. Also Trained Wild Animal Acts for sale or lease. SNAKE KING, Brownsville, Tex. 7/12X

CAR LOAD SPOTTED PONIES, ALL SIZES, mostly broken. Some odd colored Horses. Car load of Rodeo Horses. W. P. NUTTER, Theford, Neb.

FOR SALE — PICKOUT DOG AND A FROG that smokes tobacco. PROF. J. P. HART'S ANIMAL ACADEMY, Locust Grove, Ark.

LIVE ARMADILLOS, \$2.50; PAIR, \$4.50 — Guaranteed feeders. Mother and Babies, \$9.50. Armadillo Baskets, Lamps, Novelties. APLET ARMADILLO FARM, Comfort, Tex. X

PARRAKEETS AND LOVE BIRDS FOR CONFESSIONS. Any amount. Immediate shipment, assorted colors. Also Finches and Canaries. SNAKE KING, Brownsville, Tex. au2

FITS 25 LARGEST SNAKES, \$20.00; SMALLER bits, \$10.00; largest Dragons, \$8.00; Pacas, \$17.50; Ringtail Monkeys, \$25.00; young Gibbon Monkeys, \$15.00; also dordorized tame Skunks, \$7.00. Price list. IMPORT PRODUCTS CO., Moncks Corner, S. C.

PLENTY SNAKES, ALLIGATORS, B O A S, Iguanas, Gila Monsters, Horned Toads, Armadillos, Terrapins, Monkeys, Pacas, Sloths, Agoutis, Coati-mundis, Prairie Dogs, Kinkajous, Guinea Pigs, Kinkajous, Mice, Rat, Peafowl, Badgers, Porcupines, White Doves, Parakeets. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. 7/19

HELP WANTED

EXPERIENCED WOMAN CONCESSIONER — Must have driver's license. For particulars apply personally to SAUNDERS, 1250 Tremont Ave. (Parking Lot), Bronx, N. Y. 7/19

PIANO PLAYER FOR PLATFORM MEDICINE Shows—We pay all after joining. State your lowest salary, etc. All season's work, salary sure. Wire, write ELDON NICHOLS, Library, Pa.

REPERTOIRE PEOPLE FOR PERMANENT STOCK location; also Director with scripts. Open at once. Write airmail. HARRY KACKLEY, Moughala Park, Zanesville, O.

WANT MECHANIC — SOBER, REPUTABLE, fully experienced on pin ball, rayolite machines, phonographs. L. M. KIDD, 400 N. 2d St., Richmond, Va.

WANTED — STAGE ACTS FOR TEN WEEKS' fairs in Ohio and Michigan. Write full particulars. RAUM'S CIRCUS, Tipton, Ind.

WANTED AT ONCE — EXPERIENCED, Reliable Floor Manager portable rink. State first letter. MYERS BROS., ROLLER RINK, Box 534, Harlan, Ky.

WANTED — AUTOMATIC PHONOGRAPH Mechanic, Pin Table Mechanic and Radio Technician. Must be tops and able furnish references. None other need apply. UNITED NOVELTY CO., 504 W. Howard Ave., Biloxi, Miss.

WANTED AT ONCE — FIRST ALTO SAX, Clarinet; also Tenor Man for eleven piece orchestra. State lowest. HAROLD MENNING, Appleton, Wis.

WANTED IMMEDIATELY ACCOUNT DISAPPOINTMENT, Mad Performers, Piano Player. Singers or doubles. Blackface. State salary. GUY STANLEY, Box 441, Utica, Mich.

WANTED — ALL AROUND ME TEAM. ALSO Hillbilly Musicians, Singers, Yodelers, and other useful people write; tell all, name, salary wanted if you want reply. T. C. JACOBS, General Delivery, Findlay, O.

WANTED — FIRST TRUMPET, MUST BE commercial, have sweet tone, cut shows, and draft exempt. Band works year around on location only. Good salary. Write BOX C-170, Billboard, Cincinnati.

WANTED — GIRL ACCORDION PLAYER, singing specialties; also Cowboy, Cowgirl Entertainers for "Prairie Pals," radio, stage unit. Steady work. Rush details, photos. SHORY FINCHER, care Radio Station, York, Pa.

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at
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Minimum 25c

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AT LIBERTY AGENTS AND MANAGERS

AGENT — MIDDLE AGE, WIDOWED. PREVIOUS work, Typesetter, Engineer and Machinist. Also Tok Fones and records; played with Viola Court or Viola play novelty and new records. Fifty-fifty deal and salary. Only reliable offers considered. BOX NY-23, care The Billboard, 1564 Broadway, New York, N. Y.

Show Family Album



ONE of the most celebrated attractions shortly after the turn of the century was Helen May Butler and Her Greatest American Ladies' Brass Band, members of which appear in the above photo, snapped season of 1910 in Davenport, Ia. The band was organized in 1898 and the following year given a season's engagement in Norumbega Park, Auburndale, Mass. In succeeding years it was booked for leading fairs, amusement parks, vaudeville houses, and special events east of the Rocky Mountains. Miss Butler retired in 1914 and now lives in Covington, Ky.

Left to right, standing, are Lillian Mogle, Indianapolis, clarinet; Grace Powell, New York, trombone; Sally Ellis, tuba; Lois Land, Indianapolis, trombone; Linnie C. Sanford, Wichita, Kan., trombone; Col. O. E. Skiff, manager; Helen May Butler, directress; Cecelia Meyer, Rochester, N. Y., clarinet; Lora Nettie Reiter, Kansas City, Mo., cornet; Ethel Hosselton, Peoria, Ill., drums; Flora Hausrath, Cincinnati, flute and piccolo, and Hazel Gwinnup, Indianapolis, trombone. Seated, left to right, are Nana Mogle, Indianapolis, horn; not remembered; Lulu Mogle, Indianapolis, horn; Alice Burnham, horn; next two not remembered; Gene Johnson, Indianapolis, bass clarinet; next two not remembered; Clara Reiter, Kansas City, Mo., clarinet; not remembered; Alice Wyker, Chicago, cornet; not remembered; Miss Goodella, cornet; Hazel Goff, Chicago, cornet, and Jane Harris, Indianapolis, clarinet. Left to right, reclining, Bessie Davenport, Milwaukee, euphonium; Edna Willoughby, Chicago, xylophone and drums, and Vera Bennett, Wellsville, Kan., helicon tuba.

The Billboard invites its readers to submit photos taken from 18 to 28 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

WANTED TO BUY

USED HAMMOND ELECTRIC ORGAN — STATE lowest price. Also Crystal Ball. JOSEPH BARTON, 3434 Frankford, Philadelphia, Pa.

WANTED—ITEMS RELATING TO EARLY MOHON Pictures, Books, Catalogs, Programs, Original Letters of Pioneers, Films, Zoetrope, Relics, etc. Describe fully and quote price. CHAS. CLARKE, 10133 Tabor St., Los Angeles.

FIVE PIECE BAND — PIANO, DRUMS, BASS doing Vocals, Cornet doubling Tenor and arrange. Tenor doubling Clarinet. BOB HERRON, 504 E. Chestnut, Dodge City, Kan.

EDDIE ROBERTS' ORK — CRACK 12 PIECE Colored Band. Available shortly. Write EDDIE ROBERTS, Lido Ballroom, 146th St. and 7th Ave., New York City. 7/19

Irving Siegel Orchestras—Available for dates. Write, wire, call or phone 924-J. Will suggest to whatever number of musicians desired. Contact Irving Siegel, 201 N. Central Ave., Mansfield, Wis.

Seven Piece All Girl Orchestras—Young, refined, attractive, Hot Drummer, Piano, Bass, Trumpet, three Saxophones, double Clarinet. Available July first on. Leader plays Bass. Frank Robertson, Director, 61-29 Northern Blvd., Flushing, N. Y. Tel. 3-0478. 7/12

Tri. Instrumental and Vocal — Violin, Accordion and Bass. Two attractive girls and young man entertaining and strolling. Played best spots. West coast summer conditions. Retained, care General Delivery, Bradley Beach, N. J. 7/19

AT LIBERTY CIRCUS AND CARNIVAL

THREE CLOWNS—5 ACTS. GO ANYWHERE. Great for units. Address RIDICULOUS TRIO, Billboard, Chicago. 7/19

At Liberty—Mrs. Nellie M. H. King, Musical Act in feature. Beautiful, large, flash instruments. Wonderful ability. Mr. George Oran King, happy, flashy Punch Act in show business. Also talented Ventriquist (knee figure). Address care General Delivery, Hanoverville, Pa., week of July 7.

Comedy Magician, Punch and Joke Lecturer—Plenty experience with shows and parties. Have car ready to join on wire. J. Stanley, 694 Grand St., Brooklyn, N. Y. 7/18

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

American Girls — Platform Balancing Act. High Posing about 90 ft. high. Also Hanging Parch Act. Literature on request. American Girls, Caring New York, Bronx, N. Y. 7/12

Peter Adams — Good all around Joint Man. Other operators. Have Candy Floss. Give dates and location of next two spots. Write, care National Park, Brooker, Ill.

AT LIBERTY MAGICIANS

Crystal Gazing—Private Readings: also 6 Acts of small Magic, Hypnotism, Ghost Show, straight in acts. Car, working state. State best offer first. Need advance for gas and oil. Job at once. Elmer, 2811 Scioto Trail, Portsmouth, O.

AT LIBERTY MISCELLANEOUS

Clubs, Fire Companies, Veterans—Sponsor "Room Room," world's greatest little show. Local cast of 40, one rehearsal, great vocalization features. A positive money maker. Small expenses plus easy percentage. October now booking. Write, No obligation. H. L. Weber, 1540 Broadway, New York. 7/19

Lady Palmist and Psychic Reader — Experienced! Must cooperate with another for parties, parties, parties and fairs; unaccommodated. Reliable and steady. Box 489, Billboard, Chicago, Ill.

AT LIBERTY M. P. OPERATORS

PROJECTIONIST—AGE FORTY-FIVE, TWENTY-five years' experience, single, sober, reliable. Go anywhere. Available for theatre, tent, or street shows. ARTHUR BLAIR, General Delivery, Indianapolis, Ind. 7/19

Professional, Manager, Brewer and Booker—Twelve years' experience in motion picture work. Age 21, single. Will go anywhere. Salary or percentage. F. W. Edwards, Charleston, Tenn.

AT LIBERTY MUSICIANS

BAND DIRECTOR — EXPERIENCED, competent. Municipal, civic, industrial. Library. G. H. LOCKWOOD, 1005 West St., Utica, N. Y. au2

GIRL BASS FIDDLE WHO Sings—Union, 6 years' experience with bands and trios. Read and fake, play classic or swing. Desires connection with trio or band. Upon request. BOX C-173, Billboard, Cincinnati.

HAMMOND ORGANIST

—Fine player, any type music or show. Read or fake. Double good Piano. Sober, neat, personality. Large library. Union. Go anywhere for reliable position. Wire BOX 1751, Tampa, Fla. 7/12

HAMMOND ORGANIST

and Girl Vocalist. Have organ. Hotels, cocktail lounges, and summer resorts. Available immediately. Union. CHET HAZEN, 601 Tenth St., Sharsville, Pa.

AVAILABLE NOW — TENOR SAX, CLARINET. Any chair; transpose. Dixieland takeoff. Wide experience; best references. BUD LILLEY, 75 Thomas, New Bedford, Mass.

BAND LEADER — INDUSTRIAL, MUNICIPAL or school bands. Trumpet WILL accept other employment. WILLIAM BROOKS, 831 Union St., Hudson, N. Y.

BAND MASTER — EXPERIENCED, CAPABLE. Cornet soloist; teach all instruments. WALTER K. SCHOFIELD, Webster, S. D.

BASS AND PIANO — WORKING BUT DESIRE change. Join together or separately. BOX C-174, Billboard, Cincinnati, O.

GUITARIST — RHYTHM OR SOLOS; ALSO vocal and some arranging. Young, union, draft deferred. JERRY CADDY, 1616 C Ave., N. E., Cedar Rapids, Ia. 7/19

PIANO, GUITAR, BASS, TENOR BANJO, Vocals. Modern. Prefer solo, strolling position; cocktail lounges or night clubs. Feature vocals. Have always made a hit. Younger than draft age. Pleasant personality, good instruments. All reliable offers considered. Photos on request. Address BOBBY THORNTON, WMC, Rice Lake, Wis.

SLIPHOHN MAN — SIGHT READ, TONE, range, ride; 15 years' experience all lines. I am fast arranger and copyist. Have standards. Young, good appearance, draft-free. Double Guitar. E. J. DONOVAN, 62 Somerset St., Springfield, Mass. 7/19

SOLO-CORNET — DOUBLE SOPRANO SAXOPHONE. Circus or other bands. Union, long experience. Also teach Spanish and German. Interpreter for American tourists to Mexico. **HERMAN MELLER, 423 W. 6th St., Sioux Falls, S. D.**

STRING TRIO — CAPABLE AND DEPENDABLE. Vaudeville, concert, request programs, hotel dancing. Large library, draft exempt. **Plaintiff Doubles String Bands and Organ. BOX C-107, Billboard, Cincinnati.** /126

TRUMPET, VOCALIST — AGE TWENTY-SIX. First or second Trumpet; semi-novice band experience. Married, sober and reliable. Write **BOX C-169, Billboard, Cincinnati.** O.

VIOLIN DOUBLING STRING BASS — EXPERIENCED. **BOX C-81, Billboard, Cincinnati.** O.

VIOLINIST, VOCALIST — DRAFT EXEMPT. Six years' strolling experience. Consider top road act. Full band solos, photos, recordings to right parties. **BOX C-177, Billboard, Cincinnati.** O. /126

Drummer — Thoroughly experienced, out any show. Young, union, fine reader, have complete set latest **Coast** and **East**. Full band solos, photos, recordings to right parties. **BOX C-177, Billboard, Cincinnati.** O. /126

Drummer and Bass Man at Liberty — Experienced, good equipment. Available immediately. Only road, reliable band work answer. Write or write **Al Hansen, c/o the Strand's Cafe, 5100 Valley St., Cincinnati 12, Ohio.** /126

Sings Guitars — Modern electric 12-string. Wholesome with top bands, trio. Young, union, and draft deferred. Write **Freddie Strain, 2142 E. 12th, William, Dearborn.** /126

String Bass — Good solid tone, technique. Occasionally fine instrument. Well experienced, road, hard work union. Prefer band with good sound. Write **Al Hansen, c/o the Strand's Cafe, 5100 Valley St., Cincinnati (Slick) Lusher, 705 City, Ind.** /126

Tenor Sax — Doubling Clarinet, Flute, Violin. Widely experienced in dance, radio, concert, Broadway, etc. Next hard work, very good. Write or write **Al Hansen, c/o the Strand's Cafe, 5100 Valley St., Cincinnati. Have own car. Anything considered. Bureau, 1424 R. W. Montgomery St., Apt. 104, Portland, Ore.** /126

Trumpet — Age 20. Thoroughly experienced. First or second. **Al Hansen, c/o the Strand's Cafe, 5100 Valley St., Knoxville, Tenn.** /126

Company of the Highest Type—Don't be fooled, I could fill all the positions. I carry on my own, I am second-handed paragon, well to children, town local, or respectable characters. Producers come forward, I am a professional. I am a professional talent. I was a producer when some well-known first looks in. Still claim I have more experience, comely solo, make-ups and make-ups, my single claim in the entire show world. Years of experience, ability and spirit. Plenty to offer, none better. Work grand stands, truck and do numbers after each and every act. Can change every act for three weeks straight. **Roy Barrett, Hotel St. Regis, Ind. /126**

Headliner's Annual Circus — Dees, Cats, Monkey, 20 distinct acts. Guarantee best of audience. Go anywhere. Address **429 14th Ave., Moline, Ill.** /126

Five Acts for Fairs and Celebrations—Four separate Acts. Slack Wire Act, Comedy Juggling and Balancing Act, Comedy Trapes Act, and outstanding Dog Act. **Clonte Haber, Wabasha, Minn.** /126

Bring Single Trapes Act—Featuring Endurance. **Mable Girded, Norfolk, Va.** /126

Music Girded Norfolk, Va. by Lady. Two Music Comedy Acrobatic Act, Last and Comedy Acrobatic Act, and Musical Literacy and prices on request. **Beatie Hulla, Billboard, Cincinnati. O. /126**

Guitars, Fred and Marie—Some different **Fun Acrobatics, Dancing, Tight Wire, Reactions, Trapes, Iron Jaw Butterfly and Double Trapes. Lady and Fred. Beautiful wardrobe. Reasonable. 201 W. 8th St., Cincinnati.** O. /126

Ho and Mito—3 Acts. Comedy Acrobatic, Hobe Act. **Mateo and Hobe. Ending streets or midway. Price reasonable. 1918 South St., Ft. Wayne, Ind.** /126

Lloyd's Animal Show—Two distinct acts. Five Dogs, one large Baboon, one Ribbon Monkey presented by man and woman. Best of wardrobe, accurate, precise. **Wesley, 3330 Drake, Cincinnati, O.** /126

Novelties & Dog Performance—Also Comedy Guitars, **Comet, George, Magellan and Piano Player and Singer, for schools, clubs, churches, radio on request. **Harry G. Sully, Cincinnati.** /126**

Parade's the Safety Circus —Dog, Pony, and Monkey, featuring the Act. **Beautiful, the Famous White Cockatoos, Military Marches. Presented by the only original Prof. Puzanowski. Address Circus Headquarters, Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Saganow 3330.** /126

The Leches—Two Platform Act, aerial and ground, comedy on bill. **1801 W. Main St., Belleville, Ill.** /126

rection of Fred H. Krossman. **Harness Races** were scheduled for Thursday and Friday, with extra acts and bands between events.

Exhibition directors were enthused over the public's reception and are already planning to carry on in 1942, year or no year. It was pointed out that the exhibition should continue as long as the buildings are available, since the fair has always been a tremendous factor in industry and agriculture, interesting youngsters in farming and breeding. Outstanding exhibits were farm machinery and horses. Soldiers staged an educational gas demonstration.

CANADIAN ANNUALS

(Continued from page 47)
ers, 35 cents, and 10 cents for children. Giveaways on Children's Day were two ponies. A bicycle was given away Saturday. Prize money was up 15 per cent. Livestock entries were slightly down.

Weyburn Receipts Up

WEYBURN, Sask., July 5.—Weyburn Fair, June 23 and 24, was an all-round success, financially better than last year, said Secretary-Manager Fred C. Zabel. Midway biz was up 20 per cent over 1941, reported John Cronin, secretary of Wallace Bros'. Shows of Canada, which appeared here for the third year. Weather was hottest of the summer. Grandstand attraction was **GAINS UP, Canada**, staged by Barnes-Carruthers.

Estevan Gains Are Big

ESTEVAN, Sask., July 5.—Climaxed by the biggest day in 13 years, Estevan Exhibition, June 20 and 21, was successful in every department. There had been some fear that dates, two weeks earlier than usual, might have a detrimental effect. First day's attendance was slim due to rain and school exams, but there was a capacity crowd on Saturday. **Wallace Bros' Shows of Canada**, here for

the third year, reported a 20 per cent gain over 1941 receipts. **Barnes-Carruthers** grandstand attraction and horse races drew big crowds. **Irwin Dean** is secretary-manager.

GIBSON FULFILLS DREAM

(Continued from page 47)
matter of size, which is a dubious asset, the established annual fairs can do this job for a good many years to come just as well as the \$155,000,000 enterprise on Flushing Meadow.

Gibson's Eastern Slope fair will run for three days this summer, with an extra preview day added for the carnival, concessions, and the like. Management has been turned over to **Joe Upchurch**, one of Gibson's brain-trusters at Flushing, who left for North Conway early this week to begin operations alongside a resident secretary, **Philip L. Randall**. Before leaving Upchurch conferred with Frank Wirth, of the booking firm bearing his name, and a contract for free acts was worked out.

CALIFORNIA, Mo.—Monteau County Fair Association elected **George Hess** secretary, succeeding the late **James W. Roth**.



AT LIBERTY PARKS AND FAIRS

AERIAL COWDENS

Three Snappy Acts. **BILLBOARD, Cincinnati.** /119

BALLOON ASCENSIONS

furnished with one to six chute drops. Girl or Gent Parachutist. Modern equipment. **HENDERSON BALLOON CO., Haskins, O.** /126

FOR FREE ACTS — BOB FISHER'S FEARLESS FLYERS. **Billboard, Cincinnati.** /126

HIGH POLE THRILLER

World's Highest Aerial Contortion Act. Two different acts. Reasonable price and literature on request. **BOX C-75, Billboard, Cincinnati.** /126

SAUERS' BALANCING

Acrobatic Family, 1702 Richardson St., Ft. Wayne, Ind. /126

AL ROSS — TRAMP CLOWN. (ACT ONE). Fast Comedy Acrobatic; (Act Two) General Clowning Come-in, etc. Available after August 30. General Delivery, **Buckeye Lake, O.** /126

FOUR HIGH-CLASS ACTS — WORLD'S BEST

Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapes Act, Hand-Balancing and Acrobatic Act. **BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis.** /126

FRED'S KIDDIE CIRCUS — TRAVELING PET ZOO. Different, reasonable. **Syracuse, Ind.** /126

HIGH POLE AND TRAPEZE — FEW WEEKS OPEN. Wire immediately to **DEPOLO, 1810 Parkmen Ave., Reading, Pa.** /126

JAMES COGSWELL — CLOWN COP, UNCLE SAM, presented on high stunts. Committees, write, **1433 Rose St., Lincoln, Neb.** /126

STEVE FARKAS, STILT WALKERS — FOR FAIRS, Celebrations, Parades. **452 W. 36th St., New York City.** /126

LADY AND GENTLEMAN — THREE ACTS. Perform and Aerial, reasonably priced. **Aerial Aerial Lazells, Billboard, Cincinnati.** O. /126

THE CARMENES — TWO COMPLETE AND distinct acts. Gymnastic Balancing Novelty, Comedy Acrobatic Act. Price and literature on request. P. O. BOX 89, East Lansing, Mich. /126

THE GREAT CALVERTY — STAR HIGH-WIRE Performer and Aerial, reasonably priced. **THE GREAT CALVERTY, 164 Averil Ave., Rochester, N. Y. /126**

THREE CLOWNS — LAUGHING SUCCESS TWO Continents. Work anywhere. Address **RIDICULOUS TRIO, Billboard, Cincinnati. /126**

Aerial Cowdens—Lady, Gent. Three snappy Free Acts. Double Trapes, Comedy, Revolving Ladder, Swingline Ladder, Fluffy, Hula, Hula, Hula. Write on request. Address **Billboard, Cincinnati.** O. /126

Clayton Striding With Art. Solo or straight. **Clayton Striding With Art, c/o 461 W. 46th St., Apt. 10, New York, N. Y.** /126

Clayton Striding With Art. Solo or straight. **Clayton Striding With Art, c/o 461 W. 46th St., Apt. 10, New York, N. Y.** /126

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AT LIBERTY PIANO PLAYERS

PIANO PLAYER—DESIRES

work with orchestra or road show. Available July 10. **GILL MISSELBECK, 5 Stevens St., Pittsfield, Mass.** /126

COLLEGE DANCE BAND PIANIST AT LIBERTY immediately. Wilson style. Solid rhythm. Go anywhere. Say it highest. **PHIL MESSER-KOPP, 619 W. 7th St., Erie, Pa. /126**

PIANIST — ALL ESSENTIALS, WORKING BUT desire change. **BOX C-174, The Billboard, Cincinnati.** O. /119

Non-Discus Pianist for small show, small club, or tavern. Positively no orchestra. All essentials. **Harold Draper, Miami, Fla. /126**

Pianist — For hotels, theatre, rec. etc. Concert pianist and dancer. **Phred for NBC artist and phonograph records. Age 28, union. Box C-171, Billboard, Cincinnati.** /126

AT LIBERTY SINGERS

Attention, Radio Stations — The **Maverick, 1st St. and Gular, America's No. 1 Combination on radio as "single,"** open, or act-out. **Write On, 217 W. 1st St., New Orleans, La. draft exempt. **Ramon Donaldson, Herrick, Ill.** /126**

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY — BLACKFACE COMEDIAN FOR med show or vaude show. Can change for one week. Over draft age. Write state ill in first letter. I am a white man. **HENRY RAYFIELD, Woodfield, O.** /126

At Liberty — A straight Top or Black. Have twelve different novelty specialties. Positive years with this same old show. Year state ill in first letter. I am a white man. **HENRY RAYFIELD, Woodfield, O.** /126

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LETTER LIST

(Continued from page 56)

Yancy, George, Yonkers, N.Y.

Yahn, Mr. Bernan, Zells, Tex.

MAIL ON HAND AT CHICAGO OFFICE

12th Floor, Ashland Bldg., 195 No. Clark St.

To insure against delay in having letters advertised under "Chicago Office," they must be mailed to reach Chicago by Wednesday morning.

Women

Adde, Grace Lewis, Mrs. Joe McGrath, Florence Broadhead, Mrs. M.

Christie, Alice De Berry, Mrs. Marie

Devi, Marion Farns, Berlin

Grub, Lillian Glimm, Pat

Hughes, Ramona James, Mrs. G. R. Kurr, Pearl Leach, Josephine Lee, Mrs. Mother Lorde, Mrs. H. Alta

Allen, Mrs. Mildred

Val de Val Williams, Mrs. Edward

Zimmer, Florence

Men

Andre, George Arthur E. Nelson

WILLIAM GEORGE BARNHART, Macy S.

Bettie, James BINGHAM C. CLARKE PAUL

Brown, Roy Brock, Thomas BROWN, ROBERT

Buchanan, Kenneth

Clair, Harry COBB, OTIS

Cooper, Marion Covelto, Larry Jan D'Angelo, Ben Darte, Frank H. Danahy, J. P. DONNELLY

Robert J., John Reynolds, J. D. Rogers, Guy

Ryan, Mr. & Mrs. George Nannie

Soldier, Charles

Staylor, Tony

Stewart, Sam

Stewart, Louis

Stewart, John

Stewart, John

Stewart, John

Stewart, John

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Stewart, John

Stewart, John

Talley, Harry J. Thornhill, John J. Valters, Jim Van Der Burgh

Van and Arrol Washburn, N. J. Westcott, Herbert

Walter, Edw. M. Williams, E. Wilson, Sam

Wilson, Harry

Wright, James

Wright, Jack

MAIL ON HAND AT ST. LOUIS OFFICE

350 Arcade Bldg.

To insure against delay in having letters advertised under "St. Louis Office," they must be mailed to reach St. Louis by Wednesday morning.

Parcel Post

Roberts, Bill 5c

Women

Bogues, Tillie

Bogues, Mrs. Paul

Bogues, Mrs. Paul

Bogues, Mrs. Paul

Bogues, Mrs. Paul

Bogues, Mrs. Paul

Bogues, Mrs. Paul

Bogues, Mrs. Paul

Bogues, Mrs. Paul

Bogues, Mrs. Paul

Bogues, Mrs. Paul

HEDGER SHERITT REUBEN

Henry, Bill Dog

Hill, Eddie

HOOD, WILLIAM

HUGHES, JAMES

James, Louis KUPCHO, ADAM

LAUREN, WALTER

Latham, L. S. Lee, Adrian

LOFFELVE, JOHN UHLEN

McClellan, Clarence

McClain, Clayton

Manward, Hugo

MARQUETTE, ALFRED

Martin, Clyde

Martin, Tony

Merrill, Frank

Miller, Jennie

MILLER, FRANK MITCHELL, FRED

Mitchell, Fred

Murphy, Lucky

Murphy, J. J. J.

NICOLAS, WILLIAM P.

ALFRED

Martin, Clyde

Martin, Tony

Merrill, Frank

Miller, Jennie

MILLER, FRANK MITCHELL, FRED

Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUBRYSK — Communications to 1564 Broadway, New York

One-Minute Photo Biz Enjoys Boom

NEW YORK, July 5.—Street photographers are enjoying one of the best seasons they have had for some time, it is reported. The unusual activity is attributed to the selective service act, the tremendous increase in travel, and the fact that the public is once more in a spending mood.

Street photographers near army camps have been doing unusually well. The soldier boys like to be photographed, sending the pictures home to relatives, parents, and sweethearts. Week-ends are particularly good, for then the camps have open house for families and friends of the draftees.

Quite a number of new men have entered this field, it is reported. No special photographic knowledge is required. Cameras now available have a simple mechanism and take black and white or

sepia photographs in one minute, day or night, either inside or outdoors. The low cost of the materials and equipment is another inducement. The field at present offers good money-making possibilities for operators looking for large profits.

The one-minute photo cameras are self-contained portable movie studios. They take, develop, and finish a photo right on the spot in approximately one minute. No films or plates are required, as the photos are taken direct on sensitized photo paper. Most of the boxes available have been specially designed for traveling photographers; they are portable and feature low weight.

Summer is picture-taking time. Carnivals, fairs, beaches, parks, picnic grounds, street corners, army camps, summer resorts, and many other spots have already produced handsome profits for photographers in the field.

Street photographers have stepped up business by using attractive mounts and folders for the pictures. Some of the more enterprising operators rig up a little booth with lights, usually at resort spots, and do a good business.

Street photography has come a long way since the days of the tin-type machines. Now the equipment is modern and up to date, with good lenses and shutters. Machines usually have an automatic focusing device. Prices of cameras are nominal.

The developing process has been improved considerably and is simple, speedy, and direct. Photos are developed and rinsed inside the machine and finished in a short space of time without any technical difficulty.

The one-minute photo business has attractive possibilities for enterprising beginners. Old-timers in the field have made money in the past, and this season, with the widespread interest in photography, will surpass all others.

Sun Glasses Enjoy Rise in Popularity

NEW YORK, July 5.—The mercury has soared to record heights in the East the past few weeks. The shore spots have been thronged with people seeking relief from the heat. Summer vacationists are also flocking to beach and mountain resorts, or touring the country in automobiles. All are logical prospects for sun glasses, and this season's offerings are especially attractive in color and design offered.

Sun glasses have come to be a staple summer item and have been vigorously promoted by concessionaires and pitchmen. It was not so long ago that sun glasses were regarded as a Hollywood affectation, but today wearing of sun glasses is the rule.

Eye specialists have stated that sun glasses are valuable in avoiding eye strain from sun glare. This fact has been played up considerably by merchandise users. Another important factor is the powerful fashion appeal, aimed at women. This season there is a diversified variety of glasses in colorings matching midday's accessories.

Pitchmen and demonstrators have no difficulty selling sun glasses to women since they are no longer considered detrimental to beauty. An aggressive publicity campaign has done much to increase the popularity of glasses.

The styles offered include the latest slant designs, as well as conservative types. Items with side shields give added protection against sun, wind, and dust. For people who already wear glasses there are many types of slip-on sun glasses.



BEN COHEN, practicing bayonet drill at Fort Benning, Ga. Ben is half of the firm of Cohen Bros., New York novelty and concession house.

April Employment At Record Level

WASHINGTON, July 5.—Non-agricultural employment reached an all-time peak of 37,617,000 in April, according to statistics released by the Department of Labor. This exceeds the previous high reached in September, 1929, by 147,500, and represents a gain of 2,735,000 workers over April, 1940.

These figures make good reading for concessionaires, bingo and salesboard operators, pitchmen, direct sellers, and all other merchandise users. Continued expansion of defense production, together with increases in manufacturing, construction, and trade, has boosted employment totals each successive month of this year.

Through the land production tempo is ever increasing and a tremendous flood of buying power is making itself apparent in all markets. Concessionaires at summer resorts report that defense prosperity is here. It is reflected in greater throngs at resorts; increased takes by all midway games; and the large volume orders received by wholesalers and jobbers.

A number of the more aggressive merchandise men have transferred to industrial and military areas to be nearer the money centers. But the reports coming in show that merchandise users in all sections of the country this year are riding the crest of a boom never before witnessed.

As the months go on the employment figures will continue to rise and, in turn, the profits of all connected with the merchandise industry will swell. The year 1941 will go down in history as a smash hit for the merchandise fraternity.

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

OUT OF THE MAIL BAG.

H. A. of Miami, writes: "May I take this opportunity to write for information on the salesboard business. Where can I buy 50-hole cards, 1 cent to 25 cents, every sale a winner, and paying out men's hose or anklets for premiums? My idea is to distribute the cards among the retail trade, allowing the merchant 50 per cent of the take for selling the card."

"I am a disabled World War veteran, totally and permanently deaf, and due to the nature of the illness contributing to my disabilities, am not eligible for government compensation nor pension. Therefore I am compelled to do the best I can under the circumstances. I have had plenty of experience selling various merchandise, but the condition I am now in makes it impossible to do straight selling. However, it is my belief that I could make a fair living distributing salesboard deals, and I would appreciate your advising me what firms to contact and your sending along any other information concerning this business which may help me get started."

H. A. couldn't have picked a better business, handicapped as he is, to make a go of things. There is probably less sales resistance in the salesboard game than in any other enterprise you could mention. If the items offered have enough consumer appeal the deal practically sells itself... the prospect doesn't have to buy anything and when the awards are right he is tickled pink to work off a card to get them.

At the moment we haven't any information on these deals, but getting up such a deal is no problem at all. Any of the salesboard manufacturers that advertise regularly in *The Billboard* can supply the cards needed, and contacts with hose or anklet supply houses should be easy to make. Then it is just a question of figuring out the proper take to give a fair profit above the merchandise cost.

A list of deals distributors and a copy of "Salesboard A B C's" has been forwarded. (See *DEALS* on page 63)

BINGO BUSINESS

By JOHN CARY

THE CLASSY beach-front hotels in Atlantic City have added bingo parties to the regular attractions offered to vacationers. Realizing that bingo is very popular with visitors from the inland cities, many of the hotels have instituted a series of regular bingo nights, offering merchandise prizes for the most part. The Claridge, Jefferson, and Madison hotels have already started the games, and they met with immediate favor on the part of hotel visitors. Also in Atlantic City, the Veteran of Foreign Wars Post has announced that a bingo party will be held once a month during the vacation season.

BINGO WHILE dressed in a swim suit is the newest innovation in Reading, Pa., where the game is held in high favor. With the South Temple Pool reopening for the summer, the management has announced that bingo parties will be held following the swim sessions.

ASSISTANT PROSECUTOR PATRICK H. HARDING of Camden, N. J., advised the Camden County grand jury that churches, volunteer firemen, and some veteran organizations are operating bingo games to raise funds for financing their various activities. However, said Harding, there is no direct evidence of a lottery. Bingo games are heavily patronized in the 36 municipalities in Camden County.

A SCATHING attack of an unnamed bingo group which conducts a lottery in conjunction with its weekly party, thereby cutting into the revenue in a worth-while bingo game, was published recently in the Pittston section of *The Wilkes-Barre Sunday Independent*. Both run on the same night, the article said, with the one with the lottery, denied by law, attracting the most people.

Reputable operators, conducting legitimate games, suffer as a result of methods used by unscrupulous individuals. The only remedy is for legitimate operators to band together in a concerted drive against those who use unorthodox methods for their own gains.

BINGO GAMES will be legal in Hartford, Conn., when the governor pens his

Conventions Boost Merchandise Sales

PHILADELPHIA, July 5.—The summer, ordinarily a slack season for the merchandise and specialty supply houses and salesmen in the city, gets fresh impetus this year with two big conventions coming in during the hot months.

Promising to mean even more than the political conventions booked into the city during recent summers, attention is centered on the 77th annual convention of the Elks, bringing more than 50,000 persons into the city during the July 13 week, and the annual convale of the Veterans of Foreign Wars during the August 18 week.

signature to a State-wide gaming bill passed in the closing minutes of the General Assembly June 4. The measure permits games of chance, hazard, or skill in any community on petition of 10 per cent of the voters.

Amusement resort owners put on pressure to obtain passage of the measure, and they hail the new law as a money-maker. The bill calls for public hearings before issuance of permits, and there is a provision that only charitable, fraternal, fire department, or similar organizations may sponsor games. Merchandise awards only are stipulated.

FRAUDULENT BINGO card schemes have been reported in the daily press recently. Operators who offer valuable merchandise prizes should make certain they are not being duped. In one case the defrauders had a printing set-up to duplicate bingo cards and numbers, with confederate on inside pasting in final, winning number. In another instance, number of winning card did not correspond with cards registered in the master book of the church sponsor.

While the cases mentioned above were for cash bingo, merchandise bingo game operators should be on the lookout for attempts at defrauding. If a person wins too quickly, and too often, it would be a good idea to make a tactful check-up.

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. Enclose address and stamped envelope for prompt reply.

Rebuilt Watches

Murray Heller announces a big demand for his line of rebuilt watches, including such leading makes as Bulova, Hamilton, Elgin, Waltham, Illinois, and Gruen. Reports say that workers are cashing in with sales at military locations, and that the line is a money-maker at resorts and parks. The rebuilt watches are also strong as prizes for card and bingo games, Heller says.

Hunch Play

The Hunch Products Company reports a big demand for its eye-catching item flashed as Hunch, considered a winner for quick sale. By shaking this gadget a number appears. Numbers vary according to number of shakes. Report says it goes big around race tracks, bars, etc. Prospects who believe in hunches are quick sales for this item.

Social Security

The increasing rise in employment is opening up new sales for the Social Security plates, reports Frank Bonomo. Name of person and his Social Security number are stamped in the plate, which can stand all kinds of wear and tear. Item is attractive and comes in smooth polish finish.

Flagship

In step with the demand for patriotic items, Delight Sweets, Inc., announces big sales are being made with its new Flagship candy package. Thirteen inches

HOLD EVERYTHING!
for
Flippy
TO BE
ANNOUNCED SOON!
Biggest Money Making
Novelty Item Deal.
NEW...TIMELY
APPEALING...FLIPPY
Watch for "FLIPPY"!!!
EVANS NOVELTY CO.
A Division of Premium Sales Co.
Dept. G-2, 800 W. Washington, CHICAGO

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. Large, floppy, four-legged animals with a real touch 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 SLEEP-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, mass face and wool hair. Packed each in box.
18 Inches Tall NO. B41N100
Per Dozen \$18.50
Each 1.65
24 Inches Tall NO. B41N105
Per Dozen \$24.00
Each 2.10

- No. 41N22—"BUSIE" the Fawn, 39 inches.
- No. 41N23—"JACK" the Donkey, 39 inches.
- No. 41N24—"BILL" the Horse, 36 inches.
- No. 41N25—"NELLIE" the Cat, 31 inches.
- No. 41N26—"MIMI" the Lamb, 31 inches.
- Each \$3.50. Per Doz., \$39.00.

CASH IN ON THE BIGGEST SEASON IN YEARS!

FEATHER DRESSED CELLULOID DOLLS

- B34N51—4 1/2" Doll. Per Gross \$4.50
- B34N52—6" Doll. Per Gross 7.50
- B34N53—10 1/2" Doll. Per Gross 16.50
- B34N54—3" Drum Major Doll. Per Gross 7.50

BALLOONS

- B33N03—No. 9 Favorite Ass. Per Gross \$2.50
- B33N04—No. 11 Favorite Ass. Per Gross 2.50

OAK BALLOONS

- B33N05—No. 8 National Colors Per Gross \$2.75
- B33N06—No. 9 Patriotic Satins Per Gross 2.50
- B33N07—No. 9 Circular Stripes Per Gross 3.00
- B33N08—No. 9 Santa Prisms Per Gross 4.25
- B33N09—No. 10 Mickey Mouse Heads Per Gross 3.25
- B33N10—No. 12 Mickey Mouse Heads Per Gross 4.25

FLYING BIRDS

- Large Size, Tricolor With Tinsel and Inside Nozzles.
- B33N71—PER GROSS \$3.00

FUR MONKEYS

- B33N25—6 1/2" high. Per Gross \$3.60
- B33N26—8" high. Per Gross 6.00
- B33N27—12" high. Per Gross 12.00

CANES

- B15N100—Pannant Canes (for Dolls, Pen-nants, etc.)
- PER 1000 \$6.35
- PER 100 .68
- B15N101—Curved Handle Bamboo Kiddie Gans. PER GROSS 4.00
- B15N102—Bamboo Gans, Greek Handle. PER GROSS 4.25
- B15N122—Men's Bamboo Walking Stick. PER GROSS 5.50
- B15N132—36-Inch Chesterfield Gans, Brown Down. PER GROSS 8.00
- B15N133—36-Inch Chesterfield Gans, Assorted Colored Dowel. PER GROSS 9.00

MINIATURE STRAW HATS

- 4-in. Nest. Colored Feather. B45N10 Per Gross Hats \$3.50
- 6-Inch Hat. Duplicate of real straw hat in every thing but size. B45N12 Per Gross \$4.50

CHINA HEAD SWAGGER CANES

- B15N130—Kiddie Swagger Gans, Cartoon Character Heads. PER GROSS \$5.40
- B15N131—Adult Swagger Gans, Assorted China Heads. PER GROSS 7.20

COOLIE HATS

- B45N13—12 Inches Wide. Per Gross \$9.00
- B45N14—16 Inches Wide. Per Gross 12.00

Cash in on the Bathing Season Beach Balls. Made of Heavy Weight Fresh Live Rubber, Tan and Brown, Combination Colors.

- No. 28N05—8" diameter. Per Gross \$7.80
- No. 28N08—12" diameter. Per Gross \$16.50
- No. 28N02—11" diameter. Per Gross \$16.50

N. SHURE CO., ADAMS & WELLS STS. CHICAGO

BINGO SUPPLIES

JOBBER!!!
Write for newest
BINGO CATALOGUE

Just off the press. Listing complete line of Bingo Blowers, Cards, Gadgets, etc. It's Free.

METRO MFG. CO. 26 W. 15 St. NEW YORK CITY

FUR COATS AND JACKETS

\$9.00 up

Write for Price Price List
BUY DIRECT
From Old Established Firm Since 1897
COHEN BROS. & SONS
145 W. 28th St., N. Y. C.

BINGO BLOWERS!

OVER 500 NOW IN USE
ASK ABOUT BINGO SPECIALS

MORRIS MANDELL
1125 BROADWAY NEW YORK CITY

ELGIN, WALTHAM BULOVA, GRUEN

Famous make watches rebuilt by fine watchmakers. Every one GUARANTEED. Lowest wholesale prices. Write for FREE illustrated catalog.

KANE WATCH CO.
105 CANAL ST., NEW YORK

RECONDITIONED and GUARANTEED **\$2.95 UP**

ELGINS
Walthams, Hamiltons, Etc.
Also Lippincott, Newell, etc. (Write for Free Catalog)
Mid-West Watch Corp.
8 South Wabash Ave., CHICAGO

NOVELTIES MADE OF SEA SHELLS
Lamps, Ashtrays, Caskets, Dolls, Albums, etc.
Lamps, Ashtrays, Jewels, etc. Write for wholesale price list of Shells and Novelties. Lowest prices.

RED'S NOVELTY SHOP
P. O. Box 804A Boca Raton, Fla.
Successful Shell Dealer Since 1937

10 GROSS SLUM ONLY \$8.50

MADE OF BISQUE CHINA
CHOICE NUMBERS—NO LARRIES
ELEPHANTS, KING KONGS, OUT-
HOUSES, DOGS, SWANS, ETC.
EVERYDAY SPECIALS

- N3321—Outside Flying Birds Per Gross \$1.00
- N3316—8-Inch Carnival Special Balloon Assortment 2.15
- N3328—Chinese Snakes 2.30
- N3329—6 1/2 In. Fur Monkeys 3.75
- N4300—Tinsel Head Balms 3.75
- N610—8 to 10 In. Fur Tails Per 100 2.75

HAVE YOU GOT OUR 500-PAGE CATALOG?
Write Today—Please state Type of Business.

LEVIN BROTHERS

YERRE HAUTE, INDIANA
30% Deposit Required with all O.O.D. Orders.

LADIES' WATCH

Very Flashy

WHITE GOLD COLOR chromium plated case with metal link bracelet to match. 1 1/2" face size. Guaranteed jeweled movement. Gift boxed. Looks like a \$10.00 watch.
B3393—Each \$2.25

YELLOW GOLD COLOR case with chromium plated back. Metal bracelet is yellow gold color. Otherwise same as above.
B3392—Each \$2.50

400 Page Catalog, Now Ready!

ROHDE-SPENCER
223 W. Madison Chicago

BINGO JOBBERS

Buy your BINGO Supplies from the BINGO JOBBERS

5 27.35	50 95
10 18.15	41 47.95
12.25	16 53.75

ST. MARKS PRINTING CO. INC. PHOTODUPLICATION, NEW YORK, N.Y.

BULOVA — GRUEN — WALTHAM — ELGIN

WE LEAD FOR PRICE AND QUALITY

NORMAN ROSEN
Wholesale Jeweler

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Joe May, Ark., writes: "GROSSED \$39.20 SAT-URDAY." Zeller, Mass., says: "DID \$10 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 PHOTOS IN 2 DAYS."

This amazing ONE MINUTE PHOTO MACHINE requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making time photos.

It's picture taking time. Carnivals, fairs, picnics, parks, beaches, street corners, back yards, porches—prospects and profits EVERYWHERE! Write or Wire for FREE information. P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB7, Chicago, Ill.

Photo Machine

The tremendous popularity of photography is proving a big money-maker for workers with the new P. D. Q. Automatic Photo Machine, according to reports of the P. D. Q. Camera Company.

Complete outfit comes in easy-to-carry portable unit. Requires no films or dark rooms. Develops prints immediately. Makes direct pictures night or day. Easy to operate. This number is big come-on for fairs, carnivals, parks, resorts, as well as street work, firm officials say.

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The most attractive piece of military jewelry you have ever used. Every Service Man is a prospective customer. An appropriate gift for wife, sweetheart and mother. Highly polished, silver-plated Double-Hearts with enamel-trimmed, rose-finished military insignia—step in choice of Army, Infantry, Artillery, Navy and Aviation. No. 236-3325—Per Doz., \$1.50. Gross, \$16.00. In heavy orders, \$2.50. Gross, \$25.00. No. 236-3326—Per Doz., \$2.50. Gross, \$25.00. Also an ideal item for Novelty Stores, Metal News Stands and Drug Stores.

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Specialties

This is a big year for specialty numbers, according to the Champion Specialty Company. Knife and pen deals are going strong, also the patriotic, jack-master, nudies, midget, and hunting sets.

Flags are a big seller, due to patriotic feelings, while lapel buttons, brooches, and emblems are heavy in the cash. This firm also offers drug items, goggles, lotions, clocks, lamps, and carded goods.

NOTES from SUPPLY HOUSES

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10 GROSS CHINA SLUM FOR\$9.00
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Abe has been on the sales force a long period, and Etta also has been on the sales staff for a number of years.

The boys say that if Etta operates the gas range as well as she does a typewriter that Abe is in for some swell eats.

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TRY this business getter. Beautiful Flashy 2x4 ft. Pencil FUI HUNGS. Put up in wood display box under telephone.

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DEALS
 (Continued from page 60)
 warded on to H. A., and these are available to anyone else interested.

Unless an operator can develop a fair number of locations which are steady repeaters he will have a tough job keeping his operation running in one locality. Repeat locations, locations which are good for more than one deal and which operators can depend on to turn over new deals as he gets them, are the foundation of a successful operation. Without them the operator is nothing more than a canvasser and he is bound to run out of prospects eventually.

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Buy 3484491437274234716436460213333513600, get 69689828745484694328729204266670272000000000000

what they need for their various human ills. But in the Indian regalia, well, biz moves along smoothly.

This is not all due to dress, as he has the ability, but the fact that he can increase the take when the rig is on is food for thought. He looks the part and has often said, "It gets 'em." Fortunes have been made by sticking close to the idea of making them aware of the fact that what you sell is nature's own. You can lick almost any competitor in the med biz if your audience believes that your products are the salt of the earth. A good way to do this is to take on an air of the first American medicine man.

The coin that has been garnered by having an original native American sit on the lecture platform would pension all the redskins on all our reservations. Nothing has changed and it is still going over wherever it is being done if it's coupled with sales, talent, and showmanship. When folks go to med shows they expect Indians, at least it seems that they do.

Events for Two Weeks

July 7-13

ARK.—Corning, Odd Fellows' Picnic, 11-12.
CALIF.—Santa Cruz, Dog Show, 13.
COLO.—Gunnison, Celebration, 11-13.
IND.—Burlington, Odd Settlers' Home-Coming, 10-12.
Marengo, Reunion, 7-12.
Marshall, Home-Coming, 8-12.
New Haven, Street Celebration, 9-12.
Orleans, Legion Home-Coming, 7-12.
Rosedale, Legion Home-Coming, 8-12.
IA.—Davenport, Retail Grocers' Picnic, 13.
Manning, Firemen's Carnival, 10-12.
MD.—Sharpsburg, Home-Coming, 8-12.
MICH.—Dundee, Home-Coming, 9-12.
MO.—Weaubleau, Reunion, 10-12.
N. Y.—Batavia, Dog Show, 13.
N. D.—Grand Forks, Trap Shoot, 10-13.
O.—Akron, Junior Order Festival, 7-12.
Bettville, Firemen's Celebration, 9-12.
Clay, Cherry Festival, 7-12.
Grafton, Firemen's Carnival, 10-13.
PA.—Greensburg, Dog Show, 12.
Kane, Fire Dept. Celebration, 7-12.
Martinsburg, Old Home Week, 7-12.
Mount Pleasant, Firemen's Street Fair, 8-12.
Reno, Firemen's Celebration, 7-12.
Rockwood, Old Home Week, 7-12.
TEX.—Coleman, Rodeo, 7-12.
Round Rock, Old Settlers, 9-12.
Royce City, Home-Coming, 9-12.

UTAH—Nephi, Stampede, 10-12.
VA.—Colonial Beach, Legion Festival, 11-13.
WYO.—Laramie, Jubilee, 9-10.
CAN.—Calgary, Alta Stampede, 7-12.

July 14-19

CALIF.—Coronado, Horse Show, 18-20.
Salinas, Rodeo, 17-20.
Santa Barbara, Dog Show, 20.
ILL.—La Harpe, Soldiers & Sailors Reunion, 14-19.
Stockton, Street Fair, 18-19.
IND.—Ashley, Street Celebration, 16-19.
Crestview, Home-Coming, 18-19.
Oakview, Firemen's Street Fair, 16-19.
Hoagland, Street Fair, 18-19.
Hospieler, Race Meet, 18-19.
Paoli, Legion Celebration, 14-19.
IA.—Wapello, Home-Coming, 15-17.
MICH.—Katie, Home-Coming, 17-18.
Pontiac, Home-Coming, 18-19.
Holland, Mid-Summer Festival, 12-20.
Traverse City, Cherry Festival, 16-18.
MINN.—Minneapolis, Centennial Celebration, 12-20.
Sleepy Eye, Legion Jubilee, 15-18.
MO.—Eldorado Springs, Celebration, 17-19.
Farmington, Flag Festival, 14-18.
Potosi, Picnic, 15-19.
Everton, Picnic, 15-18.
NEB.—Barnston, Old Settlers Picnic, 17-18.
Gering, Oregon Trail Days, 17-18.
N. J.—Atlantic City, Housewares Show, 15-18.
Hammon, Celebration, 14-19.
N. Y.—Crosen Falls, Fire Dept. Carnival, 17-19.
Lyons, Legion Celebration, 14-19.
Rochester, Rodeo, 14-19.
Webster, Vol. Firemen's Carnival, 17-19.
O.—Canton, Street Fair, 17-19.
Columbus, Merchants' Celebration, week of July 14.
Lowville, Celebration, 14-16.
Navarre, Vol. Firemen's Celebration, 14-19.
North Baltimore, Legion Celebration, 14-19.
OKLA.—Mangum, Rodeo, 17-19.
PA.—Bellevue, Firemen's Street Fair, 16-19.
Everett, Firemen's Carnival, 12-19.
Forest City, Hose Co. Celebration, 14-20.
Homer, Firemen's Celebration, 14-19.
Homer City, Firemen's Fair, 12-19.
Luzerne, Church Fair, 14-20.
Orktonia, Old Home Week, 14-19.
Saxenburg, Vol. Fire Co. Celebration, 14-19.
Shamokin, Night Fair-Carnival, 15-20.
Wind Gap, Church Celebration, 14-21.
TENN.—Selmer, Tomato Festival, 17-19.
TEX.—McGregor, Rodeo, 17-19.
Fridley, Picnic, 17-19.
Valley Mills, Reunion, 16-19.
UTAH—Price, Rodeo, 17-19.
VA.—Washington, Horse Show, 15-19.
WASH.—Castle Rock, Community Festival, 16-20.
WIS.—Milwaukee, Mid-Summer Festival, 12-20.
Two Rivers, Legion Follies, 18-20.
WYO.—Sheridan, Rodeo, 15-17.
CAN.—Cardston, Alta Stampede, 16-17.

FROM OUT FRONT

(Continued from page 15)

with bed, bedding, rug, dresser, chair, etc. We even have a greenroom—the old pilothouse is furnished with radio, magazines, etc.

"Our season is 40 weeks, and we play all big cities, with just a few one-nighters to break our jumps. . . . Compare our season with a 12-week summer stock season and you'll see the reason for all my joy."

"Our repertoire, rehearsals, etc.: I joined on the 20th of March. We rehearsed about four hours a day, and opened on the 24th with *Midnight in Chinatown*—a sort of *Helzapoppin* without music. . . . By the 20th of April we were up in our four bills and thru with rehearsals for the season! In addition to *China* we are doing *Conquer 599*, *Uncle Tom's Cabin*, and *At the End of the Road*. The last-named is our only serious play, and we go it straight, without any hoke or hissing the villain—in fact, I don't even wear a mustache. Billy's direction is a thing of joy—no ranting or penny hair-tearing, just quiet orders. . . .

"To see our show, you should think we talk slowly, but it's based on the theory that anyone paying to get in is entitled to hear every word. Projection and timing are the keynotes here, with emphasis on the former. Audiences will call out "Louder!" if you fail to reach the last row in the balcony. . . ."

And right there I'd like to interrupt Mr. Morris for a moment while we think of Broadway "actors," some of them names, who are inaudible not only from the balcony but also from the eighth row of the orchestra. But to continue with Mr. Morris:

"At rehearsals, Billy will give you a cut or an ad lib; you don't write it down, but remember it at once. Perhaps just as you make your entrance you'll be told to "blend those two speeches and cut the gas." You do it. I wonder what Walgreen's would think of that? Quick study is also a prime factor. We rehearsed an act in the morning, and were up in it that afternoon. . . .

"There is no petty jealousy, rivalry over parts, or upstaging such as you find in the barns and on Broadway, too; rather, we help each other all we can, whether it's lending wardrobe or ad libbing for a quick change entrance.

"The rooms have summer stock accommodations beaten by miles. We have swimming, boating, hiking, etc., galore. Where else can you lie in bed and see the river drift by? Watch the big, old-fashioned stern-wheelers chug along? Sweep by river rafts, towns? . . ."

"I'm leaving things better. Theater for one, and, more important, I'm learning that there are some mighty fine people who are not on Broadway. You might tell all those artistic souls who scoff at the idea of doubling parts that here on the river there is a saying: 'All the good actors get two parts this week!'"

Move over there, Morris—I'm on my way.

ON an entirely different subject Bill Astill, who lives in Wrentham, Mass., sends shows in Boston, and has some pithy things to say about most of them, mentions in a recent letter the problem of the younger generation that was discussed at some length in this precinct several months ago. Says Mr. Astill:

"Your editorial about the new generation wasn't startling to me in this little hamlet. I can name a dozen perfectly normal people who think the legitimate stage has something to do with a child born in wedlock.

"The best and the only way to get us (the new generation) interested in the theater is to slash the prices down to movie levels. If the boys who hold the strings don't do something about the high cost of tickets, they'd better forget about trying to educate a new public. The average kids just don't have \$1.10 to spend for a seat—and \$3.50 is plain awful thinking."

And there Mr. Astill poses a problem that's as old as the depression—if not considerably older. With the public purse drained, the theater is forced to stagger along paying the same prices it did in the boom days of '29—even higher prices, in some instances. I doubt that there's a manager alive who wouldn't be overjoyed to present his shows at film prices—if some magician could show him how. Recently, a couple of plays tried to go along on a \$1 top, and lost money. The \$1 top was possible for one (a hit) only after production costs had been returned at regular prices. The other was something of a special case; it was underwritten by people who wanted to push its propagandistic point of view—and even then it lasted only a few weeks at \$1. Managers who are forced to pay high stagehand and musician wages (and who now have to pay an Equity minimum of \$50 that wasn't even in existence in the boom days) are financially unable to sell a show at film prices.

And, to complete the vicious circle, the unions can hardly be blamed for insisting on high wages, since work is both scarce and brief in the theater—scarce and briefer than before—and some sort of average must be maintained.

Meanwhile, the plan to introduce the theater to high school students will continue next year. It is an excellent plan—and it's just possible that it may lead a few kids to save up four or five film admissions in order to pay for a \$1.10 seat at the theater.

COWBARD NOTES

(Continued from page 16)

is on at the Bolton Landing Summer Theater under Frank C. Davidson's direction. The schedule for the season is as follows: July 1-5, *Out of the Frying Pan*; July 5-12, *The Mole Animal*; July 15-19, *Ladies in Retirement*; July 22-26, *Fresh Paint*, an original revue; August 5-9, *The Little Foxes*; August 12-16, *Mr. and Mrs. North*; August 19-23, *Love Rides the Rails*. Sterling Mace, Harry Fere, Mary Wiley, Mary E. Heban, Ann Lee, Paul Gilmore, Roma Killian, and Frank Maxwell head the list of players. . . . *The Philadelphia Story* opens for the week of July 8 in the Sayville Playhouse, Sayville, N. Y. *The Ghost Train* will be presented the following week. . . . Five plays are on program of the Peterborough Players. . . . Directed by Dann Malloy, *The Philadelphia Story*, with Beverly Roberts and John Craven, is being shown at the Town Hall Playhouse, Westboro, Mass. Lorraine Bate, who played Dinah Lord in the Boston engagement, heads the supporting cast.

Directed by John Gordon, the Ocean City Plays and Players will present five week-end attractions—*You Can't Take It With You* (4-5), *Personal Appearance* (18-19), *What a Life* (August 1-2), *Room Service* (29-30). The fifth play, for August 15-18, is listed as a surprise number. . . . Garden Pier Theater, Atlantic City, opened the season June 30 with *George Washington Slept Here*, with J. C. Nugent and Cora Witherspoon. . . . *Male Animal* follows on July 7, with Phil Baker in *Charley's Aunt* for July 14. Another South Jersey resort, the Crest Theater on the Wildwood Crest Pier, offers plays five nights weekly with the apprentice group of the Cape Theater at near-by Cape May, headed by

Dorothy Trefell, Gabriele Lowell, and Michael Ingram. . . . The new Yardley Theater, Yardley, Pa., with Nat Burns staging, started June 28 with *Buth Hovey in Hay Fever*. . . . Hally Stockard returned to the Eastern Playhouse, New Hope, Pa., to head the cast for *Skyhawk*. . . . Green Hills Theater near Reading, Pa., continues with *The Pursuit of Happiness*, Harold Bramley coming in for the lead. . . . A. E. Scott's Gretna Players, Mount Gretna, Pa., carry on this week with *Judith Rutherford* and Warren Douglas in *Okay Kelly*. . . . Grove Theater, Nuangola, Pa., starts with *Ladies of the Evening*.

The Band Box Theater, Suffield, Conn., opening its sixth season, had only a scattered few vacant seats the 24th when the curtain was rung up. The offering was *Tonight We Dance*, by Marcella Burke and Gladys Unger, with Janet Hill playing the lead. . . . William Miles, director of the Berkshire Playhouse, is bringing out a new feature to publicize the theater, *Berkshire Playhouse Broadcasts*, to be aired from stations in Albany, Troy, Schenectady, in New York, and Springfield, Pittsfield, and Northampton, Mass. William E. Barry has been engaged to write and direct original radio scripts, which will present members of the cast. . . . The Westport Country Playhouse, Westport, Conn., had to add an extra matinee opening week, with Tallulah Bankhead in *Her Cardboard Lover*. . . . The Chapel Playhouse, Guilford, Conn., operated under Nate Betts in conjunction with Ole Olsen and Chic Johnson, will have James Neilson, stage manager for Katharine Cornell, and Guthrie McClintic, directing. . . . Barent Landstreet has been named director of the newly formed Orchard Playhouse, which is scheduled to open at West Chester, Pa., next week.



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Out in the Open

NEW YORK

A Light Summer Disch

OUR associates in the crime of colluding, the same being Broadcaster Hartmann and Crossroads Green, not to mention that other personality in the Cincinnati-Chicago triumvirate of ink-stained wretches, the same being Claude R. Edie, have no doubt cozed an abundance of trick and fancy wordage over the turbulent years about a gentleman of considerable parts, the same being Jake J. Disch. As a Johnny Come Lately, in a manner of speaking, in the noble art of heckling via the public prints, including the literature of the trade thereof, we submit that it is not our fault. It seems that the delightful Disch has only just entered our particular orbit. What we have looted by being a late discoverer or what Disch has gained by having failed to become encreted by us until this late date in the history of the world, will not be discussed, a well-tempered modesty preventing us from disclosing the innermost secrets of our heart.

Nevertheless—smateurish as we may be in the pursuit of which Don Cristobal Colon (Columbus to youse), De Soto, and the other geographical boys made somewhat of a name for themselves—Disch is newsworthy at any time, particularly during a period in the life of Gothamtown in which the heat and the humidity are running a neck-and-neck race for superiority.

If you have already come to this point, which seems quite an example of devotion to readership, it's about time we got started. don't you think? Jake J. Disch is one of that rapidly diminishing coterie whose name appeared in the first issue of *The Billboard Advertising*, forerunner of *The Billboard*, issue of November 1, 1894. He was listed as a member of the Wisconsin State Billposters' Association, representing Kenosha. You can see how far back he goes in show business. Someone once quoted him as saying that missing an issue is like missing a meal. We cannot resist the temptation to use this free ad in behalf of the company which helps us buy our eggs.

After quite a flock of years in the show business, including flings at legit theaters, circus, vaudeville, and picture houses, he wound up behind the well-known Ball Eight. That's not very strange. Quite a few waltzing gentles went to the cleaners after the bubble burst in the autumn of '29, which was when Disch went broke. What Disch is wont to call the "wonderful depression" caught him with the equivalent of his trousers very much leveled—a 700-seat theater in Cudahy, Wis., where 1,800 men were put out of work due to the closing of a factory.

Jake J. Disch made a comeback and earns a living as a clown. He is known as the original Bingo Sunshine or "Officer Corrigan the Cop," and grabs himself many a date at fairs, parks, and exhibitions. He seems to be serious about a favorite pastime, that of making people happy. It's a simple line with an eloquent fluency to it. And for a gent who was around in a big way when most people in current amusements were either in knee pants or not yet born, he certainly does some stepping. On July 4 he was scheduled for Beecher, Ill., to play for the fire laddies, and two days later was carded for Manitowish, Wis., about 200 miles away. He'll be on the go right thru Labor Day, which is good going and, we say, more power to such a man. That

he manages to get by thru independent booking is a tribute to his energy and business brains.

Jake Disch likes to talk about his billposting days, when he also learned something about the mechanics of the newspaper business. He put the first daily paper on the streets of Kenosha, *The Kenosha Daily Gazette*, and for a time did writing chores for the two Racine (Wis.) dailies. From there he drifted into the show business, "making thousands glad and happy."

At the time that "Officer Corrigan" made us proud by approaching and becoming deeply imbedded in what we have previously referred to as our orbit, he had come from the wedding of a niece and was on his way to what one Tex Rickard coined as a phrase of deathless prose, "The Battle of the Century." Disch's battle had to do with the Cudahy city officials versus the South Milwaukee city fathers. He did not say what the battle turned on, but presumably it involved politics. Jake would naturally be interested in this type of controversy as he is alderman of the first ward of the fair City of Cudahy. A buster and much more charming day for Jacob Disch was no doubt on June 29, when Cole Bros' Circus appeared only 17 miles away, in Racine.

We have seen a few samples of Jacob J.'s newspaper literature. It is simple, lucid, very much direct, and a whole lot better than some of the stuff we've read as done by the extravagant think gentry representing the smart metropolitan press. Maybe there's a chance for Disch to turn Will Rogers or something. At any rate, he writes like a good reporter and does not get his signals mixed with a lot of bizarre folderl which sometimes passes for writing to eyes which are not very bright or discerning. Like this column, for instance.

Nat Green's—

The Crossroads

CHICAGO

LATEST report from one of our West Coast "observers" is that the Wood-Thornton combo is still using the Gentry Bros' Circus title, and a copy of the ad that appeared in the June 20 issue of *The Long Beach Morning Sun* was sent along as evidence. "The Woods-Thornton combo has had its ups and downs," says the observer, "but they don't appear to worry Jimmy Wood. After the Santa Monica date, where receipts were light, the show laid off for a while, then showed Long Beach June 20-22, getting less than four grand in the three days. Paper was bought in the East and lined in the plant here. As the Long Beach lot cost \$600 and the printer and billposter got 25 per cent of the receipts, there was little left for the actors and owner. His light at San Pedro June 23, showed getting less than \$500. Some of the acts fell, injuring several people. Show closed temporarily and expects to reopen about July 15. They gave an excellent performance and if set up could make some money. A 100-foot big top with three 40s is used. Top is several years old. Some kin of H. B. Gentry are out here and may try to stop use of the title."

AILEEN ROBINSON, one of the cutest and most attractive members of the Hellaspoppin' chorus, is no stranger to the outdoor show world, having played Eastern fairs for the Hamid office. Aileen has earned the name of the "Booms-a-Daisy Girl" by reason of her frequent personal appearances in publicity and exploitation stunts. Her demonstration of the Booms-a-Daisy for newspaper men is always good for a story and pic-

FROM Pastelo, Idaho, Dwight Peppie, with Polack Bros' Circus, writes an interesting letter re circus-thrill show combos. "Some time ago," he says, "in the Crossroads you mentioned you did not think a thrill show and circus should be booked as a combination attraction

Hartmann's—

Broadcast

CINCINNATI

IS IT good showmanship for a carnival manager to countenance "sneaking" after being ordered by the law to close certain concessions that are found to be objectionable? We don't think it is, and we believe that the vast majority of carnival operators will fully agree with us. It is not often that cases of this kind come to light, but there was one a short time ago. It concerned a show that appeared at Burlington, Ia. A long story of the affair was published in *The Daily Haskette Gazette*, of Burlington, under the following head: "Police Close Midway Shows. Carnival Ordered Off Fairgrounds After Getting Complaints."

The story stated that several of the concessions carried by the show had been ordered shut down by police and the sheriff's office following complaints made by patrons, and that when these concessions continued to operate the mayor instructed the police to order the carnival out of the city. This was in the morning of the show's final day (Saturday) there. The order to get out was not issued until the fire department, under whose auspices the carnival appeared, announced its withdrawal as sponsor. Just think of it, the sponsor even became disgusted! The story also stated that "when the booker sold the show here he promised clean shows and legitimate concessions."

Clipping of the story was sent to us by Frank M. Cain, of Burlington, accompanied by a note in which he said, in part: "I am enclosing a clipping in which you may be interested perhaps as editorial matter. I am a very enthusiastic carnival and circus fan, having visited last year some 15 major carnivals and five circuses, traveling some 5,000 miles to do so, but of all the organizations under canvas I have ever seen, the show mentioned in the clipping was the only one that disgusted me—and thoroughly. It was not closed by cranks or reformers,

but by the actions of its management in letting flat joints run rampant. Concessions have a very definite place on show lots, and if other shows I have seen can operate with legitimate games, why can't all?"

"This city is now booming due to 12,000 men being employed on the federal ordnance plant under construction, and it has been exceptionally good territory for shows up to now. But this episode will make it harder to get licenses for carnivals that follow in."

"I am not advocating a crusade against such shows, but merely passing this along to you if you can use it. Not more than a month ago the keys to the city of Burlington were presented by the mayor to a carnival manager and his show was assured of a welcome return any time. Contrast this situation with the one where the show was ordered out of town!"

THE CIRCUS FANS' ASSOCIATION IS

Always trying to do something to help the circus. Two recommendations along this line that might come before this year's convention of the association in Springfield, Ill., July 20-22, while Cole Bros' Circus is appearing there concern the covering of bills and posting of "wait" paper and the discontinuance of the matinee performance, especially during the hot weather, with an extra evening performance given instead.

It is felt that with the few circuses remaining in this country strong opposition should not be resorted to, and that with the matinee eliminated and two night performances staged instead, the circus would avoid delayed shows when there is a late arrival, besides having a better chance, thru a lower temperature, of attracting far greater crowds than generally seen at matinees when the heat is exorbitant.

IN THE May 31 issue of *The Billboard* Moberly, Mo., was listed as having been awarded \$129,690 in defense contracts. In commenting on this, Charles H. Liedl, of Moberly, writes: "This certainly must have been a misprint or else you were given the wrong information, as the shoe factory here in the last six months has already shipped out over one and a half million dollars' worth of shoes for the United States Army, and is now starting on another million-dollar order. There are around 1,200 people on the pay roll."

"I am giving you this information so that any shows in this territory will not pass us up. Railroad business is also very good here, and the town is anxious for large shows, the Big One having been here last in 1937 and the last railroad carnival in 1930. This season we have had only the Imperial Shows, which wintered here, and Melvin's United Shows, and both had unusually cold weather."

"Also, there is a new county administration, the town formerly having been closed even to bingo. Show grounds are just across the city line, thus avoiding city license. Somebody with a good large carnival or circus ought to do okay here this season. I am always glad to cooperate with any contracting agents and can be located at the Brown shoe factory, where I am chief electrician."

ling show, are busy in Chi territory, and paper for the local engagement soon will be going up. . . . Al Irwin and Mrs. Irwin up from Houston for a short vacation. Mrs. Irwin, before going out to Arlington Park, was given three horses by the best handicapper of the circus world (guess who), but was tuffed off of them at the track. Two of the three came in and paid \$20 and \$15. . . . Earl Shipley, of the Pat Purcell Jimmie Lynch unit, hopped into Chi between dates for a visit with the wife. . . . Juanita Hobson, circus equestrienne, celebrated a birthday July 4. Jake Newman, who has lost count on his natal days, celebrates Thursday (10) with a couple of bottles of "coke." . . . Mrs. Johnny J. Jones in Chi securing more girls for her show. . . . Harry Henales, of the Henales Bros' Shows, came in from Muskegon, Mich., last week to look over the ground for the show's local engagement this week—Chicago Heights.

SOMETHING new (to us) in birthday greetings came to the Crossroads desk a few days ago. Instead of waiting for birthday greetings, Art Brice, who whizzes around the country almost as fast as the skyrockets he sells, sent his friends cards bearing the picture of a cherub in one corner and the inscription: "Greetings to my friends on my birthday, July 1." And opposite the cherub a picture of Uncle Sam with an armful of fireworks, with the caption: "He arrived in time to be a big help to my celebration July 4."

GEORGE JOHNSON, of U. S. Tent & Awning Company, and a number of whizzes around the country visited the General Motors show, in Milwaukee Wednesday (2) to inspect the poleless top turned out by Johnson's firm. . . . Harry Bert and Bill Conway, of the Rig-



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Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Enlisting — The industry is finding concrete ways in which to enlist for the support of national defense

There is no question about the willingness of the coin machine industry to support the nation in every way possible during the present time. Each passing day brings new evidence of moves by individuals and organizations to give aid to defense in concrete ways.

The enlistment of an industry and its members in support of national defense calls for a program, a listing of ideas and objectives, as a guide to all who look for ways in which to help. Such a temporary program is outlined in this editorial. Everyone will understand that in these fast-moving times new situations and new calls for help will come from time to time.

1. The official representation for the coin machine industry in support of national defense is vested in the Committee on Defense Support, which is a national committee composed of the heads of all national, State, and local organizations within the industry. Homer E. Capehart is chairman of this national committee, James A. Gilmore is secretary, and the executive board is composed of the heads of the three national associations. It is important to note that the head of every association within the industry is automatically a member of the national committee.

The purpose of this committee is to represent the industry officially in its patriotic plans and in relations with governmental agencies and civic organizations on a national scale. Its leaders also make speeches and write articles to encourage the unity of the industry in all patriotic moves. The national committee has already volunteered the support of the industry to the Office of Civilian Defense headed by Mayor La Guardia.

2. Boost the drive for Defense Bonds and Stamps. This is a job for local organizations. Bulletins and correspondence of the association to members should have a slogan or notice of some kind. Manufacturers and distributors may use slogans or notices in advertising literature and letters.

3. Offer co-operation to local patriotic and civic organizations, especially those that have important campaigns in behalf of national needs. These include at present the drive for sale of Defense Bonds and the financial campaign for the USO. Local associations should offer co-operation to such local agencies in an official letter and in some cases volunteer workers may be offered to help in drives or canvassing.

4. Set up a local committee for defense support. Some of the city and State organizations have already taken this step. It is a formal move which indicates the readiness of the trade to do something concrete and definite during the present time of stress.

5. Pass appropriate resolutions or take other official action by the organization so that it will be on record as having made a voluntary move in behalf of the cause of defense. In many cases it will be wise to send copies of such resolutions to certain officials or other organizations.

6. Offer official co-operation to all patriotic meetings held in your city. Practically all cities have had and will

continue to have special rallies and mass meetings for some patriotic cause. A lot of work is required to make such rallies and mass meetings a success and the managing committees or directors of such special affairs will appreciate offers of services from any organization.

7. Collection of metals. As this is being written the collection of scrap aluminum on a national scale is being planned. The plans indicate that organizations of various types may be of assistance in securing the co-operation of the public and also in the actual work of collecting. There may be other moves of a similar nature as time goes on.

8. Support the United Service Organizations (USO). This includes both the contributions of members of local associations and also the co-operation that the trade can give to helping put over the drive. The present drive for funds will be followed by other opportunities for co-operation.

9. At present there are suggestions that certain contributions may be made thru the USO agencies in the form of amusement devices, phonographs, phonograph records, etc. No definite plan on a national scale has yet been made and it is probable that the uses for such contributions will be limited until the plans for recreation centers for men in the service are more complete. Associations near the camps may find it possible to contribute machines toward local recreation centers. When the USO announces its needs in this field, there is every assurance the industry as a whole will rally to make ample supplies of all types of machines available.

10. Use patriotic records on phonographs. The best idea seems to be to keep one patriotic record on every music box at all times, and not to use a record such as "The Star-Spangled Banner," which would require attention from the customers in an establishment. The recent recording of the new Berlin songs to boost bond sales will give music operators a chance to make every machine count in the national drive. More concerted enlistment plans will be announced by various associations.

11. Co-operate with the American Legion and other veterans' organizations. The large number of men in the industry who are members of veterans' groups or who saw service during the last World War makes it particularly appropriate that the organizations of the industry co-operate with veterans' organizations.

12. Contribute ideas and reports of plans to the trade papers. New ideas will be introduced from time to time. Prompt news reports of the work of any one group will enable other organizations to follow a good example.

This list will enable many organizations to outline definite plans for boosting national defense. Where no organization exists it is possible for distributors to form a small group for carrying out worthy objectives in the name of the industry. Even one individual firm may do a lot of good work by making proper effort. New ideas and plans will be forthcoming as time goes on.

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, July 5.—Coin machine rows were quiet this week, with many coinfolk hopping away Thursday night for a week-end at some resort. Some jobbers, especially those interested in arcade equipment, took advantage of this opportunity to see what was happening at the arcades along the beachfront.

Curley Robinson, managing director of the Associated Operators of Los Angeles County, Inc., let his employees off for the week-end. Mollie Simon was out of the city for a visit with friends, and Shirley Knoll took advantage of the brief vacation to make preparations for her coming marriage.

Jack Kagan, West Coast representative of Grotchen Tool Company, reports that Yankee is knocking them dead in his territory. "Fact that it can be changed from cigarette to fruit reels in two minutes is what the operator wants. It fills a long-felt demand in counter games, and, believe me, they're going for it," Kagan said.

Mr. and Mrs. James Jones, of the Southwestern Vending Machine Company, were among those who enjoyed the week-end with friends. They were married recently at Yuma, Ariz.

Mac Mohr made a swing thru his territory and came back with glowing reports on the Daval American Eagle and Marvel. "Operators realize these games are earners of big, steady profits for years. Since these machines have a guarantee in addition to being made according to Daval's precision policy, operators are finding them one of the best investments of the day," Mohr said. Shipments are arriving at regular intervals, and the operators from far and near are flocking here to see them.

H. E. Reeder, of Coin Machine Service, Glendale, Calif., was a recent visitor to Los Angeles. He reports that operators in his section are enjoying record business. Reeder is in a nest of airplane factories in that section and predicts that 1941 will be a banner year for the coin machine men.

Bddie Heller, record promotion man for Abe Lyman and his orchestra, now appearing at the Palladium, Hollywood, has been busy the past few days contacting music machine operators. Contest to find *Feedbox Freddie* is soon to get under way. Plans are under way to entertain local music machine operators at the Palladium at an early date. A local operator is giving coupons for each time *Feedbox Freddie* is played, and a prize will be given to the holder of the most coupons.

Russ Smith, of California Simplex Distributing Corporation, reports that the school for operators held each Tuesday night in his place is gaining in popularity. Sessions are held in the hall, and a Wurlitzer machine, along with blueprints, is used in the lectures. "Operators are supporting this school in fine fashion and they are so interested they get there ahead of time," Smith says. Ed Lafforgue, sales representative, is making tie-ups for Wurlitzers with different projects around the city and reports that the reception of these moves

has added greatly to popularity of music machines.

Les Lorden, music machine operator, has been on the hop around the local night spots visiting with orchestra leaders he knew back east. There was a get-together recently at Casa Manana when Lorden visited the spot operated by Harold Lewis, former coin machine operator, to renew acquaintance with those in the Teagarden orchestra, especially Charlie Bolanger, the manager.

Herb McClellan has made a solemn promise to those in the coin machine industry to bring out some new joke gadgets before very long. Those in the know have it that McClellan is acting on a suggestion made by Tom Wall, of California Games.

Harry C. Rawlings, of County Games, was named chairman of Harry Kirkendall Night to be observed by the Pacific Coast Showmen's Association in the clubrooms on the night of July 14.

Great Demand for Muto's Ace Bomber

NEW YORK, July 5 (MR).—William Rabkin, president of International Microscope Reel Company, reports an all-out push at the plant to get enough Ace Bombers rolling out to satisfy the demand. Ace Bombers now in operation are proving themselves money-makers everywhere, says Rabkin.

"Players cannot resist the urge to get at the triggers of the game," declared a prominent Eastern operator. "I've watched people play this gun and I am convinced they are thrilled by the life-like action."

Complete with air raid alarms, blackouts, spitting anti-aircraft guns, and gleaming searchlights, Ace Bomber reproduces all the thrills of air warfare.

The player grips a rugged, two-handed trigger and attempts to co-ordinate four sets of anti-aircraft guns and searchlights, raising them to seek out and destroy the raiding plane. Real skill is required to use the right set of guns and searchlights at the right time. Greater skill is developed by more practice and a careful aim, and this brings a higher score.

The resultant demand for deliveries is being met by Microscope distributors from Coast to Coast.

Block Purchases Miraben Parts Dept.

PHILADELPHIA, July 5.—Harry Block, of Block Marble Company upon his return from a trip to Chicago, announced that he has bought out the Miraben parts and supplies department. This marks the third deal of this type closed by Block in the past 12 months.

Block has been in the parts and supplies business since 1929, and his firm has an enviable reputation in the trade.

Block's foresight in getting in huge orders in advance puts his firm in a position where it will be able to supply all types of parts and supplies for a long time to come.



MORRIS HANKIN, Hankin Music Company, Atlanta, plays Exhibit's new arcade machine, *Magic Heart*, in the factory display room. (MR)

Big Market for Capt. Kidd—Genco

CHICAGO, July 5 (MR).—There has been no slackening in the demand for deliveries on Genco's latest game, Captain Kidd, report officials of the Genco firm in Chicago.

Dave Gensburg, Genco executive, stated: "We're still running full blast on Captain Kidd, which is a pretty definite indication that collections on this game are holding up well. Somehow, we have managed to incorporate into all our games a certain long-lasting appeal that is certainly bringing bonus profits to operators. When I say bonus profits I mean the extra money they make, for a longer time, in addition to the higher resale value our games command."

"Basing its appeal on a brand-new type of thrill action, Captain Kidd has been declared to be one of the greatest games we've ever built," he continued. "Operators report they are thankful to Captain Kidd for holding up their summer collections. This game has the knack of keeping players everlastingly at it. Captain Kidd has plenty of what it takes to keep the players happy," he concluded.

Ben Marshall Opens Theater

DETROIT, July 5.—Ben J. Marshall, formerly a coin machine distributor here, was host to a number of members of the industry last Thursday (26) at the opening of the new Carmen Theater, Dearborn, Mich.

Marshall, who has been in the building business since he closed his store over a year ago, has engaged in theater construction, notably of the Cameo and Civic theaters, but this is the first house he has owned and will operate. He is in partnership with Philip Gordick.

The occasion was in the nature of a civic celebration, and among the prominent operators noted as honored guests were Mr. and Mrs. Chris Hornbeck, Ziggy Kayton, Mr. and Mrs. Sam Schwitzer, Joseph Brilliant, and Max Lipwitz.



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot. Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1899—Tel. COLUMBUS 2779
Cable address "WATLINGITE," Chicago

IT'S
UNCANNY!

Coming
Soon!

EVANS'
PLAY BALL

Baseball
in All Realism!

Sacrifice Plays—Bunts—
Flies—Men Run Bases!

Phoenix Novelty In New Location

BALTIMORE, Md., July 5 (DR).—Phoenix Novelty Company is now ensconced in its new quarters at 2653 Pennsylvania Avenue, a block below its former location. Larger quarters were found necessary, Aaron Polb, head of the firm, said, due to a vast increase in business. The new quarters provide five times more space. Firm has been appointed distributor for Buckley Music System. Wilbur Hummel, who has been identified with the organization for a number of years, has been placed in charge of the Buckley distributing activities, which will be conducted under the supervision of Harvey Blake, also a veteran of the Phoenix organization.

Survey Blanks Coming In...

The first set of the 1941 coin machine survey blanks to be returned to The Billboard filled in came from Michael Klein, attorney for coin machine associations in Milwaukee. To Mr. Klein a vote of thanks is due for his promptness and his work in filling in the questionnaires so completely.

The blanks included our 1941 legal survey, cigarette vending machine survey, and the 1941 automatic phonograph survey. Our survey on penny vending machines was made during May.

The first issue of our "Association Executives Bulletin," dated June, 1941, was mailed to the various coin machine associations the last week in June. This is an idea to help association workers that has been in the making for some time, and there have been many calls from the trade for such a bulletin of news and ideas.

The plan is to send five copies of the bulletin to those associations considered active. This number will provide a copy for each association official.

Due to many of our staff members being on vacation during July and August, the bulletin will not be issued again until September.

WILL PAY CASH

FOR ANY QUANTITY
OF LATE FREE PLAY GAMES

AUTOMATIC SALES CO.

203 SECOND AVE., NORTH,

NASHVILLE, TENN.

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation.

INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 11th St., Long Island City, N. Y.

Cobb Unveils Singing Towers

LOUISVILLE, Ky., July 5 (DR).—Operators from Kentucky and Southern Indiana visited the display rooms of the J. E. Cobb Distributing Company here last Friday and Saturday to see the new 1942 Singing Towers phonograph, remote control systems, floor speakers, and wired music which the firm distributes in this territory for Automatic Instrument Company.

In addition to J. E. Cobb, president, and H. M. Branson, vice-president of the distributing firm, George Castrell, factory representative, was on hand to point out features of the new line.

"The reception given by the operators to this new line," said Cobb, "was overwhelming. Automatic Instrument Company has been building phonographs for 38 years and had 15,000 phonographs in operation at one time. This gives us an insight into the operator's problems. Having sold out its operations entirely, it can now devote its entire time to helping the operator make money. This they have definitely accomplished by bringing out not only the most beautiful phonograph I have ever seen, but by reducing the initial cost as well as the cost of maintenance which save operators many dollars every year."

Modern Increases Staff and Space

NEW YORK, July 5 (DR).—Nat Cochran, of Modern Vending Company, reports that as a result of increased business it has been necessary to add to the office force and to take additional space to keep pace with the volume of business now handled.

"We have moved out the safe and our files in order to make room for two more girls," Nat explained. "This is without a doubt the biggest year in the history of the firm."

Modern has had an enviable reputation in the music end of the coin machine industry for many years. With the present swing to music boxes on the part of operators, business has reached new heights.

Assn. Music Men Guests of Chester

DETROIT, July 5.—Members of the United Music Operators, Detroit music association, were the guests of Bob Chester and his band at the ballroom at Cedar Point, O., Sunday (29).

Some 50 operators, their wives, and families attended.

Chester, who was host to the music men at an evening party when he played Eastwood Gardens, Detroit, about a month ago, was assisted by his wife, the former Edna Torrence, dancer, and his manager, Ted Alabaster.

The party had a large table in the gardens adjoining the ballroom, and the Chesters were able to be with the crowd during much of the evening. Many of the operators who made the journey—131 miles each way—did not arrive until late in the evening and the festivities ran late.

Among the operators attending were Mr. and Mrs. Leo with son and daughter; Mr. and Mrs. James Ashley, American Novelty Company; Mr. and Mrs. Edward P. Womack, Mackley Music Publishing Company, and daughter, Caroline; Mr. and Mrs. Roy Small, consolidator of the United Electrical, Radio, and Machine Workers and proprietor of the Arrow Electric Company respectively; Russell Wagner, Wagner Music Company; Frank Barber, Mr. and Mrs. Reids Aris.

Mr. and Mrs. Harry White; Mr. and Mrs. Edward L. Carlson; Harry Graham, Marquette Music Company; Bob Bieseman, district sales manager for Marquette; Mr. and Mrs. Sigmund Kaczynski, and Al Switzer.

Bob Chester's mother was also a visitor for the day, coming down from Detroit, her home town.

Special guests of honor were Mr. and Mrs. Edward L. Carlson, who celebrated their 13th wedding anniversary that evening.

In Praise of The Billboard's New Record Buying Guide

Two weeks ago The Billboard introduced its new Record Buying Guide. The editors were sure it marked a decided improvement over its predecessor, which was still good enough to remain the "bible" of operators from Coast to Coast.

In its new form the guide now is printed in two sections. "Going Strong" and "Coming Up" records, as reported by at least four operators in each of the 30 most important operating centers, comprise Section 1 of the guide. "Possibilities" and "The Week's Best Releases" make up Section 2. Name of the vocalist has been added, typography improved, and every detail of the guide has been streamlined to make it easier to read, easier to use, and at the same time make it more accurate.

What the reaction of operators throughout the country has been to this new, improved Record Buying Guide is best shown by the comments received during the past few weeks. Space does not permit our printing all those sent in, but the following are representative of those received:

"Record Buying Guide in its new form is a definite step forward. It has a lot more eye appeal and is easier to read than before. This makes it a much greater help for the busy operator who wants his information in a hurry."

MAX LIPIN,
Brilliant Music Co., Detroit

"New Record Buying Guide should be of still greater help to operators in picking tunes that will make their phonos real paying propositions. There's no doubt that it names the best records for the operators."

SID LEVIN,
Hy-G Amusement Co., Minneapolis

"Definitely, your new Record Buying Guide fills a much-needed service in helping operators select their recordings wisely. Weekly output of the record firms is so great that your guide as to what ones are potential hits will go a long way to eliminating those duds that cut so deeply into operating profits."

AARON FOLB,
Phoenix Novelty Co., Baltimore

"Marvellous is the best word I can use to describe your new and improved Record Buying Guide. We always keep The Billboard handy to aid our customers in selecting records, as it is an invaluable aid. The description of the week's best releases should result in much larger sales to our customers."

HENRY YOHANAN,
The Record Shop, Denver

"I find that the new Record Buying Guide in two sections contains even more valuable information than did its predecessor. I have always liked and used the guide because I know its information is reliable and I realize no operator should be so vain as to think he knows it all when it comes to picking good records. This is one case where the more books we can have, the better the profit. Without a doubt, the method of gathering information for Record Buying Guide each week from leading operators throughout the country cannot be improved upon. I like the new type set-up itself. It's much easier to read and the addition of the Best Releases of the Week gives the operator another added service that's worth a lot."

MURRAY ROSENTHAL,
Winsten Music Co., Chicago

"The Record Buying Guide has always been an invaluable aid to us in selecting records for our phonographs, and in its new form it will be all the more valuable to us. We try our best to anticipate the public's desires, and now with this new guide we are able to have a definite idea of what records are really 'comers.'"

L. D. SHULMAN,
Modern Music Co., Denver

"Music machine operators are sure to benefit a lot from the new Record Buying Guide. In its new form it should help us all to buy more wisely and improve our hits score. It's a difficult task to cull the best of the duds from the batch of new releases turned out each week and that's why we welcome your new feature. We know you are impartial, and therefore your recommendations can be followed wisely

and profitably."

MICHAEL BANDOR, president
Maryland Novelty Co., Baltimore

"I don't see how an operator can go wrong buying records from now on. All he has to do is follow the suggestions in your Record Buying Guide. If he does this, he won't have to worry about stocking up on disks that won't pay off."

MURRAY KIRSCHBAUM,
Minneapolis

"I get The Billboard every week for its music and record information. We have always found your Record Buying Guide reliable and in its new form it's of still greater value—especially the addition of the names of vocalists on the records and the addition of the Week's Best Releases. What's more, you've made it much easier to read—and that's a big help when you want the dope in a hurry."

JOHN BOSSELL, president
Highland Park Appliance Co., Highland, Ill.

"Popularity of records is felt almost spontaneously with wired music. That's why we welcome your new Record Buying Guide, for we feel it will be an invaluable aid in anticipating the records we should have on hand. When folks want a record on wired music they want it right away, and thru the Coming Up and Week's Best Releases sections we will be able to know just what records to get so as to meet the demands instantly."

DAVE CHUVEN,
Automatic Equipment Co., Denver

"Your new Record Buying Guide is very good. It is now more informative than ever before, and that's saying a lot. There's no doubt that it will prove a greater service for both band leaders and operators. Its appearance is excellent—easy to read and well presented."

BILL SNYDER,
Manager Band Department,
William Morris Agency, Chicago

"The records you put in a machine are all-important in the play it will get. That's why your new Record Buying Guide is so welcome. It should help cut down our selection of poor records and at the same time enable us to get on to the big hits faster than ever before."

A. CROSETTI, president
Biddison Novelty Co., Baltimore

"You've done a big favor for operators of music machines everywhere with your new improved Record Buying Guide. It's always been a valuable help to me and will be still more valuable from now on."

C. R. GILMAN,
Antioch, Ill.

"I've been an operator of music boxes for a long time, and now have my 15-year-old son in the business, too. We both get The Billboard regularly and read your Record Buying Guide. Take it from me, your new guide is a big improvement which will not only help me but operators everywhere get the best possible records into their machines and thus insure themselves of maximum plays on their machines."

HOWARD FERRISE,
Elwood City, Pa.

New Orleans

NEW ORLEANS, July 5.—It's a big week in the outdoor coin machine industry as holiday crowds jam beaches, parks, and resorts for the Independence Day week-end. Most local business houses are giving their employees three days off, and cotmen have prepared with added equipment for the occasion.

F. W. King, head of the C. & N. Sales Company, is hobbling around on crutches after losing a decision to an exhaust fan in a Baton Rouge restaurant. An employee turned on the fan, and when King suddenly turned against what he thought was a harmless machine, he received a badly lacerated foot.

The Bell Distributing Corporation is terminating its lease on Poydras Street July 1 and will soon announce opening of new offices in Metairie in adjoining Jefferson Parish. The firm is distributor for bells made by the O. D. Jennings Company and is one of the largest bell and pin machine operating firms in Jefferson. Emil Isaponelli is head of the firm.

Now fully recovered from his recent illness, Melvin Mallory, of the Louisiana Amusement Company, is happy over the fact that Rock-Ola has shipped him enough equipment to fill backlog orders. Rock-Ola is having a good season here with its Spectravox and other modern speaking units, Mallory reports.

Ernie Oertle, Southern Music Sales Company, distributor of J. P. Seeburg phonographs and Columbia-Okeh records in Louisiana and Mississippi, is enthused over prospects for the new small hotel and tourist camp wired system by Seeburg. Oertle attended the recent Seeburg distributors' conference at the Seeburg office in Chicago and found most of the music men enthusiastic over summer prospects. The firm reports a sharp increase in sales of both Columbia and Okeh discs over June last year.

A continued good demand for Wurlitzer phonographs and remote equipment is reported by the F. A. B. Amusement Company, newly appointed territory distributor for these machines. Frank De Barros, sales manager, has left for an extensive trip in Central Louisiana.

Sales of phonograph records during June set a new all-time mark for that month in this area, local record distributors report. All disk distributors here have recently been forced to expand facilities to meet the bigger demand, with coin machine operators given much credit for the pick-up.

It's an eight-pound girl, Norrine, at the home of Mr. and Mrs. Blomsteel. The mother is the secretary of the Crescent City Novelty Company and Pleasure Music Company.





Dan Cohen, of the Crescent Cigarette Service, has returned from a business trip to San Antonio on which he was accompanied by Andy Monte, of the A. M. Amusement Company.






With 1,400 tourist camps and hotels in Texas and 210 in Louisiana and Mississippi, Ernie Oertle, manager of Southern Music Company, territory distributor of J. P. Seeburg phonographs, looks for a big business for his firm and Electro Ball Company of Dallas in those States on the new Seeburg hotel units.

Just back from a trip to Texas and North Louisiana, R. N. McCormick, Southern sales manager of Decca Distributing Corporation, reports the demand for records still going strong.

Melvin Mallory, manager of the Louisiana Amusement Company, planning an extensive business trip in Central and North Louisiana in the interest of Rock-Ola phonograph equipment, Mallory reports a big Rock-Ola year, with the new Spectravox very popular.

THESE ARE THE 15 IMPORTANT FEATURES THAT HAVE WON AMERICA'S LARGEST OPERATOR FOLLOWING FOR BUCKLEY MUSIC SYSTEM

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1. DIRECT "TOUCH-TO-TOUCH" ACTION PLAYER ALWAYS GETS RECORD SELECTED—POSITIVE NEVER-MISS ACTION.
 2. BEAUTIFUL, FULLY LIGHTED, COLORED "LUMALITE" PLASTIC SIDE PANELS AND FRONT SELECTOR WITH CHROME BANDS ON TOP AND BOTTOM OF GORGEOUS, DIE-CAST METAL.
 3. BUILT FOR 12, 16, 20, 24 AND 32 RECORD CHANGING MECHANISMS.
 4. HINGED DOORS THAT ARE INTERCHANGEABLE—FOR QUICK, EASY, MONEY-SAVING SERVICING.
 5. ENTIRE PROGRAM COMPLETELY LIGHTED AND FULLY VISIBLE AT A GLANCE!
 6. NEVER-FAIL, NEW, FULLY PATENTED COMMUTATOR, INDICATOR CAN'T REST BETWEEN SELECTIONS.
 7. REGARDLESS OF HOW MANY NUMBERS SELECTED AT ONE TIME—POSITIVE RECORD SELECTION ALL-WAYS.

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- 
- 
8. COMPLETE AND ATTRACTIVE VISIBILITY FROM ALL ANGLES.
 9. PROGRAMS EASILY CHANGED BECAUSE OF ENTIRE VISIBILITY OF PROGRAM HOLDER.
 10. ONE STYLE FOR WALL, BAR OR TABLE.
 11. IF ONE LAMP BURNS OUT DOES NOT AFFECT OTHERS.
 12. COMPLETELY ILLUMINATED PROGRAM—EVERY SELECTION EASY TO SEE.
 13. EASY-TO-GET-TO, FRONT-SERVICED MONEY BOX.
 14. MOST SIMPLE MECHANISM IN HISTORY—BOTH ADAPTORS AND BOX.
 15. LEAST NUMBER OF INTERNAL WIRES—LEAST NUMBER OF SERVICE CALLS.

EVERYTHING FOR INSTALLATION! ADAPTORS • CABLE • CABINETS • BRACKETS SPEAKERS • BAFFLES • AND ALL NECESSARY UNITS! WRITE FOR DETAILS TODAY TO...

BUCKLEY MUSIC SYSTEM, INC • 4225 W • LAKE ST • CHICAGO • ILL.

Detroit

DETROIT, July 5.—George Miller and Donald Coney, well known in the Michigan machine field, have been appointed to cover the State in the interests of the Packard Pla-Mor remote-control equipment by Michael A. Angott Jr., of Angott Sales Company.

Sam Lucas, manager of Michigan Panoram Company, spent last week in Toledo, O., on business. Lucas covers Northwestern Ohio and Michigan.

New operating partnership formed by two established operators in the Wayne Music & Novelty Company at 14840 Coyle Avenue. Joe I. Stewart and Opal G. Maskell are owners.

Roy Small, conciliator for the United Electrical, Radio, and Machine Workers

of America here, comes from a music machine minded family. Mrs. Small is proprietor of the Arrow Electric Company, which, incidentally, is moving to new headquarters at 6432 Cass Avenue. Mrs. Small operates her business independently, another of the growing number of feminine operators in this territory, with B. L. Roth handling the service.

Ritzzy Music Company, West Side music operating organization, has been dissolved as a partnership, and Thomas Berdis has taken over the name as Mac's Ritzzy Music Company, establishing his own headquarters at 148 Fort Dearborn Avenue in the suburb of Dearborn. His partner, Edward L. Carlson, is operating under his own name, with headquarters at 15031 Leisure Avenue.

Business in up-State small towns is



WURLITZER COLONIAL MODEL placed by Music Merchant Louis Hornemann at the La Chateau, one of the most popular dining spots in the St. Louis area. (MR)

"NATIONAL" HEADQUARTERS

FOR SELLING
TRADING
OR—BUYING

USED PHONOS



LIKE NEW! Our 1936-1941 MARBL-GLO grinding process gives a real beauty treatment to used phonos. They LOOK, WORK, and MAKE MONEY like NEW!

Come to NATIONAL for anything you want to buy or sell in used phonos. IT PAYS! And you can also take advantage of our FAMOUS CREDIT PLAN. Expand your music store—It's today's best investment!

BEAUTIFUL BUYS!
All With Fresh Paint Jobs,
Marbl-Glo'd LIKE NEW!
Rockola 1829 Standard \$159.50
Rockola 1829 Deluxe . . . 172.50
Wurlitzer 24 109.50

COMPLETE STOCK

ON HAND

FOR IMMEDIATE DELIVERY!

"America's Phonograph Trading Center"
NATIONAL NOVELTY COMPANY
161 MERRICK RD., MERRICK, L. I., N.Y. All Phones FREEPORT 8320

booming in the music field, judging from reports current among operators and distributors. Typical were reports this week of additional purchases of new phonographs by such scattered operators as Carl Vollmer, of Pigeon; Harold Matthews, Midland, and Russell Derseweh, Mount Clemens.

Charles E. Orlich and the Ross Music Company were among the buyers of new music equipment from Angott Sales this week.

Reids Arle, music machine operator, has moved to new headquarters at 93 Alger Avenue in the north end of Detroit. Arle reports business improving,

1 TO 11, 20 CEA.—12 TO 29, 18 CEA.—100 UP, 16 CEA.

You simply can't beat
Miracle Point Needles

M. A. GRETTI CORP., 2047 NO. 30 ST., MILWAUKEE, WIS.

with better play on machines in locations.

A. A. Gaines, who operates at Fort Huron, Mich., is another up-Stater busy expanding his route.

PHONOGRAPH HEADQUARTERS

WURLITZER

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 **\$69.50**
Ready to Operate

- 400 Wur. MARBL-GLOS \$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
- Sheet The Chutes 39.50
- Air Raider 109.50
- Navy Bomber 119.50
- Sky Fighter 175.00
- Anti Aircraft (Broom) 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 2 packs
- 5 of a kind wins 5 packs
- 10 packs **\$18.50**



1/3 Deposit With Order

GERBER & GLASS

913 Diversey Blvd., Chicago



DISTINGUISHED COMPANY IN THIS GROUP, at the offices of the Acme Phonograph Company, Cleveland. Left to right, Louis Nemesh and B. F. Keenan, Acme officials, join with Seeburg Representative Reed Crawford and Band Leader Joe Reichman in admiring ear-level reproduction on the Seeburg phonograph. (MR)

Minneapolis-St. Paul

MINNEAPOLIS, July 5.—Warm weather has helped the coin machine business in the State considerably. Tourist trade is flocking into Minnesota, and coin machine locations are getting heavy plays. On the other hand, business in the city area has fallen off a little, altho not enough to cause any serious worry on the part of the operators. Distributors report that sales of merchandise are moving ahead at a rapid pace.

Several hundred operators were on hand during the past week to see the new A. I. C. Singing Towers make its debut at the Silent Sales Company here, according to William (Sphinx) Cohen, Silent Sales head. The manufacturer was represented at the show by O. L. Hanson, of Chicago, district manager, who predicted that Singing Towers would shortly become one of the important music machines in the field.

"How well the operators liked the new unit," Cohen said, "is indicated by the fact that we sold all the machines brought down from the factory for this showing and more besides."

Oscar (Ozzie) Truppan, of Acme Novelty Company, says Wurlitzer phonos have been moving at a fast pace.

A note from Johnny Hines, formerly of the Sibley Sales Company at Mendota, who is now wearing khaki for Uncle Sam's Army, points out that "once a coinman, always a coinman." At his army camp Johnny obtained a record maker and for 25 cents per record he puts on wax a letter to the folks back home by any of his buddies. Johnny reports that the take isn't perhaps as

great as it was when he was operating Seeburg phonos, but that it is enough to keep him in pin money around the camp.

Hardly had The Billboard published the fact that Dave Ziskin, of Silent Sales, was expecting an heir, an eight-pound daughter was born to Mrs. Ziskin Sunday, June 18. She will be called Dianne. Mrs. Ziskin is doing well at Asbury Hospital. Dave saved his boss, Sphinx Cohen, one item for the Singing Towers' premiere by providing the cigars for the boys.

Bill Hattestad, Cottonwood, Ia., operator, is busy passing out cigars these days. His wife recently gave birth to their second child, a son. Mother and child have come home from the hospital and are reported doing well.

Al Melrovits, of Silent Sales Company, has been elected head of the Minneapolis Jewish Youth Federation. One of Al's big jobs will be the formulating of a program whereby Jewish soldiers boys at near-by Fort Snelling will be entertained by local groups.

M. Murray Kirschbaum, of M. M. Kirschbaum Company, has been named Northwest distributor for Standard records. Murray was with the Brunswick Company for many years and during the past five has devoted himself exclusively to waxings for the coin machine industry.

Recent visitors to this area were Leo Barkevitz, of B & G Novelty Company, Superior; Harry Beck, Frederick, Wis.; R. A. Keyes, La Crosse, Wis.; J. C. Weber, Blue Earth, Minn.; Oscar Englund, Alexandria, Minn., and Ray Biehofer, Gaylord, Minn.

Sam Carter, of Carter Sales Company, is well satisfied with the manner in which the phonograph business has been going of late. Pinball games, he said, are continuing to enjoy a good play.

Sam Taran, head of Mayflower Novelty Company, came back to St. Paul for just one day before returning to Pittsburgh for the grand opening of the new Mayflower Novelty Company office there. He was joined by Morris Roisner and Jake Nilva, of the St. Paul office. Mayflower also plans to open a new



YE OLDE TOWNE INN, Greenville, N. C., goes to town with Buckley remote control equipment installed by Distributor L. E. McCormick.

branch office in Buffalo. Opening date is set for July 15.

Phono business for Harry Lerner, of H & L Novelty Company, has been very good. Harry has been opening up new locations right along and has managed to get some of the finest locations in the city.

Two Seeburg Hi-Tone Symphonolas were installed at the Androy Hotel in Hibbing, Minn., by Delmo Befers, Range operator.

Operators are buying up equipment as heavily as they can afford, according to Jonas Bessler, of Hy-G Amusement Company.

Acme Novelty Company brought considerable favorable reaction to the coin machine business recently when it gave automatic phonographs to the Glen Lake Sanatorium, Oak Terrace, Minn.; the Minneapolis Talmud Torah, and a Catholic parish in Southeast Minneapolis. Ted Bush, Acme owner, made the presentations.

To introduce his new six-passenger Chris Craft speedboat, anchored at his Northarm, Minn., cottage, N. M. (Doc) Berenson, of Minnesota Machines Company and executive secretary of the Minneapolis Amusement Games Association, was host recently to a group of coinmen and their wives.

Harry Lerner, H. & L. Novelty Company, Minneapolis, was bedridden for a week with an infection which set in from a carbuncle. Meanwhile, Harry's route was looked after by Hy-G Amusement Company servicemen.

(See Minneapolis-St. Paul on page 72)

IN MICHIGAN ANGOTT SAYS:

PACKARD PLA-MOR

Selective Remote Control

Is Earning

33 1/3%

More Than Any Other Remote Equipment.



ADAPTERS for Any Make Phonograph to Play on or Off Floor.

SPEAKERS and STEEL CABINETS.

ANGOTT SALES CO., Inc.
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MASTERCRAFT PADDED COVERS

FOR AUTOMATIC COIN PHONOGRAPHS

- By avoiding damage to your cabinets, steadily made an excellent
- No. 4 Adjustable Pad (for cabinets up to 55" x 30" x 27") \$10.00
- No. 12 Adjustable Pad (for cabinets up to 67" x 40" x 28") \$12.50
- No. 23 Slip-Over Pad (for cabinets up to 55" x 30" x 27") \$8.00
- No. 35 Slip-Over Pad (for cabinets up to 67" x 40" x 28") \$10.00
- No. 32 Adjustable-Carrying Hinges (for all size cabinets) \$6.50

BEARSE MANUFACTURING CO.
Inc. 1921,
8815-8825 Cortland St., Chicago, Ill.

ACT FAST! ORDER THESE PHONO VALUES NOW!

A Limited Number of Reconditioned Used Phonographs—Beautifully

Refinished in Marble—at Prices You Can't Afford to Pass Up!

ROCKOLAS		WURLITZERS	
A, B, C or D, 12 Rec.	\$26.00	412 or 312	\$34.50
Casino or Gem	119.50	616 or 716	49.50
Plaza or Regal	129.50	412 with Illum. Sides and Grill	59.50
Vogue	169.50	412 in Illum. Cab.	59.50
Classic	179.50	716 with Illum. Grill	59.50
Commander, Manual Selector	189.50	24 Record	89.50
Commander, E. S. in Remote	219.50	600	139.50
Terms: 1/3 Deposit, Balance Sight Draft.		500	149.50
		600 Model #1	79.50
		800 with R. C. Adapter and One 2-Wire Wall Box	275.00

WRITE TODAY FOR BIG NEW LIST OF USED GAMES, GUNS, CONSOLES AND COUNTER MACHINES!

SOUTHERN AUTOMATIC MUSIC COMPANY
542 E. 2nd St. LOUISVILLE, KY. 312 W. Seventh GINGINNATI, O. 531 N. Capital INDIANAPOLIS, IND. 425 Broad St. NASHVILLE, TENN.

On the Records

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

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

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

(CONTINUED FROM PAGE 12)

TOMMY DORSEY (27483)

Love Me As I Am—FT. VC. Nine Old Men—FT. VC.

Altho the A side is a rhythmically romantic tune with a set of amusing, listenable lyrics, it's the reverse that is almost certain to get all the attention here. Again Dorsey has something a little different in the musical line, something a little off the beaten track. It's another Tom Adair-Matt Dennis work, and it has the same sparkle and originality of idea that have distinguished all the other songs with which they have supplied Tommy. First chorus is instrumental, with the Pied Pipers taking over thereafter for a verse and a chorus. Despite the title, it's not a song story about the Supreme Court, but a nonsexual bit based on a Rip Van Winkle theme. The melody bounces along, the lyrics are bright, and it's done with the customary Dorsey finesse. Reverse is used nicely on the vocal end by Frank Sinatra, and some equally nice ensemble work (particularly from the saxes) takes care of the instrumental passages.

The second side is potent coin phone fodder. The title is definitely an intricate one for identification slips, the song identifies is no letdown, and the Dorsey machine strength will in itself draw attention to the disk. It's a combination that operators are not likely to miss on. Side A is nonetheless acceptable for phones, but its companion has the advantage of being a little different, usually the deciding factor between a hit and a miss.

FRANKIE MASTERS (Okkeh 6256)

Was I the Foolish One?—FT; VC. Zumbi—FT. VC.

Masters couples a slow, nondescript ballad with an attempt at novelty humor that doesn't quite come off. The A side is played very tiredly, and Phyllis Miles sings an uninspired vocal, but neither the band nor the singer can be blamed too much for their weak efforts; they had very little to work with in the first place. The flip-over is subtitled "Ethiopian Double Talk," and victory is just eluded in the struggle to make it as humorous as the idea might have sounded when someone suggested it. The band plays it well, and the ensemble singing is ok, but it's a bit too repetitious and basically anemic as an amusing idea. There's a good tenor sax solo on this side, tho, which has nothing to do with the song or the idea.

"Zumbi" might, on the strength of its title promise of something different and amusing, plus Masters' reputation for novelty stuff, have a chance on the turntables, but it's not too likely, since the side itself hasn't got the strength to fulfill its promise. The

A side offers absolutely nothing for machines in general.

DICK TODD (Bluebird B-11195)

Wasn't It You?—V. A Little Street Where Old Friends Meet—V.

A new and an old ballad occupy Todd's attention here, but his handling of them aren't calculated to attract the complete attention of those listening to this disk. The Todd style is never-changing, and there is about these sides the same enervation and lack of even a trace of inspiration that mark most of Dick's work, unfortunately. The sad thing about it is that Todd really can sing well (if he'd forget some of the Crosby vocal mannerisms), but there is a dearth of freshness in his efforts that ruins the natural ability he possesses.

It's not likely that Todd single-handed can revive interest in the hackneyed B side oldie, and unless the new ditty on the first side can step out on its own as a song, this version of it holds little potential value to operators.

RAYMOND SCOTT (Columbia 36211)

In a Subway Far From Ireland—FT; VC. Mexican Jumping Bean—FT.

After a string of pop tunes, the intangible Scott gets back to some of his own unique writing, these two sides being the first originals to come from this band since *Huckleberry Duck*. The first side tempo was originally penned for a radio play by William Saroyan on CBS two years ago, and it possesses a rare thing—a set of lyrics by Scott. The number is entirely satiric, in the writing, the playing, and the singing. Letter is provided by the band ensemble, and it's about as corny as anything could be. The difference, tho, is that it's intentionally so, and as such, it makes highly amusing listening. The vocal takes up a good many of the grooves, and back of it is some excellent piano work. Companion piece is typically Scott, one of those bouzouki, intricately written and scored instrumentals that are replete with the inventiveness of the Scott talent.

It's entirely possible that the incongruous A side title might attract considerable coin phone attention, and the side itself can carry an appeal for two types of people—those that will appreciate the burlesque of the number and its execution, and those that will take it straight. The latter group will miss some amusing satire, but they're apt to enjoy the number just as much despite missing the point. In locations where Scott's typical style is popular, the B side will answer the demand exceedingly well.

SONNY DUNHAM (Bluebird B-11200)

Sand in My Shoes—FT; VC. Easy Street—FT; VC.

Dunham plays the beguine tempo of the first side tune too fast to get the most out of it. His sharp, high trumpeting contrasts well with Ray Kellogg's deep baritone of the lyrics, but the record, either on this side or the reverse, offers little else besides these two features. Plattermate song is one of those lazily relaxed things that is fair, but its projection here is limited to Dunham's horn and the Kellogg lyricizing.

There isn't much to interest coin phone operators here, either as to songs, band prestige, or manner of playing.

TONY MARTIN (Decca 3842)

Intermezzo—V. Taboo—V.

If Decca had brought this record out a month or more ago, there is little doubt that it would have been one of the biggest individual click disks of the lovely *Intermezzo*. As it is, it's one of the most beautiful jobs done to date on the song. Martin's superb singing lending itself perfectly to the melodic virtues of the number. In addition, it offers a group of voices under the direction of Dave Rose, as well as some fine instrumental backing conducted by Rose. The strings in spots are as richly beautiful as any passages occurring on any disk, and the whole performance (out-of-tempo, incidentally) is out of the topmost drawer. Reverse is good,

Just recorded by

BARRY WOOD

CBS YOUR HIT PARADE
and the Lyn Murray Singers



Irving Berlin's Great New Patriotic Numbers
For Which the Whole Wide Nation Has Been
Waiting—

ANY BONDS TODAY? AND ARMS FOR THE LOVE OF AMERICA

VICTOR RECORD 27478

Look what The Billboard, "On the Records" column,
July 5th issue, says:

BARRY WOOD and the LYN MURRAY SINGERS (Victor 27478)

Arms for the Love of America—V. Any Bonds Today?—V.

IRVING BERLIN's particular genius has never been shown to such advantage as in these two patriotic numbers, the first one written at the request of Major General Charles M. Weason, Chief of Ordnance, United States Army, and the second at the suggestion of Henry Morgenthau Jr., Secretary of the Treasury, to stimulate the sale of defense bonds. That Berlin was able to take these two thoughts and turn them into songs that get across their propagandistic message musically, entertainingly, and without a trace of corn, is, in this corner's opinion, one of the greatest examples of the songwriter's ability of the country's No. 1 tunesmith.

As done by Wood, the Lyn Murray Singers, and an orchestra under the direction of Leonard Joy, RCA-Victor's recording chief, they make inspiring listening. Not once throughout either song is there a lyric line to occasion the spine-crawling customarily attendant upon flag-waving epics. Arms is a spirited martial melody, with intelligent words that are never hackneyed and phony, and that make their propaganda point in an adult, direct way. Bonds delivers its message with a wealth of that important saving-grace, humor, and its relaxed, easy swing tune isn't going to make that message any harder to take, either.

With two such excellent pieces of material to work with, Wood and the chorus sound as tho they really enjoyed singing them, and the effect is at times thrilling. This department feels that, with the exception of Bing Crosby, no male singer at the moment can pack as much fine singing and as much superb vocal personality into a number as Wood can. He has the capabilities to be one of the greatest singing stars the country has ever known; that they haven't been realized thus far in any way near the proportion that they should be is strictly the public's fault. His work on this disk combines superior singing and humor with his naturally splendid voice, to such an extent that the entire Murray chorus, good as it is, is overshadowed. When the listener stops listening only to Wood (if possible), the excellence of the chorus, the band, and the arrangements get a chance to shine.

Without Wood, this would be a very good platter; with Barry, to coin a phrase, it's terrific.

Operators have something here. The Irving Berlin songs, despite being ASCAP, will be allowed on all radio networks, because they were government-commissioned, and while it's true that flag-waving numbers haven't done so well on the machines, these are so different and so vastly superior to the usual output that it will be a great surprise if they fail to click. The way they're done here should insure large phone patronage response.

and a fitting song for the Martin technique, but it pales into insignificance alongside the splendid A side job.

"Intermezzo" is still one of the country's top numbers, and this version of it should take its place alongside the already established hit disks of the song. If it had made its appearance weeks ago, tho, it would unquestionably have been one of the biggest selling records of this number. If not the biggest, operators will not go wrong putting it in their phones even now, but it's too bad that it comes along so late.

JOE REICHMAN (Victor 27484)

Mrs. Austin From Boston—FT; VC. Moonlight Sonata—FT.

The ridiculous and the sublime are contrasted in a showmanly way on this double, the first side being a silly little bit about a party tossed in Boston by Mrs. Austin, and the reverse a fine dance version of the Beethoven classic. The Austin ditty is all vocal, Larry Neil acting as commentator with a heavily burlesqued British accent, and Margie Stuart as Mrs. Austin. A lot of the lyrics are talked rather than sung, and occasionally there is a chorus riff that is catchy. Plattermate is musically outstanding. Henry Coffey's arrangement alternating between full, flowing melody

with the beat held down, and a rhythmic, danceable interpretation. At no time is Beethoven desecrated, and Reichman's pianistic ability is fully capable of copying with the technique required for master's reversed classic.

The novelty of the first side may appeal to the nickel-droppers, but it's one of those records where full concentration is needed to appreciate it to the utmost, and that complete attention to a disk is not always possible when it's played in a coin phone, which is why many entertaining sides like this one fall by the wayside. Side B is too far over the heads of the average record fan to mean anything to operators.

BENNY GOODMAN (Columbia 36209)

When the Sun Comes Out—FT. VC. Something New (Negra Soy)—FT.

Goodman has a fine arrangement of the Harold Arlen-Ted Koehler *When the Sun Comes Out*, particularly noteworthy for a first chorus that is well-thought out and completely interesting from first note to last. The side has only one chorus more, Helen Forrest's vocal interpretation which is every bit as good as the band's work on the side's first half. The song itself offers a great deal for an intelligent arranger to work with, and the proof of that is found here in



DEL COURTNEY, band leader, strikes a chord on the Mills Empire Keyboard Selector. (MR)

quantity. Flattermate is a medium tempo jazz thing, built along usual lines and presenting the customary excellent solos and ensembles of a Goodman disk. Side A is strong stuff for the machines—a fine song, a name band, a listenable arrangement, and an excellent vocal chorus. The reverse won't mean much because it's in the swing classic vein that rarely clicks in a wide-spread sense, but "When the Sun Comes Out" has more than an even chance of coming out on top in the phone sweepstakes.

MARTHA TILTON (Decca 3843)

G'Bye Now—V. Easy Street—V.

Miss Tilton, remembered as vocalist with Benny Goodman a couple of years ago, isn't being done right by when she's handed a song like G'Bye Now, played and recorded almost to death by this time. She does it well, but her interpretation of the slow number on the B side is far better. On this side she sounds like the singer who established a formidable reputation for herself while warbling the vocal choruses for the Goodman crew. Gordon Jenkins's instrumental backing is good through.

Miss Tilton has her following, and the B side should be able to attract them. The reverse is too well-worn by this time to amount to much, tho.

CONNIE BOSWELL (Decca 3837)

You Were Meant for Me—V. I Went Out of My Way—V.

Side A is a tune well remembered from the score of one of the earliest articulate movie musicals, Broadway Melody. It comes to life again in the current Penny Serenade flicker, and Miss Boswell revises it momentarily on wax. Her sweet, distinctive style blends nicely into the smoothness of the Nacio Herb Brown melody, and also the arrangement is more or less straight, Connie's way with a song and a lyric is such that it makes better listening than many an over-arranged number. Reverse is a slow torch tune, likewise sung excellently.

A lot of people undoubtedly remember "You Were Meant for Me" from its first hit in 1929, and if the song has any chance of coming back now, this vocal disk makes acceptable phono fodder. Otherwise, neither side possesses anything unusual, other than fine vocal work, to attract particular attention on the machines.

CHARLIE BARNET (Bluebird B-1194)

Ponce De Leon—PT. Little Dip—PT.

The titles are the tip-off on what to expect from these latest Barnet sides. Both are Horace Henderson originals, and both ride along in the typical grooves of Henderson's writing and Barnet's playing. Plenty of Charlie's sax and an interesting duet of two growl trumpets on the A side are the outstanding attractions. B side tempo is faster and



PRESIDENT JACK BERRY and Vice-President Dennis Donohue of Minoco Productions meet for discussion on the new Soundies films to be released for use in Mills' Panoram movie machines. (MR)

hotter, with some excellent powerhouse brass and a good electric guitar passage. Coin phone operators won't find a thing on either side to interest them in a general way. It's fine stuff for all-out jitterbugs, but for locations in the most widespread sense this disk offers nothing.

XAVIER CUGAT (Columbia 36191)

Madreclax—Tango, VC. Nostalgias—Tango, VC.

Cugat changes his customary rumba beat to that of the tango for this pair of sides, and the first of the Latin rhythms to enjoy popularity in this country sounds as authentic and as richly listenable as practically anything played by this outfit. Strings are lush and full, and the scoring is colorfully subtle all the way thru. Carmen Castillo (Mrs. Cugat) sings both sides in Spanish and in a throaty, haunting manner.

The tango is not as popular in this country now as it was some time back, before the rumba and conga usurped its place. And even if it were, the uncommercial authenticity of these songs, their arrangements, and their execution here militate against any general use in the machines.

THE CHARIOTEERS (Okeh 6247)

Daddy—V. Down, Down, Down (What a Song!)—V.

An amusing tongue-in-cheek version of Sammy Kaye's terrific click is de-

livered here by this excellent colored foursome. The mock serious single-voice verse is humorous, and the quartet singing of the first chorus is expert and nicely blended. Second chorus has a lead voice and backing, with fine piano in and around the whole side. All in all, this is an excellent job of a clever number. Reverse is a Don Redman riff tune with more originality and imagination than most of its kind, despite the simple musical progression of its main theme. The septa quartet does it with a good medium beat, backed by the superior pianists of the first side.

Sammy Kaye has too much of a head start on "Daddy" for this group, whose name is not too well known in music machine circles generally, to overcome that handicap in the phones. The second side, tho, has a chance on the strength of its interesting slow swing number and the listenable way it's done.

DINAH SHORE (Bluebird B-1191)

Do You Care?—V. Honeyuckle Rose—V.

Miss Shore tackles the Fats Waller-Andy Razaf tune (on the B side) that has been kicked around for so long by musicians on either impromptu or staged jam sessions, and manages to give it new life in a medium bounce tempo. Dinah brings some of her customarily fresh ideas to the number, and with Paul Wetstein supplying excellent instrumental backing this side rates a high listening mark all the way thru despite the almost too familiar melody. Side A is a new ballad that hasn't too much meat to it, but the velvet Shore tones can give even a weak number a decided fillip.

The B side presents nice potentialities for the machines, for the song is a well-known one, and Miss Shore's manner of handling a good tune is equally well known now. Reverse might amount to something as a pop ballad, and if so, Dinah's disk deserves its share of play, but if the song doesn't climb, it's doubtful if this side can carry it single-handed.

Spokane

SPOKANE, Wash., July 5.—Much activity in phonographs and pinball machines occurred this month. Distributors report sales strong in both lines, both new and used, and operators report a big play. The same applies to bell machines in the neighboring State of Idaho, where they are legal.

The pinball business, however, is very much unsettled at the moment. The State tax commission recently decided not to issue the new coin machine certificates on consoles operating in towns where allowed locally. A new ruling is said to classify pin tables in the same class as consoles, and naturally the pinball men don't know where they stand. The trend to wall boxes continues at a good pace. Ray target machines are getting healthy play. Beverage machine installations have increased with the arrival of the thirsty season.

MINNEAPOLIS-ST. PAUL

(Continued from page 70)

Jonas Bessler, Hy-G Amusement Company, is keeping an eye on his secretary, Sherma Schanfield. The other day Fred LaPond, of Little Falls, Minn., who came

to town to buy merchandise, suggested it might be a good idea for Sherma to do some singing for records. Bessler has plenty of confidence in his secretary and wouldn't want to lose her, he said.

The coin machine industry is mourning the death of Joseph Healy, operator of Hibbing, Minn., who passed away recently following a heart attack. He had been in the coin machine business more than a decade. John Healy has succeeded to the management of his father's coin machine route and bowling alley.

Singing the praises of *The Billboard* is Oscar Truppman, of Acme Novelty Company. Some time ago Acme ran an ad in *The Billboard*, courting export business from Central and South America. As a result of that ad, says Truppman, Acme has shipped 30 to 40 automatic phonos and coin games to Mexico and Central and South America.

Word from LaBeau Novelty Company is to the effect that business has been stepping along at a good pace, with out-of-town trade zooming rather heavily.

Herman Paster, Mayflower Novelty Company, is sizzling. For six weeks now he has been looking forward to a vacation in Alaska. All he was waiting for was the return to St. Paul of Sam Taran, firm head. So-o, Sam came in—stayed one day, and left. Herman's Alaska trip is off for the time being, but he said he is going there, next winter, if necessary. Meanwhile, accompanied by Archie Pender and Tommy Shogren, Minneapolis operators, Paster enjoyed a three-day fishing trip.

Oscar Truppman, Acme Novelty Company, and Mrs. Truppman have returned from a vacation to the Upper Michigan Peninsula and Isle Royal. Ozzie is busy these days learning to play the saxophone, along with his piano.

Recent visitors to the Twin Cities were Sam Edelstein, Hibbing; M and Frank Smith, Hayward, Wis.; Larry Unise, Twin Brook, S. D.; Roy Foster, Sioux Falls, S. D.; J. C. Webber, Blue Earth, Minn.; Keller Heber, Nelsville, Wis.; Jess Rose, Sauk Centre, Minn.; Marty Olson, Don Edmonson, and Frank Subject, Winona; G. L. Gulliams, Wis.; Harold Harold Moresworth and Frank Ponterio, Worthington, Minn.; Gilman Hanson, St. Peter; Oscar Sundem and wife, Montevideo, Minn.; A. D. Lloyd, Mendota; John Lowry, Wabasha, Minn.; Ray Sluth, Rush City, and Ted Heil, Gaylord, Minn.

Well satisfied with the way Northwest operators have taken to Singing Towers, Bill (Sphinx) Cohen, of Silent Sales Company, was happy as a lark this week upon receipt of another shipment of the new machines for distribution through this territory. O. L. Olson, Singing Towers factory man from Chicago, has returned to this territory to supervise sales of his products. At the same time, Silent Sales also received A. I. C. utility unit boxes with single and double-unit selectors, as well as both boxes and individual speakers with volume control. Also received were auxiliary speakers for both Singing Towers and the utility unit, Cohen said.

Spencer Otis, division representative for Seeburg, was in the Twin Cities recently conferring with Hy Greenstein and Jonas Bessler, of Hy-G Amusement Company, Seeburg distributors.

Back at his desk from one of his periodic visits to Milwaukee branch of Acme Novelty Company, Ted Bush, firm head, is pleased with the manner in which business has been stepping along during his absence.

Hot-shots from Sphinx Cohen, of Silent Sales Company: Delivery of Keeney's new combination multiple four-coin Sky-Raid, is scheduled to start Monday. The game was built from ideas of leading Northwest operators in co-operation with Silent Sales mechanics and Keeney designers. Pace single and double Saratogas and Reels are moving so fast the demand is far ahead of the supply. . . . Keeney's Sky-Raid is selling at a hot pace.

A new bookkeeping machine to facilitate the handling of business has been installed by Hy-G Amusement Company. Harriet Cohen will operate the new baby.

Sid Levin, of Hy-G, is leaving July 21 for a week's vacation in the Minnesota Northwoods.

THE DRAFT SONG-HIT!

GOODBYE, DEAR, I'LL BE BACK IN A YEAR

THE BILLBOARD SAYS

ON COLUMBIA RECORDS

Horace Heidt—36148

ON DECCA RECORDS

Dick Robertson—3791

COAST TO COAST

MUSIC CORPORATION

8 W. 49th St., New York

Goodbye, Dear, I'll Be Back in a Year. Operators would do well to stock this one immediately. It is exhibiting every indication of being an extremely big coin phone number . . . timely, because of its draft angle . . .

keep your machines hummin' and the nickels comin' with

JAN GARBER'S

double header HIT record

"HINDUSTAN"

"IN-THE-MIDDLE-OF-A-DANCE"

FORSTER PUBLICATIONS



KEHE
RECORD
6237

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Reports from the Coast reveal that the Andrews Sisters will not be in Universal's new film "Fifty Million Nickels," which is to be based on the coin phonograph business. Universal will still make the movie, but cast is still to be set. . . . Kay Kyser finally got himself a contract with Columbia after recording for that company for a year without any written agreement. . . . Lionel Hampton, colored musician-leader, has left Victor over a disagreement concerning his new band. He's been on Victor's 50-cent label with a small musical combination, but Victor refused to record Hampton's larger band because of a previous contract with Duke Ellington which calls for no normal-size Negro band in competition to the Duke. . . . Sammy Kaye has added the seventh singer to his vocal menagerie. Latest is Al Marino, a former counter-man in a roadside diner, who was recently discovered by Kaye on a radio amateur show. . . . Phil Spitalny's all-girl orchestra is scheduled to make its first recordings in the next few weeks for Columbia. First sessions will probably be made into a record album.

Gracie Fields, English singer-comedienne, has been signed to a Decca contract by President Jack Kapp. Miss Fields left by Clipper for Lisbon last Thursday (3), so it is not set where and when she will cut the Decca recordings. . . . Another road accident was chalked up against the traveling band business last week. Six men in the Skinnay Ennis band were hospitalized in Chicago when their bus hit a pole just outside of the Windy City. . . . The Glenn Miller band got a contract renewal from Chesterfield on its air show calling for 13 more weeks starting September 12. . . . Helma Hene, colored new-comer to New York's night club circles, has been signed up by Bluebird for a string of vocal recordings.

Prosperity Report

Fred Van De Walker, coin phonograph operator in Kenmore, N. Y., says coin-box collections these days are heavier than he has experienced in a long while. He attributes a good part of the rise to an "unusually good crop of records," which are lasting longer on the machines than past average hits. Sammy Kaye's recording of *Daddy* is the newest big money-getter, followed by *The Hut-Sut Song*, which has been clicking heavily the past few weeks. Other disks doing a good job in Van De Walker's machines are *Intermezzo*, *You Are My Sunshine*, *My Sister*

and *I*, and *Maria Elena*. Best "coming up" bets, he reports, are *Green Eyes*, *I Understand*, and *In the Hush of the Night*.

Release Previews

Artie Shaw's latest studio session at Victor was responsible for "Don't Take Your Love From Me" and "Love Me a Little Little." . . . Andrews Sisters are scheduled to record "Good Neighbors" for Decca. Tune was written by band leader Dick Rogers in collaboration with Hughie Prince. . . . Sammy Kaye has just recorded "Dixie Girl" for Victor. Tune was composed by Kent Cooper, president of Associated Press news service. . . . Dinah Shore's latest recordings for Bluebird were "Do You Care?" and "Honey-suckle Rose."

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:

CHARLOTTE, N. C.:

Paradise Isle. Bing Crosby.

Things are evidently going to happen to this tune as far as the coin boxes are concerned, and, of course, Crosby's name on the seal will certainly not hamper it either. Operators in Chicago are also reporting action on this tune. Recording was listed in "Possibilities" of the Record Buying Guide last week, too, so it's a safe bet for other operators to take a whirl on.

WILKES-BARRE, PA.:

Boogie Woogie Piggie. Glenn Miller.

Half jump tune and half novelty, this recording is one of those zany concoctions that will have lots of popularity in some locations and be frowned upon in others. Title alone will probably pull a lot of nickels in some spots. Anyway, operators in this Pennsylvania town rank it now right up among the No. 1 money-getters on their machines.

SPRINGFIELD, ILL.:

So Sorry. Ink Spots.

This tune is done in the stock Ink Spots style, and for the operators in Springfield it has already become a top nickel naber. A flock of personal appearance dates at theaters has boosted this quartet on the music machines in many cities, and their type of music seems to be particularly popular in locations where the customers

WE WERE RIGHT!

You were promised two hits in our first 5 "STANDARD" Releases (last month).

NOW YOU'RE CASHING IN ON THEM—

T-2004 WALTZING ON THE "KALAMAZOO"

CUTTING IN —Polka

Rene Musette Orch.

T-2001 FINGER

—Polka

Bernie Wytze's Orch.

COCOANUT —Polka

These are the rest of last month's STANDARD releases in the order of their popularity:

1. T-2000 CUBALERO —Polka

HAPPINESS —Polka

Rene Musette Orch.

2. T-2002 MISIRLOU —Bolero

LINDA MUJER —Bolero-Rumba

Alfredo Mendez's Orch.
Spanish vocals by G. Del Toro

3. T-2003 BLUFFER'S —Polka

FOXY —Polka

Walt Leopold's Orch.

SEE YOUR LOCAL JOBBER

or write

STANDARD PHONO CO.

168 WEST 23RD STREET,

NEW YORK, N. Y.

• THE LIST PRICE OF STANDARD RECORDS IS 50c •

Standard Records Northwest Distributor MURRAY M. KIRSCHBAUM

200 Eleventh Avenue, South,

Minneapolis, Minnesota

prefer to just listen rather than dance, too.

SAN FRANCISCO:

Kiss the Boys Goodbye. Bea Wain.

This song hit *The Billboard's* "Possibilities" section last week, and this week operators in the Bay City report that in the machines it is second only to *The Hut-Sut Song* in popularity. Tune is from the movie and the play of the same name, both of which have been out for some time. It may be Bea Wain's ren-

tion of it or any one of a hundred other reasons that has caused it to come up here now, but anyway operators should keep an eye on it.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended July 5 and the week before, ended June 22, see the Music Popularity Chart in the Music Department in this issue.



A 19-BOX PACKARD INSTALLATION of Pla-Mor remote control units in Austin's Grill, Pasco, Wash. The installation was made by operator L. G. Foley, Proser, Wash. Location owners, Mr. and Mrs. Austin, are behind the counter at the right, with Packard Manufacturing Corporation's district manager, Clayton Ballard. (MR)

Industry Gets Headlines . . .

CHICAGO, July 5.—The eyes of the nation were suddenly directed toward the coin machine industry this week when newspaper headlines reported the new excise tax proposals from the nation's capital. Several newspapers used the term "slot machines" to refer to the trade.

The first reports indicated that a \$5 annual tax would be applied to many kinds of vending machines, but reports July 2 said it had been decided to drop the proposed fee as related to machines for vending merchandise, such as cigarettes, gum, etc. This came as very encouraging news to the vending machine trade.

A fee of \$25 annually had been proposed also on coin-operated machines which "pay off in cash or tokens redeemable in cash or merchandise." Reports July 2 said this had been amended to apply only to pinball games "and similar games of chance or pleasure." While such a proposal would not technically legalize payout machines, such recognition by the federal government would widely advertise them as a source of revenue.

Other phases of the excise tax proposals that might apply to certain parts of the industry have not yet been explained in detail. The clerical staff will be busy writing up the bill in final form which is scheduled to come before the House of Representatives during the week of July 14.

NICKEL NABBING NIFTIES!



ON *Victor*
AND
Bluebird
RECORDS

"GREEN" means **GO**

for this big Number by a
New Name Band!

Green Eyes*
All Alone and Lonely*
Art Jarrett — 27501

★★★★★

The **HIT MAKERS** of
the "HUT" SONG

Do it again!

Love Me a Little
Sand in My Shoes

The Four King Sisters with
The Rhythm Royals — B-11209

Why Don't We Do This More Often?*

Piano Concerto in B Flat
Freddy Martin — B-11211

★★★

IN THE PLAY—EVERY DAY!

Arms for the Love of
America (The Army
Ordinance Song)
Any Bonds Today?
Barry Wood with
The Lyn Murray
Singers — 27478

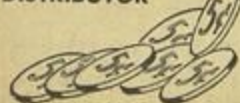
*Vocal Refrain

★★★

Order RCA Victor Permo-Point
Needles from your RCA Victor
distributor today. In Canada
RCA Victor Co., Ltd., Montreal.



ORDER TODAY FROM
YOUR VICTOR RECORD
DISTRIBUTOR



RECORD BUYING GUIDE--PART 1



Records and Songs With the Greatest
Money Making Potentialities for
Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

● GOING STRONG ●

THE BAND PLAYED ON.....	GUY LOMBARDO (Kenny Gardner and Trio) (10th week)
G'BYE NOW	HORACE HEIDT (Ronnie Kemper) VAUGHN MONROE (Marilyn Duke) WOODY HERMAN (Muriel Lane) (7th week)
MY SISTER AND I	JIMMY DORSEY (Bob Eberly) KING SISTERS BENNY GOODMAN (Helen Forrest) (7th week)
INTERMEZZO	GUY LOMBARDO (no vocal) BENNY GOODMAN (no vocal) WAYNE KING (no vocal) WOODY HERMAN (Woody Herman) (6th week)
MARIA ELENA	JIMMY DORSEY (Bob Eberly) WAYNE KING (no vocal) TONY PASTOR (Dorsey Anderson)
DADDY	SAMMY KAYE (Ensemble) ANDREWS SISTERS (5th week)
THE HUT SUT SONG	HORACE HEIDT (Donna and Her Don Juans) Ensemble FREDDY MARTIN (Eddie Stone and King Sisters) THE JESTERS (4th week)
JUST A LITTLE BIT SOUTH OF NORTH CAROLINA	GENE KRUPA (Anita O'Day) MITCHELL AYRES (Mary Ann Mercer) DICK TODD (3d week)

● COMING UP ●

THE THINGS I LOVE	JIMMY DORSEY (Bob Eberly) BARRY WOOD
Taking a sudden powerful upward jump, this better-than-average ballad this week finds itself the No. 1 item among the group of small but potent disks currently struggling to hit the heights. Dorsey's recording is the big one at the moment, with Wood's vocal disk trailing, but doing nicely for itself nevertheless.	
GOODBYE DEAR, I'LL BE BACK IN A YEAR	HORACE HEIDT (Ronnie Kemper-Donna Wood)
Very good and right behind <i>Things I Love</i> as a potential blue-ribbon phono number is this ballad inspired by the draft. Heidt continues to have the edge recording on it in the machines at the moment, and it doesn't appear likely that he will have any competitors for a while, no other disks of it showing up on any reports currently.	

GREEN EYES	JIMMY DORSEY (Bob Eberly-Helen O'Connell)
Also going along very well and not too far behind the two strong items above, this Jimmy Dorsey record, if it continues to improve as it has done during the past couple of weeks, may duplicate the success of his <i>Amapola</i> to some extent.	

YES, INDEED	TOMMY DORSEY (Sy Oliver-Jo Stafford)
Going along pretty well, this toe-tapping swing tune is attracting enough phono patron interest now to indicate that its popularity may continue to grow in another couple of weeks to the point where it may challenge the leaders in nickel-pulling power.	

BLUE CHAMPAGNE	JIMMY DORSEY (Bob Eberly)
Not showing too much improvement since its debut in this section of the Guide last week, this exceptionally listenable ballad is nevertheless pulling in enough nickels to satisfy those operators playing it. Probably the only single thing that is keeping it from bigger success at the moment is the number of other Jimmy Dorsey records currently holding the phono spotlight.	

KISS THE BOYS GOODBYE	BEA WAIN TOMMY DORSEY (Connie Haines)
A "Possibility" last week, this picture song (from the forthcoming movie of the same title) has lost no time in starting to go places. Miss Wain's vocal record has the edge over the Dorsey disk so far, but both are beginning to attract considerable attention along the phono network. This looks to be one of the best items for operators during the next month or so.	

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) (11th week) Not far from out.
EVERYTHING HAPPENS TO ME	TOMMY DORSEY (Frank Sinatra) WOODY HERMAN (Woody Herman) (7th week) Managing to hold on.
AURORA	ANDREWS SISTERS (7th week) Never fulfilled expectations. Playing to mixed reaction now.
Names in parentheses indicate vocalists. Double-meeting 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.



SPECIAL
ANNOUNCEMENT!

The Record You Asked for
BY
**GENE
AUTRY**
on Okeh records



06274 YOU ARE MY SUNSHINE
IT MAKES NO DIFFERENCE NOW

... will be available at your
Columbia distributor within
a few days. Place your order
now so that you will be sure
it appears on your machine
first!

Trade Marks "Columbia" "Okeh"
Reg. U. S. Pat. Off.



We aren't selling Everybody **BUT-**

The hundreds of operators installing
PLA-MOR MUSIC EQUIPMENT
have doubled and tripled earnings



● The PLA-MOR Music System pictured below has increased earnings \$34.00 per week and is just one of the many installations that is earning bigger profit for operator and location owner. The PLA-MOR 600 Wall Console Speaker wins everyone with its superb tone and gorgeous beauty—and the PLA-MOR controls keep customers selecting and playing again and again.

When a PLA-MOR Music System goes in a location it's darned near certain that the "take" is going to be two or three times what it was before. The reason we say this so positively is because . . . IT'S HAPPENING ALL THE TIME WITH OPERATORS ALL OVER THE COUNTRY.

PLA-MOR gives you a brand-new music system that makes the phonographs you already own earn bigger profits. It's a system of sparkling beauty and fascinating play-appeal that gets customer action . . . more music playing and more nickels in the bank account.

Put PLA-MOR Music Systems in your locations . . . it's easy to do and the cost is small in comparison to the greater earnings. Simply install the proper PLA-MOR adaptors for use in conjunction with your phonographs so they will operate from bar, booth or wall with PLA-MOR remote controls and PLA-MOR wall speakers. See your Packard Distributor or write us direct.

PACKARD MANUFACTURING CORPORATION • Indianapolis, Indiana
HOMER E. CAPEHART, President



PACKARD
PLA-MOR

SELECTIVE REMOTE CONTROL

OPERATORS--

CASH IN ON

INTERMEZZO

EDWARD SCHUBERTH & CO., Inc.
Music Publishers, Importers and DealersSTEINGRAEBER EDITION, LEIPZIG
FRIED, HOFMEISTER, LEIPZIG.
GERMER WORKS
ASCHERBERG, HOPWOOD & CREW,
LTD., LONDON

PUBLISHERS' AGENTS IN THE UNITED STATES FOR

COTTA EDITION, STUTTGART
JOSEPH WILLIAMS, LTD., LONDON
CARY & CO., LONDON
J. B. CRAMER & CO., LTD.,
LONDONFORSYTH BROS., LTD., LONDON
LEONARD, COULD & BOLTTLER,
LONDON
SEAL, STUTTARD & CO., LONDON
BANKS & SON, YORKAGENTS FOR AND PUBLISHERS OF H. GERMER'S INSTRUCTIVE EDITIONS
Agents for Pipers' Guild MusicRegistered Cable Address:
SCHUBERTH—NEW YORK11 EAST 22ND STREET
NEAR BROADWAY
NEW YORK

July 9, 1941

To the Music Machine Operators:

We wish to announce that the United Artists Corporation is bringing back the beautiful picture INTERMEZZO. David O. Selznick's dynamic production starring Leslie Howard and Ingrid Bergman, to coincide with the great current popularity of the ballad INTERMEZZO on recordings and on the air. The new showing of the film in neighborhood theaters will definitely increase the already great popularity of the song.

We are confident that if you will put now into every one of your machines two or three versions of INTERMEZZO your great take from this great hit will continue for you.

Let us urge all you operators to stock up today with plenty of recordings of INTERMEZZO, the nation's biggest hit today!

Cordially yours,
EDWARD SCHUBERTH & CO.per *Fred Kraft*
Fred Kraft.

We want to thank all these fine artists for their fine renditions in recording INTERMEZZO, and we thank their recording companies.

INTERMEZZO on DECCA Records

3674—Guy Lombardo's Orchestra (dance)
3696—Salon Orch., Dir. Harry Harlick (instrumental)
3692—Bob Hannon (vocal)
3275—Albert Kerr (violin solo)
3738—Woody Herman (dance)
3642—Tory Martin (vocal)

INTERMEZZO on COLUMBIA Records

38050—Benny Goodman (dance)
38041—Xavier Cugat (dance)
38017—Clyde Lucas (dance)
36007—Marie Green (vocal)
35886—Vladimir Solinsky (violin)

INTERMEZZO on VICTOR Records

27355—Ennio Madriguera (dance)
4458—Toscha Seidel (Bourneir de Vienne) (violin)
26859—Werne King (dance)
4952—Allan Jones (vocal)

INTERMEZZO on BLUEBIRD Records

81123—Freddy Martin (dance)
81171—Joan Merrill (vocal)

INTERMEZZO on OKEH Records

8120—Charlie Spivak (dance)

Our thanks, too, to all the other fine artists, too numerous to mention, for their continued featuring of INTERMEZZO on the air.

EASTERN FLASHES

NEW YORK, July 5.—With the Fourth falling on Friday, many cotmen worked late earlier in the week to clean up business before going away for a week-end holiday.

Low Wolf, of Rex Amusement Company, Buffalo, recently played host to New York City friends—Ben Haskell, attorney, and Martin Lee, operator, and wife. . . . Tony Gaspario, of Weston, is reported busy with Exhibitor's new game. . . . Modern is said to be so busy that Nat Cohn has increased his office staff and taken additional floor space.

Jack Fitzgibbons' friends have been calling him up to get additional information about the ads Fitz has been running. Judging from the smiles on Jack's face when he hangs up, it really must be something special. Dave Firestone, of Cent-a-Mint, is out on the road again signing orders. . . . Hilda Palom, one of Irving Orenstein's secretaries, will take the marriage vows August 10. Lucky boy is Morty Reiter. After the honeymoon Hilda returns to her desk at Hercules.

Al S. Cohen, of Asco, recently took a business trip. . . . Charley Aronson and Bill Alberg, of Brooklyn Amusement, are well up in the sales contest Evans is running on Super Bomber.

Judging by the many answers Max Levine, of Scientific, is getting in response to his advertising contest, quite a few operators are anxious to become advertising copywriters. . . . The outdoor Adams Gum vender recently placed on the market by G. V. Corporation is reported catching on in big style in the vending field.

Ace's new showrooms resembled a florist's shop with all the plants Jack Kay received from his friends on opening day.

Barth (Bip) Glasgoff, sales manager of Arthur H. DuGrénier, Inc., left this week for Haverhill, Mass., to visit the firm's factory. He will continue on from there to Ohio to attend the Ohio Tobacco Jobbers and Cigarette Merchandisers Convention.

The jurisdictional strike at International Mutoscope's plant, called by two unions, has ended. The 360 of the plant employees were out for two weeks; the factory kept going and maintained game shipments. Now, with the 350 workers back again, production will be stepped up considerably.

OF MEN AND MACHINES

Mike Munves visits his arcade headquarters after hours to look over entries submitted by arcade owners competing for honors in his \$1,300 contest. Brother Joe sorts the pictures to have them ready for Mike. Marc Munves is shipping plenty of used games, judging by the number of crates he had waiting to be picked up in front of his place one afternoon.

Al Simon, of Savoy, enjoys the Jersey vacation spots and is usually in the Garden State every week-end. . . . Charley Lichtman, recently settled in his new midtown headquarters, has already shipped games all over the country. . . . John Buffa, New York operator, who has been taking pinocchio lessons from Mike Munves, now claims he beats his teacher.

Doc Eaton, Eastern regional director for Buckley, reports orders in his territory are increasing. Meanwhile Barney (Shugy) Sugarman has practically become a commuter, coming to New York a few times a week to see Eaton about rushing more Buckley boxes.

"Gene is winning the acclaim of operators along the Eastern seaboard," says Bert Lane, "with each succeeding game better than the last." Sandy Warner, agreeing with Bert, adds that Daval counter games are also being boosted to the skies. . . . Bill Rabkin, of Mutoscope, says it was necessary to again speed up production on Drive-Mobile and Ace Bomber in order to meet the demand.

PAST FLASHES

Earl Backe, of National Novelty, is making others sit up and take notice of the job he is doing with used music. . . . Hymie Budin finds that with cotmen trading in used games for Stoner's 3 Up he is able to meet out-of-town demand for used equipment, and he is shipping games promptly.

George Pomeroy is running newspaper ads on Panorama in Jersey, listing the locations. Business has been boosted in

RECORD BUYING GUIDE—PART 2



A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative importance of songs in their Catalogs and upon the judgment of The Billboard's Music Department.

YOU AND I BING CROSBY

Another new Crosby waxing that has operators in some localities expecting pretty big things. Several of them in scattered territories around the country report that this disk is beginning to do things for them, and indications are that this favorable response will increase.

TIL REVELLE KAY KYSER (Harry Babbitt)

Another song based in theme on the draft is this ballad that has a little more to it than most of the ditties inspired by selective service. Kyser's recording has started to step out a bit in some locations, and unless Horace Heidt's *Goodbye Dear, I'll Be Back in a Year* has taken the edge off this type of number, this is apt to do well in machines all around the country.

I FOUND A MILLION-DOLLAR BABY. BENNY GOODMAN (Helen Forrest) SHEP FIELDS (Dorothy Allen-Larry Nell)

This song has been mentioned in this section before and now it must be pointed out to operators once again as one of the strongest possibilities among the newest recordings. A number of operators have already discovered its potential value under the needles, and their reports make necessary bringing it to the attention of all operators in the Goodman and Fields version.

TWO HEARTS THAT PASS IN THE NIGHT CHARLIE SPIVAK (Garry Stevens)

Still another disk that was first mentioned in this space a couple of weeks ago, and which has since then found its way into enough phones to make it mandatory to include it again here as an item for operators in general to watch closely. It isn't as promising as the disks listed above, but it has potentialities that may be realized in a little while.

BOOGIE WOOLIE PIGGY CLENN MILLER (Tex Bencke-Modernaires)

A combination of boogie-woogie rhythm and swung nursery rhyme that has attracted the interest of the nickel droppers in sufficient proportion, in the spots where it is now available, to herald a more widespread interest in a few weeks. Miller has not been represented among hit recordings for some time now, but this may be the one to give him the click that has eluded him since the winter.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

NINE OLD MEN TOMMY DORSEY (Pied Pipers)

Dorsey has a way of making records that customarily offer something a little new, a little different, and here he has done it again. The title here is definitely attractive and is almost certain to pull nickels when printed on a coin phone identification slip. The song has nothing to do with the Supreme Court despite the title, but it's nonetheless an entertaining rhythm tune and lyric, and as done by Tommy, adds up to the best release of the week for operators.

SMILES GUY LOMBARDO (Kenny Gardner and Trio)

Following his success with *The Band Played On*, Lombardo revives another old-timer and may have a good sequel as far as phone hitdom is concerned. The song, of course, is widely known, and it's done here in the typically lilting, musically unsophisticated style of the Lombardos that has been so popular for so long.

INTERMEZZO TONY MARTIN

It may seem odd to operators to list this song after it has been established for so many weeks as a top-ranking phone item. But in Martin's version it is done so superbly that it must be included in any appraisal of the week's outstanding records. It is also mentioned here for those operators who may want to keep the song in machines but who feel that a change of artist might prolong its life under the needles. This vocal arrangement of it, had it come along weeks earlier, would undoubtedly have been one of the biggest, if not the biggest, versions of this lovely ballad.

IN A SUBWAY FAR FROM IRELAND RAYMOND T. SCOTT (Ensemble)

An unusual novelty number, this one comes from Scott's writing pen and boasts, as its attractions for phone fans, an intriguing title, a melody with a lilt, some amusing words, and the union band chorus singing currently popular. The song is out and out satire, and the singing is intentionally corny, but it has appeal for those who may take it straight, as well as those who will understand and appreciate the burlesque in it.

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.

all Panorama spots, and location owners agree that soundies are a big drawing card. . . . Leon Takken, of Amsterdam Amusement, says his service plan is paying dividends. . . . Irv Blumenfeld, of General, Baltimore, Md., is looking for larger quarters and expects to add to his sales force.

Roy McGinnis is getting ready to run another of his special sales. . . . Henry Seiden, back in Albany, N. Y., just long enough to map out a trip thru his territory. . . . Calvert Novelty reports a terrific upswing on used equipment. . . . Owl Mint's trading post is a meeting center for New England operators. . . . Paul E. Davis, of Syracuse, N. Y., maintains that local and out-of-town business keeps him rushing from morning till night.

Joe Fishman is doing a fine job with Keeney's Sky Ray. . . . Irv Sommer, back to Florida once again, but this time only for a week. He will then return to New York for the summer.

Murray Sandow, of Simon Sales, has taken charge of the firm during Dave Simon's absence. Because of his wide experience Murray is fully prepared to cope with any problem that might arise.

Bill Wiener, U-Need-a-Pak Eastern representative, has left on a trip to Delaware, Baltimore, and Washington with the new Norman Bel Geddes-designed Model 200 cigarette merchandiser. . . . "Bip" Glasgoff, sales manager of A. H. DuGrénier, Inc., flew to Syracuse, N. Y., this week to meet Jack Pineberg, DuGrénier New York State representative. He will accompany Pineberg on a swing thru that territory. . . . Estelle Kolman came to New York from the DuGrénier factory in Haverhill, Mass., this week.

PHILLY FLASHES

Mollie Gross, efficient secretary to her brother, Bill Gross, of Lehigh Specialty, is looking forward to her annual vacation. . . . Nat Hake, of Hake Exchange, takes a day off now and then to watch the ponies at the Delaware track. He is being kept busy shipping out vending machines and supplies. . . . Jack Kaufman is still shipping them out in truck loads to the customers of the K. C. Novelty. Glickman reports excellent sales for Steppin Sams and other games.

Buffalo

Florence Bloom, in charge of Royal Amusement Company's record store, owned by Al Bergman, is taking the summer off to spend all her time at the Erie lakeshore, where she and her band leader-husband have taken a cottage for the season. "Junior" Bergman, the youngest of the clan, is said to be taking her place.

Shirley Gorman is the newest addition to Rex Amusement Company's office staff, headed by Irene Snyder. A newly organized parts department here is helping operators.



A PAIR OF BEAUTIES who were strong contenders for honors at the recent Restaurant Show in Cleveland. They are the Acme Phonograph Company's sweetheart, Miss Lester, and the Seeburg Hit-Tone Symphonola phonograph. (NR)

ESQUIRE PREMIUM VENDOR

1941's OUTSTANDING SUCCESS



Simple Premiums displayed in Vendor. Ball Gum concealed Eliminates Cheating. Complete Unit Consists of 1 ESQUIRE PREMIUM VENDOR, Standard Powder Blue Finish; 1 DISPLAY INSERT IN MACHINE, 1 DOZ. SMALL TWO-BLADE KNIVES, 1 DOZ. LARGE SINGLE-BLADE KNIVES. MACHINE FILLED WITH 1100 BALLS OF GUM, INCLUDING 20 STRIPED BALLS READY TO BE SET ON LOCATION. Don't be misled by cheap imitations and inferior merchandise! Be first in your Territory with this proven money maker!

ENTIRE DEAL ONLY **\$12.50**
Rush Your Order Today!



PIKE'S PEAK, \$32.50
Immediate Delivery



SILVER KING
10 Lbs. Candy, 1 Gross Chews.

ALL FOR **\$8.45**

Limited Time Only! Rush Your Order NOW!
Other Machines, \$9.95 and Up.

TORR 2047A-SO. 68
PHILA., PA.

MERCHANDISE MACHINES

How To Increase Cig Sales in Each Location

By MAX H. POSTEL, Chicago

MY JOB is to study the problems of the cigarette machine operator in the obtaining of locations, keeping their good will after getting them, fortifying them against operator competition, training service men; also, to render to the operator services that he has been unable to obtain.

The manufacturer's salesman is chiefly concerned with getting the order for the machine. Usually, once he gets it, the operator shifts for himself. This condition showed me the need for aiding the operator who is so busy constantly servicing his route that he has no time for the smaller yet highly important contacts.

Many years of close association with operators throughout most of our 48 States, working for and with them in every capacity necessary to cigarette machine operation, starting them in business and being responsible for their success or failure, qualifies my views. I feel on how to do the one thing paramount in successful operation, and that is **How To Get More Profit Out of Every Location.**

Little has been said on this subject. No suggestion has been offered for the relief or solution of the problem. The closest salesmen come to offering the operator advice on the subject is to tell him to turn in all his equipment on brand-new models. That is about as practical as stopping the clock to save time; as useless as muscles on a brass monkey.

The latest model machines do not sell more cigarettes than old ones! Machines made of solid gold will not make a man smoke nor induce him to buy a pack if he has a plentiful supply on hand. A smoker buying a pack of cigarettes is for the most part, concerned about getting his favorite brand. Nothing riles a smoker more than being forced to accept a substitute brand because the machine contains only a few brands. A tremendous number of smokers, statistics and records show, definitely will not take any brand other than the one they always smoke.

A smoker has a right to get the brand he wants and the location owner will soon find that out from the customer if he cannot get his brand out of the machines in the place. It is the location's trade that pays the rent—not the operator whose machine is on the premises. The operator, even if he has a brand-new piece of equipment in that spot, will soon find his machine turned to the wall, replaced by a machine that gives the trade an extensive variety of brands, that sells about every called-for brand on the market.

A location never must disappoint its trade by not having the desired brands. He can get a machine from a progressive operator that will give him virtually a miniature cigar stand. The result is a satisfied location, satisfied customers, no loss in sales, increase in volume, affording larger profits to location and operator alike.

A small cigarette machine cannot replace one that carries about every called-for brand. It has no more chance than a snowball in you-know-where! A large machine will get and hold locations. There can be no greater insurance against losing a location. There is no other way to make more money for the location, more profit for the operator, than to give the location a machine that sells all the most popular brands. This gets every possible sale, every possible dollar of profit.

The average hit-and-miss operator

argues with the location about keeping the top selling brands in the machine. His argument is that there is little or no call for more than about six brands. When asked by a location to put lower-priced brands in a machine he will say there is no money in the cheap brands. Both of these excuses are as ridiculous as they are untrue. Such an operator will offer such flimsy stories because his equipment is of small size that will not accommodate more brands. He might have six brands in a nine-column machine—the six top selling higher-priced brands, doubling up on the three fastest selling ones so that he will not have to service the machine so often.

If the location owner says nothing more, the average operator will feel he has talked him out of a larger machine, which he has; but only until the time when Mr. Location Owner is offered a machine by a competitive operator, a machine that will hold all wanted brands.

Therefore, Mr. Operator, get the largest equipment made so that you will not have to lose a location. Get equipment that will give a location owner the number of brands he wants to carry. Check your profits and you will find that in most States profit on cheaper brands is as much if not more than on the higher-priced brands. Check, as the writer has done, the extra volume in cigarette sales that results from having equipment that gives the public any brand it wants. If you think larger equipment means a prohibitive increase in your investment, you're wrong, as investigation will prove to you.

This is not theory. It is fact. It has been tried and proven for the past three years, not compiled in the glass-enclosed office of some manufacturer's executive, but by the writer who eats, sleeps, and works every day with operators. It is my job to create, to build, and to help the operator make a maximum of profit out of every location so that he becomes a better credit risk and pays his notes when they are due. Think this over, Mr. Operator.



COMING EVENTS

July 9 and 10—Ohio Cigarette Vendors' Association annual meeting at Cedar Point, O.

July 10—Meeting Phonograph Merchants' Association, Hotel Carter, Cleveland, 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 12 to 15, 1942—Annual convention of Coin Machine Industries, Inc., Hotel Sherman, Chicago.

January 14-17, 1942—10th annual convention, National Association of Tobacco Distributors, Palmer House, Chicago.

VENDS ALL PRODUCTS

Northwestern

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

Model 39 Bell
\$9.85
Each in Lots of 100
\$10.55
Each in Single Lots

Here's the way to Bigger VENDING MACHINE PROFITS

Ring out Competition—Ring in New Locations—Ring up Bigger Profits with the New Penny Back MODEL 39 BELL



LEGAL MACHINE

Take advantage of our Free Trial Offer Today



NORTHWESTERN SALES & SERVICE CO.
889 Coney Island Avenue, Brooklyn, N. Y.
Phone: BR 6-2225
58 Frillinghous Avenue, Newark, N. J.
Phone: BR 6-3250

PROVEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! Tom Thum's got everything hot! Handmade, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no come-backs. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Music Coin Selector, Yale Tumbler locks, adjustable dispensing, Vends candy, gum or pastilles, 1¢, and 2¢. Thousands of Tom Thum Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today.

FIELDING MFG. CO., Dept. B-72, Jackson, Mich.

ASCO WEEKLY SPECIALS

VENDORS
1¢ Peanut 1 lb. \$1.00
1¢ Peanut 5 lb. 2.95
1¢ Hershey 40 bar 1.95
1¢ Hershey 54 bar 2.95
1¢ Stick Gum 2 col. 2.95
1¢ 400 B. Gum 2.95
1¢ Silver King 5 lb. 3.95
1¢ Cigarette 2 col. 3.95
1¢ Espresso 2 col. 3.95
1¢ Adv. 11 Pwst. 2.95
1¢ Robbins 2 col. 4.95
1¢ Master Pwst. 5.40
1¢ Knacks, 3 col. 7.95
1/3 Dep. Bal. C. O. D.

1/2" Ball Gum, 25
Dose \$2.75
Pittsburgh Nuts, D.
COUNTER GAMES
1¢ Cris CrossBG. \$4.95
1¢ Bingo BG. 5.95
1¢ Imp. CiferFruit 6.95
1¢ Hole-in-One \$1.95
1¢ Spite BG. 11.95
1¢ Home RUBG. 11.95
1¢ Norris Target 13.95
Roll-a-Pack 12.50
1¢ Robbins 2 col. 23.75
1¢ American-Flag 22.50
1¢ Lucky Smoker 22.50
Send for Complete List.

ASCO, 140 ASTOR ST., NEWARK, N. J.



Northwestern
MODEL 45
THE WORLD'S
FINEST VENDOR
\$5.30
In Lots of 100
Less Than 25
\$5.50 Each
Time Payments—12
months to pay.
Liberal trade-in.
Send for literature of
complete line.
Immediate delivery
on all models.

VICTOR ESQUIRE \$ 7.50
DISTRIBUTOR ESQUIRE PREMIUM VENDOR 12.50
ROLL-A-PACK .. 12.50
Immediate Delivery—Liberal Trade-In.

COUNTER GAMES
Klix \$19.75 LuckyBooks \$22.50
Yankee 19.75 Amer. Flags 22.50
Piko-Reel .. 18.50 Daxal 21 .. 19.75
Wings 18.50 Amer. Eagle 24.50
Kicker and Gusher, Penny Play .. 20.75
Immediate Delivery—Liberal Trade-In.
1/3 Deposit Required With Order.
Send for Literature of Complete Line.
Send for List of New and Used Machines.

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RECONDITIONED CIGARETTE MACHINES
NATIONAL 6-30, as illustrated, complete with cabinet stand .. \$19.95
7 COLUMN STEWART & MCGUIRE (Model 31), complete with cabinet stand .. 35.00
LOTS OF 5-10% Discount.
To operate 15¢ or 20¢ coin slots. All Machines perfectly reconditioned. 1/3 Deposit. Balance C. O. D.
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ADVERTISE IN THE BILLBOARD
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Cigarette Sales To Hit 190 Billion

NEW YORK, July 5.—With cigarettes chalking up a sales gain of 9.73 per cent in May, estimators are placing the 1941 consumption figure at 190,000,000,000 as compared with 181,000,000,000 in 1940. Figures for the month as released by the Bureau of Internal Revenue showed cigarette volume of 17,839,111,310 as compared with 16,274,867,793 for May, 1940—a gain of 1,564,243,517 units.

A review of present trade trends which appeared in a recent issue of *The World Telegram* here stated that "Camel's volume is now estimated at an annual rate of about 43,000,000,000 units, only a small fraction ahead of Lucky Strike, which is also at about the 43,000,000,000 rate. Chesterfield has risen to about 38,500,000,000.

"Meanwhile," the review continues, "both the 10-cent brands and the king-size cigarettes also are making progress. The 10-centers now represent an annual volume between them of about 32,000,000,000 and the king-size brands about 4,600,000,000. Pall Mall is the largest seller in the latter group."

Complete Loft, Pepsi-Cola Merger

WILMINGTON, Del., July 5.—The merger of Pepsi-Cola Company into Loft, Inc., authorized by the respective stockholders of the two companies at meetings held May 29, has been completed with the filing of the agreement of merger in the office of the secretary of state at Dover, Del.

Pursuant to the merger agreement, the name of the surviving corporation was changed to Pepsi-Cola Company. Trading in the new stock, under the name Pepsi-Cola Company, began on the New York Stock Exchange July 1.

Baltimore

BALTIMORE, Md., July 5.—Aaron Polb, head of the Phoenix Novelty Company, states that music machines are registering impressive increases. Collections are better and more locations are in operation. The wall boxes, he pointed out, have proved to be a valuable asset in attracting customers.

A. Crossett, head of the Biddison Novelty Company, states business has shown an appreciable increase. "Collections are up," he states, but points out that they are not as big as one would expect from the defense boom that has developed in this area. "One reason for this," Crossett advanced, "is that men are working so many hours that at the end of their day they are too tired to go out for entertainment and amusement."

James Geisley, trading as Jimmy's Coin Machines, states business has shown an increase in all lines but not as good as looked for considering the times, but added the increase in locations has resulted in better collections. Geisley pointed out it is hard to get desirable help as a result of conditions. He also stated there was a very definite demand for console machines.

Sidney Baum, member of the firm of the Ace Vending Machine Company, states wall boxes are in big demand. "Collections," he said, "are showing gains."

The Alpha Vending Company has been organized by George Andonides and has opened for business at 886 North Howard Street for the operation of vending machines, music boxes, and games.

Michael Bandor, head of the Maryland Novelty Company, music box and game machines operator, states his business is registering solid gains over last year. Bandor maintains wall boxes are a decided asset to the operator. Bandor, who recently purchased an airplane, solved for the first time last week.

Harry Levin, a popular veteran operator of coin machines, has formed a partnership with Millard Sindler and is operating as the Harnack Amusement Machine Company, 207 South Hanover Street. Firm operates both music boxes and games.

Art Nyberg, head of the Calvert Novelty Company, states sales of Seeburg



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U-NEED-A-PAK PRODUCTS CORP.
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CANDIES — SALTED NUTS — CHARMS — BALL GUM
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A better quality coated chewing gum. Always fresh. 3/4" and 1/4"
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music machines are "great." He also reports a sharp upswing in sales of Bally's High Hand console machines. Nyberg also is a skipper and spends his weekends sailing his Chris-Craft cruiser over Maryland waters. Art also is an enthusiastic fisherman.

Interest in the Mills Panoram continues to run high with more columnists visiting the demonstrations of this machine in the showrooms of the Keystone Novelty Company, distributor here.

Irvin F. Blumenfeld, head of the General Vending Service Company, states Gottleb's Belle Hop is going great right

now. Firm is awaiting a shipment of the new Gottleb Spot Pool. Blumenfeld states there is a definite trend to console machines. Particularly active are Jennings Bobtail and Silver Moon, Blumenfeld states.

The Penn Coin-o-Matic Company, local Wurlitzer distributor headed by David Margolin, continues to experience a big demand for machines. Call is for all models in the line.

William J. Claire, manager of Keystone Novelty Company, spent a few days last week on a business trip along the Eastern shore.

The Industry and National Defense

By WALTER W. HURD

OVERSHADOWING the general progress in the coin machine industry during the first half of 1941 has been the news and developments with respect to national defense. The trade has made good progress during the first half of the year but at the same time every move and every plan has been under the shadow of much bigger news growing out of the European war.

While war developments always bring a big degree of uncertainty to business, yet there has been a strong current of optimism in the rank and file of the coin machine industry. Of primary importance has been the

big increase in industrial activity and all the supplemental benefits that go with it. The spread of defense money has been so widespread in its effects on all departments and all sections of the nation that it was bound to generally boost the patronage of coin machines.

Consequently, there has been a good demand for new machines in most sections of the country since the first of the year. Local conditions have had their bearing but at the same time every operator has been able to feel the increased throbbing of the American pulse even though unfavorable conditions might prevail locally for the time being. There has been a widespread hope that the benefits of increased industrial activity would bring greater enthusiasm, more tolerance, and more spending for diversion in every nook and corner of the country.

Supports Defense Program

But before going into detail about the effects of national affairs on the coin machine industry itself, it is well to point out some of the many things the industry is doing to aid the national defense program. Quite a number of well-organized moves have been made during the past six months, and in doing these things the industry has made the strongest bid for public good will ever in its long history.

To officially represent the industry in giving moral support to the nation in the present crisis a Committee on Defense Support has been set up to speak for the industry and to volunteer its aid wherever possible. Homer E. Capehart is chairman of this committee and is assisted by the presidents of the three national organizations in the coin machine industry and also by the presidents of all State and city associations. Capehart has addressed State meetings of operators and has been very influential in uniting the support of the industry in behalf of preparedness.

As soon as the Civilian Defense committee was announced, the committee representing the coin machine industry quickly offered its co-operation and its willingness to accept any volunteer task that might be assigned to the trade or any organization within the trade.

Coin Machine Industries, Inc., an association of manufacturers, has also been very active in helping the national program. One of its most recent activities has been to solicit funds for the British War Relief campaign. The CMI is also finding new and practical ways to help the cause almost every passing week.

Local Associations Active

Most creditable has been the work of city and State coin machine associations in finding ways to aid defense work. In this respect the industry could probably challenge any other industry twice its size. A number of its local associations have very capable leadership and they have developed definite programs for supporting the cause of defense. It has not been a case of waiting to be called upon, but these organizations have taken the initiative in finding ways of their own, or have volunteered to help other civic and charitable organizations.

As an indication of this support, one association changed its annual meeting to correspond with "I Am an American Day" and had appropriate observances of the occasion. Other associations are careful to have a patriotic address at important meetings in order to create the proper spirit within the industry itself. West Coast associations have

established an enviable record for co-operating with various civic and patriotic organizations, for furnishing trained works to these organizations, for helping in publicity programs, and for boosting every form of defense aid that may be announced by the government. One of them has made a strong drive to boost the sale of defense bonds.

The cumulative effect of all this work, scattered in various sections of the country, may not be fully realized now, but as time goes on it is sure to be convincing proof of the will of an industry to support the nation in its crisis.

Training Mechanical Men

In addition to the official work done by organizations within the industry, a still more practical service to the nation has been rendered by the manufacturing and distributing firms in the business. During the last few months it has been discovered by most of the coin machine firms that a lot of their best skilled workers were leaving them for jobs in defense plants. The natural tendency was for the industry to set up a howl, but sentiment has been directed toward the idea that the industry is actually training expert mechanics to work in defense plants. This training of mechanical men, and have them soon go on to defense plants, works a serious hardship on coin machine firms and has been a big element in the rising costs of manufacturing machines. But the industry has fully realized the nature of the present crisis and is going ahead at its job.

Just as the automobile industry and other industries have publicized the fact that they train workers for defense plants, so the coin machine industry wants recognition of the fact that many of its mechanical men have found work in large defense factories.

The hundreds of distributing firms all over the country have shared in a smaller way in training mechanical workers who find work in defense plants. Every established distributor must have a small mechanical staff and many of these men rank high in the group of skilled workers. One by one many of them have gone to the larger plants working on government orders. And there is no real complaint. Manufacturers and distributors quickly employ new workers and start training them, knowing that eventually the new men will gain skill and then go on to large industrial plants.

Trade Press Supports

The trade press in any industry reflects the sentiment of the industry and also helps to guide the general opinion of the industry. With respect to the defense program the coin machine trade press has given unusual support to all the plans and ideals offered for national defense. Practically every issue of every trade paper during the current year has had strong editorial and feature support of the nation's leaders and the entire program. The papers have carefully restrained from any criticism of the national program, or any of its adverse effects on the coin machine industry. The support of the program has been voluntary and enthusiastic. It has been an expression of the sentiment of the industry and it has also helped to unite the trade in support of defense.

Actually, a large number of the manufacturing plants are now working on defense goods, or parts for other industrial firms. In several cases experimental work is being done in the engineering laboratories of the coin machine plants in co-operation with government plans.

This work is confidential, of course. But it can truthfully be said that practically all coin machine firms have offered full co-operation to the government in behalf of the defense program.

Trade leaders have contributed many patriotic articles and ideas to the trade journals during recent months. These are a strong indication of real support which the industry means to give to the nation.

Machines Serve Purpose

The coin machine industry is a business of building, placing, and servicing coin-operated machines, and many people make a livelihood at the business. But in addition to being a mere business, the various types of coin machines render useful services that increase in value when there is stress or strain upon the national temperament. A large section of the coin machine industry belongs to the amusement field. This includes the music box trade and the amusement games trade. The value of the thousands of music boxes in supplying popular music to the masses is widely recognized. In times of stress the value of such music to the people greatly increases. This has been amply attested in Canada which is actively taking part in the war.

Amusement games also increase in their usefulness to the public during times of stress. It is reported from all sections of the country that men in training camps, who were accustomed to amusement games in their home cities, begin to clamor for them when they get away to camp. The increased pace of our national life also quickly shows up in the increased patronage of amusement games in all parts of the country. In other words, people have come to recognize that amusement games may be extra useful as a sort of diversion that increases in value as the stress of the times increases.

The usefulness of vending machines also became more and more evident as industrial plants swung into greater activity in recent months. Instead of declining in importance during these months when preparedness is the main objective, every type of coin machine has grown in importance.

Another service which amusement games are rendering, and which may not at first be fully evident, is that of providing revenue for city and State governments thru licensing of the games. The cost of national defense makes it necessary that the

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1 DISPLAY INSERT IN MACHINE
1 DOZEN SMALL 2 BLADE KNIVES
1 DOZEN LARGE SINGLE BLADE KNIVES
MACHINE FILLED WITH 100 BALLS OF GUM, INCLUDING 20 STRIPED BALLS READY TO SET ON LOCATION. PORCELAIN FINISH 50¢ ADDITIONAL.

ENTIRE DEAL \$12.50 FOR ONLY

Terms: \$2 Cash With Order, Balance C. O. D. Full amount with order saves you C. O. D. costs.

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SILENT SALES COMPANY, Minneapolis, recently presented the Singing Tower phonograph at Minneapolis's premiere showing. According to William Cohen, head of Silent Sales, operators were enthusiastic as they viewed the new phonograph. (DR)

federal government tap every source of revenue open to it. This also means that State and city governments must look for new sources of revenue. During the recent months local governments have shown a trend toward licensing amusement games for obtaining revenue and the idea is working out favorably.

Reactions on Trade

While the industry is contributing in various ways to the support of national defense, it is natural also that the general movements of the present time have many and varied reactions upon the coin machine industry. Most industries are feeling rapid changes due to the great surge for defense. Such great national movements boost many lines of industry and also hinder and even destroy other lines of industry.

It is generally accepted that the rapid rise in industrial production has increased business in general and has speeded up the circulation of money. Whatever may be the accepted theories on all this, it is certain that coin machines in all parts of the country have shared in the general advance. It has not been a whirlwind prosperity but there has

been general improvement in most lines.

The increase in coin machine patronage has been most noticeable in the smaller towns and cities where government contracts have greatly boosted some local business. The rapid growth of towns and villages near training camps has also been an important trend. Thousands of new business establishments have sprung up as a result of the general business activity and a majority of these establishments use one or more types of coin machines.

Military service and the increasing needs of defense work are taking an increasing number of the younger men in the operating field and in the service departments. This will cut down the number of men engaged in the industry as a whole because there will not be the incentives to new men as prevailed during the years of depression. A big majority of the men in the industry has always been above 30 and that proportion will be increased by the varied effects of the present time. Many of the men in the industry saw some kind of service in the previous World War and they contribute much to boosting the patriotic spirit of the industry at the present time.

Production Hampered

In line with other industries, much of the talk in the coin machine trade relates to the problem of production. Many of the plants producing coin machines are chiefly assembly plants. Parts and materials are bought from industrial firms in other fields. During recent months these suppliers of parts have continuously increased their work on orders for defense purposes, which means they have not been able to fill the orders for parts to go into the manufacture of coin machines.

The seriousness of this problem has increased steadily during the last several months and it is expected to become a bigger and bigger problem as each week passes. It will be a chief trade topic from day to day.

The manufacturing firms are doing everything possible to cope with conditions, just as is being done in other trades. Practically every firm has followed a policy of definite cooperation with the government and will continue to follow that policy. The industry profited considerably from export trade in recent years and naturally favors a victory for all democratic nations since that would tend to revive world trade again.

On the question of getting parts and supplies the manufacturing industry clings to an optimistic attitude. There is the feeling that before another year has gone by American industry will have attained a rate of production of raw materials and metals that will meet all needs. It is generally agreed that now is a period of getting all materials organized so that defense needs may be met first. That is, the industry is putting a lot of faith in American ability to produce once the system gets into action. The effects of these conditions on prices of machines and on total production can easily be anticipated by watching the general trends of business.

There are many other noticeable trends being reported. Operators are showing a tendency to hold on to games and machines longer. Some hold the view that the value of used machines will greatly increase. Others report that not so many new machines are being introduced, hence the competition of new ideas is not so keen.

One of the important trends is an increasing amount of publicity or news mention of coin machines in newspapers, in the movies, and on radio programs. Several types of machines, such as the music boxes and ray targets, appeal especially to

men in the service and hence the machines get into the news. The industry has long wished for at least some favorable publicity and these times may bring that consideration in greater quantities than had ever been expected.

A United Industry

In outlining the many steps which are being taken by the coin machine industry to support the national defense program, it is evident that the industry is strongly united in this moral support. This is all the more interesting because there are many thousands of people in the industry and each retains his own strong personal views of national and world affairs. Among its members the industry has strong interventionists and non-interventionists and every other shade of political and social opinion that is common to the American people. But in every plan and idea advanced for the support of the government by the industry there has been every evidence of an industry strongly united in the one supreme purpose of giving all possible aid to the nation in its crisis. The coin machine industry is deeply appreciative of the benefits it enjoys in the United States of America and is determined during the present stress to be loyal to the ideals of the nation and its leaders.

ing installing remote equipment are hurrying to get their orders in before the national defense priorities listing makes it more difficult to get merchandise. Consensus is that this will be a banner year for both distributors and operators.

Dixie Jordan, pin-game operator, has opened a new arcade in Ayer, Mass. Arcade is located near Camp Devens and is already enjoying a good business. Location is one of the best in that part of the State, according to coinmen who have visited the arcade.

Dave Cotton, Lawrence, Mass., operator, in Boston to purchase more equipment, reports his son, Nat, is now associated with him.

Arnold Hettstrom, Braintree, Mass., operator, has taken over the management of an arcade at Lake Winnepesaukee near Laconia, N. H. Hettstrom is handling the arcade for the summer and plans to install several new machines and paint the front.

Arcade men purchasing the new guns on the market report play continues good. Despite the advanced prices, most arcade men feel the new guns are well worth the purchase price because of the increased interest in target games.

One of the most popular items at the arcades this year is the pokerino tables. A staple for some time, arcades are finding them more profitable this year.

It's strictly a brother combination at the Car-Nel Music Company these days. Carter Kalustian has been joined by his brother, Eddie, and Arnold Green has been joined by his brother, Julian. Boys are kept busy with their music and game installations and report collections good.

Amusu To Have Miniature Pool Parlor

SPARTANBURG, S. C., July 8.—Amusu Novelty Company has been granted a permit to operate a miniature pool or skillo parlor on Magnolia Street. R. N. Thomason is general manager.

RECONDITIONED FREE PLAY

BALLY	
Attention	\$51.90
Flicker	\$5.00
Sport Special	\$4.00
Crescent	\$4.00
Gloss	\$2.50
Gold Cup	\$2.50
Lionnet	\$2.50
Varley	\$1.50
Royal Derby	\$1.00
Yacht	\$1.00
White Balls	\$1.00
White Innings	\$1.00
See Hawk	\$1.00
Headliner	\$1.00
Snipe	\$1.00
Billy Redders	\$1.00
Arcade	\$1.00
Trailers	\$1.00
KENO	
Metro	\$49.50
Duke Ranch	\$2.50
Power House	\$2.50
Jolly	\$2.50
Cardinal	\$2.50
Lucky Strike	\$2.50
Mk. Chips	\$2.50
Rink	\$2.50
CHICAGO OOH	
Wagon	\$34.50
Sports	\$2.00
Rocky	\$2.50
Power House	\$1.50
Lucky	\$1.50
Major	\$1.50
Commodore	\$2.50
EXHIBIT	
Suburban	\$50.50
Wagon	\$15.50
Lancer	\$4.50
STONER	
Scorak	\$43.50
Brite Spot	\$4.50
Headliner	\$4.50
Knoball	\$2.50
KEENEY	
Speedway	\$27.50
Wagon	\$2.50
Red Hot	\$1.50
Super Six	\$1.00

Red Cap	\$14.50
Big Six	\$2.00
Cowboy	\$1.00
GOLDBEN	
Red White & Blue	\$48.50
Loose Lancer	\$7.50
GOTTLIEB	
Time	\$79.50
Four	\$2.50
See Hawk	\$7.50
BAKER	
Time	\$22.50
MISCELLANEOUS	
Base Maker	\$65.00
Keeney Truck	\$1.00
Time	\$5.00
Headliner	\$2.50
Millie Flasher	\$3.50
Jennings Good	\$4.00
Galloping	\$4.00
Derivins	\$4.00
Jennings Liberty	\$4.00
Bell	\$1.50
PACO RACE	
Black	\$4.50
Millie 1, 2, 3	\$3.50
Eureka	\$2.50
Millie Big Race	\$1.50
May Day	\$1.50
Fair Grounds	\$1.50
Millie Four Balls	\$1.50
(F) Standard	\$20.00
RAY GUNS	
Keeney	\$47.50
Billy Bell	\$5.00
Chickie Sam	\$1.00
Defender	\$1.00
Rapid Fire	\$110.00
LOCAL	
Super Bomber	
Ace Bomber	
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Battling Practice	
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MUSIC CONSOLE	
Rock-Ola Universal Tone Column	\$87.50
Rock-Ola Modern Tone Column	\$2.50
Rock-Ola Organ Tone Column	\$2.50
Rock-Ola Dial Tone Wall Box	\$2.50
Rock-Ola Dial Tone Bar Box	\$2.50
Ruckley Wall Boxes	\$2.50
Packard Wall Boxes	\$2.50
Packard (Wall, 24 Selectors)	\$4.50
COUNTER	
Penny Pack, Divider	\$15.00
Billy Baby, Reserve, new	9.00
Miss Kicker King	7.50
Miss QT to Blue	20.00
Columbus Bell, Jackpot	22.50
Miss Dial, Free Play	25.00
Miss Smoke Bell, Cig. Reels	18.00
Dave Cub & Ace, new	8.50
Liberty to Sport Reels	17.50
Mercury, 1 and 5c Play	17.50
Liberty Bell	17.50
Jennings Grand Stand, Cig. Reels Taken	12.50
Payout	12.50
American Eagle	17.50
A. B. Model F, Blue	14.50
A. B. brand new	8.50
A. B. T. Challengers	12.50
Gottlieb Grip, 3 Way	3.50
Gottlieb Grip, 5c	3.50
Holly Grip Machines	6.00

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CHARLOTTE, N. C.

Boston

BOSTON, July 5.—Music collections continued to gain during the past week and pin-game operators also reported collections beginning to mount. Several new spots were opened during the week. Most of them were arcades, but several came under a straight location classification. Coinmen, watching the installations in these places, were pleased with the reports of high collections for the first week. Operators who are consider-

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Anti-Aircraft, Black . . . \$49.50
Seaburg's Chicken Sam . . . \$2.50
Seaburg's Jailbird . . . \$3.50

Seaburg's Shoot the
'Chutes . . . \$ 8.50
Moosehog's Sky Fighter . 100.00

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BALLY'S
Beauty . . . \$29.50
Linedlight . . . 27.50
Mason . . . 27.50
Play Ball . . . 67.50

CHICAGO OOH'S
Commodore . . . \$24.50
Ray . . . 27.50
Skyline . . . 42.50

EXHIBIT'S
Lancer . . . \$27.50
Landscape . . . 29.50
Wings . . . 29.50

GENCO'S
Bandwagon . . . \$44.50
Blondie . . . 29.50
Cardinal . . . 38.50
Duke Ranch . . . 42.50
Mr. Chips . . . 21.00

GOTTLIEB'S
Big Show . . . \$26.50
Drum Major . . . 32.50
Gold Star . . . 42.50
Parade . . . 52.50

PHONOGRAPHS

SEBURG'S
Model C (12 Records) . . . \$34.50
Commander . . . 21.50
Mayfair 1939 144.50
Maze 1939 134.50
Royal . . . 82.50
Royal . . . 124.50

WURLITZER'S
24 . . . \$94.50
80, 1937 . . . 49.50
81, 1938 . . . 49.50
81, 1939 . . . 79.50
600, Keyboard 142.50
600A . . . 134.50
610 . . . 54.50

ROCKOLA'S
Super . . . \$194.50
Windsor . . . 79.50
Count Mod. '39 84.50
'39 De Luxe 139.50
Rhythm King . . . 16.00
16 Rec. . . 44.50

CONSOLES

Big Game, F.P., Walling's . . . \$84.50
Jumbo Parade, F.P. . . . 84.50
Royal Flush . . . 93.50
Square Bell . . . 68.50
Saratoga, Seaburg's . . . 82.50
Fast Time, Jennings, Skill . . . \$109.50
Fl. Sample 1109.50
Liberty Bell, Flat Top . . . 34.50
Galloping Dominoes, Black Game 52.50
Pace Races, Black Cab. . . 79.50
Tanforan . . . 32.50
Super Ring . . . 59.50
25c Busby Truck . . . 159.50
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38 TRACK TIME
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- ✓ JACKPOT!

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Super
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WESTERN Products, Inc.
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Chi Coin Show Boat Weighs Anchor

CHICAGO, July 5 (MR).—“With course charted and a full head of steam in the boilers, Show Boat, our latest and one of the most appealing games we have ever made, is off on what we confidently expect to be a long triumphal cruise,” enthused Sam Wolberg, Chicago Coin Machine Company executive.

“Already we have reports from various territories about the capacity houses that Show Boat is playing to,” Wolberg declared. “The box office is terrific and with good reason. For Show Boat gives players some entirely new scoring thrills and incites enthusiastic demands for repeat performances.”

“Among the features of this exceptional novelty replay game that have inspired heavy purchases and advance orders are new boys-and-girls scoring, A-B-C-D scoring, high score, and a super award. Backed by the dependable Chicago Coin workmanship, Show Boat, with its colorful action on both play field and backboard, offers players the biggest nickel’s worth of action and fun on the market today.”

Philadelphia

PHILADELPHIA, July 5.—Phonograph Operators’ Association here will take things a little easier during the warm months. Meetings will be held every two weeks instead of weekly.

A steady stream of recording artists are scheduled for personal appearances in the city this month, all of which means added promotions for the music machines. Benny Goodman, Andre Kostelanetz, Gene Krupa, Harry James, and Glenn Miller are set for appearances.

Records of the Philadelphia Court of Common Pleas show that Charles Millstone has asked the court to cancel the registration of the Philadelphia Vending Company.

Increased record business at the distributor firms here finds Motor Parts

(Columbia-Okech) adding Jack Hardy and Fred Bauer to the staff and Raymond Rosen (Victor-Bluebird) installing private listening booths for the convenience of operators.

Hughy Gent, pinball operator, has recovered from an appendicitis operation at the Northern Liberties Hospital.

It will be a November wedding for Frieda Miller, daughter of Mrs. Sonya Miller, head of Bob Amusements Company.

Remembering that Sammy Kays found a record hit in a local night club in Daddy, operators are looking forward to the new Tommy Tucker platter of another song favorite at one of the local night clubs. When Tucker was in town recently he heard Bon Bon and the Three Keys at Lou’s Tavern sing *I Don’t Want To Set the World on Fire* and immediately grabbed it up for a recording.

Operator Aids Tavern Men With Reprints of Liquor Tax Story

CHICAGO, July 5.—J. W. Myers in a letter to the editor reports that he has reprinted an article from *The Billboard* on liquor industry taxes and has given the reprints to tavern operators. “Being a firm believer that anything that helps the operator helps the manufacturer, the same holds true: Anything that helps a tavern keeper helps an operator’s machines in the tavern,” writes Myers.

“So your article in a recent issue of *The Billboard* hit the spot with me and I have had 400 copies made and am having 200 on heavy cardboard stock made up so that the tavern keeper can put it on his back bar. When a customer complains about the cost of a drink—instead of the tavern owner bawling him out and making an enemy—just hand the complaining customer one of these sheets.

“If this is good for my machines locations—then it is good for all tavern locations whether they have machines or not. The editor of the paper whose printing shop printed the reprints for me thought so well of the article that he ran it in his paper.

“With my kindest personal regards to you and my thanks for the good copy and editorials run in *The Billboard*.” Signed J. W. Myers, Myers Novelty Company, Walworth, Wis.

The newspaper which ran the article is *The Delavan Shopper*, the same paper which several years ago ran a lengthy article in defense of pinball machines.

The article which Myers referred to is reprinted here for the use of any other operators who wish to follow Myers’ suggestion in aiding tavern keepers—and thus aiding themselves.

Liquor Industry Pays Record Tax

A record total of taxes paid by the liquor industry in 1940 has been reported by the Distilled Spirits Institute. The report says that national and local treasuries received \$1,140,110,000 in revenue from alcoholic beverages. The federal government’s share was \$783,364,607, according to a report of an annual study by the institute. The over-all total exceeded 1939 by \$130,000,000.

Last year marked the third time that annual collections have exceeded the billion-dollar mark, the other years being 1937 and 1939, and brought to \$6,409,260,267 the total amount of public revenues produced from alcoholic beverages since the repeal of the prohibition law eight years ago, according to Howard T. Jones, secretary of the institute.

“The increase was attributed by the institute to the imposition of additional federal taxes for national defense, to concurrent increases of taxes by some States, and to the general upturn in business conditions, all alcoholic beverage sales lagged behind other retail lines and actually decreased following the last federal tax increase which was effective July 1, 1940,” said Jones.

“Translated into terms of national defense, the federal government’s share of the 1940 revenue would provide 10 such battleships as the recently launched North Carolina, or 15 modern aircraft carriers, or 95 destroyers, or 125 submarines. This single year’s collection by the federal treasury would provide a fleet of 1,600 huge four-motor bombing planes, according to institute figures. And this is not including the revenue that went to the States and local governmental units.

“The present federal tax on distilled spirits is \$3 per 100 proof gallon, or \$9 a case, which means 75 cents a quart, while State taxes average slightly more than one-third of this amount. This, the institute points out, means that approximately 60 cents of every whisky dollar goes into the public treasuries.

“Revenues derived by each State from taxes, sales profits, and license fees in 1940 were as follows:

	1940		1940
Alabama	\$ 3,070,753	Nevada	\$ 410,234
Arizona	926,906	New Hampshire	1,873,700
Arkansas	2,842,468	New Jersey	13,357,250
California	22,762,734	New Mexico	901,196
Colorado	2,736,481	New York	66,989,096
Connecticut	6,571,204	North Carolina	4,238,544
Delaware	608,249	North Dakota	1,667,048
Florida	5,907,340	Ohio	35,195,425
Georgia	4,135,993	Oklahoma	3,612,626
Idaho	1,186,943	Oregon	40,533,932
Illinois	26,019,069	Pennsylvania	1,971,882
Indiana	7,380,445	Rhode Island	3,065,484
Iowa	5,823,890	South Carolina	1,627,867
Kansas	713,352	South Dakota	2,208,780
Kentucky	7,466,436	Tennessee	7,343,836
Louisiana	5,387,332	Texas	1,405,644
Maine	3,410,126	Utah	1,195,421
Maryland	5,990,983	Vermont	9,235,062
Massachusetts	13,130,330	Virginia	7,643,386
Michigan	20,152,481	West Virginia	5,735,939
Minnesota	6,278,324	Wisconsin	7,941,856
Mississippi	861,111	Wyoming	866,331
Missouri	6,613,056	District of Columbia	2,320,094
Montana	3,074,161		
Nebraska	2,347,235		
		Total	\$386,743,398



THIS IS A TRAILER WITH WHEELS dropped ready to operate a Sky Fighter set-up at carnival and fair locations. Unit is operated by Fred Crockett, of Miami Beach, Fla., on the Johnny J. Jones Exposition. (MR).

Flying Champ Off to Leadership

CHICAGO, July 5 (MR).—Flying Champ, new multiple payout game with jackpot, released last week by Western Products, Inc., has assumed a commanding position in sales, according to Western sales manager, Don Anderson.

“Like a real champion, this super-featured game has hit its stride and taken the pole at the very outset,” Anderson said. “Every day of operation on location puts it farther and farther out in front, and the special new features of Flying Champ bring its popularity to an ever-increasingly high degree.

“Changing odds, a quinella feature, a 40-coin buy-the-board feature, and more than the average amount of punchy action on the brilliantly designed board and backglass holds a fascination for players that is equaled only by the suspense and thrills of actual stake races at the track itself.

“Sharing the present popularity of Flying Champ is Barrage, Western’s free-play sensation,” says Anderson. “Both games are now in full time production on the company’s lines.”

MARKET REPORTS FOR JUNE

Sale and Play of Coin Machines Still Mounting, With Arcades, Phonographs Leading the Parade

CHICAGO, July 5.—The Billboard's monthly check-up on coin machine business in key market centers shows business continued to hold during June the gains chalked up during May and soared still higher in many areas. From the many reports received, two main reasons for these gains are evident. First is the unusually heavy influx of tourists into resort sections this year; second, the effects of national defense spending are becoming more and more noticeable in coin machine play.

In general, the month witnessed a heavy demand for all types of equipment, with arcades, phonos, and auxiliary equipment leading. Demand for both new and used pin games continued heavy, with distributors in some sections reporting they are hard pressed to keep up with the demand. Good reconditioned games brought high prices, especially in Eastern coin centers. Consoles were reported making strong comebacks in some sectors.

On the vending machine front, beverage and ice cream venders were reported making rapid strides as hot weather set in. Candy venders and penny machines went into their seasonal slump in the South, but installations in booming industrial plants more than offset this drop.

Heavy demand for wall boxes, bar boxes, and phonographs was reported from all parts of the country. Some areas reported collections up more than 50 per cent. Many more locations are reported to have opened for business during the month, especially in army camp and boom industrial areas.

Arcades chalked up their biggest gains in years. Some cities, notably Boston and Philadelphia, reported increases of 100 per cent both in number of arcades and in patronage.

War on Slugs

The slug war continued with unabated intensity thruout the month. Due to the educational campaigns of the United States Secret Service and the effective police work of the FBI and local authorities, the annual losses due to counterfeit money which averaged more than \$700,000 in 1936 were reduced to less than \$100,000 in 1940, it was reported.

The Dallas epidemic was brought to a halt, with federal authorities working with Dallas police and peace officers rounding up of slug gangs operating there. City of Minneapolis and the Ohio Cigarette Operators' Association contributed the slugs they had taken to the National Defense Program to be used as scrap metal instead of dumping them into the lake.

Exports Up

The monthly report from the Bureau of Foreign Statistics of the Department of Commerce disclosed 1,007 machines valued at \$119,065 were exported during the month of April—an increase of almost 75 per cent over March, when 452 machines valued at \$61,656 were shipped. Phonographs led the list of exports, with 510 machines valued at \$93,376 being shipped, as compared with 259 machines valued at \$45,122 during March. One hundred and seventy-three vending machines were exported, and 264 machines other than venders or phonos. Central and South American countries took practically all the machines. A detailed break-down of exports by countries is no longer available since the Department of Commerce has decided not to release these figures for the duration of the emergency.

Publicity

The coin machine industry came in for some good publicity during the month, as staff writers of several leading dailies assigned to do an eye-witness account of life in the service camps reported in their stories that in many spots the only entertainment available to draftees was that offered by coin-operated machines.

Materials Situation

The problem of getting materials and parts for the manufacture of coin machines continued to increase by degrees during the month in coin machine manufacturing circles. Price increases were announced by several firms. A federal priorities office was opened in Chicago during June to give manufacturing industries regional service on priorities information. Reports in manufacturing circles indicated that manufacturers were hesitant about developing new ideas due to shortage of materials.

Survey of the record manufacturers revealed that all three have ample stocks of shellac and copper on hand and that they will absorb rising prices of raw materials for some time to come. Practically all of the materials used to turn out disks are not on any priorities list. Should the war last longer than a year, however, it was pointed out that records might be affected, since the vast quantities of shellac used to turn out disks must be imported from India.

AFM Convention

The annual convention of the American Federation of Musicians held in Seattle, Wash., early in the month failed to supply the fireworks about recorded music that had been anticipated. Automatic phonographs were included in a special report on recorded music submitted to the convention and came in for much discussion. All resolutions, however, were referred to the executive board for further action. Of six resolutions referred, two or three would affect music boxes. One calls for working out a plan to license machines. Much attention was given in the press to the speech of Joe Weber, honorary president of the AFM, 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. Weber's speech 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.

Association Activity

The Coin Machine Industries announced the annual coin machine convention would be held at the Hotel Sherman, Chicago, June 12-13, 1942. The cigarette merchandisers' associations of New York, New Jersey, New England, and Pennsylvania held their annual outing at Wingdale, N. Y., during June. The Associated Operators of Los Angeles County, Inc., were active in supporting the USO drive and collecting magazines for boys in camp. The Cleveland Phonograph Operators' Association reported its newspaper advertising campaign featuring the "Record of the Month" is a decided success and is continuing the campaign. The San Francisco Amusement Merchants' Association, Inc., paused Friday, June 13, to celebrate the success of its first six months with a Jinx Dinner. The Minnesota Games Association began holding regional meetings.

For the most part, reports indicate that association activity will be at a low ebb until meetings are resumed in the fall.

BALTIMORE

BALTIMORE, Md., July 5.—General upward trend in business was reflected in the coin machine field during June. Distributors report sales increases of new and used machines from 25 to 100 per cent and more. Good shipments of new games are being received, but demand still is greater than the supply. Used machines are selling briskly, with good reconditioned units at a premium. Free plays are especially strong.

Operators report collection increases and the opening of many new spots.

Two outstanding developments noted were the debut on the Baltimore market of the Mills Panorama, distributed locally by the Baltimore branch of the Keystone Novelty Company, and the trend to coin-sole machines.

Remote control units and wall boxes continue to grow in popularity.

Cigarette vending machine installations show a definite increase due to placement of venders in new industrial plants. Similarly, there have been increases in installations of candy, gum, and nut-vending units.

Soft drink vending machine installations also show increases, with bottle venders chalking up the greater gain. Ice cream venders remain the same.

BOSTON

BOSTON, July 5.—The dropping of 20,000 WPA workers in Boston as the month of June came to an end was regarded as one of the most important developments in the coin machine in-

dustry because it apparently paved the way for recognition by the city administration of pin tables.

With the dropping of the WPA workers, the city's relief rolls were swollen and Mayor Maurice J. Tobin cast about for new sources of revenue. Sources close to the administration predicted that pinball games would be the first to feel the expected new taxation program, but coinmen generally felt that the tax was just what they needed, as taxation will pave the way for legalization of the games in the city. Pin tables are now in on surffance and can be removed easily.

The taxation move is being freely predicted around the city hall as the mayor has already announced his tax rate and because of the forthcoming elections is unwilling to change the rate or ask for a new supplementary budget. It is understood that an occupational tax is under consideration.

On other fronts the coin machine industry moved ahead rapidly in Boston. Collections were reported well above last year and coinmen anticipate a good summer. Despite the recent WPA layoff, more persons are gainfully employed in Boston now than in the past decade. Manufacturing pay roll and employment indexes have skyrocketed. The retail stores sales index also has jumped and the coin machine industry is sharing in the current boom.

Coinmen are beginning to feel the pinch of national defense activity more than ever now, with distributors report-

LOOK! MILLS THREE BELLS AND FOUR BELLS, KEENEY'S SUPER TRACK TIMES AND EVANS DOMINOS ALL IN STOCK AVAILABLE FOR IMMEDIATE DELIVERY. ALSO JUMBO PARADES AND OWL MACHINES.

Bargains Offered Subject To Prior Sale

12 Bally Mystic, Like New \$52.50
3 Boney's Sparky 80.50
1 Kirk Night Bomber, Brand New 100.50

1 Metropolitan Air Raider, Brand New \$75.00
8 Jumbo Parades, Free Play 75.00
15 Pace Racer Brown Cabinet 79.50

FIVE BALL FREE PLAY
1 Bally Headliner \$19.50
3 Bally Triumph 9.50
1 Exhibit Gamequest 9.50
1 Exhibit Lancer 10.50
2 Exhibit Contact 9.00
1 Keene's Reporter 52.50
3 Keene's Red Hat 21.50
2 Keene's Big Six 19.50
1 Genco Big Town 19.50
1 Genco Stop & Go 15.00
1 Chicago Coin Yacht Club 19.50
2 Chicago Coin Ocean Park 17.90

1 Gottlieb Lot of Fun \$9.50
ONE BALL
3 Bally Santa Anita \$107.50
3 Bally Blue Grass 113.00
1 Moss 1-2-3 Mixed 15.00
1 Pacific Pango Parlay 8.50
3 Rock On Tires Up 15.00

FIVE-BALL NOVELTY
1 Boney Chubbie \$9.00
3 Chicago Coin Mages 9.00

TARGET MACHINES
1 Gottlieb Liberty \$18.50
1 Daryl Imp 6.50
1 Metoscope Sky Fighter 160.00

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15 Rapid Fires @ 90.00
8 Air Raiders @ 94.50
7 Evans Tommy Gun @ 74.50
17 Anti-Aircraft (Brown Cabinet) @ 44.50
8 Anti-Aircraft (Black Cabinet) @ 32.50

2 Night Bombers @ \$108.50
1 Air Defense @ 59.50
8 Chicken Bars @ 37.50
3 Jail Birds @ 46.50

PIN TABLES

8 Sport Specials (Leg or Console) @ \$67.50
2 Blue Grass @ 104.50
2 Sport Events @ 79.50

5 Spinning Reels Payout (Multiple) @ 74.50
8 1-2-3 (F.P.), 1940 Model @ 62.50

ALL THE ABOVE MACHINES ARE THOROUGHLY RECONDITIONED AND

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LUCKY SMOKES



Free 1¢ cigarette action in REAL salesboard style. Coin divider and 2 BIG separate cash boxes. Ball Gum Vender. Number winners use a salesboard—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 reel strip. Becomes a brand-new, thrilling, 2-reel counter game! Two display fronts enclosed for this game—with and without scores. Pay in points of cigarettes. ORDER QUICK!!

**BOTH GAMES
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PACIFIC COAST MAC MOHR CO.
2916 W. PICO BLVD - LOS ANGELES, CALIF.



FRANK ENGEL AND MICHAEL SPECTOR, of Automatic Amusement, Philadelphia, being congratulated on their excellent sales record at the recent Seeburg distributors' convention held at the Edgewater Beach Hotel, Chicago. Left to right: Samuel Kressburg, Seeburg factory sales representative; Frank F. Engel; Jim Barron, Seeburg vice-president, and Michael Spector (DR).

ing increasing difficulty in getting skilled mechanics.

Music machine collections reached new highs during the month and most operators were forced to put on additional men to expedite service. The length of time needed for servicing a remote installation has resulted in the practice of using two men working together.

The passage by the Legislature of the bill extending for two years the State cigarette tax of 2 cents per package was marked by the immediate preparation of new location lists by cigarette merchandiser operators to be turned over to the tax administrator.

A sweeping 3 per cent sales tax for the State is still in committee but is expected to be reported out shortly. It is generally believed, however, that this sales tax measure will be defeated as have nearly a dozen before it.

The Amusement Merchants' Association held no meetings during the month. It is expected a meeting will be held shortly and then suspend meetings until fall. The Cigarette Merchandisers' Association recently held its last general meeting until fall.

A large number of new arcades have been opened. Some pin game operators have gone into this branch of the industry with good results. It is estimated there are at least 10 more arcades this year than last year and all are reported doing well.

BUFFALO

BUFFALO, July 5.—With a few exceptions, the sales as well as collections of all types of equipment are still on the upswing here. The exceptions to the success rule are candy machines, which always drop off in the hot months here, and pin games. Pin games ran into operating difficulties during the month, and sales of this type equipment were affected. In all other lines, however, sales are better than in many years, distributors report.

Music machine sales are the biggest in years, according to leading distributors, all of whom are hard pressed to keep deliveries abreast of orders. This unexpected phonograph boom is credited to fine weather which opened many new summer locations, and to some operators "buying now" because they expect phone prices to rise. Most of the sales were for the full-size standard phonographs. Wall boxes have become popular here. Wired music, which has been seen around here for about 9 to 10 months now, is in the death throes. Several setups have been sold for the phonograph value only.

Vending machines sales are going along at a neat clip, especially beverage and ice-cream venders, while cigarettes hold their own. Candy venders are off for the moment, as are penny nut and confection machines. Gum venders are the same as always. Industrial locations have increased as much as 40 per cent for ice-cream venders, and almost as much for beverage dispensers. Candy machines are down about 30 per cent in weekly takes. Cigs are selling along the same pace as in early summer.

The new baseball machines found a pretty good market with park and penny arcade men. In the city few operators substituted them for pin games. Guess in some locations continue good, but are on the way out in most spots. Movie

machines, tho they have been around here for several months now, have yet to make great inroads on the best locations.

CHICAGO

CHICAGO, July 5.—The problem of getting materials and parts for the manufacture of coin machines continued to increase by degrees during the month of June in coin machine manufacturing circles. Price increases were announced by several firms. A federal priorities office was opened in Chicago during June to give manufacturing industries regional service on priorities information. Trade reports from various parts of the country during the month were generally optimistic, with special attention on the effects of tourist trade and of demands for new machines.

In Illinois cigarette operators are prepared for the new State cigarette tax of 2 cents which went into effect July 1. Cigarettes in machines are expected to sell at 18 cents.

Reports in manufacturing circles indicated that manufacturers were hesitant about developing new ideas due to the shortage of materials. The Coin Machine Industries, Inc., announced the national convention date for January 12-15, 1942, Sherman Hotel, Chicago.

CLEVELAND

CLEVELAND, July 5.—City council took no action on the two proposed ordinances on pin games. In the meantime, operators placed straight novelty machines around town. Outside of the city limits a number of machines were placed and reported to be well patronized. The sudden death of Sheriff O'Donnell June 22 ended the ouster petitions against him on charges of not enforcing the gambling laws. His successor is Detective Inspector Joseph M. Sweeney of the police department.

Phonograph operators had a very good month. The Phonograph Owners' Association promotion of the "Record of the Month" is starting to show big returns. The few who felt doubtful of the success of the plan are now 100 per cent for it, as it has greatly increased their business. Heavy patronage of summer spots created additional business. The resignation of Jerry Antel, president of the Cleveland chapter of the association, and his leaving for Washington to enter the phonograph business was regretted by all the trade. Colored operators formed an affiliate with the State organization.

Hot weather toward the end of the month pepped up sales for drink vending machines. Many installations of ice cream machines are being made in factories and office buildings.

A bigger volume of sales from candy and gum machines is reported by operators this summer, due to increased employment. City council passed an ordinance this month permitting the blind to operate vending machines in all city-owned buildings.

The most important events affecting cigarette vending machine operators during the month were the passage of the Anti-Slug Bill and the Unfair Cigarette Sales Act by the Ohio Legislature. Both become law in August and plans for their enforcement are well under way. The Ohio Cigarette Vendors' Association is looking forward to its three-

day convention and annual meeting at Cedar Point July 8 to 10.

On June 25 the Ohio Supreme Court ruled that pegging prices thru a contract between jobbers and dealers under the Ohio Fair Trade Law "violates the State's anti-trust law," but decision does not affect the Unfair Cigarette Sales Act which goes into effect August 27 and requires a mark-up on cigs of at least 6 per cent.

DALLAS

DALLAS, July 5.—Most important development of the month here has been the pick-up in the sale of used equipment. New equipment sales continue to



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Avolon	25.00
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Clipper	25.00
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Sports	\$35.00
Majors	25.00
Champion	25.00

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exceed the supply. Increased demands for equipment are being experienced by districts dealing with operators who serve the near-by army camps.

Music machine sales are very good, with some distributors reporting sales as much as 30 per cent above last year. Demand for wall boxes and other auxiliary equipment has been exceedingly good. Operators of outdoor locations and summer spots are putting in some guns, baseball games, and other novelty-type equipment. Sales of games, especially free play, have been heavy.

Vending machine sales have been fair, with cigarette and beverage vendors leading the parade. One local tobacco distributor has recently installed more than 125 new cigarette vendors. Candy vender sales are off due to hot weather. Penny vender sales are about the usual level. Movie machines are scarce, this type machine not having caught on in this territory.

Operators report collections good. Play at outdoor and summer spots is helping their take.

Splendid progress was made during the month of June in the suppression of slugs in North Texas. Co-operation of the Dallas U. S. district attorney's office, the Federal Bureau of Investigation, and indictments of the Dallas County grand jury have almost put a stop to the widespread distribution of bogus coins by gangs which had been operating in several sections of West and North Texas.

DENVER

DENVER, July 5.—With the tourist season getting under way nicely in this region, both operators and distributors report business increases. All indications are that this will be a banner summer, due not only to the tourist trade but also to the fact that government defense spending is beginning to be felt. Sales of phonographs and remote-control equipment is strong and all distributors report increases. Outside the city of Denver pin games and bells are starting to pick up. Arcade equipment, particularly with one distributor, is going good. He reports many sales from outside this immediate territory. Another distributor states that his phonograph business will run 100 per cent better in sales this year than last.

Indications are that operators using new equipment will probably hit a 25 per cent higher gross this year than last. Several large army concentrations in this region are providing particularly strong money takers for phonograph operations.

DES MOINES

DES MOINES, Ia., July 5.—Coin machine news here has been making rapid progress in this State. About one-third of the State is now open to pinballs and counter games, whereas several months ago only two counties would permit them.

Activity in this city fell off during the month.

Lake resorts in Northern Iowa reported business above par, although given a shaky start because of bad weather.

Two important legal opinions were handed down by the Iowa attorney general's office during the month. One ruling that possession of a salesboard does not subject an operator to a charge of "keeping a gambling house," and second, that pinball machines, coin phonographs, and other similar equipment may be assessed to the party who has the property in his control or in his place of business.

DETROIT

DETROIT, July 5.—More optimism is evident in the local coin machine industry than has been noticeable for many months. Sale of new machines is progressing, and there is a slight pick-up in most lines, with music showing a very sizable volume.

Activity of new operating firms and the spread of established operators into other lines of machines has been a big factor in holding up sales. Trend here is toward the more expensive machines, notably of the soundies type and, in direct contrast, toward the cheapest type of penny vendors, being placed mostly by new operators. Ray-guns still account for a sizable volume of sales in the city.

Turning to actual play on machines, music leads the parade. Operators of phonographs are happy over their business, especially if they have a route of working-class locations, particularly beer gardens.

Sales on vending machines appear to be picking up a little, with the cigarette field showing a fair improvement. Industrial locations are taking more vendors, but reports along this line have been lacking almost entirely. Most established

operators either are not operating in factories today or are reluctant to divulge their operations. A few firms, operating very quietly, account for the bulk of this trade. There is also a tendency for some factory owners here to operate their own machines.

LOS ANGELES

LOS ANGELES, July 5.—Business here during the past month reflected the general upswing in coin biz throughout the country. Music and vending machine operators reported unusually good collections. Plenty of cigarette and candy vendors being installed in defense plants here due to manufacturers' realizing the pick-up in efficiency that results from workers being able to get a candy bar or a smoke without leaving the job. One operator of candy machines at a large airplane factory reports a daily sale of 8,000 nickel candy bars.

Drive for skilled help in the airplane factories is being answered by many coin mechanics, and coinmen are being kept busy finding and training new servicemen.

Distributors here are so busy many have given up the idea of vacations this summer. Big demand for new and used equipment reported, with districts bending every effort to meet the demand. Salesboards ran into difficulty during the month.

Associated Operators of Los Angeles County, Inc., were active during the month whipping up co-operation of its members for the U. S. O. drive and collecting books and magazines for the boys in camp.

Meeting of the National Federation of Music Clubs here early in the month resulted in much newspaper publicity highlighting the value of music to the nation in war time as a morale builder.

MILWAUKEE

MILWAUKEE, July 5.—Play at resort spots has spurred the sale of coin machines, according to distributors here. Vending machines in industrial plants are receiving a good play as a result of capacity production to meet defense orders. An increasing number of movie machines have been installed here during June. Phonograph sales are reported up around resort areas but just fair locally.

The 1941 Wisconsin Legislature voted sine die adjournment June 6, after 150 days of law-making, in what proved to be the shortest regular session since 1903. A number of measures to license coin machines went by the boards as a result of the adjournment vote.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS, July 5.—Coin biz in this area continued on the upgrade during June. Warm weather helped business considerably during the month as vacationers flocked to this area. In this city itself operators report business off a little but not enough to cause alarm. Distributors report sales of all types of equipment mounting fast.

From all parts of the resort section of this State come reports of excellent business from operators. Men are installing plenty of new equipment, too, reports indicate. Only complaint is that some operators can't get enough equipment quickly enough to fill the fast-growing needs of their locations.

In Duluth region, pin games and

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 ideal Crammed with "come-on" — a knockout for competitive play. All mechanical — no service problems. Take our tip and order at once!

PENNY PLAY

\$29.75

F. O. B. Chicago
NICKEL PLAY \$31.75
PENNY PLAY, \$29.75
Stand, \$8.00 Extra
1/2 Deposit With Order.



GERBER & GLASS 914 Diversey Blvd. CHICAGO

NEW ORLEANS

phones are getting a strong play. Reports from cities of Eveleth, Virginia, Chisholm, Hibbing, and other towns along Minnesota's famed iron range show machines getting plenty of attention wherever placed. Music boxes are going especially strong, with more wall boxes and auxiliary equipment being installed steadily. Employment in this region is at a top peak with the mines running full blast filling defense orders.

NATCHEZ, MISS.

NATCHEZ, Miss., July 5.—Coin machine business here is not up to par but showing steady improvement. Phonograph business was never better. Operators report collections have gained considerably, due principally to installation of wall and bar boxes. Visiting soldiers and defense workers are helping boost play on machines, especially on week-ends.

NEW ORLEANS, July 5.—July 1 is checking up time for coin machine operators of all kinds in Louisiana when fiscal year or half-year license fees and occupational tax tags must be provided for. It is estimated there are 1,000 phonographs on location in New Orleans and about 1,200 in the rest of the State. Pin games number approximately 1,000 in the city proper and about 400 in outlying districts.

The warm weather has brought the usual summer slump in urban areas and

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.



MAESTRO JAN GERBER listens with Art Freed, of Wurlitzer's Chicago Simplex Distributing Company, to the former's recording of "Hindustan" played on a Wurlitzer phonograph. (MR)

"Tough hombres"

don't worry Bally operator

"HERE ON THE MEXICAN BORDER, where I operate machines," writes Neil B. DeVaughn, Arizona operator, "there are some mighty tough hombres. Now these hombres go in for playing these machines . . . and this is where Bally fits in. The sturdy construction of Bally games means less trouble, more play, bigger profits."

WHAT'S YOUR IDEA of the "secret ingredient" in every Bally game? Is it the "CAME-CLOSE" Bally engineers build into every Bally score system? Is it the EXTRA FLASH obtained by using 3 to 5 extra colors in every Bally board and backglass? Is it the SIMPLE, STURDY construction—typified by the Bally Built-In Switch and other exclusive Bally refinements? Tell your idea in 50 words, and if your letter is published we promptly send you a \$5.00 check to repay you for your trouble. Mail your letter to SECRET INGREDIENT DEPARTMENT today.

ROLL-EM DICE CONSOLE NOW IN PRODUCTION

All High-Hand replay poker console, Big-Top 3-reel bell console, Jockey-Club multiple one-shot, Club-Trophy de luxe replay multiple, Speed-Ball replay- novelty baseball. See your distributor or write for descriptive folders.



GIVE TO US!

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO - ILLINOIS

**DON'T HESITATE!—
GET IN TOUCH WITH ME NOW!
YOU'LL BE GLAD YOU DID!**

IF YOU CAN'T COME DOWN IN PERSON
WRITE, WIRE OR PHONE

SEE **BALLY'S SPEED BALL** 3 BALL
NOVELTY HIT

And All BALLY Products

JACK FITZGIBBONS

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QUICK DELIVERY ON BALLY GAMES

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KENOSHA, WIS.

SENSATIONAL BOARDS

From the Smallest to the
Largest

TO BOOST YOUR TAKE
Write For Catalogue

Globe PRINTING
COMPANY
1023-27 RACE ST., PHILA., PA.

**DON'T
MISS** Coming
Soon!

EVANS'
PLAY BALL

**Realistic
Baseball!**

Manikin Pitcher Throws Ball!
Batter Controlled by Player!



TACOMA, WASH., MUSIC MERCANT B. A. ALMWG inaugurates a complete photograph modernization program after experimenting with the Wurlitzer step-by-step modernizing plan. Here he signs an order for new Wurlitzer photographs as Fred Fields, Northwest distributor, and Bill Bye, district manager, look on. (MR)

an expansion of operations in the resort sections and in the vicinity of army camps and defense projects. General business conditions remain unusually good for this time of the year. Cotton and rice prices have advanced to the best levels since 1930 and appear to be headed higher. Near-by shipyards and lumber mills continue to operate full time. Pay rolls are equal to the volume of boom days of the 20s.

Fault may be found that operators are getting a little too mercenary of late and placing too many pin games at some money-making locations, tempting the anti-game dailies to take up their crusade about "evils of pin games." At many spots three to four machines are located and in some instances as many as a half dozen.

Arcades report a falling off except for two outlying ones which depend exclusively upon recreation patronage.

Cigarette and beverage machines are getting peak patronage of the year, but candy and gum venders are doing poorly. One of the largest operators of stamp machines in the State has quit this line as "profitless." A prominent blind party continues to operate about 200 penny scales in the city. Penny counter games are reported doing fair in the rural areas.

NEW YORK

NEW YORK, July 5.—Demand for used pin games and the increased play of music machines were the highlights of a busy June here. Jobbers and distributors report the out-of-town demand for used games as "terrific." Some report they are cleaned out of used games as soon as they arrive and are finding it difficult to secure games for which they have orders on hand.

Play on phonos has increased tremendously. Reasons cited are the large number of wall and bar box installations and large number of new Wurlitzer and Seeburg machines being placed. Deliveries have been keeping pace with orders.

Play of pin games in the city proper is showing the seasonal decline induced regularly each year by hot weather. As a result, sales of new games have fallen off.

Venders of all types continued to get a good play during June.

OKLAHOMA CITY

OKLAHOMA CITY, July 5.—Coin machine business here was just so-so for the month, fluctuating from week to week with the weather. Incessant rain early in the month flooded the highways and kept people at home, and hot weather of the past weeks has not helped business much.

More locations continue to open here as more national defense projects boom along, and distribute in most lines report a healthy demand for equipment. Music boxes and wall and bar box installations have been good. One report states that play on ray guns around army camps has dropped a little. For several months the army boys have kept the guns booming continuously.

PHILADELPHIA

PHILADELPHIA, July 5.—Machine sales reached a new high the past month, with all the distributors reporting that they are hard pressed to keep up with the demand. Collections were reported to be on a decided upswing. Impetus to the machine boom here has been the mushrooming of arcades, especially in the neighborhood of defense plants and near the Philadelphia Navy Yard.

Increase in collections is credited primarily to the national defense program which has resulted in an industrial boom in this territory, with most of the plants working two and three shifts a day. As a result, music and pinball ma-

FREE PLAY BUYS TO OPEN YOUR EYES

All American \$37.50	Attention . . . \$37.50
Big Chief . . . 27.50	Big Show . . . 15.00
Birdie Spot . . . 15.00	Border Town . . . 20.00
Broadway . . . 35.00	Caedice . . . 20.00
Champion . . . 15.00	Commodore . . . 10.00
Crossing . . . 25.00	Drum Major . . . 15.00
Dude Ranch . . . 20.00	Dixie . . . 17.00
Duke Feature . . . 12.50	Formation . . . 25.00
Fallics . . . 15.00	Four Roses . . . 43.00
Fantasy . . . 12.50	Flicker . . . 38.50
Gold Star . . . 25.00	Holdover . . . 12.50
Jolly . . . 15.00	Lincoln . . . 22.50
Landside . . . 15.00	Leader . . . 25.00
Mito . . . 25.00	O'Boy . . . 12.50
Powerhouse . . . 20.00	Red, White, & Blue . . . 38.50
Roxy . . . 15.00	Silver Slides . . . 57.50
Sea Hawk . . . 62.50	Stars . . . 42.50
School Days . . . 35.00	Seven Up . . . 43.00
Stratoliner . . . 38.00	Sports . . . 18.00
Vacation . . . 25.00	Valent . . . 42.50
Vault Club . . . 15.00	White Balls . . . 12.50
Zombie . . . 35.00	

1/3 Down, Balance C. O. D.

WANTED for Cash: Rotaries, Sky Fighters, Kenney Air Raider, Kenney Anti-Aircraft, Western Baseballs & all legal Arcade Games.

"THE ARCADE KING"

MIKE MUNVES

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NEW YORK All Phones: BRyant 9-6977

STERLING BARGAINS

1 Red Arrow Brown Cabinet Paces	
Races, 30-1 Odds	\$125.00
Paces Races, Brown Cab., 30-1 Odds	\$2.50
Baker's Paces, Like New	100.50
Mills 64 Vest Pockets	27.50
Mills Jumbo Parades, F.P.	\$3.50
Mills 64 or 104 Brown Front Cherry	65.50
Mills 64 O.T.	35.00
Bally Gold Cup, F.P.	32.50
Mills 1-2-3, F.P., 1839 Model	29.50
Seeburg Jukebox, Good Appearance	65.00

Terms: 1/3 Deposit, Balance C. O. D.
Write for our complete list of Used Machines.

STERLING NOVELTY CO.
969 S. Broadway LEXINGTON, KY.

chines are filling a definite entertainment need for defense workers who have little time to devote to other amusements.

Also influencing the boom here is the start of the resort season. Practically every operator is locating machines at the near-by seashore and country resorts and parks. A good number have their own arcades at various seashore spots.

Month found drink venders increasing in popularity, with machines making their appearance at every type of location in town. At the present rate, drink venders exceed candy venders. Practically all the candy machines are in movie locations. One of the largest candy vender distributors in the area is continuing its newspaper advertising campaign to promote candy machines.

Penny bowling machines were brought out again but interest is not too great, better success being met by the target machines. Cigarette venders are still sluggish, hit hard by State taxes that made it necessary for machine prices to

be higher than chain store counter sales. On the association front, the pinball association held an outdoor outing which took the place of the annual banquet, canceled because of the pressure of business. The association continues to meet every week during the summer. Month was further marked by a substantial increase in membership. The music machine operators' association will henceforth meet every other week until the fall.

WASHINGTON

WASHINGTON, July 5.—Coin machine business during June showed a definite upswing, both distributors and operators reporting gains. Steady increase in the number of government workers, the increase in building operations in and near Washington, and the beginning of the influx of summer tourists are held responsible.

Music box sales are reported especially big. In addition to many new spots opening up, operators are installing much new equipment. Demand for wall boxes, it is reported, is growing greater all the time.

Games also chalked up sizable gains during the month. Baseball games are especially popular.

Distributors report they are selling used games as fast as they are reconditioned. Candy bar machines and penny venders are increasing in numbers. Ice cream venders are doing well and cigarette vender installations stepped up. Many new installations of both bulk venders and bottle venders were made during the month.

WILKES-BARRE, PA.

WILKES-BARRE, Pa., July 5.—The drain of young men and entire families from this area by the draft, enlistments, and jobs in defense industries elsewhere is beginning to have its effects on the amusement business, with coin machine operators reporting that at the best business is only fair.

Without many defense industries, this area has been losing entire families which have moved to Connecticut, Philadelphia, Baltimore, and New Jersey points for defense jobs. Slightly offsetting this has been the anthracite mines going on a five-day week, thus marking the first time in a long while that there has been an increase of miners employed steadily.

Hardest hit was the play on pinball machines, according to one operator, who says that too many of the young men are leaving.

Week-ends show a marked increase in business because of influx of men from National Guard unit at near-by Indian-town Gap.

The music machine business has been holding its own. Several operators report arcades and amusement centers at parks and summer resorts are also getting a fair play.

However, with it all, the operators are continually installing new equipment.

HERE IT IS!



**BAKER'S
KICKER
and
CATCHER**

Hottest Counter Hit today! All skill—a 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
PENNY PLAY \$29.75

Nickel Play, \$31.75. Stand, \$9.00 Extra. F. O. B. Chicago.

THE BAKER NOVELTY CO., INC.
1700 Washington Blvd., CHICAGO

ATTENTION, OPERATORS

We have moved our Boston, Massachusetts, Office to

1209 Washington Street

Drop in and see our Mr. King.

AUTOMATIC COIN MACHINE CORP.

Boston and Springfield.

FOR SALE

5 View-a-Scopes, used two weeks, \$20.00 each, or \$95.00 for lot; 20 One-Cent American Eagles with Gum Vendors, \$18.00 each; 2 Mills West Pockets, \$25.00 each; 3 Baker Pica-Packs, \$8.00 each; 2 Deuces Wild, \$6.00 each; 2 Red Dice, \$4.00 each; 1 Tally One-Cent Cigarette Racks, \$6.00; 1 Bally Baby, \$5.00; 3 Cokes, \$6.00 each. All machines in perfect condition.

1/3 Depot, Balance O. O. D.

MATIAS MUSIC COMPANY
BOX 246 LEXINGTON, S. O.

**General Lauds
Gottlieb Games**

CHICAGO, July 5 (MR).—“General Vending Service Company, distributor of Baltimore, Md., finds Gottlieb games great favorites in its territory, and operators enjoying splendid success with them on location,” say officials of D. Gottlieb & Company.

“General has been doing a fine selling job for our machines and is highly enthused over the praise our games receive from operators.”

“Naturally we're boosters for Gottlieb games,” says Irvin Blumenfeld, head of the distributing company. “Our customers are finding them among the most consistent money-makers they have ever operated. The national defense program and the army activities in this area have brought a considerable upswing in the coin machine business, and operators are keen for outstanding hit numbers to enable them to take full advantage of this opportunity.”

“They're strong for Gottlieb games, as these games have the appeal and features that get the play on location. As exclusive distributor in Maryland and the District of Columbia, we're proud of our leadership in bringing the Gottlieb releases to our customers.”

**Groetchen Gets
Defense Orders**

CHICAGO, July 5 (MR).—“Recognition has come to the Groetchen Tool Company for its fine precision workmanship in the form of substantial defense

3 UP

It's really different—that's why it's enjoying top popularity in hundreds of locations. Try it and be convinced.

\$109.50

Subject To Change Without Notice

STONER CORPORATION

AURORA, ILL.

THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

ALL AMERICANS \$39.50	BOOM TOWN \$75.00	WRITE QUICK for Our Complete Price List of All New and Used Machines!!
METRO 35.00	MYSTIC 42.50	
STARS 45.00	SPORT PARADE 47.50	
1/3 Depot, Balance O. O. D.		ZOMBIE 37.50

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone NE 8-9700

WHOPPER

\$15.95

BIGGEST 750 HOLE BOARD EVER MADE!

Hit of hit! Tremendous in size, huge jumbo holes, die-cut into irregular shape showing a big fish leaping out of water! Actual \$23.95 average profit on this 750 hole board! Three step-up jockpots with \$25 top to lure players! Most gorgeous color and design you ever saw! Available with either colored-thick or special-thick tickets! Write for LOW PRICES on this sensation! Now ready! New circulars showing many brilliant new Gardner hits! Write now!

SEE LIST ON BOARD OR WRITE ONE PUNCH OR SQUARE BOARD

GARDNER & CO.

2307 ARCHER CHICAGO, ILL.

work contracts which have been placed with this firm by airplane engine manufacturers," according to an announcement from Karl Klein, Groetchen official.

"The precision and the minute tolerances required in this work," said Klein, "are even more exacting than the precision standards commonly called for in the coin machine industry. It is a tribute to our recognized precision workmanship that our company was selected to produce the measuring instruments, gauges, and tools needed in the manufacture of high-powered aviation engines.

"We have gladly turned over a part of our machine shops to this important phase of defense work. Richard Groetchen, president of Groetchen, is an old-timer in the production of defense materials, having had charge during World War I of the tooling program of one of the largest armament factories in the Middle West. Under his guidance, expert mechanics are turning out a steady flow of precision tools."

THERE'S LESS TIME LEFT THAN YOU THINK... TO BUY AMERICAN EAGLE

'BELL-FRUIT' OR 'DEFENSE' REELS!
MYSTERY AWARD FREE PLAY
TOKEN PAYOUT! 1c or 5c! GOLD AWARD

MODEL ONLY \$2.00 EXTRA!
MECHANISM UNCONDITIONALLY
GUARANTEED FOR 2
FULL YEARS!! QUICK! ORDER
NOW!

\$34.50
BALL GUM MODEL
ONLY \$2 EXTRA
PRICE SUBJECT TO
CHANGE WITHOUT
NOTICE!



and MARVEL

3 CIGARETTE REELS—MYSTERY
AWARD—TOKEN PAYOUT—1c or 5c

MECHANISM UNCONDITIONALLY
GUARANTEED FOR 2
FULL YEARS!! QUICK! ORDER
NOW! ANTICIPATE YOUR
NEEDS WHILE THERE'S STILL
TIME!

\$34.50
BALL GUM MODEL
ONLY \$2 EXTRA
PRICE SUBJECT TO
CHANGE WITHOUT
NOTICE!



DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast—MAC MOHR CO—2916 W. PICO BLVD.—LOS ANGELES, CALIF.

General Seeks Larger Quarters

BALTIMORE, Md., July 5 (DR).—Irvin Blumenfeld, of General Vending Service Company, reports the firm has outgrown its present quarters and is seeking a new building.

"We are looking for a building with several times our present floor space so that we can do justice to the volume of business we are now handling," said Blumenfeld. "It has been necessary to add two secretaries to help handle orders and inquiries."

Blumenfeld plans to put on a man to travel the territory to follow up inquiries. Policy of the firm in double

checking every piece of equipment before it is credited has brought increased business, according to Blumenfeld.

Daval Reveals Game Innovation

CHICAGO, July 5.—"The Daval Company is noted for mechanical innovations in counter games," declares Dave Helfenbein, company official. "Now we can discuss a new construction principle which is sure to meet with approval. For the past week we have been shipping Marvels and American Eagles with the construction innovation. The few have had the opportunity to see it, those who did hastened to congratulate us and advise us that they believed this to be one of the finest and sturdiest construction principles they had ever seen on the reels of any machines."

"The innovation in mechanics is in the wheel sprocket. It is built along the lines of a steamboat paddle wheel and is as strong. It assures the operator lasting power regardless of the amount of play the machine may get. It means that there will never be any trouble with the sprockets nor the wheels. There can be no more breakage of the fins on the wheels."

"The only a small item in the general manufacturing process, it is one of the most important. It again proves the intense study we make of each individual part. It gives some idea of the amount of effort that goes into the development and construction of each Daval game."

"That's why we can unconditionally guarantee the mechanism of any of our machines. Operators who really want to see a revolutionary innovation in mechanical construction principles should see the new American Eagle and Marvel paddle-wheel reel sprockets."



ROY MCGINNIS, Baltimore, Md., and Red Zogg, New Kensington, Pa., on a recent visit to the Exhibit Supply Company factory for the purpose of looking over Sky Blazer, game preceding Exhibit's latest release, West Wind.



BERNIE SOSSON opens the new branch office of Modern Vending Company at Hartford, Conn. Left to right: Bernard Sosson, manager; Sam Kresburg, Marty Lemonoff, Yale Cooper, Nat Cohn, and Harry Rosen. (DR)

Coinography

W. R. Happel Jr.

"THE coin machine industry is one which offers new and varied conditions to which the operator looks forward and plans for during each season of the year," declares W. R. Happel Jr., head of the Badger Novelty Company, Milwaukee. So it is that Happel pauses and reviews the progress made by Badger during the past season and previews what the future holds.

"There is," he says, "a significant difference in each season of 1941, as we find them introducing not only a season of the year but launching what definitely can be called a new period of economic advancement."

"This season marks the 12th year since we first witnessed the creation of the pinball industry." Happel, incidentally, was one of the first active operators of pinball games. He continued: "A story of Badger Novelty success would not be complete without a listing of the combination of talents and services which have created a firm acknowledged as a key distributor of the Middle West. Badger keenly watches all possibilities and extends its energies and capital to promote activities and departments which make the firm of more value to the operator. An important and rapid-growing part of Badger is the service and reconditioning department headed by Carl Happel. He has a complete background and knowledge of all coin machines, having studied and repaired them since 1929. He has contributed several pin game and amusement machine ideas which have been accepted by the industry. His department, which started in the basement of his home in 1929, has grown to a point where a staff of 10 mechanics are employed and a space of 10,000 square feet has been pressed into service to insure a steady flow of machines to be reconditioned. This reconditioning department is one of the most complete in the country."

Bill Happel himself is a dynamo of action. He scales at better than 200 pounds and has a knack of personally greeting and serving all Badger customers. Figures regarding the number of games on hand, the kind of games on hand, and general market prices roll glibly off his tongue, allowing him to serve customers with the utmost efficiency.

His friendliness and understanding of customers and needs have won him a host of friends as well as profitable customers.

"We feel," he stated, "that we are really pioneers in the coin machine field. We are at present State distributor for the Bally Manufacturing Company, Northwestern Corporation, and Rock-Ola Manufacturing Corporation, and carry a line of other manufacturers' products. Since the early days of the pinball industry we have been in close contact with the field and have done our share in developing the industry."

"Our two salesmen, Martin Olson, who covers Southern Wisconsin, Northern Illinois, and part of Iowa, and William Doyle, covering Northern Wisconsin and

Northern Michigan, are exceptionally busy this season as their advice and experience are used by many operators. Both are very capable as aids to the operator. Olson has been with Rock-Ola for several years, and Doyle spent several years as salesman of coin machines in California before coming to Badger Novelty."

Bally Builds Dice Console

CHICAGO, July 5 (MR).—Bally Manufacturing Company's Roll-Em dice console is now in production, according to announcement by George Jenkins, Bally's general sales manager. "The terrific demand for our earlier consoles," Jenkins explained, "has prevented us from putting Roll-Em on the line. But now that we have completely organized our new additional factory space and have thus relieved the pressure, we should be able to produce a good volume of Roll-Em's."

"Roll-Em has all the action of the old favorite bell machine, but only two reels instead of three. The reels are marked with dice spots. Earnings are stepped up by the fact that the machine has a seven-selection coin head. Player scores when he rolls the point or points selected. Outstanding feature of Roll-Em and a powerful repeat play stimulator is the new double-or-nothing idea whereby player can either drag or let it ride to build up his score. Location tests during the past four months prove that this feature is really a sensational money-maker. Like all Bally consoles, Roll-Em is available with or without mint tender and with or without skill feature. The machine is built in both payout and replay models."



"I'M SITTING RIGHT HERE until I see these Jennings Totalizer Consoles completed and loaded in trucks for delivery to my territory," declares Fred Anderson, Jennings factory distributor. The pic does not show all the machines, but Anderson estimates it at 10 truckloads. (MR)

Industry Mentions

TRADE SERVICE FEATURE
Magazines
Newspapers
Radio

The Chicago Herald-American, July 1. A breezy news item under a two-column heading, "Army Hunts Job for Pinball Expert," tells how the army tries to assign each draftee to a military job similar to his job in civilian life, but is finding it difficult to utilize the talents of a recent Chicago draftee who formerly designed and built pinball games.

The Daily Times, Chicago, July 1. In an article on the presence of slot machines in places surrounding Camp Forrest, where Chicago trainees are located, the writer's slant is amusing because he criticizes the Tullahoma machines for rewarding players with free plays instead of cash. Ray target guns are mentioned as a special favorite of the soldiers. Fortune-telling machines, vending machines, and pinball games are said to be featured in some locations and are well patronized by the soldiers. Outside of the coin machines the only amusement the boys have is to attend one of the two movies in the town, the article pointed out.

IN NEWS HEADLINES. News reports from Washington July 1 concerning the latest developments in new excise tax proposals put the coin machine industry in newspapers all over the country. Some newspapers mentioned coin machines in headlines on the new tax proposals. The Chicago Daily Times featured the story with a headline, "Vote To Tax Slot Office Machines." Some of the newspapers were careful in their choice of words, referring to them as coin-operated vending machines, etc., while others classified them as slot machines. Recognition of machines that "pay cash or tokens" in the reports will be big news to many in the amusement machine field.

The Philadelphia Daily News, June 24. Jeff Keen, in his Observations column, observes that "Bob Horn and Lee Vines, WIP announcers, who play about 1,000 recordings each week on their programs, spend most of their spare time feeding nickels to juke boxes."

The Philadelphia Record, June 28. A feature story on the Andrews Sisters, appearing at the Earle Theater in person, starts off with a music machine plug, viz.: "The nation's next juke box sensation is going to be a revival of Sonny Boy by the Andrews Sisters—and that's straight from the girls themselves."

Joe Palooka, a McNaught syndicated comic strip by Ham Fisher, shows Joe

and his girl friend selecting a number on a music box in a restaurant.

The Augusta (Ga.) Chronicle, June 25. A "Letter to the Editor" boosting phonographs, written in answer to an article which appeared in the same paper a few days previously slanted to give the public the impression that music machines were gambling machines. The letter stated the case for music machines in a convincing manner and was written by I. Simowitz, manager of a music machine distributing company in Augusta.

Radio mentions of the coin machine industry will probably be slack during the summer because so many big programs will be off the air. Many good plugs for the industry were given on radio programs during the past several months.

The Capital Times, Madison, Wis., June 27. How the government has helped the blind to become self-supporting by awarding them the rights for the operation of concession stands in public buildings is the theme of an article which tells how that policy led to the installation of many vending machines in factories, office buildings, hospitals, etc. Testimony is given by the heads of many nationally known institutions where the machines are installed on the benefits derived by their employees from candy, cigarette, and other vendors. Many of these employers had for years refused to permit the installation of vendors, thinking the machines would divert workers and interfere with production, but have now learned that concentrated nourishment from candy bars where hard sustained labor is required provides a pick-up in energy that steps up production.

The Los Angeles Times, June 1. Jimmie Fidler writes enthusiastically and in a highly complimentary manner on "juke box soundies," saying he had just previewed 24 at one sitting and had not found a three-minute "egg" among the batch. Fidler says the films he saw were excellent, photographed and recorded; that they paraded new talent, some of which was very good; that they are the perfect medium for discovery and development of new talent; that they are very good entertainment, and that the public will welcome them with praise.

The Saturday Evening Post, July 5. Fiction story, "Gold Is How You Find It." Part of the story plot concerns a location, the music box in it, and the playing of one record again and again. One of the characters dreams of the day he will have a juke box in his dining room and can play the record as often as he wants to hear it.

Southern Automatic Says Biz Is Up

LOUISVILLE, Ky., July 5 (DR).—Reporting on the results of the present sales campaign being carried on at four offices of the Southern Automatic Music Company, Leo Weinberger, Southern executive, advised that sales on all types

of equipment had shown increases during the past few weeks.

"Games of every type, including guns, pin games, counter games, and legal equipment, have been in great demand," he said. "We are particularly pleased with the greatly increased demand for Seeburg music systems—a demand that has kept our installation departments on the go from early morning till late at night day after day.

"We are experiencing a demand for our reconditioned phonographs which are refinished in Marblego in our own department under expert supervision. The popularity of our reconditioning and refinishing work is keeping the used phonograph department constantly busy."

Batting Practice Strong at Resorts

NEW YORK, July 5 (MR).—The hot days of early summer are attracting large throngs to the beach and mountain resorts. Holiday crowds and vacationing tourists are all in search of amusement, and Batting Practice has proved an ideal pastime, according to operators' reports. "Receipts figures prove conclusively that Batting Practice will chalk up new records this year," stated Max D. Levine, president of Scientific Machine Corporation. "This is another confirmation of the long-life feature of this realistic baseball game. Machines that have been on location for four months and longer are pulling just as well today, and even better.

"The interest of the public in the game shows no sign of abating. The machine is 100 per cent legal throughout the United States. Play is not seasonal but year-round and, if further indication of the popularity of Batting Practice is needed, operators who bought their first machines when the game was introduced have all sent in substantial orders. This is the real test for any game and Batting Practice has passed with flying colors.

"Our advertising idea headline contest is meeting with favorable response from operators and many original ideas have been received," Max concluded.

MAKES FAIR LOCATIONS GOOD
MAKES GOOD LOCATIONS TERRIFIC!

Captain
Kidd
64
GENCO

STEPS UP COLLECTIONS EVERYWHERE!

Monarch Gets Fine Response

CHICAGO, July 5 (DR).—"The men in the coin machine industry are quick acting, especially when you have something worth while to offer them," states Al Stern, of Monarch Coin Machine Company. "They know values and they know how to take advantage of them. We at Monarch have made great efforts to build up a large stock of reconditioned and used equipment.

"Last week we announced that we are offering this vast stock without change in prices. The way operators responded was remarkable.

"From all over the country they placed large volume orders and we proved that we could make immediate shipment no matter what their needs. They found that Monarch values represent the greatest in the industry and that Monarch machines give 100 per cent dependable service in operation."

Ace Makes Hit With Coinmen

NEWARK, N. J., July 5 (DR).—"The party Jack Kay ran to celebrate the grand opening of Ace Vending's new sales headquarters impressed local coinmen. Altho it was a hot afternoon, the air-conditioning system made everyone comfortable. A large bar carried plenty of drinks and food for all. The party started early in the afternoon and was still going at top speed early the following morning.

Telegram boys and delivery men were in and out all day long, bringing wires and flowers. By evening one wall was completely covered with wires and the rest of the place looked like a florist shop.

Among the many visitors were Dave Simon, Murray Sandow, Jack Fitzgibbon, Mr. and Mrs. Tony Gasparro, Morris Prince, Leo Ringler, M. Seegal, Jack Cohen, Murray Brodick, Irving Wolfe, Irving Mandell, Mac Fischstrom, Frenchie, J. Seigel, S. Goldner, Thomas Marullo, and Milton B. Neuss.



"... and this is our guest room."
Collier's, June 26. Cartoon by Gerald Green.

2 GREAT GAMES

WITH ULTRA-REFINEMENTS!

EVANS' GALLOPING DOMINOS

The Original Consoles
—And Still Tops!



New Design
Playing
Top

New Finish
Coin
Head

New
2-Tone
Cabinet

Super Jack-
pot, \$6.50
All Cash!

Machine-
Gun Effect
Payout

Get the dope on Evans' Spectacular
SUPER-BOMBER

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO



BATTING PRACTICE IN ACTION at Steeplechase Arcade, Coney Island, N. Y. Machine draws crowds consistently because of its realistic reproduction of baseball's thrills, declares an official of the Scientific Machine Corporation. (MR)

Distrib Provides For Reconditioning National Coin Enlarges Staff

CHICAGO, July 5 (DR).—"Right on the heels of our announcement that we distribute and finance reconditioned used equipment of all types, we report the installation of rebuilding and reconditioning shops," say officials of New City Sales Company.

"To meet our high standards and assure mechanical perfection of each machine that leaves our floor," said Mickey Gordon, one of the company heads, "we have found it advisable that all work be done under our own supervision, rigid inspection, and according to our specifications.

"Our aim is to supply used equipment of every kind which is absolutely dependable, and at the same time to finance operators in their purchases so they can expand and increase their

routes without waiting to build up the necessary capital."

CHICAGO, July 5 (DR).—"Brisk hot weather business has necessitated doubling our staff," reports Harry Heiman, sales manager of National Coin Machine Exchange.

"That's another way of saying that National offers what operators want and are rendering the kind of service that brings repeat business. We are now holding a midsummer clean-up sale of five-ball and legal equipment especially for resort and summer needs.

"Buyers in need of machines in quantity can be sure of filling their requirements to their entire satisfaction from our large and varied stock which is kept at a high point."

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... Total average profit \$24.00... Thick board... LIST PRICE \$5.96.

IT'S HERE AT HEADQUARTERS!

Baker's Terrific Counter Sensation

KICKER and CATCHER

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!

PENNY PLAY

\$29.75

Nickel Play \$31.75
Stand \$8.00 Extra

MAC MOHR CO.

Distributors of "Baker Built" Products
2916 W. Pico Blvd., Los Angeles, Calif.



CENTRAL OHIO QUALITY BUYS

CONSOLES		COUNTER GAMES	
3 Kentucky Clubs	\$45.00	14 Aces	\$ 6.00
1 1938 Track Time	75.00	14 American Eagles	17.50
1 Roadhead Truck Time	35.00	14 Liberty Bell	15.00
4 Jumbo Parade, F.P.	95.00	14 "21" Deal	8.50
10 Jumbo Parade, Cash	95.00	14 Daryl Penny Packs	7.50
4 Check	95.00	14 Sparks O. A. Horse	15.00
1 High Hand, Comb.	179.50	14 Mills Counter King	12.50
Free Play	179.50	14 Like New	12.50
1 Black Paper Race	47.50	14 Jennings Grandstand	10.00
30-1	47.50	14 Imps	5.00
1 Brown Paper Race	35.00	14 Exhibitor's "Solotom"	10.00
PHONOGRAPHS			
Wurlitzer 412z	\$ 32.50	Wurlitzer 616, Full Litup	\$69.50
Wurlitzer 412, Newington	55.00	Rockola Imperial 20	45.00
Rockola Super 1940 Rockabillo	285.00	Rockola 1941 Time Column	White

Immediate deliveries on BATTING PRACTICE, TEXAS LEAGUER, SKY RAY, SPOT POOL, SNAPPY OF 1941, KICKER & CATCHER. Write for our complete list of latest free plays.
Half Deposit With Order—Balance O. O. D.

Central Ohio Coin Machine Exchange, Inc.
491 S. HIGH ST., COLUMBUS, OHIO

QUALITY SPEAKS FOR ITSELF

ONE-BALL FREE PLAY	FIVE-BALL FREE PLAY	FIVE-BALL FREE PLAY
Big Prize	Pinch Hitting	Three Score
Mills 1-2-3 (Rebuilt)	Pitman	Buckaroo
Across-the-Board	Garrison	Fleet
Eureka	Range	Yacht Club
	Big Six	Billy Beauty
1938 Track Time	Super Six	Double Feature
100 Royal Flush	Varsity	Prospect
1938 Kentucky Club	Sequo	Fox Hunt
Pace Paragon	Lucky Strike	Mr. Chips
Darby Time	Jumper	Follies
Mills 1-2-3	Playmate	Keen-a-Ball

MODERN AUTOMATIC EXCHANGE, INC.

2818 CARNEGIE AVE., CLEVELAND, O. • 3307 SOUTH AVENUE, YOUNGSTOWN, O.

COIN MACHINE BUSINESS FOR SALE

150 Phonographs, 175 Pin Games. All on locations. Excellent business located in Southern State. Reason for selling: Retiring. Address

BOX D-83, Care The Billboard, Cincinnati, Ohio.

BETTER BUY NOW!

DAVAL'S AMERICAN EAGLE

BELL-FRUIT or DEFENSE REEL SYMBOLS

FEATURING FREE PLAY MYSTERY AWARD TOKEN PAY-OUT, 2 FULL YEARS UN-CONDITIONAL MECHANISM GUARANTEE. Sample \$34.50. Ball Gum Model only \$2 extra.



MARVEL
CIGARETTE REEL SYMBOLS
AMERICA'S GREATEST TOKEN PAY-OUT COUNTER GAME STEADY PROVEN PROFITS FOR YEARS AND YEARS. Sample \$34.50. Ball Gum Model only \$2 extra.

1/2 Deposit, Balance C. O. D.

ATLAS NOVELTY CO.
2200 N. Western Av.
Chicago, Ill.

2219 Fifth Ave., Pittsburgh, Pa.

ATLAS AUTOMATIC MUSIC CO.
3939 Grand River, Detroit, Mich.

Bill Corcoran At Buckley Factory

CHICAGO, July 5 (MR).—Bill Corcoran, Pacific Coast district sales manager for Buckley Music System, with headquarters in San Francisco, spent a week recently in Chicago. Most of his time was spent with Pat Buckley, president of the Buckley Music System.

Corcoran says: "I always try to make a trip to Chicago in January for the annual convention and again in the middle of summer. I am glad that I made a trip in June instead of waiting until late in summer, for I have learned a lot about the business in the past week. There seem to be new developments in the music system business every day of the week, so as sales representative I want to keep up with all of these different things."

"There is no doubt that 1941 is going to be the biggest year that we have ever had in the music business. With the new ideas that I have learned about in the past week, I am going to have some real information to take back to the distributors in my territory, which they in turn can pass along to the operators."

"In my opinion the music man will make his greatest profits with a Buckley illuminated music system. The largest operators in the music field are now buying and installing Buckley systems. In my opinion this speaks for itself, for the large operator buys only what he knows will return him the best profit."

Allied Games Sent Far and Wide

CHICAGO, July 5 (DB).—"Wherever you find coin machines, you'll find Allied equipment," might be a good slogan for the Allied Novelty Company," says Sam Kleinman.

"Our reconditioned coin machines and equipment are now found in remote parts of the country and foreign lands," he states, "played by thousands of fans. We've recently had some reports from operators which show that Allied machines have an unusual record for standing up under severe conditions."

"The reason for this fine showing is that our machines receive the most careful going over, being checked and rechecked in every detail by expert mechanics, tested and retested, until we have absolute assurance of their mechanical perfection."

Business

POPS!

Coin business breaks out spontaneously just as soon as you place a few Jumbo Free Plays in your territory. This machine has all the acceptance of other standard free play games and tables. It works on the Bell principle, and operates with a latest model Mills Mystery Mechanism. Brilliantly colored and illuminated. Order now for immediate shipment. Mills Novelty Co., 4100 Fullerton, Chgo.

JUMBO FREE PLAY



IT'S AMAZING! Coming Soon!

EVANS' PLAY BALL

Real Baseball!
Real Pitcher Pitches!
Real Batter Bats!

WE HAVE IT!

New or used coin-operated equipment.

Consoles — counter machines — free play games — one balls — vending machines — complete line of arcade equipment.

Write us for prices and details on all new games

CLEVELAND COIN MACHINE EXCHANGE
2021 Prospect Avenue
Cleveland, Ohio



RONALD SEENER, 4-year-old son of Hymie Seener, proprietor of Coins Amusement Machine Supply, Ltd., London. The Seeners live in the outskirts of London, while Hymie conducts his business at a new address since the destruction of his regular office May 10.

MILLS PHONOGRAPHS CONSOLES BELLS TABLES
Distributor
KEYSTONE NOVELTY & MFG. CO.
2614 & Huntington St., Philadelphia, Pa.
Baltimore Office: 815 Cathedral St., Baltimore, Md.

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.

FOR FAST MONEY, ORDER THESE TODAY KICKER AND CATCHER, \$29.75 LUCKY STRIKE, \$14.75

Send your order with 1/3 deposit for prompt delivery. **LEHIGH SPECIALTY CO.**

2nd and Green Streets

Philadelphia, Pa.

3000 MILES AWAY--And They Buy From GENERAL!

General is proud of the fact that we have steady customers for our used games as far out as California, Washington and Texas. These ops send all the way to Baltimore because we go all the way in COMPLETELY renewing our used games, inside and outside, to the very last screw. If you want QUALITY BARGAINS, just try GENERAL once. You'll find that's the only kind of games we care to sell. WRITE OR WIRE YOUR REQUIREMENTS.

Look To The GENERAL For LEADERSHIP!

THE GENERAL VENDING SERVICE CO. 306 NO. GAY ST. BALTIMORE, MD.

Better Than a PUNCH-BOARD! O.K.B. GUM VENDOR

VENDS GUM WITH REVERSIBLE INSERTED READING FROM 1 TO 1000. Capacity 1000 BALLS.
TAKES 1 IN. 50 IN. PAYS OUT 100 IN. IN TRADE AWARD.
PRICE ONLY \$15.00
For One O. K. GUM VENDOR WITH 1000 BALLS of New Brand Gum FREE! (Limit one quantity price)

D. ROBBINS & CO. 1141 DI KALS AV. BROOKLYN N.Y.



The "Silver Lining" on the clouds of the future

Scientific's BATTING PRACTICE

More and more operators are realizing that BATTING PRACTICE is today's answer to the income problems of tomorrow . . . and five years from now, too! BATTING PRACTICE doesn't depend on "flash-in-the-pan, gone-in-a-month" collections. It is distinguished by that rare quality of PERPETUAL APPEAL that marks it as the finest investment you can make in these uncertain days.

100% LEGALITY
IN ALL 48 STATES



UNBELIEVABLY
BIG COLLECTIONS

Order Today and Be Sure of Tomorrow

SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

PULL TAB SHEETS

Each sheet contains numbers concealed under the pull-offs and they run from one up according to the size, thoroughly mixed.

The players select the names they desire which are on the sheet and pull the tab off, recording their names in the spaces provided for this purpose. After all tabs are pulled the seal at the top of the sheet is opened and the winning name revealed.

Sizes in stock for immediate delivery are as follows:

30 No. Yellow 9"x6 1/2"	\$48.60 per 1000
85 No. Red 8"x7 1/2"	42.95 per 1000
100 No. Yellow 9"x3"	57.75 per 1000
100 No. Baby 6 1/2"x5 1/2"	47.40 per 1000
120 No. Red 8"x12"	55.85 per 1000

When necessary you can make up booklets for fund-raising campaigns by adding one or more pages.

CHAS. A. BREWER & SONS

Largest Board and Card House in the World

6320 Harvard Ave.

CHICAGO, U. S. A.

OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

FREE PLAY GAMES

1 Airport	\$12.00
1 All Stars	17.50
1 Anabel	27.50
2 Bally Beauty	22.50
1 Rally Supreme	10.00
1 Big League	27.50
1 Big Town	25.00
2 Big Show	25.00
1 Big Six	25.00
2 Bionde	35.00
1 Bowling Alley	22.50
1 Bolic Sport	25.00
1 Contact	10.00
2 Champion	12.50
2 Chubbies	25.00
5 Outlets	27.50
3 Commodore	20.00
1 Day Jones	25.00
3 Doughboy	22.50
1 Fantasy	15.00
2 Follies	20.00
2 Four-Flexis	17.50
2 Fleet	30.00
1 Fox Hunt	25.00
3 Fifth Yearling	12.00
1 Home Run	27.50
2 Headliner	15.50

2 Jolly

1 Keen-a-Ball	\$20.00
1 Lucky	12.50
3 Landlady	25.00
2 Nippy	20.00
3 O'Boy	17.50
1 O'Johnny	25.00
2 Polo	27.50
1 Red Hot	17.50
1 Rocket	25.00
4 Roly	20.00
1 Rebound	10.00
1 Round Trip	22.50
1 Stop and Go	9.50
2 Soccer	10.50
4 Sports	22.50
4 Score Champ	20.00
1 Score-a-Line	25.00
2 Suction	22.50
1 Speedway	22.50
2 Sports	20.00
6 Sport	22.50
2 Spoutem	12.00
1 Triumph	10.00
1 Super Game	15.00
1 Thriller	9.00
1 Tumble	15.00
2 Vacation	22.50

1 Variety

3 Vegas	\$10.00
2 White Sails	15.00
2 Yacht Club	22.50

COUNTER GAMES

1 Liberty	\$9.00
1 Fair Deal	9.00
12 Kill, 12	12.00
10 Pick-a-Part	5.50
10 Darts "21"	16.50
5 Ace, 12 & 36	5.50
1 Cup 12 Cls.	6.50
9 Imp 12 Cls.	7.50
1 Lucky Pack	5.50
1 Penny Pack	5.50
1 Pinks Peak	12.00
2 Skill Shoot	12.00

PAYOUTS

1 Clocker	\$15.00
1 Canon (As Is)	9.00
1 Derby Day (Silent)	27.50
1 Top	7.50
1 Pace Sarslock	7.50
1 Square Bell	57.50
1 Sugar King	45.50
2 One-Two-Three	35.50

Every Machine is in Perfect Mechanical Condition. Thoroughly Cleaned and Checked. Ready to Place on Location. If you are not completely satisfied, return the Games to us within 10 days, and receive Full Credit. Terms: 1/3 Down, Balance C. O. D.

We Have All the New Games On Hand for Immediate Delivery. Write for Prices.

OLIVE NOVELTY CO. 2625 LUCAS AVE. ST. LOUIS, MO.



MAESTRO JOE REICHMAN visits Triangle Music Company, Cleveland, to see and hear the Packard Pla-Mor "600" Wall Console Speaker. Left to right: M. G. Erb, Leo Dixon, Triangle officials; Joe Reichman; Jack Williams, of RCA-Victor, and Herb Wedewes, Triangle sales manager. (MR)

Gottlieb Spot Pool Called a Success

CHICAGO, July 5 (MR).—"Gaining the instant approval and endorsement of distributors and operators everywhere, Gottlieb's new game, Spot Pool, is on the crest of a wave of popularity," say officials of D. Gottlieb & Company.

"Distributors have made great predictions for the new game, and they are already coming true," said Dave Gottlieb, company president. "Spot Pool is the best named game, as well as the quickest to catch on that I've seen in a good long time. The name explains the play. The backboard stimulation of pool, with the bright green covered table, the colorful pool balls, wall rack, and other features, couldn't depict the atmosphere more accurately. At the beginning of play the backboard duplicates the break of the racked-up balls in lively, colorful animation. First the balls scatter, then after considerable gyrating around, a number of them remain on the table in a mystery selection for the player. As this selection constantly varies, it adds greatly to the zest of the game. When balls are made, they automatically remove from the table and arrange themselves in the rack as the player's points. The special new spot-tem feature spots player these lighted numbered balls that are in the rack when he hits the break bumper when lit red. Other features have been incorporated, all of which make Spot Pool a hit for interest, suspense, and player satisfaction.

"Two facts in particular account for the instant acceptance and location success of this game," he explained. "First, the intriguing interest of the game for the player, and second, the fact that it provides an exciting version of a sport played by so many millions of fans. Many big-time men in the industry already call Spot Pool the most sensational winner in years, and the game is already bearing out their expectations."

Arcades Successful, Says Park Head

DETROIT, July 5.—Coin machines sprang into new prominence at Walled Lake Park, Walled Lake, Mich., this season with the opening of two new concessions devoted exclusively to them.

First is a small sportland erected along the side of the skating rink. This room is shallow but long and allows a maximum of display. Machines are visible to patrons walking by in the park. It is managed by Warren Boeske for Fred W. Pearce, park operator.

Second is the Aerial Warfare stand, located across the midway near the Roller Coaster. This consists of a battery of ray and other types of guns erected in two banks in a typical walk-thru arcade. Sky Fighters and Air Raiders are among the principal gun units.

Both new concessions have been doing excellent business, according to J. E. Pearce, who is resident manager of the park.

Retail Stores Employ 4,600,217 in 1939

WASHINGTON, July 5.—A Census Bureau analysis of 1939 retail establishments shows that the average number of paid workers was 4,600,217.

Because of seasonal shopping habits, the number varied from a low of 4,292,430 in February to a high of 5,201,828 in December.

The average did not include 1,613,673 proprietors in unincorporated businesses nor thousands of relatives working without regular wages.

The average number of employees included: 566,052 in department stores; 211,766, variety stores; 594,648, eating places; 235,527, filling stations.



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 slot reels. Write for full details and confidential grocer's price.

GROETCHEN TOOL COMPANY

130 N. Union St. Chicago, Ill.

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.

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.

1/3 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.

F.P. BUYS for the Wise!

- | | |
|----------------------|------------------------|
| All American \$35.50 | Metro ... \$37.50 |
| Anabel ... 21.50 | Roxy ... 12.50 |
| Bandwagon ... 29.50 | Polo ... 21.50 |
| Big Chief ... 33.50 | Powerhouse ... 21.50 |
| Big Show ... 12.50 | Punch ... 12.50 |
| Big Time ... 33.50 | Rotation ... 15.00 |
| Blonde ... 19.50 | Roy ... 12.50 |
| Commodore ... 12.50 | Score Champ ... 17.50 |
| Crossline ... 27.50 | Seven Up ... 47.50 |
| Drum Major ... 21.50 | Sport Parade ... 47.50 |
| Flitzer ... 42.50 | Short Stop ... 15.50 |
| Formation ... 28.50 | Sparks ... 15.50 |
| Four Roses ... 47.50 | Soorty ... 19.50 |
| Gold Star ... 32.50 | Stars ... 47.50 |
| Jolly ... 19.50 | Strafelen ... 35.50 |
| Landlids ... 17.50 | Sun Beam ... 49.50 |
| Leader ... 28.50 | Velvet ... 47.50 |
| Lineup ... 29.50 | Yacht Club ... 19.50 |
| | Zambis ... 37.50 |

ALL GAMES RECONDITIONED AND SHIPPED LIKE NEW. WE CARRY A COMPLETE LINE OF NEW AND USED FREE PLAY GAMES. FOR FASTER SERVICE PLEASE GIVE SECOND CHOICE WHEN ORDERING.

1/3 Down, Balance C. O. D.
"THE HOUSE OF 'GOOD WILL'"
Ambassador Vending Co.
763 Conny Island Ave., Brooklyn, N. Y.

Coin Machine Operators WANTED

... We have a list of excellent Amusement Parks who have asked us to install Penny Arcades. If you can invest \$3,000 up (terms can be arranged) we will turn over one or more of these leads to you, equip the entire arcade for you, and guide you in its proper operation. For full details write or wire TODAY.

International Telescope Reel Co., Inc.
44-01 11th St., Long Island City, N. Y.

Torr Recommends New Counter Game

PHILADELPHIA, July 5 (DR).—"Kicker and Catcher, one of the latest counter games, has my complete approval," reports Roy Torr, Philadelphia distributor. He continues: "It is seldom that I go strongly for a game and when I give it the Torr okay, it means that I am trusting it to meet the approval of my customers. I have found thru years of experience that it is best to recommend only those games which are top-notchers. Kicker and Catcher is just such a game. "The action is different from any game manufactured in the past 10 years. Performance on location leaves nothing to be desired. The game is made by the Baker Novelty Company in Chicago—a firm which needs no introduction for its fine products. It is well made and has loads of appeal for location patrons."

Lieberman Tells Service Factors

CHICAGO, July 5 (DR).—"Keep 'em alive and coming back with service," declares Bud Lieberman, Chicago distributor. "It's the only way to grow in this business and the constantly increasing number of Lieberman clients is ample proof of that policy. "By always being able to supply an operator with any kind of equipment he needs we have become a leading contender for top honors among the distributing fraternity," Lieberman said. "So much in demand is our service that we claim the fastest turnover of equipment in the business. Games hardly ever spend more than a day or two in our warehouse before we whip them into shape and back out on some operator's location, doing a fine job of making money."

Service Is Grand National's Motto

CHICAGO, July 5 (DR).—"Rapid growth of Grand National Sales Company, of Chicago," says Mac Churvis, "emphasizes particularly the important part played by the exceptional service which is given operators. I know many factors have entered to bring about our rapid expansion," he continued, "but in my opinion nothing has pleased operators more than the service we are giving them. We keep up on our deliveries and get shipments out as fast as orders are received."

Al Sebring made this addition to the statement by Mac Churvis: "Our customers have become accustomed to Grand National's superior service, and it is our definite policy to maintain that service at all times. This not only means that we make prompt deliveries, but it also means that every piece of equipment leaves us in perfect condition."



SEEBURG ENTHUSIASTS D. J. Ambrose, Sam Kresberg, and Harry Rosen. Ambrose is an operator of Seeburg equipment and is shown as he displayed his new home, built for his bride, to Rosen, of Modern Vending Company, New York, and Kresberg, Seeburg Eastern sales representative. (MR)

THREE GREAT GAMES!
ON DISPLAY AT YOUR KEENEY DISTRIBUTORS...

Keeney's
Jumbo Money Maker
CONTEST
1 OR 5 BALL—1 OR 4 COIN MULTIPLE!
Super-size — Super-deluxe! A Jumbo for appeal, play and super-big profits!

Keeney's Sensational
SKY RAY
5 BALL NOVELTY REPLAY
The top in its class... featuring a unique, play-compelling combination of pockets and bumpers that gives the player more scoring thrills!

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Record Breaking
TEXAS LEAGUER
New, deluxe features make it most popular skill game! 9 to 18 balls (adjustable). 5c, 1c or 2c play (specify).

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Keeney Anti-Aircraft ... 49.50	Wurlitzer 505 Piano Keyboard ... 145.00
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	Wurlitzer 24 ... 70.00
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KEENEY'S
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9 TO 18 BALLS, ADJUSTABLE 1c, 2c OR 5c PLAY

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VOICE RECORDING MACHINE. Au-
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Balls — Consoles — Table Models
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FLICKER	\$40.00	ZOMBIE	\$37.50
STARS	47.50	CROSSLINE	25.00
		DBLE. FEATURE	12.50

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A PRICELESS PRICE LIST

Think of it! A penny post card will bring you an invaluable guide to the best games at the lowest prices. Write for It Now!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Baker Factory Efficiency Model

CHICAGO, July 5 (MR).—"Faced with a record-breaking rush of orders on Kicker and Catcher and other game hits just after moving into our big new factory building," say officials of the Baker Novelty Company, "brings a test of the efficiency of our new equipment. Baker workmen are coming thru with colors flying.

"In our new factory we have every convenience that modern ingenuity can devise," they say. "New methods have stepped up all operations and our total production capacity is much greater than before. A flood of business, like the present, would have overtaxed us before. Now, we find everything running perfectly smooth and well oiled. By devoting an entire floor to Kicker and Catcher counter game exclusively we are keeping up on that hit without interfering with production in any other department. Baker games are now being produced with a speed and fluency that can be the envy of any manufacturer."

Atlas Takes on 15,000 Square Feet

CHICAGO, July 5.—"With the holidays over and a check-up of business in order, we find that everything is fine and that business has been even better in the first six months of 1941 than in the same months of 1940," declare Eddie and Morrie Ginsburg, heads of the Atlas Novelty Company.

"We are handling orders smoothly despite hectic activities in all offices. In Chicago we have just leased 15,000 square feet of warehouse space in a building about one block from our offices. This will allow us to maintain an even larger stock of equipment than we have heretofore. Co-workers calling at our Chicago headquarters will welcome the news that we have leased warehouse space—for many have told us that they've been



BERT
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Says:

BUSINESS OPPORTUNITY!

"WANT A GOOD DEAL? WE CAN NOW SUPPLY YOU WITH THE FINEST TYPE OF NEW AND USED EQUIPMENT FOR EVERY TYPE OF OPERATION. WRITE, WIRE, PHONE YOUR REQUIREMENTS TODAY!"

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afraid of busting-their-butches on the games we had parked in our space at the Chicago office. There's no kidding about that either, for the games were stacked three high with only narrow lanes to get around them prior to leasing warehouse space in which to keep them.

"All of this equipment has been perfectly reconditioned and is ready for operators to install on locations. Every kind of machine is available for immediate shipment," they concluded.

SPOT POOL

with
SPECIAL
"SPOT-'EM"
FEATURE!



Grab
This Cue!
Call Your Shots
and Pocket Plenty!
Spot Yourself Top
Locations with SPOT POOL!
Shoot Your Order in Quick!
IMMEDIATE DELIVERY

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WE'RE DELIVERING

The finest and best new and used equipment! Also all the latest products of the following manufacturers whom we exclusively represent . . .

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We carry a complete stock of all types of new and used equipment. Write us your needs.

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519 West 47th St.
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Newark, N. J.

Bally Reports Big Pre-Fourth Business

CHICAGO, July 5 (MR).—Ray Moloney, president of Bally Manufacturing Company, reports that sales volume during the first week of July broke all previous records for pre-Independence Day business.

"Of course," Moloney explained, "the week preceding Fourth of July is traditionally a busy one, as operators rush to complete their equipment for summer business. But this year, reflecting America's need for low-cost amusement in time of stress, sales soared to a new high, particularly in the console class. The shipping department worked to a late hour Thursday loading High-Hands, Big-Tops, and Roll-Rims consigned to every section of the country. A large volume of multiples and the new Speed-Ball baseball novelty game were also shipped."

Rosenberg Lands Rifle Franchise

NEW YORK, July 5 (DR).—Herman Rosenberg, well-known metropolitan columnist, has just taken over the Greater New York franchise for A. B. T.'s Rifle Sports Arcade.

Rosenberg will open an office on Coit Row soon.

Keeney Games Hold Limelight

CHICAGO, July 5 (MR).—"The trio of Keeney games currently in production continue to be the big three of the game market," declares William (Bill) Ryan, sales chief for J. H. Keeney & Company.

"Supplying a top money-maker in each of the three popular classifications of amusement games, Keeney maintains an enviable popularity among operators."

★★★ "AFTER THE FOURTH" ★★★ SPECIALS!

AUTOMATIC CONSOLES

Pace Baroque, 1940 Combination Free Play & Payoff, Bluproof, Skillfield, Mechanically Perfect, New Appearing . . . \$145.50
Mills Square Bet, Skillfield . . . \$60.50 | Skinning Fastime, Marquise Cab. . . 85.50
Baker Pacer with Daily Double, Jackpot, 5¢ Play, Check Separator . . . 185.50
Mills Four Balls, Floor Sample, Serial 1750, Fruit Reels, Like New . . . 310.00

FOUR COIN MULTIPLE PLAY NOVELTY GAMES

Bally Blue Grass . . . \$124.50 | Bally Record Time . . . \$94.50 | Bally Sport Special . . . \$84.50
Bally Victory . . . 49.50 | Bally Gold Cup, One, 47.50 | Bally Gold Cup Leg. . . 47.50
Bally Eureka . . . 99.50 | Keeney Potshot, Coins, 49.50 | Bally Dark Horse . . . 109.50

PHONOGRAPH SPECIALS

Wurlitzer 1939 Model 500, Piano . . . \$150.50 | Mills 1940 Empire, Bluproof, Beep, Keybrand, 24 Records . . . \$189.50
Wurlitzer Counter Model 81 . . . 99.50 | Rockola 1939 Counter Model, with Stand . . . 89.50
Rockola 1940 Super, Like New . . . 194.50 | Wurlitzer 1939 Model 900, 24 Rec. . . 199.50

WRITE FOR LIST OF NEW FREE PLAY GAMES AT CLOSEOUT PRICES!
ALSO OUR NEWLY COMPILED PRICE LIST OF FINE RECONDITIONED GAMES
TERMS: 1/3 Deposit With Order, Balance C. O. D. or Sight Draft

MONARCH COIN MACHINE CO.

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GET IT FROM
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They Have It
IN STOCK

"I'm Making Change FAST With the BLOCK CHANGE-MAKER"

For Arcades—Carnivals—Clubs—Busy Locations, For ALL COIN MACHINE OPERATORS.
An absolute necessity! A touch of the trigger delivers ACCURATE change instantly. Nothing like this amazing machine on the market! Beautiful streamlined design. Sturdy, precision construction. Completely equipped with a full change tubes. Can be furnished in any combination of tubes desired, for 1¢, 5¢, 10¢ and 25¢ coins. NEAT—COMPACT—PORTABLE. Built especially to meet your requirements by the firm that knows your problems.

PRICE \$32.50
Fair Values and Prompt Shipments—Ask Any Operator.
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BLOCK MARBLE CO.

1527 Fairmount Ave.
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**NEW OFFICES
AND
SALES ROOMS
OF
MILWAUKEE
COIN MACHINE CO.
LOCATED AT
3130 W. Lisbon Ave.
MILWAUKEE, WIS.**

Ryan declared. "Even more secure is our position in the market due to the fact that the production facilities of our great plant enable operators to obtain immediate deliveries on equipment.
"Our production lines are in full-time operation on a game for each of three big markets: Contest, a one or five-ball

game, one or four-coin multiple game; Sky Ray, a five-ball novelty replay game; and Texas Leaguer, a skill amusement baseball game.

"All three games are cracking earnings records left and right on locations all over the country, and distributors' commitments for future orders indicate a

IT'S BURSTING WITH THE THRILLS AMERICA WANTS!

● NOW! QUANTITY DELIVERIES OF ACE BOMBER! . . . just in time to boost summer collections in every location and arcade! . . . handled by the following star-studded list of blue ribbon distributors! THE NEWS IS BOOMING ALL OVER THE COUNTRY THAT ACE BOMBER IS A TERRIFIC GUN—AN OUTSTANDING MONEYMAKER. True to the famous Mutoscope tradition, ACE BOMBER is the kind of machine that gives you a steady moneymaking backbone no matter where or what else you operate. **SEE AND ORDER ACE BOMBER AT YOUR NEAREST DISTRIBUTOR NOW!**

ACE

TRADE



GET THE FACTS AND YOU'LL SURELY GET ACE BOMBER . . . a real, PROVEN hit!

ADVANCE AUTOMATIC SALES CO.
1021 Golden Gate Ave., San Francisco, Calif.
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2837 West Pico Blvd., Los Angeles, Calif.
WESTERN DISTRIBUTORS, INC.
1226 S. W. 16th St., Portland, Oregon
3126 Elliott Avenue, Seattle, Wash.



ACE BOMBER is proving to be not only a great booster for summer play, but its unending challenge to the players' skill and its timeliness for air defense practice assure a long run of lasting profits!

A. M. AMUSEMENT CO.

1000 Poydras St., New Orleans, La.



ACE BOMBER, like all Mutoscope products, is BUILT TO LAST. It is performing perfectly under a constant barrage of play.

BIRMINGHAM VENDING CO.

2117 Third Ave., North, Birmingham, Ala.



PROFIT COMMUNIQUE: Ace Bomber is capturing the biggest collections of the year!

DENVER DISTRIBUTING CO.

1856-58 Arapahoe St., Denver, Colorado



That rugged two-handed trigger gives the player the feeling that he's handling the real thing. Just holding the gun is a thrill in itself!

THE

General Vending Service Co.

306 North Gay St., Baltimore, Md.



100% LEGALITY is what operators want and need right now . . . and ACE BOMBER is the game that provides this protected income!

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ACE BOMBER is a fine investment for present and future earnings!

CARL TRIPPE

IDEAL NOVELTY CO.

2823 Locust St., St. Louis, Mo.



Co-ordinating ACE BOMBER'S four sets of anti-aircraft guns and searchlights to "get" the raiding bomber is a continuous challenge that brings heavy repeat play.

B. D. LAZAR COMPANY

1635-37 Fifth Avenue, Pittsburgh, Pa.



The furious, flaming action of ACE BOMBER'S self-raising guns and searchlights is a guarantee of greater play.

THE MARKEPP CO.

3328 Carnegie Ave., Cleveland, Ohio

IT'S DISTRIBUTED BY THE LEADERS AMERICA FOLLOWS!

BOMBER

MARK



ACE BOMBER is so close to the real thing that even Army men are practicing on it in locations and arcades near Army camps!

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2218 University Ave., St. Paul, Minn.



Heart-stopping Air Raid Alarms, whining sirens, and realistic Blackouts combine to give **ACE BOMBER** its soke appeal.

MILLS SALES CO., LTD.

1640 18th Street, Oakland, Calif.
1491 W. Washington Blvd., Los Angeles, Calif.
1325 S. W. Washington St., Portland, Oregon
117 South Eighth Street, Las Vegas, Nevada



Operators are reporting intense player interest in **ACE BOMBER**. It's a fast game that gives players a thrilling run for their money.

RELIABLE MUSIC CO.

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"From what I've already seen of **ACE BOMBER**, I predict it will be one of this industry's top moneymakers for a long, long time."

Bert Lane.

SEABOARD SALES, INC.

619 10th Avenue, New York, N. Y.



ACE BOMBER gives all the intense realism of the battlefield . . . without the danger!

SOUTHERN AUTOMATIC MUSIC CO.

540-42 South 2nd St., Louisville, Ky.
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300 SPLIT-SECOND SHOTS, multiplied by the thrill of war realism, equals **OVERLOADED CASHBOXES** for operators of **ACE BOMBER**!

STEWART NOVELTY CO.

133 E. Second South, Salt Lake City, Utah



IMPRESSIVE SIZE is an added attraction for **ACE BOMBER** . . . yet locations and arcades welcome it because it takes up very little floor space while piling up big collections!

UNITED AMUSEMENT CO.

3410-12 Main St., Kansas City, Mo.

● HITCH YOUR BANKROLL TO A HEADLINER!

ACE BOMBER Grips Them, Startles Them, Dares Them To Be Better and Better Marksmen! An enemy bomber roars overhead, the player tries to co-ordinate his rugged two-handed trigger with the four sets of searchlights and anti-aircraft machine guns that lift up and spit destruction at the passing raider. The skill comes in aiming and timing the proper searchlight and anti-aircraft battery as the bomber approaches and flies over the territory guarded by those particular defenders. Player hangs on tensely, doggedly, straining every nerve to take deadly aim! **ACE BOMBER** is T. N. T. in action . . . a gold mine in profits!

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NEW MONEY MAKER
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IT'S THE GAME EVERYBODY WILL BE TALKING ABOUT!

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1725 DIVERSEY BLVD., CHICAGO

Buy DEFENSE Bonds!

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS **ALLIED APPROVED** RECONDITIONED COIN MACHINES **USED!**

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Gold Star	42.50	Row	24.50	Fifth Inning	19.50
Duke Ranch	42.50	Double Feature	24.00	Flagship	19.50
Sparks	42.50	Hold Over	24.50	Golden Gate	19.50
Gold Cup	42.50	Follies, 1940	24.50	Flash	19.50
Sara Gutz	37.50	Charm	24.50	Super Six	19.50
Summertime	32.50	Lancer	24.50	Super Charger	19.50
Yacht Club	29.50	Compa	24.50	Juniper	19.50
Blondie	28.50	Commodore	23.50	Bis Six	17.50
Daugh Boy	28.50	Punch	23.50	Contact	17.50
White Boot	23.50	Score Champ	23.50	Rebound	17.50
Big Town	27.50	Oh Boy	22.50	Chubbie	17.50
Three Score	27.50	Yapper	22.50	Variety	15.00
		Write Balls	22.50	Four, Five, Six	15.00
		Lucky Strike	22.50	Scoop	15.00
		Mr. Chips	19.50	Pickem	15.00

PHONOGRAPHS

Wurlitzer 500, Like New	\$147.50	Seeburg Regal	\$124.50
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All American	\$42.50	WESTERN'S Major League Baseball, Free Play, like new, \$129.50	Seen Up	\$49.50
Flicker	44.50		Sport Parade	47.50
Formation	29.50		Lucky	17.50
Leader	27.50		Triumph	14.50
Metro	42.50		Big Chief	29.50
Score Champ	19.50		O'Boy	12.50
Stars	42.50			
Myrtle	52.50	KEENEY'S Anti-Aircraft, Brown Cabinet, \$69.50		
Zombie	37.50	KEENEY'S Air Raider, write for price.		
Landslide	19.50	Mercury (Token Visible P. O.), slightly used, \$14.50.		

1/3 With Order, Bal. C. O. D.

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Double Feature \$12.50 |

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Trailways	72.50	Bally Beauty	14.50
Mr. Chips	34.50	Mr. Chips	12.50
All American	37.50	Yapper	12.50

Three Score \$14.50 |

Stars 42.50 |

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1/3 deposit with all orders will ship, balance C. O. D. F. O. B. Newark, N. J. Send Penny Post Card for our free list. Name second choice with order.

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Victory	32.50	Dark Horse	79.50	Anti Aircraft—Brown	44.50
Sport Special	74.50	Blondie	22.50	Black	34.50
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Yesterday,
THEY STOOPED TO LISTEN — because
speaker was too close to floor level!



TODAY, they
STOP to listen to SEEBURG'S

EAR LEVEL TONE
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"An acoustical triumph that brings
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ART JARRET, Vocalist-Leader of
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Hear the Jarret-Kemp Victor
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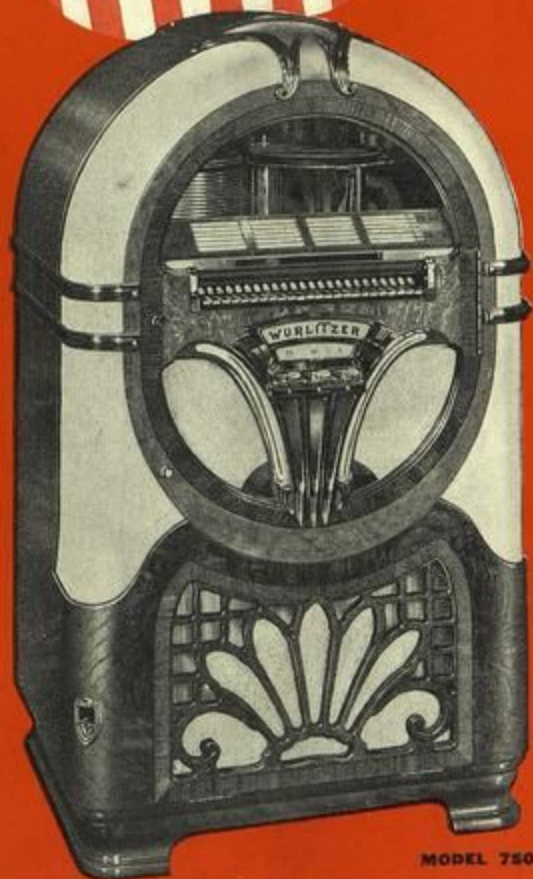
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MODEL 750

Six months operation for thousands of Music Merchants in tens of thousands of locations have established these facts about the Wurlitzer Victory Model 750.

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AUTOMATIC PHONOGRAPHS

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HIGH
IN
VALUE
AND
EARNING
POWER